

SOCIAL MEDIA SUCCESS

Utilizing Complete Online Program Captures the Exploratory Shopper



”Successful social media marketing must be created around your unique customer needs. For Reliant Energy, that meant implementing a cross-media campaign to support our mover-focused content.”

Sicily Dickenson
Director of Online Marketing

BACKGROUND

In the era of user-generated content, customer participation and various other social media schemes and applications, most brands have explored the marketing opportunities made available in the social media channel. Reliant Energy was keenly aware of finding and filling the right niche. While Reliant didn't want to miss key opportunities for connecting with new and existing customers, it also didn't want to merely jump on social media bandwagon. In other words, **Reliant wanted to create useful, truly interactive content that enriched their existing and potential customer's web experience.**

CHALLENGE

In the competitive energy market, it is crucial to **reach shoppers early** before they begin looking for an energy provider and to **increase the % of customers retained** during the move process. This required an integrated campaign with aggressive goals. Range launched a **cohesive strategy involving Search, Display, SEO and Conversion Optimization.**

RESULTS

- » Introduced “**Move Reminder**” **interactive widget** in June 08, targeting movers with a complete “to do” moving checklist.
 - Ran campaigns built on “moving” but not related to energy - such as “finding homes in DFW”
 - **Impressions - 11.7MM**
 - **Total interactions - 18,770**
 - **Widget Grabs - 1,926**
- » Drove searchers looking for utilities and moving information to Reliant's Move Center Online with the goal of **increasing energy transfers.**
 - **Impressions - 223MM**
 - **Total traffic - 222,365**
 - Resulted in a **1.02% Conversion Rate** for energy transfers **3x higher than the general campaign.**
- » Advised Reliant on various natural search tactics to **create non-brand entry points** to Reliant's new moving services.
 - Ensured pages were **search engine crawler friendly & optimized** for content and page meta data.



R A N G E

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