



2018 BRAND BOOK

Your personal and professional guide to building, protecting and promoting our brand.



2018 BRAND BOOK CONTENTS

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About the Brand

WHAT IS A BRAND?

Our Brand is a Promise We Make to Our Customers Every Day.

It is a promise of trust delivered with every customer experience. A promise of respect for our customers' time, property and intelligence. A promise of skilled workmanship, ethical behavior, and genuine caring for our customers and community.

A brand is also a vital system of language and design elements that help differentiate us from the competition, and communicate a consistent, professional face to our customers.

Your 2018 Mister Sparky® Electrical Brand Book is your personal and professional guide to building, protecting and promoting our brand.





Mister Sparky Electrical: A BRIEF HISTORY

In 2000, a survey of residential customers revealed that most people saw electricians as honest, frugal and hard working. At that time, punctuality was the top driver for choosing an electrical services company.

“America’s On-Time Electrician®” became our tagline, and our robust On-Time Guarantee was born.

In 2010, Mister Sparky was purchased by Direct Energy (DES). Direct Energy Services and Clockwork Home Services combined to become one of the largest residential providers of heating and cooling, plumbing, and electrical services in North America – serving more than three million households annually in the U.S. and Canada.

In 2014, Mister Sparky became the first electrical company to partner with Children’s Miracle Network Hospitals (CMNH) – demonstrating our company’s commitment to helping kids in our local communities.

In 2018, as times have changed, so have our customers’ priorities. Today, trust and integrity are at the forefront of their decision-making. Happily, expertise and professionalism are timeless attributes, and reflected in the high level of excellence we bring to each and every customer experience.

Shocking Fact:

Residential electrical system failures account for more than 44,000 household fires a year, and faulty wiring is suspected in another 21,000. Many of these failures could have been prevented with a thorough electrical inspection.*

*U.S. Fire Administration and the National Fire Protection Association



BRAND VALUE PROPOSITION & VISION STATEMENT

What is a Value Proposition? A value proposition communicates the reasons why prospects should choose to do business with you rather than your competitors.

VALUE PROPOSITION FOR MISTER SPARKY ELECTRICAL:

Homeowners seeking worry-free electrical repairs and trusted advice rely on Mister Sparky for highly trained service professionals who willingly share their skills and knowledge, and perform quality work – guaranteed.

What is a Vision Statement? An aspirational description of what an organization would like to achieve or accomplish, and a clear guide for choosing current and future courses of action.

VISION STATEMENT FOR MISTER SPARKY ELECTRICAL:

“To inspire confidence and trust among customers and employees by consistently bringing the highest level of professional knowledge and personal commitment to every service experience.”

Brand Research & Strategic Insights



TRUST RESEARCH

What led our company to focus on trust for all our communications? Our customers did. In 2014, DES Marketing launched an extensive homeowner survey to identify their key motivators when choosing a home services provider.

DES consumer research has shown that
TRUSTWORTHINESS is extremely important
when selecting home services providers.

CONSUMERS APPROACH THE CATEGORY WITH A HIGH DEGREE OF ANXIETY...

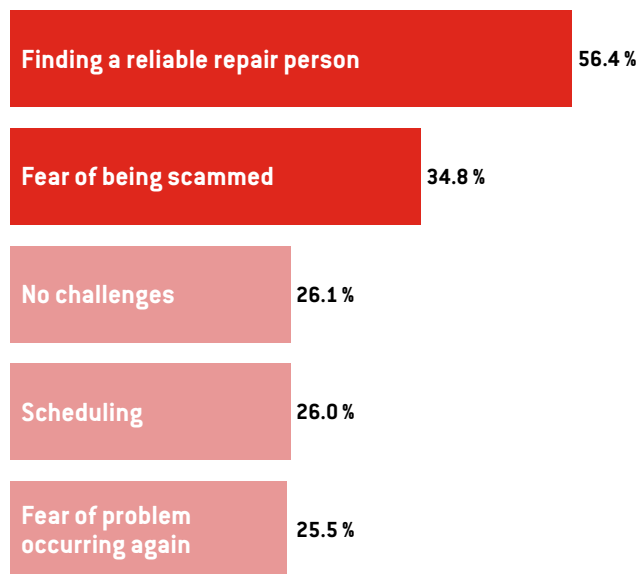
- **Research shows that trustworthiness is extremely important when selecting home services providers.**
 - ✓ Expectations are low and consumers anticipate that the repair process will be a hassle (fear, worries, high stress).
- **Finding a reputable and trustworthy provider is the #1 concern when selecting a provider.**
 - ✓ Trust emerged as most important challenge/purchase driver, ahead of cost and time.
- **Consumers find it difficult to ascertain the trustworthiness of providers.**
 - ✓ They feel out of control and say that selecting a provider feels like taking a gamble.
 - ✓ Because of their lack of knowledge/expertise in the category, they fear that they might be taken advantage of.
- **They try to regain some control and try to minimize risk and uncertainty.**
 - ✓ Most do research, check online reviews, or seek referrals.
 - ✓ They also seek out technicians that are licensed/bonded, and have a good overall reputation/track record.
- **While cost is a concern, consumers are willing to pay for quality work.**
 - ✓ They are concerned about being scammed, but are willing to pay a fair price (or even a reasonable price premium) for good work.



Consumers indicate that finding a trustworthy/ reliable company/repair person is a key challenge.

