Protect Your Information, Protect Your Power

Scam Awareness Campaign
Social Media and Email Marketing

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Opportunity

A. Review of the client's current online capabilities

Website Design:

- The website design is congruent, meaning it is consistent in terms of branding, messaging, and visual elements.

- The website design has a smooth flow and allows for easy navigation, indicating good continuance.

- Important information and calls to action are placed above the fold on the website, meaning it is visible without scrolling.

- The blog is regularly updated, which helps increase the website score, and makes it more likely to show up on the main page in Google search for "TECO" or "Tampa Electric".

- The website has multiple main pages, which can make it difficult for visitors to find what they are looking for in a fast manner. There are also incongruencies with the name of the company, while looking for "TECO", website names such as "Tampa Electric", "TECO energy", and "people gas" pop up on the first search page of Google. Although having different stand-alone websites increases visibility on the search for TECO, having different names makes it confusing for potential visitors.

- When looking for the scam awareness page on the search bar, multiple documents and pages popped up. Although there was a filtering option, the option of "page" was not available. The search bars show different types of material, most of which are notifications, PDFs, and pages.

Social Media:

- Number of Social Media Accounts: TECO has accounts on Facebook, Instagram, LinkedIn, Nextdoor, and Twitter, which indicates a strong presence across multiple social media platforms.

- Activity Level: The client posts about 10-15 times per month on social media, which is a moderate level of activity.

- <u>User Engagement Level:</u> The client's social media posts have minimal engagement with almost no comments or shares, and less than 20 likes per post on average, which indicates room for improvement in terms of user engagement.

- <u>Congruence:</u> TECO has several different profile names across their social media platforms which can be confusing for customers and make their pages difficult to find.

Additional Digital Marketing Capabilities:

TECO does not have a mobile app, which makes users obligated to rely on email communication and their website. Additionally, TECO has its website linked in their profile across all of their social media platforms, and their website has their social media links in the footer of the page. However, their Instagram link brings the user to a page that displays the company's Instagram posts, and links to other social media platforms. This page can be confusing to visitors as the Instagram page they were just trying to navigate away from is shown again and the button that links to their website is labeled as "Visit Peoples Gas" which is not congruent with the Instagram page the user just left. It may be unclear to the user what website they would be brought to when clicking that button.

B. **TECO Digital Marketing Audit**

The following analysis is based on the digital marketing for TECO, which can be divided into five different categories: the website, SEO, paid/display advertising, email, and online reputation management. Starting with the website (all of the numbers for the website are based off of traffic in January 2023) the website was ranked 218,073 globally, 38,550 in the country and 113 in the category (utilities). The main demographic of the website was men between the ages of 25-34. It had a total of 241,400 visits with an average visit duration of 1 minute and 46 seconds, a 67.03% bounce rate, and an average of 2.17 pages per visit. The biggest improvement that the website needs is the bounce rate. Moving on to the SEO portion, they are doing well with the use of the keywords being about 4% of the words on their scam awareness web page, as well as good use in the URL, title tag, header tags, main content, and anchor text.

What they are missing on the scam awareness web page is anchor tags. There is not a lot of paid or display advertising. The one paid advertising that was seen was in regard to their e-newsletter and did not stick out with a unique value proposition.

Although the current analysis is not privy to insider information such as metrics, and newsletter segments, general email notifications and announcements have been taken into consideration. Emails are not all mobile friendly, some are better displayed on mobile devices, but most require zooming-in for readability. Emails were also lacking a valid mailing address for the company, which is required on all commercial email communications according to US CAN-Spam Act regulations. Finally, in terms of reputation management, it is very inconsistent. On Google reviews there are a lot of scathing reviews with no response by TECO, much similarly as in other platforms. The only platforms that seem to have any interaction with complaints are Facebook and Twitter, where the company tends to respond within 24 hours.

