



GenGame

Consumer Engagement Platform

Clean Heat Streets Project

Innovative methodology to deliver a high density heat pumps uptake of heat pumps in Rose Hill area, Oxford

WS3 Task 3.5

Develop digital recruitment/engagement plan



Objectives

Develop a strategy to engage and recruit the Rose Hill and Iffely community using social media, digital networks

1. Data collection platform to capture interested residents
 - Updates, email signup, project offer and details
2. Acquisition
 - How to use digital marketing to get relevant local people to the platform
3. Engagement
 - What digital methods to use to engage/re-engage anyone who has visited the website or subscribed to email list

1. Platform - Website

- Create a Clean Heat Streets landing page to give an overview of the programme and what is on offer in the Rose Hill & Iffley area of Oxford
- Create an email signup form for people to register their interest and to start building up an email list of relevant local people.
- Link this to a email system e.g. Mailchimp with an automated email when registering interest.
- Put up posters and give out flyers at the community centre and via the Low Carbon Group.
- We can set up a landing page ASAP just with a little bit of info to start getting interest and building up a list.

2. Acquisition

Social media - Ads

- Create geo-fenced ads to the Rose Hill & Iffley area (est reach on Meta [Facebook + Instagram] = 4600 - 5400 people).
- Send ads to people who live in this area with a link to the landing page.
- Send 'lead gen' ads to people in this area to get them to register interest directly from within Facebook or Instagram

Social media - Groups, influencers, local pages

- Find any local, relevant Facebook Groups and ask to be allowed to post about the project (with a link to the landing page).
 - E.g. "Remembering Rose Hill through the Ages" - 2.2k members, research needed for more.
- Find local 'influencers' to share information on the project.
 - E.g. Shaista Aziz, Labour Councillor for Rose Hill & Iffley (1k followers)
- Ask local businesses to share on their pages or Instagram profiles and stories.

2. Acquisition

Google search ads

- Create some Google Search ads targeting people searching for 'Heat Pump' related keywords.
- Limitation on granularity of location targeting (Oxford = 602k reach).
- Target "Rose Hill", 'Iffley' related keywords with any heat pump searches.

Twitter

- Ads - limitation on location targeting ('Oxford' = 306k - 340k reach)
 - Can target interests and demographics
- Leveraging other accounts to promote the project - local influencers, businesses, groups:
 - E.g. Rose Hill and Iffley Low Carbon Group (650 followers)

Paid media

- Look to do some paid digital advertising with local media:
 - E.g. Oxford Mail - <https://www.oxfordmail.co.uk/>
 - E.g. Rose Hill News - <https://rosehillnewsonline.com/>

3. Engagement

Email marketing

- Send regular updates to email subscribers
- Email updates on the project itself, news on the offer involved, timelines etc
- Emails about upcoming events about the project.
- Automated email when registering interest.

Retargeting ads

- Target ads (Google, Meta, Twitter) to people who have visited the landing page from any source.
- Aim to get them re-engaged with the project and ultimately to apply.
- Send project updates via retargeting ads.