GREATEST CHALLENGES (Selecting Provider)

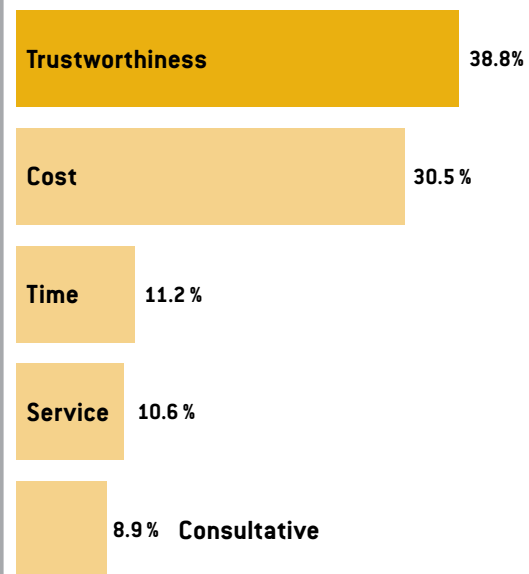
Q: What is most challenging to you about having a major appliance or home system repaired or replaced?



Survey conducted by Total Protect, a home warranty company, in 2013. Responses from 1,059 homeowners.

MOST IMPORTANT (Selecting Provider)

Q: What is most important to you when selecting a home services provider?

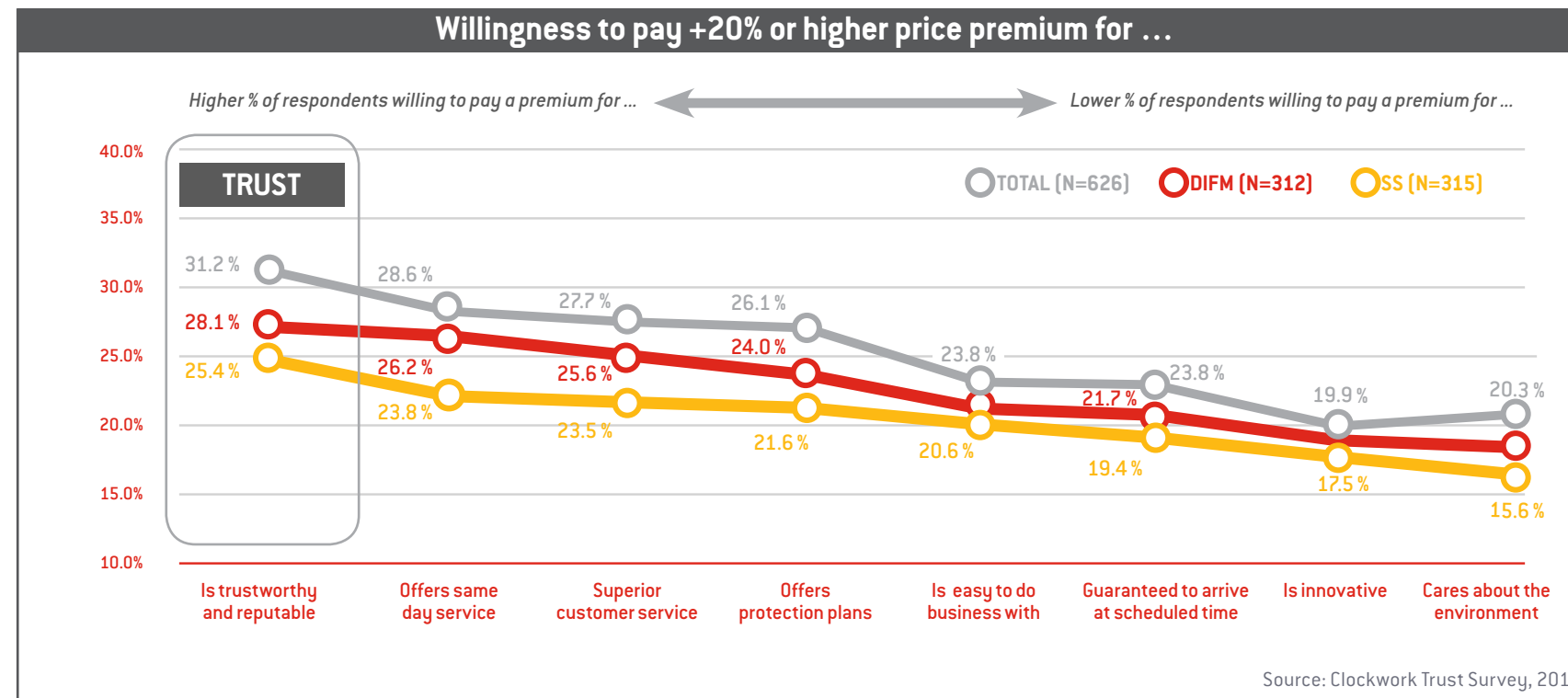


Source: FKM Awareness & Usage Study, 2011
N=400

In comparison to other service attributes, TRUST RANKS HIGHEST in justifying a price premium in the mind of consumers.

Trust is the #1 ranked attribute in terms of respondents' willingness to pay a +20% price premium.

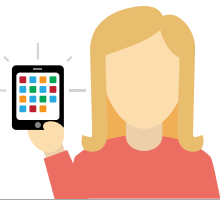
- DIFM's show a stronger willingness to pay price premiums across all attributes



Q: How much of a price premium would you be willing to pay for a plumbing, electrical, heating or air conditioning services provider that ... ?
 (Please select one response per row.)

FIVE CORE CLOCKWORK CUSTOMERS

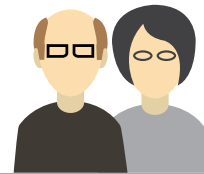
Savvy
SALLY
THE SMART SHOPPER



BARGAIN-HUNTING
BETH
THE DEAL-CHASER



The Old
FAITHFULS
THE STABILITY SEEKERS



HIGH ROLLER
HENDERSONS
THE DO-IT-FOR-MES



The
GET-ER-DONE GREENS
THE SUSTAINABLE SELF-RELIANTS



Savvy Sally is not the most price-sensitive customer, but she loves shopping for a good deal – so long as it’s not too risky. Her hunting ground? The Internet – where she pounces on product information, price comparisons and service reviews.

