

LCUB CASE STUDY




CMOco has worked in the utilities industry for years and has a broad range of knowledge in this space. Brand identity development, customer relationship management, real-time alerts, publicity and public relations, direct marketing, cause marketing, social media management, and more.

“CMOco has been a great partner for several years now. They’ve implemented communication platforms that have enabled us to reach our customers faster, helping us provide critical information in real-time. CMOco serves as our liaison to the news media and helps ensure our messaging is accurate and informative. CMOco also developed our current branding.”

- Suzan Williams, Assistant General Manager, Lenoir City Utilities Board

STRATEGIC MARKETING

While traditional marketing strategies may not be relevant to utility companies, it's still critical to develop a plan for comprehensive customer relationship management, publicity and community outreach. CMOco worked with internal personnel to lay out annual communication plans that detailed how the utility company will engage its customers and develop positive public perceptions. We also created plans for marketing new technologies such as fiber optics, broadband services, SCADA systems, automated meter systems, interactive voice response phone systems and even self-healing grid systems. Customer communications are vital, and we have the expertise to create a strategic plan that will assist in achieving the goals of any utility company.



LCUB
Going the Extra Mile

STRATEGIC MARKETING PLAN

Proposed Budget – Residential													
Digital Marketing	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Total
Website Messaging & Engagement	\$5,000.00												\$5,000.00
Social Media Development & Management Photo Shoot	\$6,000.00												\$6,000.00
Facebook Advertising	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$1,200.00
Location Based Text Alerts													\$0.00
Sub Total													\$12,200.00
Direct Marketing	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Total
Email Campaigns													\$0.00
Direct Mail/Bill Stuffers - printing only		\$4,000.00			\$4,000.00			\$4,000.00					\$16,000.00
Customer Surveys		0			0			0					\$0.00
Quarterly Digital Newsletters													\$0.00
Sub Total													\$16,000.00
Public Relations	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Total
Media (Print & Digital)			\$250.00			\$250.00			\$250.00				\$750.00
Press Release													\$1,000.00
Leadership Exposure													\$0.00
Crisis Management			\$5,000.00		\$5,000.00			\$5,000.00					\$15,000.00
Cause Marketing Initiatives			0		0			0					\$0.00
Internal Communications Development		\$1,500.00			\$1,500.00			\$1,500.00					\$4,500.00
Sub Total													\$27,000.00
Community Outreach	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Total
Community Advisory Councils		\$2,500.00			\$2,500.00				\$2,500.00				\$7,500.00
Community Sponsorships	\$25,000.00												\$25,000.00
Corporate Engagement													\$0.00
Sub Total													\$32,500.00
Grand Total													\$90,200.00

Marketing Approach

Digital Marketing	Direct Marketing	Public Relations	Community Outreach
Website Messaging & Engagement	Email Campaigns	Media (Print & Digital)	Media (Print & Digital)
Social Media (Facebook) Development & Management	Direct Mail/Bill Stuffers	New Technology & Services	New Technology & Services
Facebook Advertising (Educate consumers, drive engagement, create community)	Customer Surveys	Leadership Exposure	Leadership Exposure
Location Based Text Alerts (outages, updates on service, etc)	Quarterly Digital Newsletters	Speaking engagements	Speaking engagements
		Board opportunities	Board opportunities
		New leadership announcements	New leadership announcements
		Crisis Management	Crisis Management
		Event Planning	Event Planning
		Internal Communications Development	Internal Communications Development



