

Climate Week NYC 2019 ESNA Marketing Toolkit

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ENGIE Services U.S.



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About: Climate Week 2019 & ENGIE

Climate Week Events are happening throughout NYC September 23-29!

- [Climate Week NYC](#) is both a private international summit, and a collection of affiliated events around a variety of climate topics
- [ENGIE Impact](#) is launching their NYC presence by acting as a Presenting Sponsor
 - Isabelle Kocher participation in opening ceremony
 - Hosting various events at 'The Hub'
- Given limited capacity at the hub, a large group of (ESNA and broader ENGIE) stakeholders will be participating primarily in non-Hub climate week events.
 - [Click here](#) to view the most relevant events for the building services market, and let us know what events you've registered for
 - Events are still being added! Visit <https://www.climateweeknyc.org/events-program> to see the most up-to-date list of Climate Week events

ESNA Marketing KPIs

Here's how we'll measure the impact of our Climate Week efforts

Goals	Tactics	KPI's
Brand Awareness for ESNA OpCos	ESNA Climate Week Landing Page	# visits # clicks to OpCo sites # intake form fills
	Web banner for OpCo websites	# clicks via bit.ly
	Social Media (LinkedIn)	# impressions (views, likes, shares) # hashtag activity
	LL 97 Building Owner Guide (e-book)	# views via Paperturn
Lead Gen for ESNA OpCos	Email template	% opens / CTA clicks, % replies, # first meetings at Climate Week
	Employee Engagement	# participants
	Lead capture	# customer meetings

The Toolkit

All the tools to help you promote Climate Week! Use them a-la-carte as you see fit.

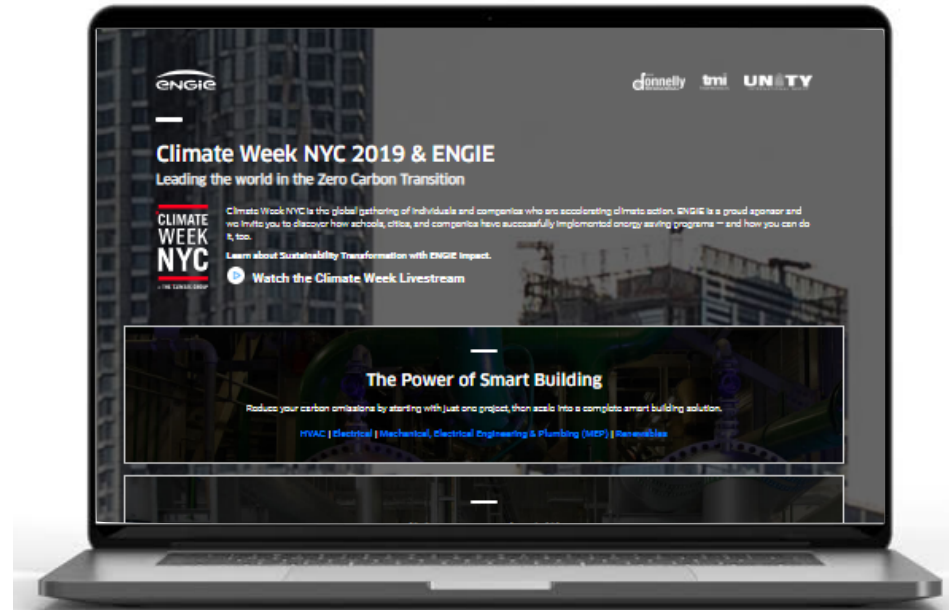
- ESNA Climate Week Landing Page
- Web banner for OpCo websites
- Social Media banner and guidance
- LL97 Building Owner Guide (e-book)
- Email Template
- Email Signature

ENGIE Impact Marketing Toolkit - Coming Soon!

Landing Page

<https://engieservices.us/climateweek>

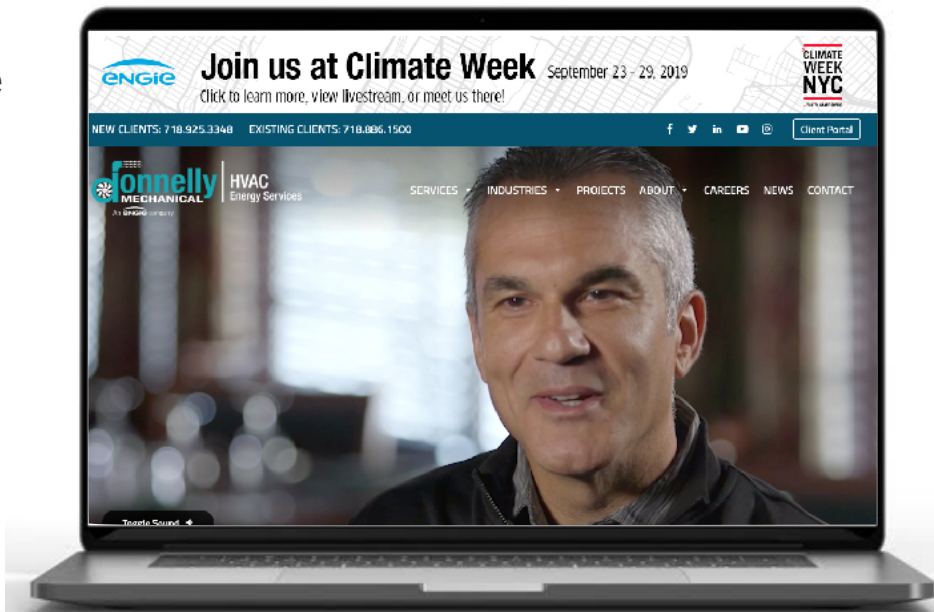
- Header includes ENGIE Services company logos
- General intro will link to Livestream when available
- Power of Smart building links to op-co websites
- Vertical Markets link to ESUS Success Story libraries
- Contact Form will collect leads to be distributed
- Tab to access Climate Mobilization Act Building Owner's Guide