Bargain-hunting Beth lights up at the word “deal,” but she’ll spend a few bucks more to protect her purchases. For Beth, convenience is huge, too. Give her a choice of payment plans, have a positive online presence, and make her overall experience pain-free – and she’s yours.

The Old Faithfuls are typically middle-aged folks who value honesty, integrity and flexibility in every relationship. They proudly support their community and the businesses within it. Show up on time, look tidy and treat them like they’re your top priority, and they’ll be your customers for life.

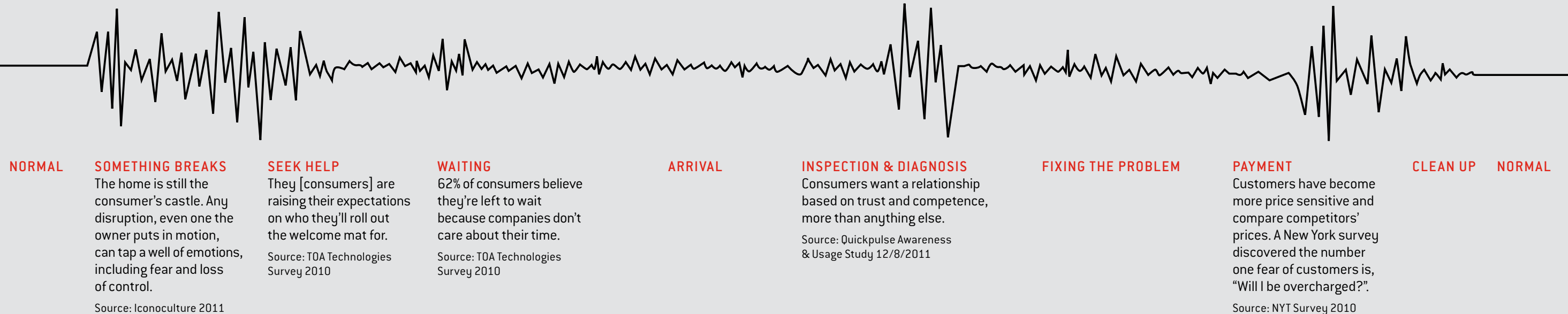
The High-Roller Hendersons don’t want to spend time doing home repairs, but they’ll spend plenty of money to have someone else do it. Just make customer service a priority, explain choices in simple terms, and offer service protection – they’ll call you time and time again.

The Get-er-done Greens are a self-reliant bunch. They’re super handy around the house, so when they do call in the pros, they expect top-notch service, innovative products and quick response – even on nights and weekends. They also care about the environment and make decisions accordingly.



CUSTOMER EMOTIONAL PATHWAY

People don't think about their electrical system until something goes wrong. This chart illustrates the emotional highs and lows customers experience when they have an electrical issue. Understanding their emotional state can help you communicate with them at every stage of service.



2018 CUSTOMER PRIORITIES

In 2018, we conducted a non-branded 1000+ homeowner study to quantify service-attribute dynamics for different types of home services contractors.

As with previous research, TRUST emerges as a critically important decision factor, and highly relevant when consumers are making choices in the home services category. We also asked homeowners their preference for:

- Local contractors
- National contractors
- Local part of a national franchise

KEY INSIGHT: When we explained the benefits of a local provider that is affiliated/supported by a national company, 70% of those respondents who initially preferred a local contractor said they would be much or somewhat more likely to reconsider their local preference.

- Legitimate company with a national reputation
- More resources and standardized procedures
- Professionalism
- Better warranties and extra sense of security

Percentage who selected a given attribute as one of up to five criteria considered to be *most* important:



Source: DES Trust Dynamic Research Study, 2017 N=364

Q: From the list below, please select up to five (5) attributes that would be most important to you when selecting a contractor to perform [SERVICE] at your home.

Brand Identity Standards

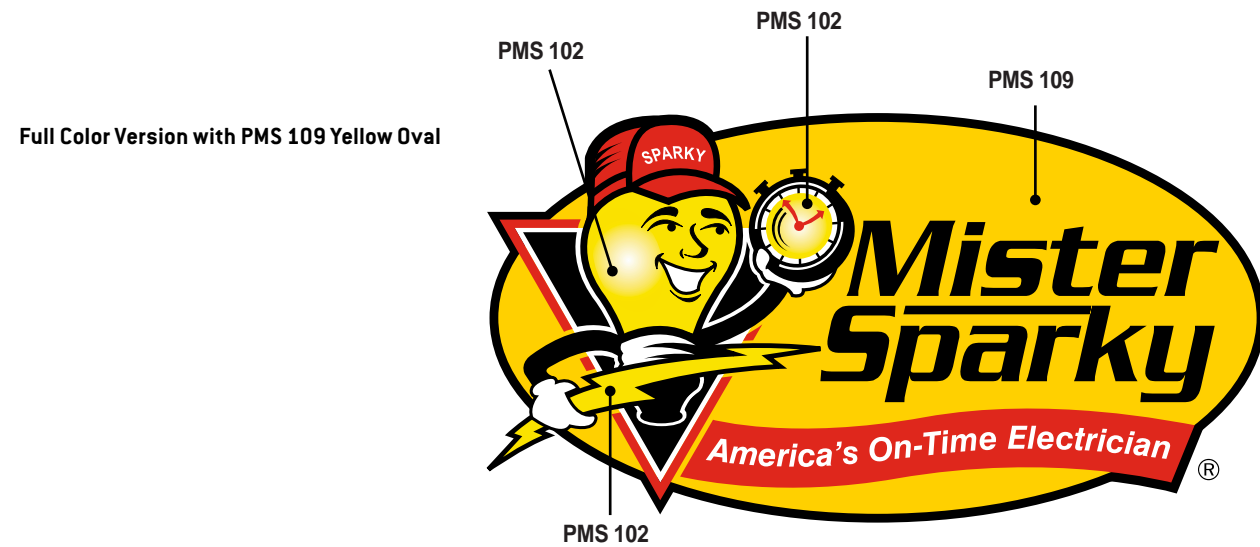


PROTECTING OUR BRAND

We've compiled this comprehensive Graphic & Design Standards guide to help you protect and promote our brand. It includes all policies and procedures associated with the approved use of the Mister Sparky Electrical name, logo and associated branding elements.