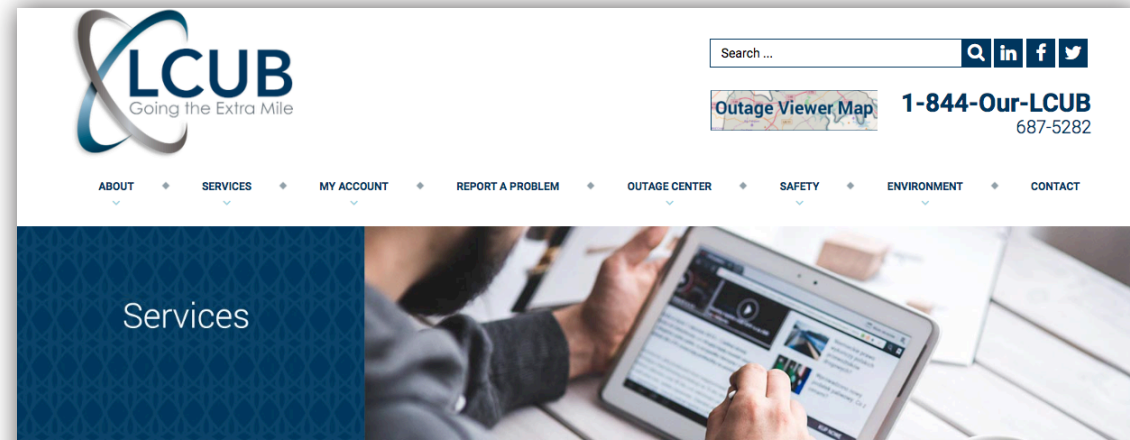
BRANDING

CMOco worked to revolutionize the branding of LCUB, a major utility company in East Tennessee. Many utility companies have been utilizing the same branding and messaging for decades, and while a lot of brand equity can be built over time and be a positive attribute, it's also critical to stay current to maintain relevance and portray a sophisticated brand identity. Since utility companies are at the forefront of advancing modern technology, it's important to ensure that the utility provider's image is also modern, professional, and a positive reflection of the business. CMOco can help evolve your brand identity to bring it up to date or transform it completely.

DIGITAL AD CAMPAIGNS & AD CAMPAIGNS

BROADBAND SERVICES

CMOco developed a broadband services campaign for LCUB to obtain critical feedback from both businesses and consumers as to the viability of LCUB delivering broadband services in the near future. CMOco worked in partnership with Magellan Advisors to create and deploy a comprehensive survey to LCUB constituents. CMOco created a direct email campaign as well as a social media campaign with direct links to the survey. In addition, CMOco created landing pages, blogs and other supporting content to promote the broadband services study and to help educate consumers about the advantages that LCUB broadband services could provide.



Broadband Survey

LCUB is embarking on a broadband fiber-optic feasibility study to best understand how our service residents and businesses are currently served with broadband infrastructure and we need your help and input by completing a short survey that you can begin by clicking the button at the bottom of this page.

LCUB is always Going the Extra Mile to provide our customers with reliable, affordable, and state-of-the-art utility services. We also understand that it's now critical that residents and businesses be equipped with sufficient, high-speed connectivity to the internet and the many applications, social interactions, and economic opportunities it provides.

