

# Congleton Solar Marketing Plan

**June 2023**

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Cat'Social Media  
Management

# **Executive Summary.**

DVCE-CP (Dane Valley Community Energy – Congleton Park), a community benefit society, is embarking on a new renewable energy initiative following the successful completion of the Congleton Hydro project. This new endeavour aims to harness solar power for schools and businesses in Congleton, Cheshire, and North Staffordshire.

As a community-owned project, DVCE-CP will utilise the company's assets for the benefit of the local community. The society will be managed by a committed team of volunteers and any surplus income generated will be reinvested in the community. To fund this project, a share offer has been introduced, allowing individuals and businesses to buy shares in the venture, with investment options ranging from £100 to £50,000.

Our primary objective is to raise £530,000 through this share offer, enabling us to complete construction and initial operation. The share offer is set to close on September 30th.

To achieve this funding goal, we have designed a comprehensive marketing campaign that will run from July 5th to September 30th. The campaign aims to raise awareness of the project among the local and wider communities, attracting potential investors. The share offer is open to both individuals and businesses who wish to contribute to this sustainable energy initiative.

By combining the power of community ownership and renewable energy, DVCE-CP seeks to create a positive and lasting impact on the environment and the local community.

**Goals.**

# Aligning social media goals to business objectives.

Business objective	Social media goal	Social Media Metrics
Build brand awareness & community engagement	Awareness (these metrics illuminate your current and potential audience)	Reach, impressions, followers
Attract investment to the sum of £530,000	Engagement (these metrics show how audiences are interacting with your content)	Engagements (Comments, likes, shares) Prospectus downloads. Registered on the database.

# Key performance indicators.

## 3 month campaign commencing 5<sup>th</sup> July:

1	Number of Investors: Track the total number of investors who participate in the share raise.
2	Investment Amount: Measure the total amount of investment raised during the campaign.
3	Campaign Reach: Measure the campaign's reach through metrics such as website traffic, social media impressions, email open rates, or event attendance.
4	Conversion Rate: Calculate the conversion rate by dividing the number of investors by the total number of campaign leads (share prospectus downloads) or inquiries. This KPI indicates the campaign's efficiency in converting interested individuals into actual investors.

# **Target Audiences.**

# Customer Persona.

## Part Time Admin Assistant Sarah

- Late 20's
- 1 child, single.

### Who am I in a nutshell...

Sarah Johnson is a dedicated single mother in her late 20s. She works part-time to balance her professional commitments with her responsibilities as a parent. Despite limited financial resources, she is passionate about environmental causes and actively seeks ways to make a positive impact on the planet.

### Goals and Values...

**Environmental Advocacy:** Sarah is deeply concerned about the environment and actively supports initiatives that promote sustainability, reduce waste, and combat climate change. She wants to contribute to meaningful projects that align with her values.

**Community Engagement:** Sarah is actively involved in her child's school as a member of the PTA (Parent-Teacher Association). She believes in the power of community collaboration and seeks opportunities to engage with local environmental projects.

**Limited Budget:** Sarah faces financial constraints due to her part-time employment and single-parent status. She is interested in investing in environmental aims rather than financial gains and seeks affordable investment options.

### Reasons for me *not* to engage ...

**Limited Financial Resources:** Sarah's budget is tight, making it difficult for her to allocate significant funds for investments. She seeks opportunities that require minimal financial commitment or offer flexible payment options.

**Time Constraints:** Balancing work, parenting, and involvement in the PTA leaves Sarah with limited free time. She requires concise and easily accessible information to quickly evaluate investment opportunities.

**Risk Assessment:** Sarah may be cautious about investing due to her limited financial capacity. She requires assurance that her investment will primarily support environmental goals rather than expose her to significant financial risks.

### Preferred Channels and Influences:

**Online Resources:** Sarah relies on online platforms and social media to gather information about environmental projects and investment opportunities. She appreciates easy-to-understand content, testimonials, and case studies.

**Personal Networks:** Recommendations from friends, fellow PTA members, or other trusted individuals significantly influence Sarah's decision-making. She values the opinions of those who share her passion for environmental causes.

**Local Events and Community Organisations:** Sarah actively participates in local events and organisations focused on environmental issues. She pays attention to community-led initiatives and seeks opportunities to engage and contribute.



# Customer Persona.

## Local Business Executive –

### David

- Mid 30s
- Married, with young children.

#### Who am I in a nutshell...

David is a successful marketing professional in his mid-30s. He owns a comfortable home in a suburban neighbourhood and is committed to leading a sustainable lifestyle. He values environmental conservation and strives to make a positive impact on the world for his children's future.