Any applications for Mister Sparky graphics that are NOT covered here must be directed to your Field Marketing Manager for approval PRIOR to use.

It is important to note that the design of the Mister Sparky oval logo requires the use of two distinct PMS Yellows. The yellow used in the Mister Sparky “light bulb” character, the “clock” and the “lightning bolt” graphic are filled with PMS 102 Yellow. The oval background is filled with PMS 109 Yellow, a slightly darker yellow. Although this distinction may seem negligible, it is an important part of this version of the logo graphic and shall not be dismissed or altered in any way.



Correct and consistent use of our logo and tagline is essential to protecting our brand image. Official reproduction artwork for both is available on the Marketing Toolbox (MTB) for download and use.

Always require your printing and digital vendors to follow the EXACT logo specifications for reproduction.

PREFERRED: Full-Color Logo



This logo is in full-color and fully detailed for reproduction in all media larger than 1.5 inches. This logo is for use in media using the approved PMS 485 Red background or other uses which may have a photographic background.

This design shall ONLY be used in conjunction with a background image or color.

SECONDARY LOGO FOR REPRODUCTION IN ALL MEDIA LARGER THAN 1.25 INCHES

Tagline Logo Version A



This logo is in full color and fully detailed for reproduction in all media larger than 1.25 inches.

Tagline Logo Version A 1C



This logo is in black and white and fully detailed for reproduction in all media larger than 1.25 inches.

SECONDARY LOGO FOR REPRODUCTION IN ALL MEDIA LESS THAN 1.25 INCHES

Tagline Logo Version B 4C



This logo is in color and less detailed for reproduction in all media smaller than 1.25 inches in width. It is less detailed for visual clarity at a smaller size. This logos shall ONLY be used when the final reproduction size is less than 1.25 inches.

Tagline Logo Version B 1C



This logo is in black and white and less detailed for reproduction in all media smaller than 1.25 inches in width. It is less detailed for visual clarity at a smaller size. This logos shall ONLY be used when the final reproduction size is less than 1.25 inches.

IMPORTANT! Color specifications for print and digital are included in the “Brand Colors” section.

All logos are fully detailed for reproduction

The registered mark (®) is required and must appear clearly

Clear Space

It is important to keep our logo away from clutter and other elements so that it can stand out and shine. The minimum clear space around the logo is 1x with “x” being the height of the letter “M” in “Mister.”



Unacceptable Usage

Use only the provided art files. Do not recreate the logo, or change the colors or fonts.



Do not distort the logo in any way.



Never use the logo inverted or flipped.



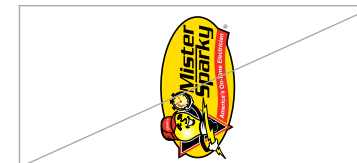
Do not use the logo on an angle.



Do not use distracting shadows.



Do not place the logo on busy or distracting backgrounds.



Do not use the logo vertically.

MISTER SPARKY LOGO MASCOT

This graphic shall ONLY be used when the full version of the logo is also used in the same advertisement, sign, graphic or design application. Please contact your Field Marketing Manager for clarification when using this graphic.

Sparky Mascot 4C



Sparky Mascot 1C

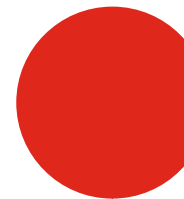


Color is a vital element in our brand identity. Correct, consistent use of this design element is important to portraying a quality image for our brand – no matter what media you’re using.

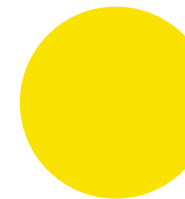
Different media require different color specifications. Use this chart to guide you and your vendors to the best solution.

IMPORTANT! Color specifications for our trucks are detailed in the “Vehicles” section.

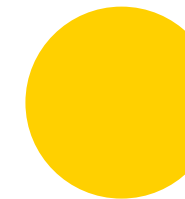
COLOR PALETTE



Primary Red
PMS 485
CMYK 0/95/100/0
RGB 218/41/28



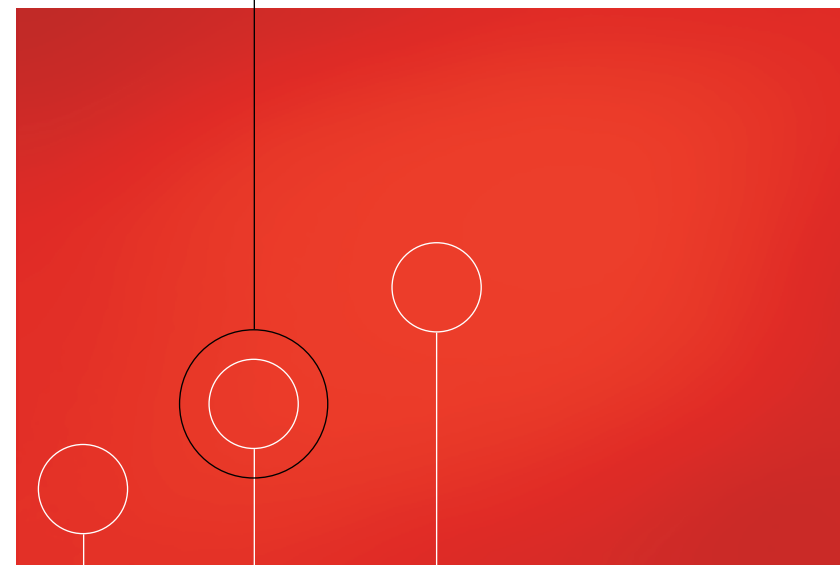
Primary Yellow
PMS 102
CMYK 0/0/95/0
RGB 242/227/0



Secondary Yellow
PMS 109
CMYK 0/9/100/8
RGB 255/209/0

APPROVED COLOR BACKGROUND

A textured and vignetted red background has been created specifically for the Brand as an additional design element and is available on the Marketing Toolbox.