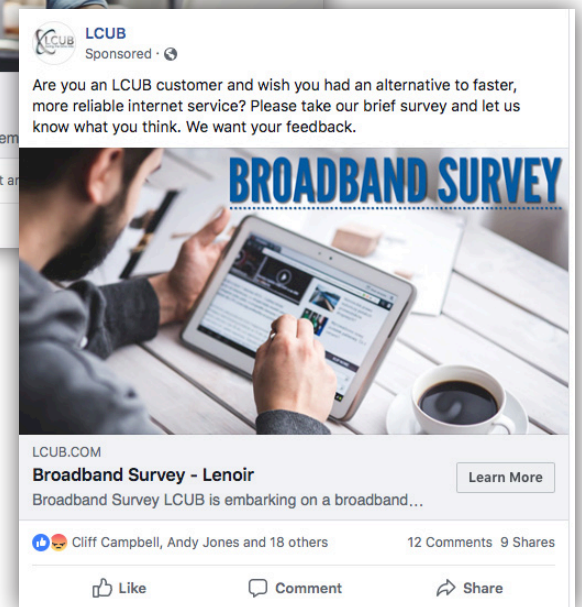
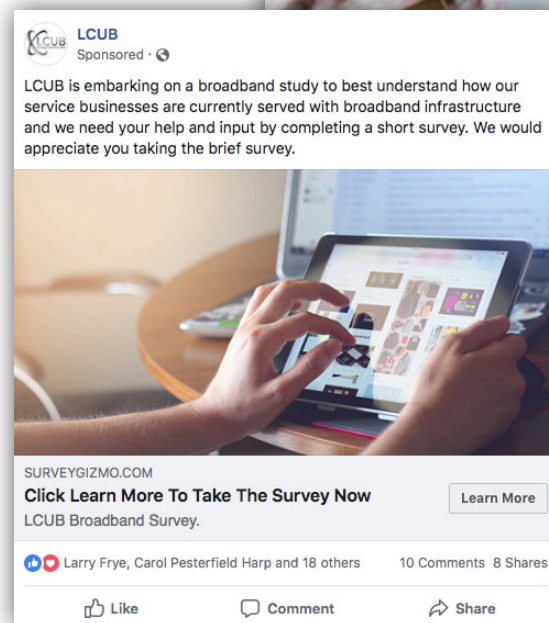
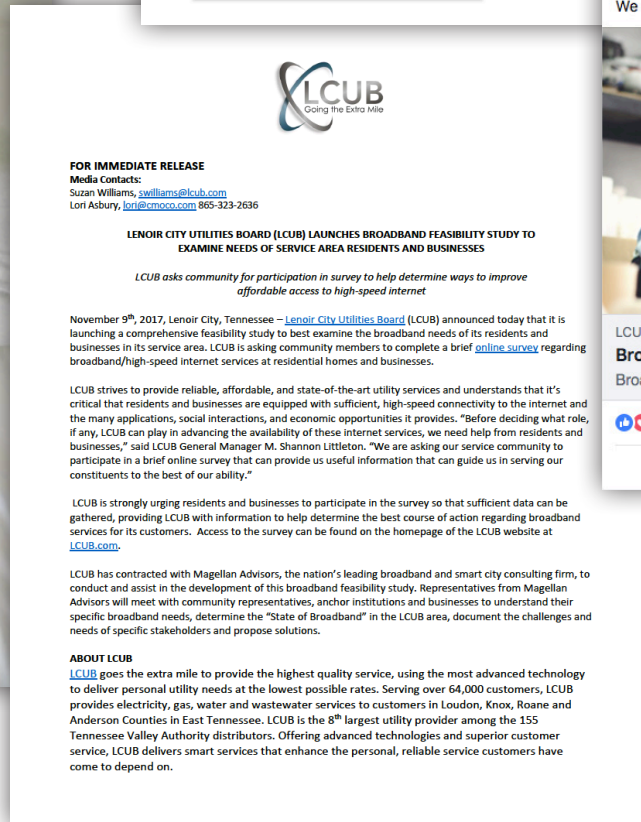
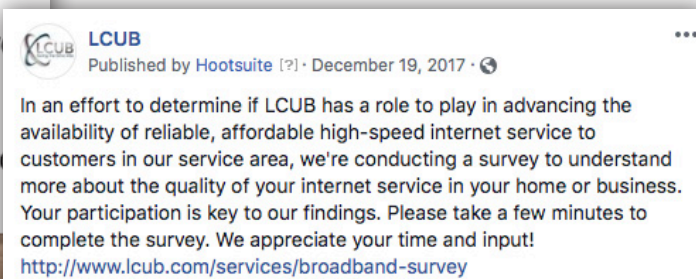
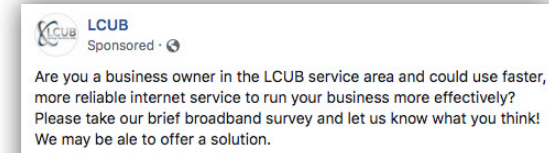
Before deciding what role, if any, LCUB can play in advancing the availability of these internet services, we need to gather as much information as possible from you, the people whom we serve in our community.

We kindly ask that you please click the link below to complete a very brief survey about your experiences with broadband internet service at your home or workplace. Your participation is essential in making sure we become a world-class leader today and well into the future. We deeply appreciate your time and support.

Sincerely,

Shannon Littleton
LCUB General Manager

[Enter Survey](#)



DIGITAL AD CAMPAIGNS & AD CAMPAIGNS (cont.)

OTHER LCUB SERVICES

CMOco developed consumer facing advertising campaigns to promote new service offerings for utility companies. In addition, CMOco also launched comprehensive ad campaigns to research and solicit customer feedback for input on potential advances in service offerings to customers. From traditional advertising to direct marketing and digital marketing options, we utilized a multitude of tactics to engage and motivate utility customers into action!



REGISTER WITH LCUB'S OUTAGE RESPONSE SERVICE

At LCUB, we understand that it's never a good time to lose power, so we want you to be prepared for the next major storm or any time the electricity goes out. That's why every LCUB customer must register with our outage response service NOW so we can serve you quickly when you need to report a power outage.

It's easy to register! Have your 12-digit LCUB account number ready, then call our new phone number, 1-844-OUR-LCUB (1-844-687-5282) and choose option #1. The automated system will ask for a home phone number, cell number and work number, but you may enter up to three phone numbers of your choosing.

If you prefer, you may also register by email. Send your LCUB account number, or the name and address on your LCUB account, along with up to three phone numbers.

Once you're registered, you'll receive a text message reminder of our outage response service. If you are an LCUB customer, make sure to register your phone number with us. It's important that you link it to your address and account number, so that we can more easily locate you in an outage situation. Just call LCUB at 1-844-Our-LCUB (687-5282) and follow the prompts.

Any time your power goes out please call us down the street to call. Their power may not be without power and you can rest assured we will work to get you back up and running as quickly as possible.

At LCUB we always strive to 'Go the Extra Mile'.




LCUB.COM
Contact Your Account Today
 LCUB (Lenoir City Utilities Board) goes the extra mile to provide the highest quality service to our customers.