   C. **Competitor Social Media Audits**

Duke Energy is one of the largest energy companies in the US. It is active on Facebook and Instagram, focusing on three main themes: advertising, education, and people and culture. On Instagram, Duke Energy posts only images and videos to showcase employees and company culture, renewable energy, and carbon emissions. Facebook content focuses on education and advertising, with blog posts generating the least interaction and it tends to post on weekdays, with higher activity on Mondays, Tuesdays, and Wednesdays.

   D. **SWOT Analysis**

Strengths:

1. Social media presence: The company has multiple social media platforms.
2. The main homepage provides various amounts of information that may be useful to visitors, most of which is above the fold. The website also provides several calls to action on the main homepage.

3. The website has a blog section, which gets new posts several times a week. The blog is also sectioned by topic, which is helpful to visitors who might be interested in specific topics.

Weaknesses:

1. The website has multiple different pages, some of which have their own bars of content to send you to other pages. This can make it difficult for people to find what they are looking for.

2. Emails are not mobile friendly. They are also lacking regulatory compliant information.

3. Lack of engagement on social media content, and a low following base.

Opportunities:

1. Increase engagement on social media.

2. Send more emails, or possibly send out email notifications about campaigns.

3. Adapt emails to fit mobile style.

4. Create a mobile app.

Threats:

1. Data security: Scams and cybersecurity threats from stolen information.

2. Economic downturns: Not only does this make it so people are less likely to stay up to date on payments, but it also makes them more susceptible to scams.

3. Evolving social media algorithms: Social media platforms are constantly changing their algorithms making it difficult for companies to optimize their content and receive a high engagement rate with each post.

Digital Marketing Campaign Overview

Goal 1: *Specific:* Increase social media engagement related to scam awareness by posting contents that include tips, resources, and warnings. *Measurable:* Increase engagement by 10% within the two weeks of the campaign. *Attainable:* By consistently valuable and informative social media posts that engage and educate customers on scam awareness. *Relevant:* The goal is relevant to TECO Energy's digital marketing campaign for scam awareness, as increasing social media engagement will help spread awareness of scams and

encourage customers to report suspicious activity. *Time-bound:* The goal is time-bound to 2 weeks to measure the success of the campaign.

      Goal 2: *Specific:* Increase email engagement and click-through rates by sending out a targeted email campaign to customers that includes at least one article or resource related to scam awareness and encourages customers to report suspicious activity. *Measurable:* Increase email open rates by 10% and click-through rates by 5% within the next two weeks. *Attainable:* By creating a targeted email campaign with clear and compelling messaging and using personalization and segmentation to ensure the right message is delivered to the right audience. *Relevant:* The goal is relevant to TECO Energy's digital marketing campaign for scam awareness, as email campaigns are a powerful tool for spreading information on scam awareness to customers. *Time-bound:* The goal is time-bound to 2 weeks to measure the success of the campaign.

Target Market

      TECO is working diligently to protect their customers from being victims of scam tactics, regardless of their age. They have found that those most likely to fall victim to scammers are those who are not as technologically advanced and are more likely to act on a false request. Customer Persona 1 portrays a 72-year-old man referred to as "Technology Inept Terry." Terry represents the older demographic that does not understand technology. In the past Terry has tried to set up online payments, but was unsuccessful, thus he prefers to make his payments over-the-phone. To potential scammers he is seen as an *easy-target*.

      Contrastingly, Customer Persona 2 portrays a 25-year-old female referred to as "Tech-Savvy Tara." Tara represents a younger demographic, and she excels at all technology related tasks. She has never been scammed and is easily able to identify a scammer. Tara plays a role in this campaign due to her knowledge and understanding of scam tactics and technology. Tara has the ability to educate her loved one's on best practices when using the internet. She can assist her family with setting up online payments, determining which

messages are fraudulent, and maneuvering the website.

The target market for this campaign is a younger and older person which allows TECO the ability to see both vantage sides of their consumer. Emails are intended for the older demographic, whereas mobile ads are to be targeted to users on social media sites. The prevalent age gap between personas emphasizes how these consumers navigate TECO's services. While the older demographic is more susceptible to scamming, the younger demographic has the potential to reduce this risk, assist their loved ones, and educate consumers about ways to make their online experiences easier and safer.