#### Goals and Values:

- 1.Reduce Carbon Footprint: David aims to minimize his family's carbon footprint and actively seeks opportunities to support initiatives that reduce CO2 emissions.
- 2.Community Engagement: He believes in the power of community collaboration and wants to be actively involved in local projects that promote sustainability and benefit the community.
- 3.Financial Growth: David is financially stable and seeks investment opportunities that align with his values. He is open to exploring projects that offer potential returns while contributing to environmental goals.

#### Reasons for me *not* to engage ...

Limited Time: As a busy business professional and family man, David has limited time for research and decision-making. He needs concise and easily accessible information to evaluate investment opportunities.

Risk Assessment: While he is eager to invest in community projects, David is cautious about the financial risks involved. He requires clear and transparent information on the potential risks and rewards associated with the investment.

Trust and Credibility: David values authenticity and expects transparency from organizations. He prefers to invest in projects backed by reputable organizations with a proven track record in sustainable initiatives.

#### Preferred Channels & Influences

Online Research: David relies on online platforms to gather information about investment opportunities. He seeks credible sources, reviews, and comparisons to make informed decisions.

Personal Recommendations: He trusts recommendations from friends, family, and colleagues who share similar values. Positive feedback from trusted individuals or communities significantly influences his investment decisions.

David follows reputable environmental organizations, such as Greenpeace or WWF. He pays attention to their endorsements and partnerships, which could influence his perception of a community project's credibility.

# Customer Persona.

## Retired John

- **Early 70's**
- **4 grandchildren, married.**

### Who am I in a nutshell...

John is a retired philanthropist in his seventies. Having achieved financial success throughout his career, he now seeks opportunities to create a lasting legacy for his grandchildren and make a positive impact on his local community. He values social responsibility and believes in using his resources to benefit future generations.

### Goals and Values...

**Legacy Creation:** John is motivated by the desire to leave a lasting impact on the world for his grandchildren. He seeks projects that align with his values and contribute to the betterment of the community.

**Local Community Support:** He is passionate about supporting initiatives that directly benefit the local community where he has built his life. He wants to make a difference in the lives of those living in his area.

**Philanthropy and Giving Back:** John believes in the importance of philanthropy and using his resources to support causes that improve society. He is eager to invest in projects that demonstrate a long-term commitment to social and environmental responsibility.

### Challenges

**Information and Due Diligence:** As a retiree, John has more time to conduct thorough research and due diligence. He expects detailed information about the project's financial viability, social impact, and sustainability to make informed decisions.

**Long-Term Vision:** John is interested in projects with a long-term vision and sustainability. He seeks opportunities that will continue to thrive and benefit future generations, ensuring his grandchildren can witness the impact of his investments.

**Expertise and Guidance:** Although experienced in business, John may seek expert advice and guidance to navigate the philanthropic landscape effectively. He values partnerships with reputable organizations and professionals who can offer insights and expertise.

### Preferred Channels and Influences:

**Personal Network:** John actively engages with other philanthropists and retirees in his social circle. He values their opinions and experiences, seeking recommendations for impactful projects and trustworthy organizations.

**Philanthropic Events and Seminars:** He attends philanthropy-focused events, seminars, and workshops to stay informed about emerging trends, innovative projects, and best practices in the field.

**Established Foundations and Trusts:** John may work closely with established foundations and trusts that align with his values. He seeks partnerships that allow him to leverage their expertise and existing networks to maximise the impact of his investments.

# Messaging.

Sarah:

Highlight the project's direct and tangible environmental impact, focusing on specific goals such as reducing carbon emissions, promoting renewable energy, or conserving natural resources. Emphasize that the investment opportunity requires minimal financial commitment and assure Sarah that her small investment can still make a meaningful difference.

Demonstrate the transparency and accountability of the project by providing clear information about how funds will be utilised, regular updates on progress, and the project's alignment with recognised environmental standards.

Showcase how the investment will contribute to the local community, highlighting opportunities for involvement and collaboration. Illustrate the positive impact on Sarah's child and their school community.

David:

Highlight the project's specific CO2 reduction goals, emphasising the positive impact on the local community and the environment. Emphasize how the project will benefit the local community, such as helping businesses and schools reduce their CO2 output, educational aspect for future generations etc. Clearly communicate the potential returns and long-term financial benefits of investing in the community project, providing transparent information about the associated risks.