1-844-OurLCUB
 LCUB.com 687-5282



LCUB a month ago · 🌐
 Have you ever wondered how many operating nuclear power plants there are in the U.S.? There are 60 commercially operating plants with 98 nuclear reactors in 30 states, one of those reactors right here in Tennessee, the Watts Bar Nuclear Reactor. It produces 1,150 megawatts of electricity. That's enough to service 650,000 homes without creating any carbon emissions.

LCUB in 8 days · 🌐
 Our Utility Line workers have seen a lot of bad weather and tough conditions. Today we're opening up the conversation with our series, "Ask a Lineman." Submit your questions to (ENTER EMAIL ADDRESS?) with the Subject "Ask a Lineman" and we'll post the top question with a response.

LCUB 7 days ago · 🌐
 Want to know how you can help everyone and conserve water? Simply turn your faucet off while your brushing teeth and you'll save 5 gallons!
 #LCUB #LCUBtip #LCUBcares

LCUB in 3 days · 🌐
 Ready to stop guessing what your utility bill will be each month? Sign up for our Equal Payment Plan and know exactly what you'll be paying each month. For more information on how to enroll, visit <http://www.lcub.com/my-services/equal-payment-plan>.

LCUB @YourLCUB
 Utility line work is one of the top 10 most dangerous jobs in America. When your lights go out and the storm is still raging, remember the men and women who are working to restore power to hospitals and homes in your area. #utilityworkers #supportutilityworkers