Estimated Campaign Costs

There are a few costs for this campaign. The first being labor, TECO can decide how many employees they want on this campaign, but we feel it can be done with two to three people. Their salaries would have to be paid unless they were brought in for that specific campaign. Other costs include subscriptions to an email marketing platform such as HubSpot, a website analytics server such as SEMrush or Google Analytics. A subscription to HubSpot is $800 a month, a subscription to SEMrush is $500 a month and some services of Google Analytics are free. This would bring the total cost of the campaign to $650 for two weeks of the subscriptions and then two weeks of pay for the labor.

Key Metrics

There are seven metrics that we identified as key for this campaign, they include: likes, comments, followers, shares, website traffic, click-through rate, and scam reports. The goal of our campaign is to increase engagement on scam awareness content, and these are all key indicators that that goal is being met. The likes, comments, and shares would show the increased engagement if there were an increase and then website traffic, click-through rate and scam reports would show the increase in scam awareness. Other available metrics that we decided against were keywords, age range of the users, and gender of the users. These would

help us know the demographic of our customers but would not show the effectiveness of the campaign.

<div align="center">**<u>Digital Marketing Plan Content Calendar</u>**</div>

There are two types of content we plan on sending out, one that informs about scams and the other regarding how to make secure payments. The content is designed to reach our target market through making the content big and easy to read for the older generation and also making the information simple to understand with a clear call to action. Our content will be similar in the pictures we post across different channels while the wording will be different. The information will be briefer on social media posts while a little more information in the email posts.

The scam awareness campaign for TECO Energy is scheduled for two weeks from May 8th to May 21st, 2023. The campaign will include social media posts and email marketing to raise awareness about the different types of scams that they may encounter, how to identify them, and how to protect themselves from falling victim to them.

<u>Breakdown of the campaign schedule:</u>

Social media posts: There will be one social media post every day at 11 am, except on Mondays at 12 pm and Sundays at 6 pm. On the first Tuesday, a second post will be at 1 pm. On the first day we will post the video of the campaign as a second post as the first post of the day will be like an introduction to the campaign. Regarding the infographic it will be posted on the first Sunday as it is the most interactive day for posting infographics. The posts will be mainly educational themes and informative, with tips on how to recognize and avoid common scams, how to report suspicious activity, and where to find more information. The posts will be accompanied by eye-catching graphics and hashtags such as #ScamAwareness #TECOEnergy #ProtectYourInformation #ProtectYourPower

Live Q&A: On the last day of the campaign at 11 am, there will be a live Q&A session on social media where consumers can ask questions and get advice from experts on how to avoid scams.

Email marketing: There will be one email sent daily at 10 am, except on Saturdays. These emails will include similar content to social media posts, with more detailed information such as tips for avoiding scams, warning signs to look out for, and information to report scams.

The chosen days and times for the posts and emails were selected based on when consumers are most likely to be active on social media and checking their emails. The content will focus on educating consumers on how to protect themselves from scams and will likely include examples of common scams and tips for avoiding them.

Summary

In summary, to monitor the campaign we plan on having staff evaluate social media posts by looking at the number of likes, comments, and shares. For the email portion of the campaign, we would look at the click through rate and unique opens. Another aspect we would be monitoring is the amount of scam reports. These would be checked regularly throughout the campaign, maybe every other day. The only shortcoming that we anticipate is the click through rate for our emails not living up to expectations. The best way to address this is with A/B testing on different emails to see which is most effective. Overall, through the creativity and targeting of our campaign we will bring a fresh new look to TECO while boosting customer engagement and managing reputation with the customers by helping them avoid being scammed.