Demonstrate the project's credibility, transparency, and alignment with recognized environmental standards. Highlight any certifications, partnerships, or endorsements from reputable organizations.

# Messaging.

John:

Emphasize the long-term impact of the project, showcasing how it aligns with John's values and contributes to a better future for his grandchildren and the local community.

Highlight the project's potential for sustainable growth, demonstrating a clear vision for its continued success and the ability to adapt to future challenges and opportunities.

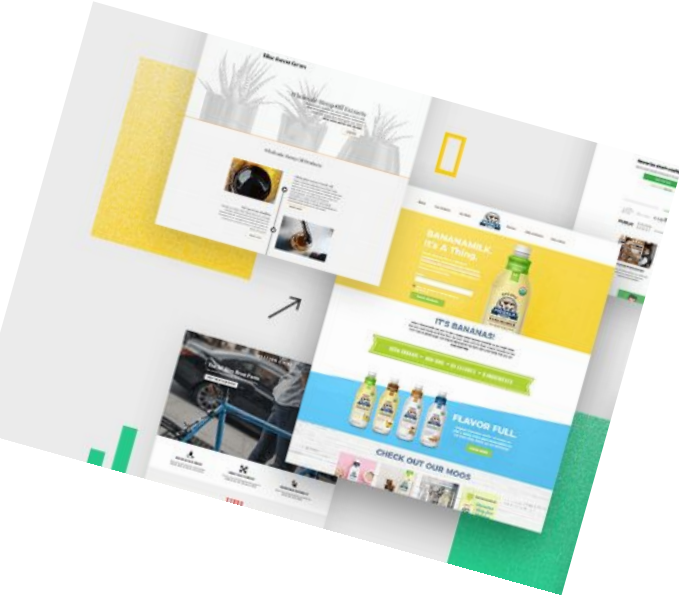
Showcase partnerships with reputable organisations and professionals who provide expert guidance and ensure the project's success and longevity. Communicate how the project leverages collective knowledge and experience.

Illustrate how the project embodies responsible stewardship of resources, focusing on financial transparency, accountability, and the effective allocation of funds to maximise social impact.

*\*By understanding your target market, you can tailor the messaging to resonate different values and attract interest in investing in projects that align your customer's vision.*

# Marketing Channels.

# Landing Page.



The purpose of a landing page is to capture the attention and interest of visitors and persuade them to take a specific action. In this case download/view the share offer and associated documents.

By downloading the share prospectus prospects will be entered into an email database and agree to be contacted again in a follow up campaign.

The landing page design will be in-keeping with the design of the share prospectus, which in turn will influence all social media assets and offline marketing to ensure continuity and build trust.

The Landing page will integrate with analytics tools, allowing you to monitor key metrics such as conversion rates, click-through rates, and visitor behaviour. This data provides insights into the effectiveness of the marketing campaign all for optimisation.

Domain names: congletonsolar.co.uk / .com / .uk have been purchased and will direct to the landing page hosted on the existing website: <https://www.congletonhydro.co.uk/>

# Social Media Channels:

**Facebook** offers a wide user base, making it ideal for connecting with friends, family, and various interest groups. It allows sharing diverse content formats, supports multimedia, and offers targeted advertising options. Facebook has expanded to include a broad range of age groups and demographics. (David/Sarah/John)

**LinkedIn** is a professional networking platform focused on career development, job opportunities, and industry connections. It allows users to showcase their professional achievements, join relevant groups, and engage in industry discussions. LinkedIn's user base is primarily professional-oriented. It can be more formal and lacks the casual, social atmosphere of other platforms. (David/John)

**Instagram** is a visually-oriented platform popular for sharing photos, videos, and stories. It offers creative tools, filters, and hashtags, making it suitable for individuals, influencers, and businesses to showcase products, experiences, or artistic content. Instagram primarily appeals to younger demographics, especially millennials and Gen Z, with a focus on visual aesthetics and self-expression. (Sarah)

**Twitter** facilitates quick and concise communication through short messages or "tweets." It is a platform for real-time news, trends, and public conversations. Its use of hashtags enables easy discovery and participation in discussions. Twitter's target market includes journalists, influencers, thought leaders, and individuals seeking real-time news and engaging in public conversations. (David)

# PR & Events:

**Launch Event:** As we have an existing audience of previous investors in Congleton Hydro, existing online audience and good reputation locally, launching the share prospectus at an event generates excitement, anticipation, and media coverage. We can also get the team together, invite a local media company to take interviews from key team members which we can repurpose for the online campaign.