CMYK
 0/95/100/0
RGB
 226/46/38

CMYK
 0/95/100/0
RGB
 218/41/28

CMYK
 0/91/94/0
RGB
 218/61/42

PRIMARY FONT FAMILY – Conduit ITC Standard

The official typeface, or font, that is used in nearly all (Preferred) Mister Sparky marketing materials is Conduit ITC Standard font family.

This family of fonts has several faces. Their respective treatments are outlined here. Following these typographic guidelines is important in maintaining a uniform look.

HEADLINES

Headlines can be set in “initial caps.” If the headline is short, it can be set in “all caps.”

Leading in multiple-line headlines should be solid. Adjust for descenders.

Tracking should default to zero except when text is set in all caps. In this case, tracking can be added proportionately to size of font, [i.e., 36 point type can be tracked as much as +40].

Kerning should be set to optical and should be adjusted to allow even, consistent letter spacing.

As a rule of thumb, the larger the point size chosen, the lighter the font weight.

SUBHEADS

Subheads should generally follow the same guidelines as headlines, but proportionately smaller.

BODY COPY

Body copy should be set in Conduit Light except when on a background color, where it should be set in medium weight. Leading should be fairly aired out to help with legibility. Ideally, body copy is sized at 10 point and leading is set to 16 point. Maintain this relationship when resizing text. Kerning should be set at optical and should be adjusted to allow even, consistent letter spacing.

ONLINE FONT – HELVETICA FAMILY

Conduit ITC Standard is not a web-safe font. For online applications, use the Helvetica Family.

Conduit ITC Standard Bold

abcdefghijklmnop
qrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Conduit ITC Standard Medium

abcdefghijklmnop
qrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Conduit ITC Standard Light

abcdefghijklmnop
qrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

CONDUIT ITALIC FACES should be used sparingly. Setting type in italic “all-caps” is not preferred.

Conduit ITC Standard Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Conduit ITC Standard Medium Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Conduit ITC Standard Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

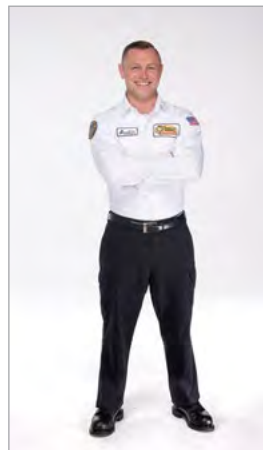
Mister Sparky Electrical Expanded Photo Library

Photography assets have been added to the Marketing Toolbox for your use on marketing and collateral materials, including online and digital deliverables. The collection includes images of our electricians working and consulting with homeowners; images of electrician on white seamless; and product shots.

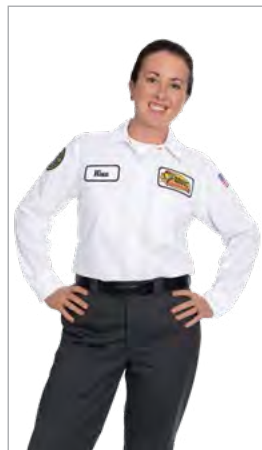
These images have been color-corrected and retouched for the best reproduction. In some instances, cropping an image is acceptable. However, no other retouching or color correction is allowed without permission.

Thumbnails of available images and their file names are provided here for reference.

