

MARKETING & COMMUNICATIONS OPEN HOUSE

EXTERNAL COMMUNICATIONS



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GET TO
KNOW



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W E L C O M E !

Marketing Materials

Develop content that represents brand and delivers our audiences with information that lead to a stronger understanding of EDF Renewables mission, offerings and experience.

DID YOU KNOW ?

The digital material created has received over **200,000** opens in 2022 alone?



Presentations

- PPT Corp Template
- Key Fact Presentation
- Pitch Decks
- Project Specific Deck
- Asset Optimization Deck



Connection

- Open House Boards
- Virtual Open House
- Email Signature Banners
- Quarterly Corporate Newsletters
- Social Media



Collateral

- Brochures Print / Digital
- Project / State Profiles
- Information Sheets
- Newsletters
- Postcards
- Advertising

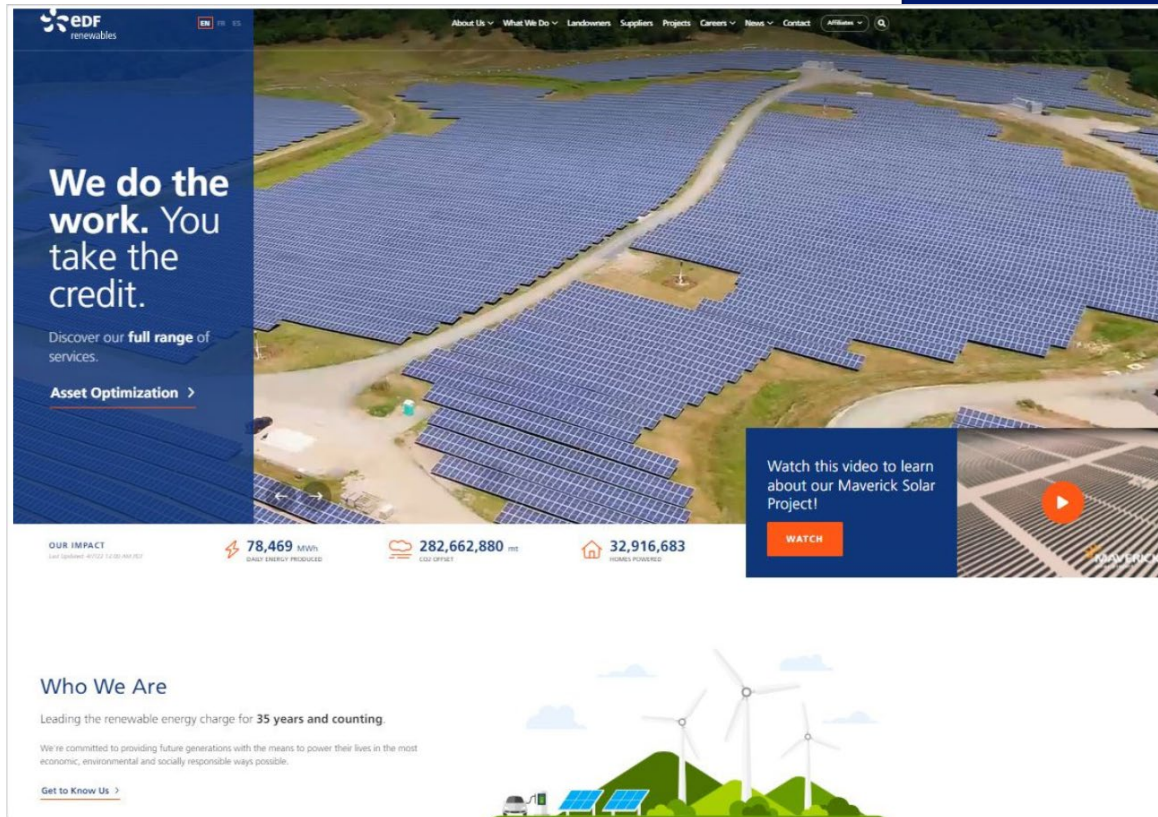


Graphics

- Infographics
- Maps
- Open House Invitations
- Billboards
- Posters

Corporate / Project Websites

Create constantly evolving content that represents brand and gives visitors a taste of EDF Renewables and our capabilities and culture...in three languages!



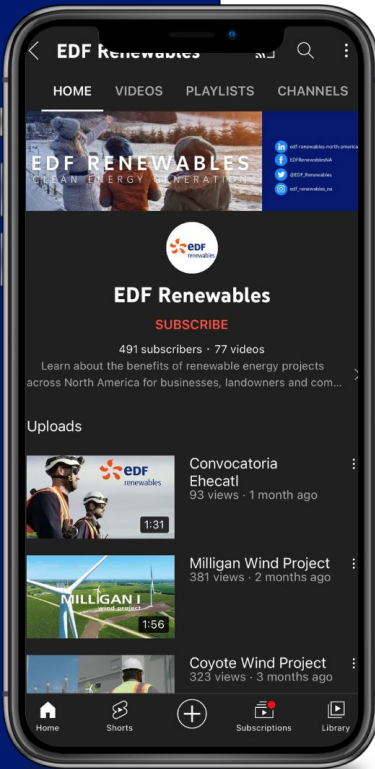
- Design
- Content Writing
- Maintain / Update Daily


**DID
YOU
KNOW ?**

Did you know our website
has **25,000** visitors each
month?