## **Invite Stakeholders:**

Investors

Volunteers

Local Press

Email list contacts (700 including investors)

Advertise on social media channels

Councillors

Mayor

Local Businesses and Community Groups / Headteachers of local schools etc

East Cheshire Chamber

**Congleton Town Hall** – Can accommodate up to 300 seating in the main hall. Astbury Golf Club as a customers of the solar might also want to host the event. Venue TBC.



# PR & Events:

**School Event:** As 8 of the customers for the solar are part of the Creative Learning Partnership Trust (CLPT), we could hold an event at one of the schools for parents, this would be dependent on the school agreeing to organise and host, or we could look to invite to an online event. **TBC**

**Target local Press:**

Cheshire Live, Chester Chronicle, Warrington Guardian, Knutsford Guardian, Northwich Guardian, Crewe Chronicle, Macclesfield Express, Nantwich News, Congleton Chronicle, Winsford Guardian.

A mix of press releases and blog articles, letters of support will be planned throughout the campaign to keep readers up to date with how the share raise is going, from launch to completion.

**Online Events:**

3 online events via zoom will be scheduled, this will be presenting the share offer and an opportunity for people to ask any questions. We could add more events if it's needed depending on feedback / demand.

# Email:

Landing Page  
Email Form  
to download  
prospectus



Email 1 –  
Thank you for  
downloading

\*\* Email timings will depend when the document is downloaded and the point we are at in the campaign.

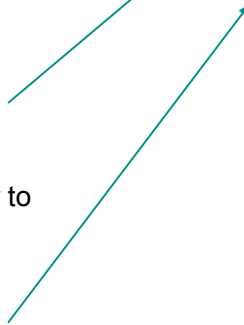
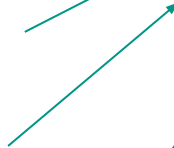
1. Share offer  
now open – invite  
to invest

2. Link to  
interviews of  
team  
members

3. Link to  
previous  
success of  
Congleton  
Hydro &  
Investor  
testimonials

4. Reminder to  
invest

5. Closing  
soon



**INVEST** –  
tagged as  
investor and  
drops out of follow  
up campaign



Welcome emails  
what happens  
next etc

# **Content Strategy.**

# Pre-Launch

1. Finalise Share Offer document
2. Finalise Landing Page
3. Finalise Application Page – including payment system, including time for testing.
4. Write press release and email sequence

DEADLINE: 1<sup>st</sup> July

## **Soft-Launch**

12<sup>th</sup> July email existing investors of Congleton Hydro as an exclusive first look at the share prospectus, inviting them to download.

Design and print informational brochures or flyers to distribute at local community centres, libraries, and relevant events

## **Full Announcements**

13<sup>th</sup> July - Full announcements in press and social media channels, inviting to download share prospectus and announcing date of launch event 18<sup>th</sup> July

# Launch

## Week 2 – (10<sup>th</sup> – 16<sup>th</sup> July):

1. Publish blog posts or articles on the website, highlighting the importance of community-owned renewable energy projects and the benefits of investing in the share offer. Promote these articles through social media and email newsletters.
2. Local Partnerships: Reach out to local environmental organisations, community groups, and influential figures to discuss potential collaborations or endorsements. Seek opportunities for joint promotional activities.
3. Invite to Share offer launch event 18<sup>th</sup> July – Set up event on Eventbrite.

## Week 3 – (17<sup>th</sup> – 23<sup>rd</sup> July)

1. Email Campaign: Send targeted emails to existing subscribers, explain the unique value proposition of the share offer. Include a clear call-to-action directing recipients to the webpage to download the share prospectus.
2. Online Advertising: Launch online ads on platforms like Google Ads or social media platforms, targeting users interested in renewable energy, environmental causes, or local investments. Keeping in local.
3. 18<sup>th</sup> July information event at the CLPT schools

# Launch Event

Tuesday 18<sup>th</sup> July

1. Venue to be confirmed
2. Launch event to create a sense of anticipation and generate buzz around the share offer. By bringing together stakeholders, influencers, and the media, we can build excitement and curiosity, increasing the chances of positive word-of-mouth and media coverage.
3. A well-executed launch event can attract media attention, leading to press coverage and exposure in relevant publications, online platforms, and broadcast outlets. Media coverage amplifies your reach, helping to create brand awareness and attract potential investors.
4. Launch events provide an opportunity to engage directly with your target audience. Attendees can ask questions, provide feedback, and share their thoughts.

