



Public Awareness Digital and Social Advertising Summary

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Forms of Digital Messaging


- ❖ Facebook Ads
- ❖ Boosting Facebook Posts
- ❖ Email Newsletter
- ❖ Digital Ads / Google Ads
- ❖ Geofencing

Facebook Ads



 **Summit Natural Gas of Maine**
Written by Rinck Advertising | 191 · July 22 at 7:54 AM · 🌐

"Natural gas was an easy choice for us. Plus, the rebates made the conversion affordable."



Erica Pelotte,
Owner of Lion's Den Tavern,
Waterville, ME

*It's Only
Natural[™]
to Switch*

SUMMITNATURALGASMAINE.COM
You can make the switch!
Green, clean, convenient heat

[Learn More](#)



Summit Natural Gas customers can now save
**HUNDRED\$
WITH REBATES**
on energy-efficient natural gas appliances**
excess is out[™] | 

 **Summit Natural Gas of Maine**
Written by Rinck Advertising | 191 · April 17 · 🌐

"Burning cleaner fuel is important to me so I can leave a cleaner world for my grandkids."



-Richard C.,
Summit Natural Gas
customer


*It's Only
Natural[™]
to Switch*

SUMMITNATURALGASMAINE.COM
Switch to Natural Gas
Cleaner, more efficient energy.


[Learn More](#)



“Boosting” a Facebook Post


**Colorado Natural Gas**
Published by Aaliyah Grant · August 7 ·

Doing some home improvement projects this summer? Whether you're building a fence, installing a mailbox, or planting a tree, every digging project should start with a call to 811 to have your underground utilities marked! It's free, easy, and for your safety! Call 811 or visit www.Colorado811.org three days before you dig!



Always call 811 before starting fencing & landscaping projects.

Landowners completing these projects were **more than three times** more likely to hit a buried utility because they **did not call 811 before breaking ground**.



6,233
People Reached

164
Engagements

Boost Again

Boosted on Aug 8, 2020
By Debbie Williams

Completed

People Reached

5.9K

Post Engagement

819

Performance for Your Post

6,233 People Reached

126 Reactions, Comments & Shares

107 Like	97 On Post	10 On Shares
2 Love	2 On Post	0 On Shares
1 Haha	1 On Post	0 On Shares
2 Wow	2 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
13 Shares	13 On Post	0 On Shares

38 Post Clicks

12 Photo Views	2 Link Clicks	24 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Email Newsletter



- Email results:
- Subject line: Stay Safe - Always Call 811 Before You Dig!
- 17,346 Recipients
- 6,606 opens
- Open rate of 38%! (average email open rate for all industries = 17-21%)
- 73 clicks (29 to CO811.org)



Are you planning on doing some home improvement projects this summer? Buried utility lines are everywhere! **Know what's below before you dig by calling 811** to have your underground utilities marked.

Hitting a utility line can knock out service to your home and neighborhood or result in fines, damage, and serious injury. That's why every digging project, no matter how large or small, should start with a call to 811.

Did you know that many utilities are buried just a few inches below ground? You can easily hit a line when digging for simple gardening projects, like planting flowers or small shrubs. Call 811 or visit www.Colorado811.org three days before you dig every time you put a shovel in the ground to keep yourself and your community safe.

Call 811 or visit www.Colorado811.org three days before you dig!



FREQUENTLY ASKED QUESTIONS:

What is 811?

811 is the national call-before-you-dig phone number. Everyone who plans to dig

Even projects you might think are "small," like planting a garden, require you to contact 811. So, whether you're installing a mailbox, building a deck, or planting a tree, always call 811 or visit www.Colorado811.org three days before you start!

When do I call 811?

You should call 811 or visit www.Colorado811.org at least three business days before you begin any digging, including common projects like planting trees and shrubs or installing fences and mailboxes.

What information do I need before calling 811?

You will need to know the address of where you plan to dig, including the county and nearest cross street, as well as the type of project you're completing and the exact area on the property where you're planning to dig. Whether you call 811 or make your request online at www.Colorado811.org, you'll need the same info.

After I call 811, what do I do?

You need to wait a few days to allow utilities to respond to your request. Once all utilities have marked their buried lines with paint or flags, you should dig carefully around any utility marks and consider relocating projects that are close to buried utilities.

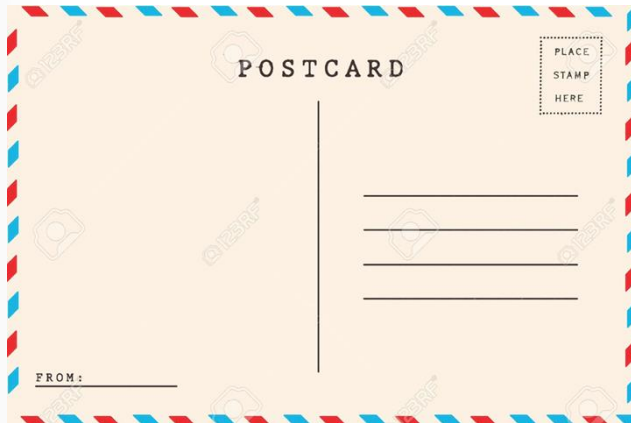
Stay Safe – Know What's Below!
Call 811 or visit www.Colorado811.org!