Appendix

Customer Persona 1:
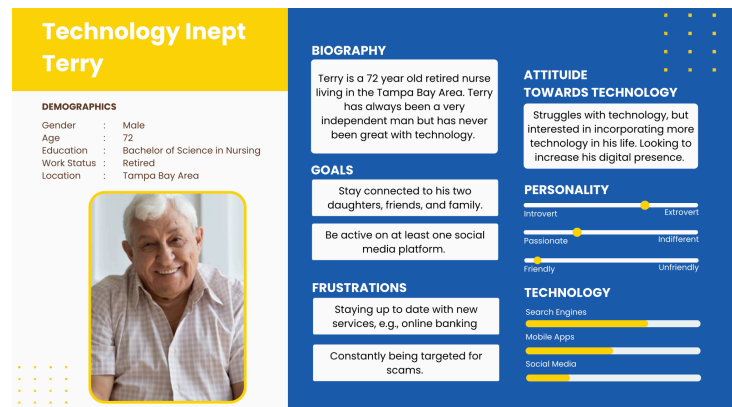
Biography: Terry is a 72-year-old retired nurse living in the Tampa area. Terry has always been a very independent man but has never been great with technology. His two daughters live out of state, so they set up a Facebook account for him to see what they and the rest of his family are up to. They recently had him follow and *like* some pages that would be useful to him such as his local utilities company TECO.

Goals:

- Stay connected to his two daughters, friends, and family. Terry recognizes that the easiest way to stay in touch with his two daughters is by engaging in the social media platforms that they use.
- Be active on Facebook and one other social media platform. Most of Terry's friends can be found on Facebook; however, his daughters prefer posting on Instagram.

Frustrations:

- Staying up to date with new services, e.g., online banking
- Constantly being targeted for scams.

Attitude towards technology: Struggles with technology, but interested in incorporating more technology in his life. Looking to increase his digital presence. In the past Terry has tried to set

up online payments, but was unsuccessful, thus he prefers to make his payments over-the-phone.

Customer Persona 2:
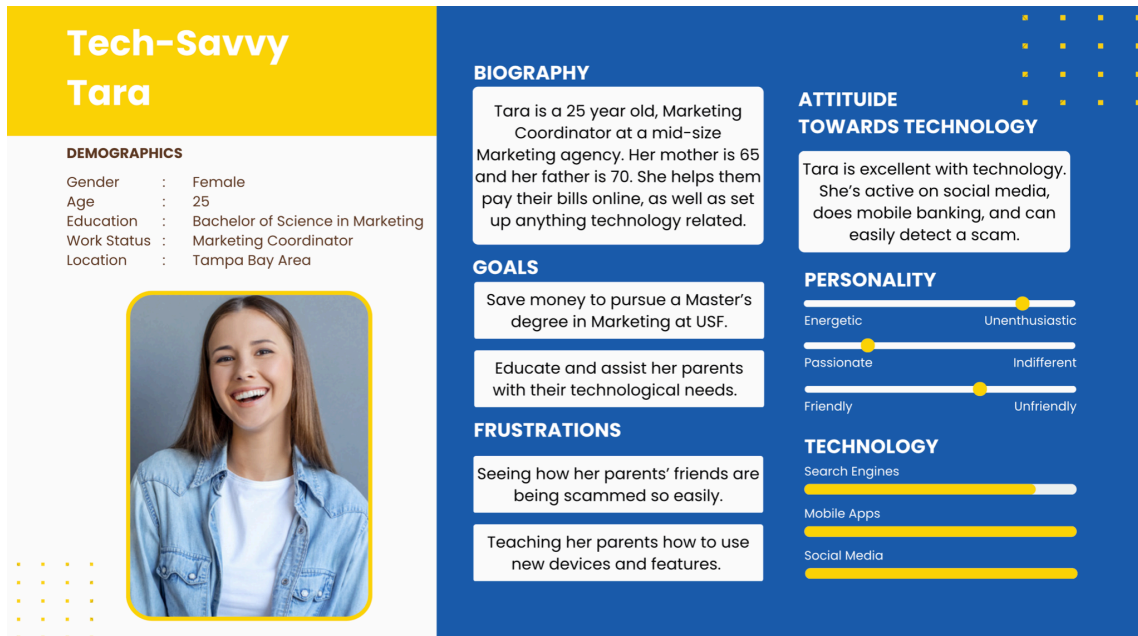
Biography: Tara is a 25-year-old, Tech-Savvy Marketing Coordinator at a mid-size Marketing Agency in Tampa. Her mother is 65 years old, and her father is 70 years old. She helps them pay their bills online, as well as set up anything technology related.