Thursday 20<sup>th</sup> July – Open for investing

Share offer open for investing!!! The last few weeks have emphasized it's a first come first served basis. Which has built up demand.

# Shareraise

## Week 4 & Week 5 (24<sup>th</sup> July – 6th August)

1. Press Release: Issue a press release announcing the share raise is open for investment and its potential impact on the community. Distribute it to local newspapers, online news portals, and relevant industry publications. Follow up with media outreach to secure interviews or additional coverage.
2. Social media activity continues (see posting schedule) sharing information and encouraging share prospectus downloads/investment.
3. Share video and clips from the share raise event.
4. Share first update of amount raised.
5. 29<sup>th</sup> July attend Makers Market in Congleton Town – promote the online zoom event 20<sup>th</sup> August

## Week 6 & Week 7 (7<sup>th</sup> – 20th August – 16<sup>th</sup> August half-way point)

1. Celebrate the half-way point! Launch a social media contest or giveaway to increase brand awareness. Encourage followers to share posts or tag friends for a chance to win a small eco-friendly prize. This increases engagement and expands the reach of your campaign.
2. Online zoom event 7 pm.
3. Halfway point review all metrics, are we ahead or behind the target?
4. If behind target, widen social ads to gain a new audience.

# Shareraise

## Week 8 & Week 9 (21<sup>st</sup> August – 3<sup>rd</sup> September)

1. Encourage referrals from existing Congleton Hydro investors and new solar investors, share reviews and testimonials.
2. Place editorial in Congleton Chronicle.
3. Target media outlets, Congleton Radio, Signal Radio, BBC etc can we get interviews.
4. Deadline approaching, email campaign – don't miss your chance!

## Week 10/11/12 - Share raise ends 30<sup>th</sup> September

1. Celebrate nearly reaching our target, providing regular updates regarding campaign progress.
2. Schedule final zoom event 12th September 7 pm, last chance to get your questions answered.
3. Continue with social media posting, creating urgency to invest.
4. Celebrate hitting the target!



# Shareraise

## **Throughout the campaign:**

**Monitor and Respond:** Regularly monitor social media platforms, email inquiries, and website traffic. Respond promptly to questions, comments, or concerns to provide excellent customer service and maintain engagement.

**Ongoing Content Creation:** Continuously produce relevant and engaging content such as blog posts, videos, or social media updates that highlight the progress of the project, community involvement, and environmental impact.

**Measure and Analyse:** Track key performance indicators (KPIs) such as website visits, conversion rates, social media engagement, and investment inquiries. Analyse the data to identify areas of success and areas that require optimisation.

# Shareraise

Budget and estimated costs: Total Spend: £4450

Digital Advertising – Facebook ads: £800

Video Production – promotional or explainer videos: £1500

Printing and Design of Brochures/Flyers: £300

Signage and Banners: £300

Event Expenses: Room hire & refreshments: £400

Press Release Distribution: Leaflets in local press £150

Press adverts / articles: £500

Miscellaneous expenses or opportunities: £400

Email marketing software: £100

Landing Page Design/Content creation – FOC (Congleton Partnership)

# Content themes/ideas:

- Posts explaining project
- Sharing Congleton Hydro's success
- Sharing successful projects
- Climate Change and wider global impact
- Videos of board members, why they got involved etc 1-2mins
- Corporate Responsibility – generate interest from the business community
- Attend local networking events, most will be looking for a speaker?
- Updates on share raise
- News articles
- Communities working together can make a difference
- Why solar
- How many trees saved?
- The commercial partners story, why they are getting involved.
- Creating a legacy / inspiring future generations

# Posting.

## Posting/engagement schedule:

### Facebook

1 x post per day

engagement daily (liking and commenting on posts) sharing in groups

### Twitter

4 x per day curated content (pre-scheduled)

engagement daily (liking, commenting, retweeting and sharing relevant comment)

Tweet chat weekly

### Linked In

4 x per week curated content (plus own blogs/podcasts/newsletters when available)

engagement daily (liking, commenting and sharing relevant comment)

### Instagram

1 x post per day, including reels, stories.

engagement daily (liking and commenting on posts) – find influencers

**Next Steps.**

## Content plan:

- Create content calendar
- Content repurposing: Blog = video, social posts, newsletter content.
- Create Landing Page
- Email sequence

## Set up activities:

- List of key people to interact with. Facebook Groups to target
- Build Twitter lists
- Identify tweet chats to take part in
- Optimise platforms
- Set up scheduling tool
- Set up Facebook ad campaign and agree budgets
- Create application page and payment
- Influencers