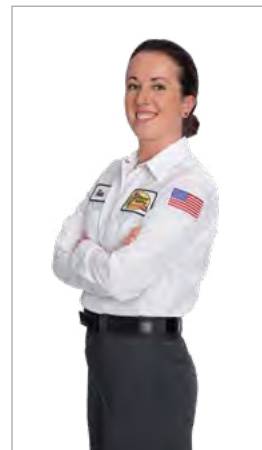
Electricians on white seamless



DEC_2331



MS6_9603_HRCC



MS6_9616_HRCC



MS6_9571_HRCC

Van shots



MR-0033_HRCC



MR-0179_HRCC



mistersparky_143_HR

Product shots



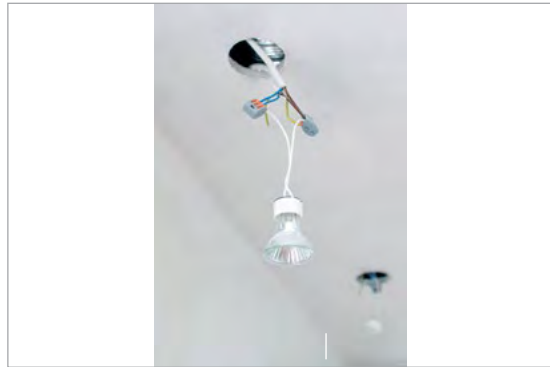
Mediabakery_BLT0004012_HR



Mediabakery_LIM0004936_HR



Mediabakery_TET0014881_HR



mediabakery_ths0245831_HR

Electricians in action



DEC_2452



DEC_2542



DEC_2563



DEC_2641



DEC_2703



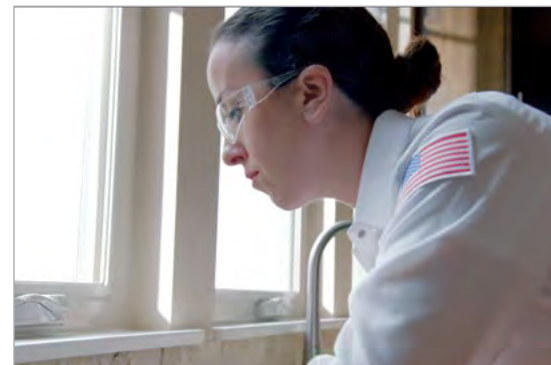
DEC_2732



MS_Tech_ScreenShot_1_HR

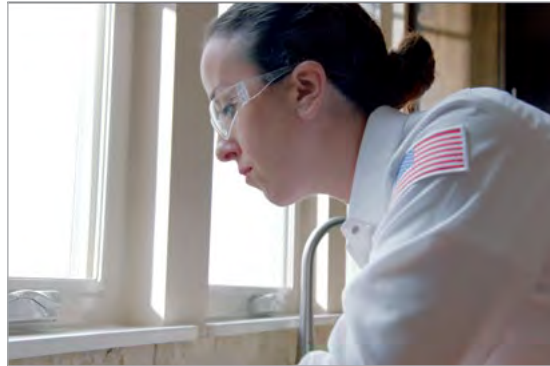


MS_Tech_ScreenShot_2_HR



MS_Tech_ScreenShot_3_HR

Electricians in action *(continued)*



MS_Tech_ScreenShot_3_HR



MS_Tech_ScreenShot_4_HR



MS_Tech_ScreenShot_5_HR



MR-0425_HRCC

Electricians in action – DIGITAL USE ONLY



DEC_2461



DEC_2514



DEC_2762



EDP_6899



MrSparky-44

VEHICLE GRAPHIC GUIDELINES

The vehicles you drive are among the most visible and dramatic marketing tools you have. The importance of following the guidelines for vehicle graphics cannot be overstated. The design and layout of these graphics have been planned to achieve maximum brand impression in your geographic area.

Vinyl Graphics

Our logo has been reproduced on reflective vinyl in full color and in various sizes.

Vehicle Identification

It is imperative that all vehicles are painted in the following manner and with the approved color.

Original Pantone Matching System (PMS) litho colors:

PMS 485 Red, PMS 102 Yellow and PMS 109 Yellow

Avery Vinyl for lettering:

3M Equivelant Reflective Vinyl in Yellow

Automotive color codes –

ColorMap – Akzo Code: 409D5 (Red)

Sherwin (Genesis) - Code: 43882

(Vehicles should be primed with Color Build White)



Box Truck: Solid Mister Sparky Red with white and yellow lettering. Large Mister Sparky logo graphic makes a lasting impression. Visual examples are contained on the following pages.



Standard Cargo Van: Van body contours vary widely from manufacturer to manufacturer. Visual examples are contained on the following pages.

Important:

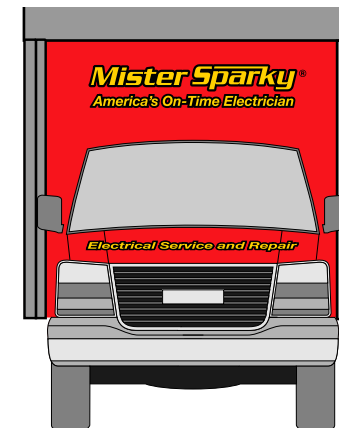
Consult with your Field Marketing Manager BEFORE ordering any graphics from a local provider

Lettering sizes will vary based on van body sizes. Phone number typeface is Helvetica Bold Italic

ALL COPY IN THE APPROVED MISTER SPARKY® YELLOW IS OUTLINED IN BLACK FOR GRAPHIC PURPOSES AND MUST BE USED.

Logo position is approximate. All makes and models will vary, such as body lengths, door positions, etc.
Use this drawing as your base reference for final application.

Box Truck Driver Side



**Box Truck Passenger Side
Reverse Position**



Important:

Consult with your Field Marketing Manager
BEFORE ordering any graphics
from a local provider

Lettering sizes will vary based on van body
sizes. Phone number typeface is Helvetica
Bold Italic

**ALL COPY IN THE APPROVED MISTER SPARKY®
YELLOW IS OUTLINED IN BLACK FOR GRAPHIC
PURPOSES AND MUST BE USED.**

Logo position is approximate. All makes and models will vary, such as body lengths, door positions, etc.
Use this drawing as your base reference for final application.

Standard Cargo Van Driver Side



**Standard Cargo Van Passenger Side
Reverse Position**



Important:

Consult with your Field Marketing Manager
BEFORE ordering any graphics
from a local provider

Lettering sizes will vary based on van body
sizes. Phone number typeface is Helvetica
Bold Italic

ALL COPY IN THE APPROVED MISTER SPARKY®
YELLOW IS OUTLINED IN BLACK FOR GRAPHIC
PURPOSES AND MUST BE USED.

Preferred Vendors

The Mister Sparky Electrical home office works with various product vendors on a constant basis to ensure that our franchisees have access to the top vendors in the country. For graphics and paint, we have Preferred Vendor agreements with three providers; two in the vinyl category and one in the paint category. These vendors have been identified as preferred, in part because of their customer service, product quality, workmanship and product warranties. These vendors are also very familiar with our brands and standards. If you have any questions regarding their products and services, please feel free to reach out to the vendor directly, your Field Marketing Manager .

VINYL PROVIDERS

Schneider Graphics
 6082 Northeast 14th St.
 Des Moines, IA 50313
 P: (515) 289-4464
 F: (515) 289-4468
 www.schneidergraphics.com

SignZoo
 4139 N. Washington Blvd.
 Sarasota, FL 34234
 P: (800) 239-3815
 F: (941) 355-9802
 www.signzoo.com

PAINT PROVIDERS

Maaco U.S. Headquarters
 440 S. Church Street
 Suite 700
 Charlotte, NC 28202
 (704) 377-8855
 www.maaco.com

Maaco Systems Canada
 8400 Lawson Rd.
 Unit 1
 Milton, Ontario L9T 0A4
 Canada
 (905) 875-248
 www.maaco.ca

*Each Maaco location is Independently Owned and Operated.
 Please visit www.maaco.com or www.maaco.ca to find your local shop.