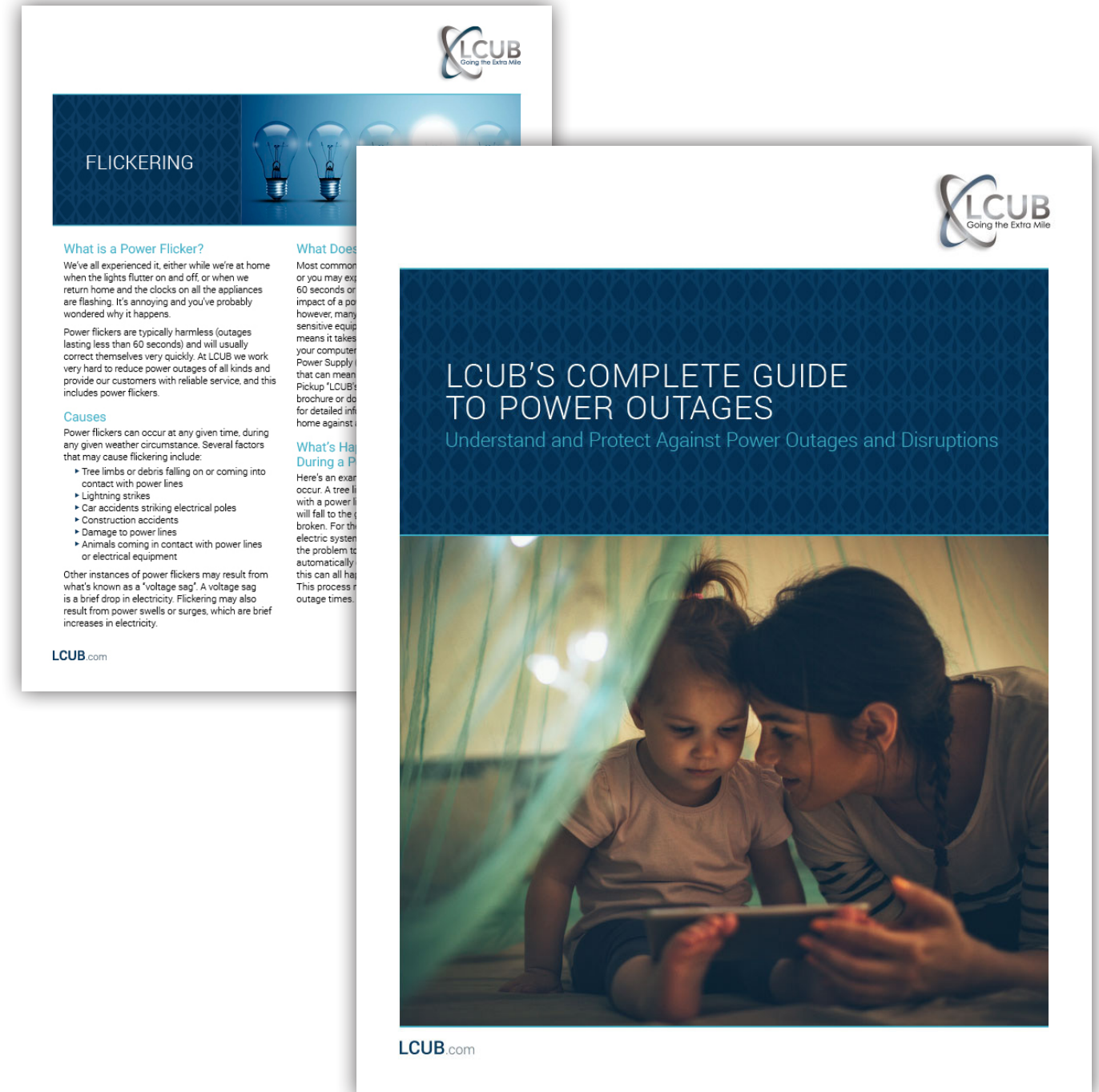
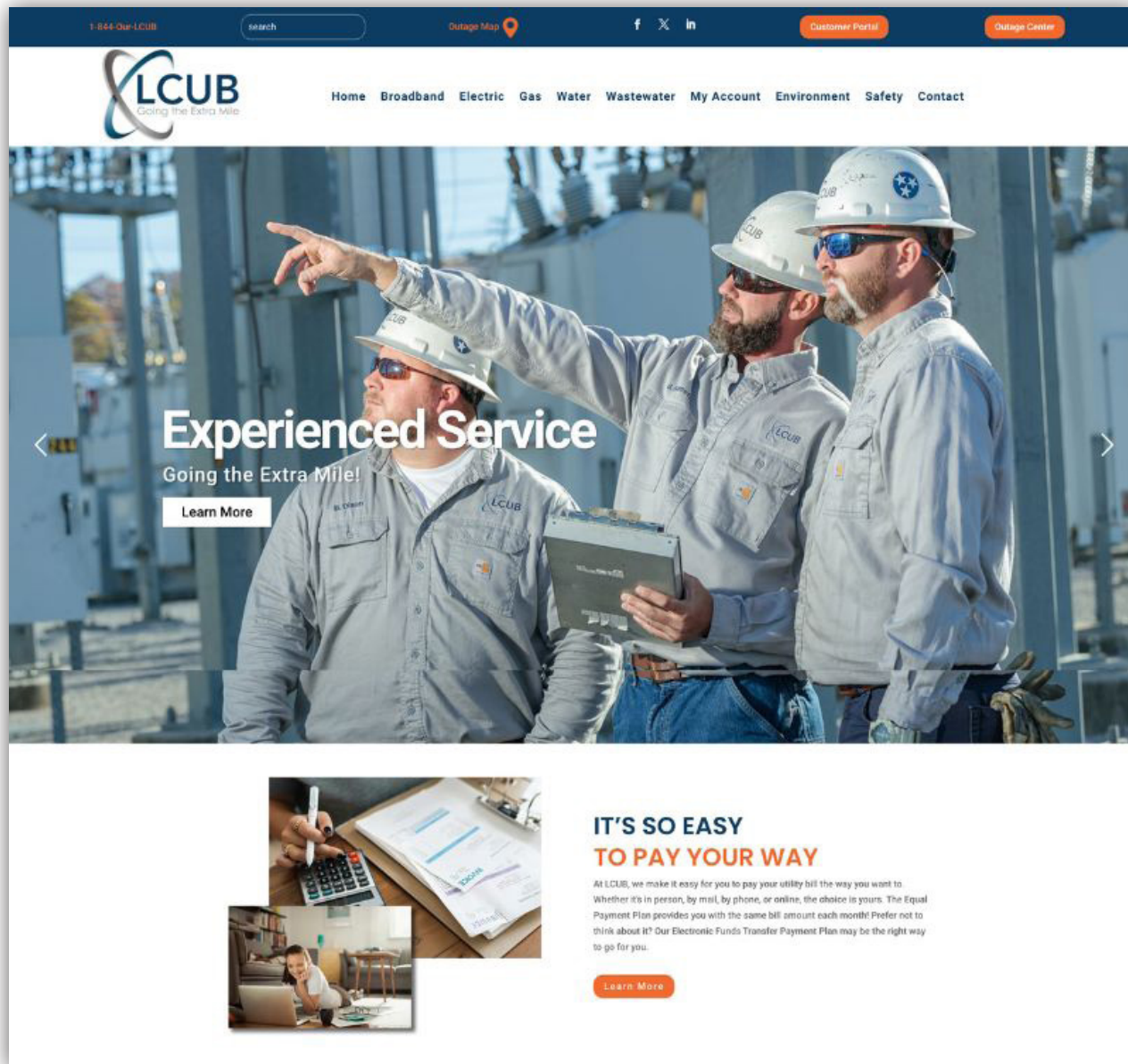
LCUB Sponsored · 🌐
 10:10 AM · 5 Apr 2019
 5 GALLONS OF WATER IS WASTED IF YOU KEEP THE FAUCET RUNNING WHILE BRUSHING YOUR TEETH.