“Boosting” a Facebook Post vs Direct Mailings (continued)

- Recent vendor quote for ~17,000 postcards:
- 4x6 cards – printing & mailing service @ \$6831.43 and estimated postage @ \$4250 = \$11,081.43
- 6x9 cards – printing & mailing service @ \$11,442.56 and estimated postage @ \$7140 = \$18,582.56



Mailings do not provide any measurable engagement metrics, other than the total number of items sent.



“Boosting” a Facebook Post (continued)

Posts provide following analytics:

- **Reach** – the number of people who received the sponsored post;
- **Engagement** – number of those who liked, shared or commented.
- **Clicks** – How many times boosted post was clicked – either the photo, clicked links to our safety web page or the state 811 website when promoted, or another place on the Facebook page was clicked.
- **Click Through Rate (CTR)** is calculated by taking the amount of clicks on an ad and dividing it by the number of impression served.
- **Impressions** – How many times your post appeared on any device (some people may see it several times)

Other Demographic data such as % Male/Female, Age Ranges, device or channel used such as mobile vs. desktop, etc.



“Boosting” a Facebook Post (continued)

Recent AOG Boost Example:

Duration: 5 Day Boost Single Boost Cost: \$200

Reach: 16,376

Cost per person reached = \$0.012

Impressions: 30,412

Cost per impression = \$0.007

Engagements: 1,036

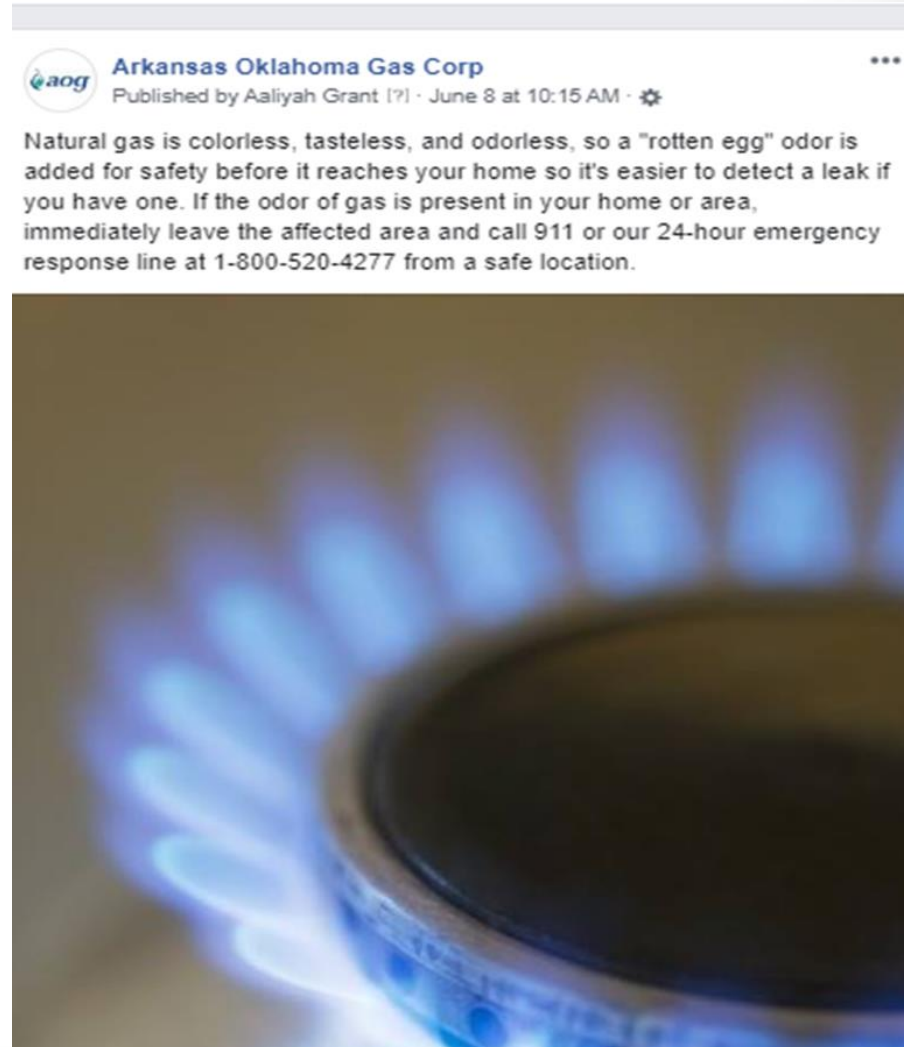
654 clicks (137 photo, 6 links, 511 other)

382 reactions, comments & shares

68 shares

0 negative feedback

Cost per engagement: \$0.193





Digital Ads / Google Ads

Get Cozy
Jan8-Jan10



Impressions: 139,980
Clicks: 99
CTR: 0.07%

Get Cozy 3400
Feb10-Feb25



Impressions: 200,334
Clicks: 332
CTR: 0.17%

No More
Feb25-Apr1



Impressions: 173,236
Clicks: 309
CTR: 0.18%

Paid to Upgrade
Apr1-Jun30



Impressions: 610,325
Clicks: 2,022
CTR: 0.33%

Versatile
May13-June30



Impressions: 284,121
Clicks: 933
CTR: 0.33%

Don't Wait
Jun30-Jul31



Impressions: 156,387
Clicks: 378
CTR: 0.24%

Questions?