DECAL PACKAGE

The Mister Sparky logo and lettering is to be reproduced using full color process on 3M Scotchlite 680CR-10 material and then die cut.

- *Wrap Kit: 3M 1080-G13 Hot Rod Red*

2018 Advertising and Marketing Campaign



“DIY vs. DDIY”

2018 Mister Sparky Electrical Advertising and Marketing Campaign

Safety + Protection

Every home depends on electricity, yet few homeowners think about the inherent dangers it poses, or understand the importance of keeping their home’s electrical system up to date.

Our 2018 Brand Campaign reminds homeowners to think about their electrical system more than once every seven years – and demonstrates that, while some things are great to do on their own, it’s best to leave electrical work to the trained professionals from their local Mister Sparky.

Trusted, local service • Highly trained, skilled professionals • Quality work, guaranteed • StraightForward Pricing®

As shown in our 2018 DES Customer Priority Study, these service messages resonated strongest with homeowners.

"DIY vs. DDIY" 2018 CAMPAIGN ELEMENTS

We have loaded your Marketing Toolbox (MTB) with fresh, exciting and hard-selling advertising campaign materials ready for use in your market. All materials are designed to accept YOUR customized message.

CAMPAIGN MATERIALS AVAILABLE TO YOU ON THE MTB INCLUDE:

- **NEW** Television with Jingle
- **NEW** Radio with Jingle
- **NEW** Radio DJ Endorsement Scripts
- **NEW** Out-of-Home
- **NEW** Direct Mail
- **NEW** Digital Ads
- **NEW** Photography
- ***And much more!***

"DIY vs. DDIY" 2018 CAMPAIGN SAMPLES

We've included a sampling of the robust toolbox of advertising materials available to you on the MTB.
Use them all to increase brand awareness, gain customer trust, and most importantly **make more sales!**

TELEVISION :30 SAMPLE SPOT



RADIO :30 SAMPLE SPOT



IMPORTANT: Refer to the MTB to see all the creative executions available for customization.

OUT OF HOME

A how-to video won't make you an electrician.



888-8-SPARKY

© 2018 Clockwork IP, LLC. All rights reserved. License XXXXXX.

DIRECT MAIL

A how-to video won't make you an electrician.

SAVE ON SAFETY WITH OUR

\$79 ELECTRICAL INSPECTION

888-8-SPARKY

MisterSparky.com



Front

Electrical Issues? Don't DIY



Call your local Mister Sparky today to schedule your

\$79 ELECTRICAL INSPECTION

What you don't know, might shock you!
 Mister Sparky's licensed electricians always leave your home safer than they found it. Here's a rundown of what they'll check up on:

- Main Electrical Panel
- Furnace & A/C Wiring
- Grounding System
- General Wiring Conditions
- Smoke & CO Detectors
- Surge Suppression and more!

888-8-SPARKY

MisterSparky.com

© 2018 Clockwork IP, LLC. Terms, conditions, restrictions and fees may apply. Inspections performed and reported. Licensed in the respective state or county. Not include computer charges. License XXXXXX



0000 Any Street Drive
City, State 00000



Firstname Lastname
General Manager

Back

IMPORTANT: Refer to the MTB to see all the creative executions available for customization.

EMAIL

Electrical issues?

Don't DIY

Call your local Mister Sparky today to schedule your

\$79

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<ul style="list-style-type: none"> • Main Electrical Panel • Grounding System • Smoke & CO Detectors • Furnace & A/C Wiring • General Wiring Conditions • Kitchen • Outside Wiring 	<ul style="list-style-type: none"> • Smoke detectors missing <i>from required areas.</i> • CO detection missing <i>from rooms with gas or oil appliances</i> • ARC fault protection missing <i>from required areas.</i> • And more!
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ANOTHER CUSTOMIZABLE OFFER GOES HERE.

Customer benefits and details about discounted offer or service goes here in the body of coupon.

▶ Customizable CTA goes here

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ELECTRICAL INSPECTION

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BANNER AD (All standard banner sizes on MTB)

A how-to video won't make you an electrician.



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IMPORTANT: Refer to the MTB to see all the creative executions available for customization.

Online Messaging and Social Media



ONLINE MESSAGING AND SOCIAL MEDIA

In today's age, it's critical to build and manage your online presence and reputation. The following guidelines and best practices will help you and your employees put your best foot forward while representing your business online.

THIS SECTION CONTAINS THE FOLLOWING:

- **COMING SOON:** Website Content Recommendations
- Social Media: Resources
- Social Media: Rules and Guidelines
- Social Media: Best Practices

RESOURCES

Corporate Social Media Pages

Follow and “Like” the corporate Facebook and Twitter accounts. You are welcome to share any of the content posted:

Facebook.com/mistersparky

Twitter.com/mistersparky1

Content to Leverage

- Skilled Trades Infographic *(Released March 2018)*
 - You can find more information about how to leverage this infographic locally in the Infographic 101 document, which can be found on your Marketing Toolbox or requested via your FMM.
- Influencer Blog Posts and Social Media Posts *(Campaign running March – October 2018)*
 - You can find more information about this program, the bloggers that are promoting our brands, and how you can extend the life of the content on your own social media channels in the Influencer Campaign 101 document, which can be found on your Marketing Toolbox or requested via your FMM.
- Press Releases + Media Articles *(Monthly)*
 - Create Google Alerts for your brand to capture any news or press releases that are posted online. These are great assets to be shared across social media. Always link back to the source of the news.

How to Manage your Online Reputation

For more information regarding online reviews and the Reputation Management program, please refer to the Reputation Management Guide, which can be found on your Marketing Toolbox or requested via your FMM.