SOCIAL MEDIA

CMOco manages all social media development, content distribution, and ongoing social customer relationship management. CMOco produces thoughtful and educational content to help utility customers realize efficiencies in their utility usage, understand the utility company's operational procedures, and help customers navigate any changes or updates in service offerings. Most importantly, CMOco leverages the power of social media to provide real-time alerts and updates for power outages or other service interruptions, instantly keeping customers aware and updated about what may be impacting their service. By maximizing these communication platforms, CMOco has improved customer perceptions and increased customer favorability.

WEBSITE

CMOco has designed and developed comprehensive informational websites for multiple business platforms, including utility providers. For LCUB, CMOco determined site navigation and information hierarchy, integrated external technologies such as live outage maps, online bill pay, start and stop service features, and more. We also created and produced multiple informational animated videos to help explain frequently asked questions, which customers can easily access on the website. Through a sophisticated, yet easy to navigate website, CMOco created a customer engagement tool that serves as a primary communication portal for customers. You don't have to spend tens of thousands of dollars to have a polished and professional site that meets your needs and accomplishes your goals.



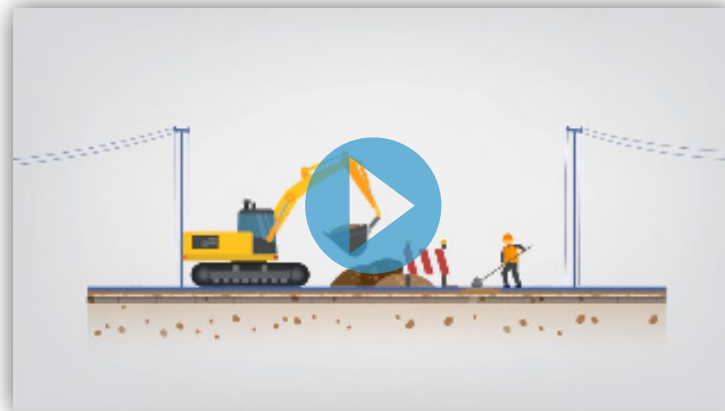
CONTENT MARKETING

CMOco leverages direct email, direct mail, blogs, bill stuffer literature, refrigerator magnets and more to reach utility customers and communicate important information. We first determine the best approach for communicating a specific message and then decide which method is best for getting that message DIRECTLY in front of the utility customer in a way that is impactful. We are constantly brainstorming new and fresh ways to be unique and capture customer's attention.

VIDEO PRODUCTION

CMOco has written, produced and directed several animated and live action informational videos for utility providers. “What Causes an Outage”, “The Power Restoration Process” and even “Why do My Lights Flicker” are all topics of videos that CMOco produced to clearly communicate how and why certain things happen. We know that customers can be extremely frustrated when there is a power outage. These helpful and informative videos help ease customer’s minds and mitigate phone calls to the customer service center. CMOco also leverages video for use in social media, by creating quick 10-second video animations or gifs/memes to communicate a message more effectively.

(Click images to view videos)



FOR IMMEDIATE RELEASE

LENOIR CITY UTILITIES BOARD (LCUB) LAUNCHES NEW ADVANCED TECHNOLOGIES, BREAKS GROUND ON STATE-OF-THE-ART FACILITY, AND INTRODUCES NEW BRANDING. LCUB TAKES HUGE STRIDES TO BE THE MOST ADVANCED SERVICE PROVIDER IN THE REGION

LCUB pioneers several new technologies to better serve customers, and launches new branding, including social media platforms to best engage and communicate with customers, as well as provide real-time alerts.

June 15th, Lenoir City, Tennessee - Lenoir City Utilities Board (LCUB) announced today that it has recently introduced several new advanced technologies to best serve its 63,000 customers. The utility company, which is the 8th largest provider among the 155 Tennessee Valley Authority (TVA) Distributors, is innovating new technologies and instituting new customer service platforms to be more effective and more efficient in its operations, striving to remain the highest value, lowest cost utility provider in the Tennessee Valley region.

LCUB is proud to announce that it has instituted an automated metering systems for all utility services, becoming the only utility company in the region actively using this technology which streamlines billing, ensures accuracy, and provides proactive notification of any problems to its customers. In addition, there are planned advances in this system, which will soon enable customers to manage their use and therefore lower their bills. “We have already seen incredible benefits from the automation. The automation ensures accuracy and more meaningful ways.”