Goals:

- Save money to pursue a Master's degree in Marketing at the University of South Florida.
- Take good care of her parents and teach them how to pay their bills online and avoid being scammed, as she knows many of their close friends have been scammed lately.

Frustrations:

- Seeing how her parents' friends are being scammed so easily.
- Teaching her parents new technology and staying up to date with new features. She gets frustrated as her parents don't always understand what she's teaching them.

Attitude towards technology: Tara is excellent at dealing with anything technology related.

She's always up to date with social media accounts, new ways to bank and pay bills, and can

easily detect when someone is trying to scam her.

Digital Media Audit for TECO

(All statistics according to similarweb.com as recent as January 2023)

Website stats:

1. Global rank: 218,073

2. Country rank: 38,550

3. Category rank: 113

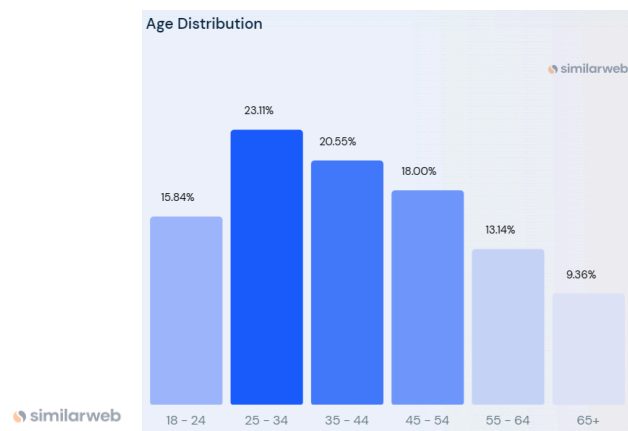4. Gender distribution: 47.29% Female 52.71% Male

Total Visits
241.4K

Last Month Change
4.72% ▾

Avg Visit Duration
00:01:46

Bounce Rate
67.03%

Pages per Visit
2.17

Age Distribution

similarweb

15.84% (18 – 24)
23.11% (25 – 34)
20.55% (35 – 44)
18.00% (45 – 54)
13.14% (55 – 64)
9.36% (65+)

similarweb

SEO:
- Top Keywords: TECO, Tampa electric login, TECO builder work
- On-page SEO (specifically for the scam awareness):
  - Used the keyword of scam at 4% of the total words on the scam awareness page
  - Used the keywords in the URL, title tag, header tags, main content, and anchor text. There were no alt tags used

Paid Advertising:
- No value add or unique proposition to draw customers in
- 63.89% of their traffic comes from organic search, 23.91% comes from direct traffic and 11.53% comes from referral links

Email:
- Emails are not always mobile friendly. Some work fine, others do not.
- Lack regulatory information such as location, phone number, and an unsubscribe button.

Reputation management:
- Most responsive on Facebook and Twitter often respond within 24 hours of a complaint.

- Other review places such as Google reviews have no responses from TECO and many scathing one-star reviews.

SWOT Analysis

Strengths:

1. Social media presence

2. Homepage on website

3. Blog post

Weaknesses:

1. Website pages

2. Mobile friendliness

3. Emails

4. Social media engagement

Opportunities:

1. Increase engagement on social media.

2. Send more emails, or possibly send out email notifications about campaigns.

3. Adapt emails to fit mobile style.

4. Create a mobile app.

Threats:

1. Data Security

2. Economic downturns

3. Evolving social media algorithms