Web Banner

Easily add to your own homepage

- Use the following code add the Climate Week banner to your website:
 - ```
<iframe src="https://engieservices.us/climate_week_banner.php" width="100%" frameborder="0" marginwidth="0" marginheight="0"></iframe>
```
- Responsive for screen size
- Banner opens this link:
  - <https://engieservices.us/climateweek/?src=banner>
- Contact [Rob Tang](#) for questions or troubleshooting



## Email Signature

[Click here](#) to view instructions

- Personalize the word document with your name and contact details
- Copy and paste into your email software now
  - Make sure image is linking to:  
<https://engieservices.us/climateweek/?src=emailsignature>
- Encourage the rest of your field-facing team to do the same!

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**CLIMATE WEEK NYC**

SEPTEMBER 23 – 29, 2019

Learn how scalable energy solutions reduce carbon emissions.

CLIMATE  
WEEK  
NYC

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## LinkedIn Banner & Social Media Guidance

[Click here](#) to download the banner image

- Banner to use on social media posts (size optimized for LinkedIn)
- Social media guidance document coming soon!
- Use the ESNA hashtag: **#ENGIEServicesDoesClimateWeek**

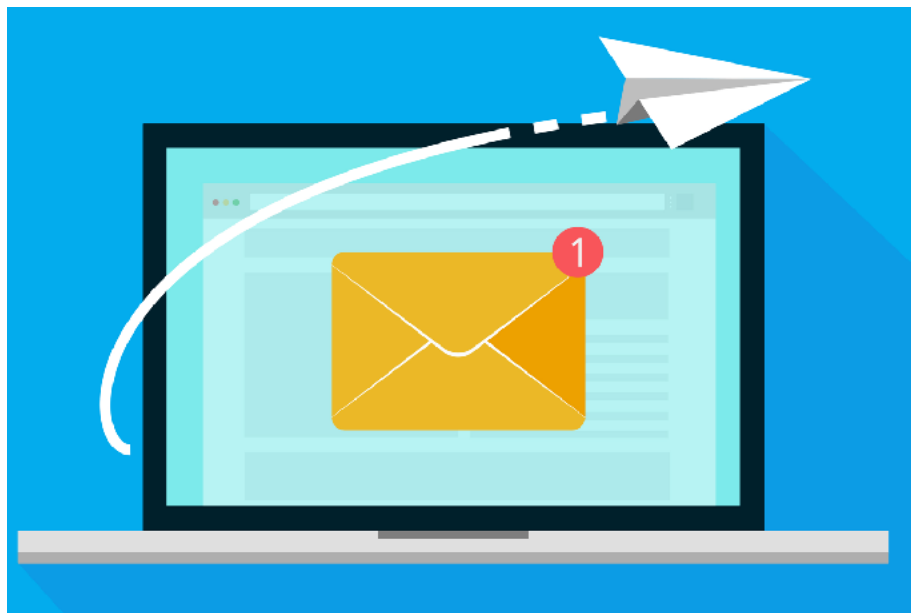




## Email Template

[Click here](#) for customizable email text

- Includes customizable email text for sales team customer outreach
  - Customize with company name and participation details
  - Don't forget to use the [Climate Week email signature!](#)
- Also includes less-personalized blurb for email newsletters or blogs



## Building Owner Primer

[Click here](#) for distribution instructions

- High-value piece to use as a conversation starter with key targets
- Digital distribution, only with lead form 'gate'
- Only use with relevant customers and targets: **Decision-makers in NYC Commercial Buildings over 25,000 sq ft.**



## Using the ESNA Climate Week Toolkit

A simple checklist for marketers, sales teams, and anyone else who will be at Climate Week

- ☑ Bookmark the ESNA Landing Page on your computer and phone so you can refer to it in future social posts and other communication
- ☑ Add the Climate Week banner to your company's homepage
- ☑ Add the Climate Week Email Signature to your email software, and distribute to your team
- ☑ Review the How-to guides for the Building Owner Guide and Social Media, and let us know if you have questions
- ☑ Make sure you and your team are registered for all CW events you plan to attend, and [update us](#) on your plans for the week
- ☑ Stay tuned for updates throughout Climate Week and post-event follow up