LCUB has also implemented Supervisory Control and Data Acquisition (SCADA) service. SCADA helps staff identify problems and allows LCUB to better and more efficiently operate. The new SCADA platform will allow for future system improvements and improve system performance, which ultimately will restore sections of the power grid and pinpoint times to shorten the duration of outages and utility accidents. “We also are completing the installation of the new SCADA platform in Anderson County,” Littleton says, adding, “We are focused on providing the best service our customers have come to count on.”

Coming within the next few weeks, LCUB will introduce a new phone number 1-844-OUR-LCUB (1-844-687-5282) and most expedient customer service possible. In addition, the IVR phone system will report outages electronically and will immediately be reported.

FOR IMMEDIATE RELEASE

LENOIR CITY UTILTY BOARD INTERACTIVE VOICE RESPONSE (IVR) TELEPHONE SYSTEM GOES LIVE.

LCUB launches 1-844-Our-LCUB customer service hotline with real-time response.

June 24th, 2016, Lenoir City, Tennessee – Today, Lenoir City Utilities Board (LCUB) launched its Interactive Voice Response (IVR) telephone system with the new phone number 1-844-OUR-LCUB (1-844-687-5282). LCUB announced last week that the phone system would be operational in the coming weeks and was able to launch the new phone system sooner than expected.

LCUB’s paramount goal is to deliver the highest and most expedient customer service possible, and to improve response times to specific customer requests. The IVR phone system will report outages automatically as outage information will be gathered electronically and will immediately be reported to dispatch. The IVR system also allows LCUB to take many more calls at one time, and provides the capability to send out messages to customers about possible outages and outage times. “Our customers will still speak to an LCUB representative, and not an outside call center. Customers will not have to speak through multiple layers of automated call routing,” said Shannon Littleton, general manager of Lenoir City Utilities Board. “We are confident that our customers will be able to speak to the person who can deliver the best service regarding outages using the most advanced technology to deliver service to our 63,000 customers. LCUB provides electricity, gas, and water to Anderson Counties in East Tennessee. LCUB is a Tennessee Valley Authority distributor. Offering advanced customer service services that enhance the personal, reliable service experience.”

LCUB innovates with new technologies and, coming soon, a new headquarters

All James, the Knoxville News Sentinel | Published 12:54 p.m. ET June 16, 2016

In the past, when the power went out, many Lenoir City Utility Board customers were left in the dark with little hope of contacting anyone at the utility to report the problem. The same was true with water leaks.

But thanks to some advancements in technology — including a new interactive telephone voice-response system — LCUB says those problems are being corrected.

Earlier this month, LCUB implemented the new telephone system, and will eventually do away with its old number, replacing it with 844-687-5282 (844-OUR-LCUB).

“People don’t realize how big LCUB is,” said Shannon Littleton, the utility’s general manager.

Previously, when thousands of customers were without power, they would call and get nothing but a busy signal, he said.

“All they want to know is what’s going on,” Littleton said. “Now, those answers are going to be immediately accessible. They will have instant feedback on their outage.”

After customers enter their phone number or account number, the system will immediately recognize them on subsequent phone calls without having to enter that information again.

Shannon Littleton, general manager of Lenoir City Utilities Board. (LENOIR CITY UTILITIES)

PUBLICITY

One of the most important communication outlets for utility providers is the local news media in the communities they serve. It’s critical to communicate power outage information in real-time, service interruptions or other impacts of a severe storm. In addition, it’s also critical that utility providers communicate transparently and in advance regarding increases in fees, advances or changes in technology, or even the expansion of services such a bill pay kiosks. Given utility providers impact hundreds of thousands of people, it’s important to have well-crafted and professional messaging to the media and leverage these media relationships to help keep customers informed. CMOco has vast experience in this area, including acting in an advisory capacity regarding sensitive subject matter.

COMPETITIVE MARKETING SERVICES

As utility companies begin to offer broadband internet connectivity, they are entering a highly competitive environment, which is likely a new space for them to be competing for customers with other well-established internet service providers. CMOco continues to assist and advise LCUB with the roll-out and integration of their fiber-to-the-home broadband service. As fiber-optic cable is installed neighborhood by neighborhood, CMOco develops strategic marketing support plans that inform and educate the utility consumer. Then, as LCUB's broadband services become available, targeted messaging is delivered directly to people in those areas. There are many competitive factors utilities and municipalities can utilize in their messaging to cut through and gain market share, and CMOco is skilled in maximizing them.