RULES AND GUIDELINES

Below are some high-level tips and guidelines for posting to Facebook and Twitter:

Facebook

- **LENGTH:** The common consensus for post length is around 40 characters
- **PRIVACY:** If you wish to post about a customer, always ask permission before you use their name, photo or any other content that includes them.
- **COMPANY PAGES:** When available, tag the Facebook pages of any organizations you include in a post by using the “@” symbol and typing in their company name; if they have a page, it should auto-populate. This lets them know they’ve been included in a post, while giving your readers a reference point to learn more about them.
- **VISUALS:**
 - Generally, the higher the resolution, the clearer the image. Recommended size is 1200 x 630 pixels.
 - Research shows engagement is there for videos up to 2 minutes, ideally between 30- and 90-seconds in length.

Twitter

- **LENGTH:** Twitter now allows up to 280 characters per tweet.
- **HASHTAGS:** Use hashtags to help group your tweet around a certain topic, such as when citing a special day that many people will be talking about (e.g., #EarthDay). This will put your tweet into that topic of conversation and increase your tweet’s and profile’s visibility with users following that topic.
- **MENTIONS:** In the same vein as with Facebook, use “@” mentions of any organizations or people you include in your tweet. This will notify them of the tweet and share their profile link with users.
- **RETWEETS:** Retweeting someone else’s post can be an easy way to curate content, share information and add some color to your profile.
- **SEARCH:** Twitter can also be a great resource to see how users are talking about your company. This is a good opportunity to reply to or retweet those who have tweeted positively about you, or to address any concerns.
- **VISUALS:**
 - Generally, the higher the resolution, the clearer the image. For Twitter posts, **optimal size** is 1024 x 512 pixels with a 2:1 aspect ratio.
 - Research shows engagement is there for videos up to 2 minutes, ideally between 30 and 90 seconds in length.

EMPLOYEE COMMUNICATIONS

Recommendations to employees regarding personal social media:

- When posting photos in uniform, you are a representative of your company. This means you should refrain from posting anything defamatory or inappropriate.
- If you maintain a public Twitter account, it’s helpful to add a disclaimer to your profile. While this won’t keep a business from a lawsuit, it communicates that your opinions belong to you and are not representative of your company. Examples:
 - *“Opinions are not the views of my employer.”*
 - *“All tweets are my own.”*
 - *“My opinions are my own.”*

GENERAL BEST PRACTICES

Establish goals for your social media pages that are aligned with your overall marketing goals.

Examples include:

- Build an online community
- Increase website clicks and conversions
- Increase online visibility
- Develop a loyal fan base
- Enhance customer service experience

GENERAL BEST PRACTICES *(continued)*

Create relevant and engaging content for your customers:

Recommended content breakdown:

- 70% General: Business tips, industry news, community events, links to interesting articles, quotes, conversations with followers
- 20% Shared Content: tagging other businesses or client pages, promoting other businesses, sharing interesting posts
- 10% Promotional: endorsement of new projects, events, company news, new hires, awards and recognitions

Know your audience. As with most things in life, your message can't be as successful if you don't understand whom you're sharing it with.

Be human. People relate to authenticity; strive to sound as "human" as possible, without being too casual.

Use visuals! Incorporate photos, GIFs and videos often. Studies have shown users are more receptive and engaged with visual content.

Stay classy. Don't post anything your mom wouldn't approve of! This includes anything that could be deemed not safe for work ("NSFW"), such as inappropriate language, humor, photos or videos. You're running a business, so keep it professional.

Be responsive. The majority of customers expect a page to respond within 24 hours of a message, so it's important to keep a close, regular eye on inbound comments and questions. This builds goodwill with your communities and shows dedication to your practice.

- **If a negative comment is posted**, address it as soon as you can and offer a solution to rectify the situation.
 - Admit mistakes if you messed up, then share how you'll fix it. Do not respond defensively.
 - If the reviewer has a general complaint, validate their feelings by saying, "We apologize the service did not meet your expectation," or similar.
- Whether you reply to a negative or positive review, keep your responses short. A brief thank you, or a few sentences to try to move the conversation offline should be enough.

Keep informed. If you show that you're staying up-to-date on the latest trends and issues impacting your business, your customers will see you as experts in your industry.

- **Content curation:** Resharing posts from other organizations or posting relevant news articles are a good way to keep content coming, and act as a resource for your audience.

- **Inspiration:** Is there a big brand in your space that you respect? Take a look at what they're up to. Competitors? Chances are, you probably have an opinion on a common topic, and their content could inspire a new one altogether.

Be timely. Some of the best opportunities to post are when you can leverage something timely happening; some examples:

- Holidays and special celebrations (e.g., Thanksgiving, Earth Day, World Water Day)
- Weather- or seasonal-related (e.g., spring cleaning tips, Best practices for winter freezes)

Quality trumps quantity. It's important to keep a steady cadence of posts; this shows you're keeping a conversation going, and shows potential customers you're actively monitoring your pages and engaging with users where relevant.

- However, you also don't want to over-post, as that can be overwhelming for readers.
- Do what you feel is best for the number of followers you have. Daily posts are OK, or a few times per week for a healthy schedule.

Children's Miracle Network

ABOUT THE PARTNERSHIP

At Mister Sparky Electrical, our primary mission is to improve the lives of others by providing the absolute best electrical services possible. Our partnership with Children's Miracle Network Hospitals® expands on this commitment.

In 2014, Mister Sparky Electrical became the first electrical company to partner with Children's Miracle Network Hospitals.

When you give to CMNH, your donation – or that of your customer – helps provide life-saving equipment, research, therapy programs and charity care right in your community. So you not only save the lives of kids in your local Children's Miracle Network Hospital, you also differentiate yourself in the marketplace – and help build strong, heartfelt connections to your community.

The Marketing Toolbox (MTB) contains all the materials you need to build a compelling campaign in your community. Materials developed using the CMNH logo must be reviewed by CMNH prior to publication or distribution.



Contacts & FAQs



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FREQUENTLY ASKED QUESTIONS

TBD