Social Media

Create content, messaging and graphics to engage with stakeholders and promote EDF Renewables as thought leaders and experts in the renewable space.



 LinkedIn, 91,524 followers

 Facebook, 6,686 followers

 Twitter, 12,600 followers

 Instagram, 4,066 followers

 YouTube, 541 followers



Did you know that EDF Renewables is using geofencing to reach our target audiences?

Geofencing marketing is a **location-based marketing service that businesses use to engage their audience**. They do so by sending relevant messages to smartphone users who enter a predetermined boundary or geographic area.

Advertising

Develop content and design ads (digital and print) with the goal to reach specific audiences with a key message we want them see.



- Tradeshows
- Publications
- Newspapers
- Buyers Guides
- Employee Email Signatures (the banners are ads)

FUN
FACT



Our email signature banners get over 30,000 clicks per year.



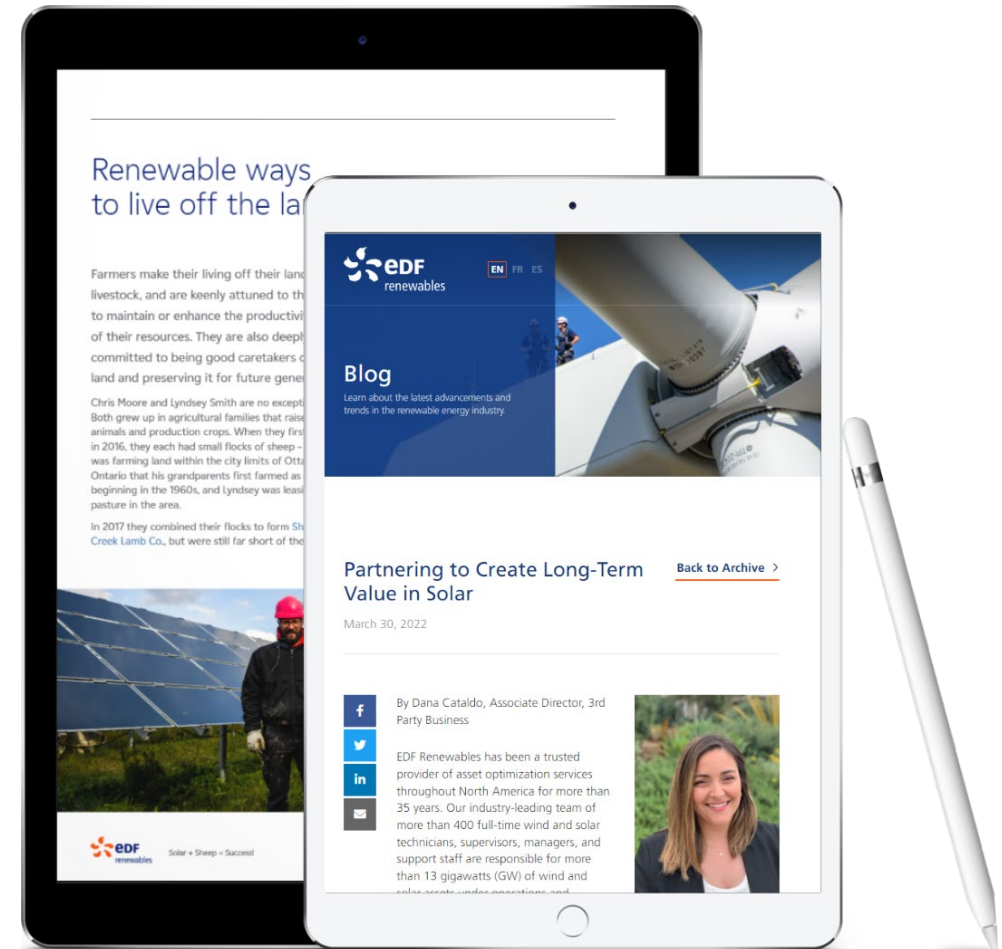
Digital Marketing

Explore the latest topics in the industry, partner with expert employees to create content, promote to engage our target audiences and stakeholders with the goal to bring brand awareness, highlight expertise and proof of credibility as the leader in the clean energy space.

- Blogs
- Thought Leadership
- Quarterly Corp Newsletter
- Webinars
- Podcasts
- Advertising
- Email banner

**DID
YOU
KNOW ?**

Our annual corporate
newsletter experiences
12,000 opens per year



Press Releases

Release important news items to the company and the world with the help of electronic publishing platforms and social media

Distributed via:

- Press Release Newswire
- EDFR website
- Pushed out through EDFR Social Media Platforms, LinkedIn, Facebook and Twitter



FUN
FACT



In 2021 our press releases were picked up in 5,326 media outlets with a reach of 6.7 billion and an add value of \$61.6 Million

Virtual Open House

Bring your community members closer in a safe and healthy public meeting platform where they can learn all about the project in their area while having access to EDF Renewables team experts.

Web Based Custom Proprietary Platform for EDF Renewables Allows For:

- Virtual Display Boards
- Static Image Boards
- Electronic Handouts
- Video/Audio Clips
- Attendee Sign In With Tracking
- Newsletter Sign Up
- Electronic Contact Form



All that and so
much more – thank
you for visiting our
virtual open house!