BROADBAND

LCUB broke ground in August 2022, laying fiber-optic cabling beginning a three-year construction project that will upgrade their entire electrical smart grid. As a side benefit, this allows LCUB to provide fiber broadband service to electric customers.

- CMOco facilitated a media blitz at the groundbreaking, including gathering drone footage of the event with the Mayor in Lenoir City.
- CMOco set up a pre-registration 'check availability' option for LCUB electric customers to see when broadband service will be live in their area.
- Utilized outdoor billboard marketing in the areas where construction was occurring.
- A multi-day video shoot yielded multiple television spots and video for use on digital platforms.
- CMOco launched a limited broadcast TV campaign during NCAA March Madness in 2023 to build anticipation and service awareness.
- Neighborhood yard signs alerted customers about construction crews and their purpose in the area.
- Door hangers were placed on houses in construction installation zones.
- Digital marketing targeted specific neighborhoods, and a broader campaign to build awareness of the forthcoming service on social media was deployed.
- Created brochures for new broadband customers with payment information, speed measurement details, and all service offerings with upgradeable options.
- In early June 2023, the first fiber customer home was activated in an underserved area. A media blitz was executed with a ribbon cutting ceremony, and the first customer to go online was interviewed by multiple media outlets.
- Streaming and broadcast TV campaigns were initiated over summer 2023 through November, with broadcast TV campaigns around UT College football and Tennessee Titans football games in the fall.

CMO_{co} ACCOMPLISHMENTS WORKING WITH LCUB SINCE 2016

1. RE-BRANDING

- New brand logo & new brand Implementation across entire organization
- New letterhead, business cards, building signage, vehicles, etc.
- Original brand development for Lineman Rodeo 2019

2. DEVELOPED OVERARCHING STRATEGIC MARKETING PLAN

3. NEW WEBSITE DEVELOPMENT

- Website design to reflect new brand identity
- Website content development
- Website SEO implementation
- Website management including updating rates, outage alerts, and other content development as needed
- Developed 10 Broadband Services pages to educate customers on upcoming service offerings and to encourage pre-registrations

4. LAUNCHED SOCIAL MEDIA PLATFORMS – FACEBOOK, INSTAGRAM & TWITTER

- Developed content, deployed & managed ongoing social media (4 posts/week - 3 Social platforms) and grew LCUB's following on all 3 platforms:
 - Facebook: 8,200 Followers
 - Twitter: 1,704 Followers
 - Instagram: 1,149 Followers
- Leveraged social media as instant communication platform to report outages and other service-related information
- Developed & managed paid social media ads to promote LCUB services plus a broadband viability study, website, etc.
 - Reached: 276,730 people
 - 1.8 million impressions
 - Average campaign frequency 6.56 times per person • 4,363 post reactions
 - 6,166 link clicks to website
 - Increased page likes by 2,400
 - 600 post shares
 - Average \$1.79 CPC

5. LAUNCHED EXTENSIVE BROADBAND STUDY DIGITAL AD CAMPAIGN

6. LAUNCHED BRAND AWARENESS CAMPAIGN TO PROMOTE PRE-REGISTRATION FOR UPCOMING FIBER BROADBAND SERVICES

- Multi-platform advertising campaign includes television spots, social media advertising, IP targeting, video pre-roll ads, streaming TV, billboards, press/publicity, educational videos, yard signs, and event marketing
 - Advertising campaign achieved over 2.4 million impressions to customers within the LCUB service area within 6 months
 - Campaign resulted in nearly 5,000 pre-registrants with a minimum value of \$780 annually per registrant for a return on ad spend of 19x

7. MANAGED PUBLICITY AND ACTED AS PRESS LIAISON ON BEHALF OF LCUB

- Groundbreaking on new 180-thousand square foot facility
- Tier 3 data center with biometric security
- Supervisory Control & Data Acquisition System (SCADA)
- Interactive voice response phone system
- Grand opening of new 180-thousand square foot facility
- Natural gas line rupture emergency response
- Broadband viability study
- Groundbreaking for fiber electrical grid installation

8. WROTE & PRODUCED NUMEROUS ANIMATED VIDEOS TO HELP EDUCATE & INFORM CONSUMERS

9. DEVELOPED NEW SERVICES BROCHURES

10. PROVIDE CONTINUOUS REPUTATION MANAGEMENT & ONGOING PUBLIC RELATIONS ADVISORY SERVICES

11. SUPPORT LCUB'S ONGOING CAUSE MARKETING PARTNERSHIPS

12. BRANDED & PROMOTED LINEMAN'S RODEO IN 2019