



PROUD GREEN HOME OVERVIEW

06.17.2013

About Proud Green Home

The Proud Green Home is a resource-packed information portal for builders and homeowners interested in green building solutions for better and healthier living.

The website's abundant resources provide practical information about building and/or remodeling a greener home. Articles, white papers, blogs, and videos – cover a range of topics from design strategies to latest technologies to air quality issues.

Engaged audiences are homeowners (71%) and professionals (29%), with US & Canada participation at 94%. What's more, 78% of the website visitors are decision makers: homeowners and top officers in professional organizations.

Opportunities

Bosch Thermotechnology can benefit from participating on the website in several ways.

Sponsorship Opportunities

Unique sponsorship opportunities exist in the **High Performance Home Research Center** section of the website as well as co-sponsorship of the **Sustainability Trends Research Center**. BTC would be an exclusive sponsor of the HPH Center and would be able to promote its materials and key marketing initiatives, such as the Green Living Awards, Bosch Experience Center outreach and other initiatives.

Branded Content

Existing and new content from BTC could be featured throughout the website and Research Centers. Materials can include BTC case studies, How To technology videos and press releases.

The website's well-developed architecture allows visitors to find materials of interest based on many entry points and searches. For example, Geothermal-focused materials could be found in "HVAC Section", "Geothermal Heating & Cooling," "Great Green Homes," and others.

Content Submission & Sharing Rules:

We have clarified whether submitted materials would be exclusive to the Proud Green Home website. The good news is these materials are not exclusive for this website, and can be freely published on other websites and online communities (such as Energy Collective).

Thought Leadership

Building continuous presence on green building Resource Centers will help promote BTC thought leadership among contractors, building owners, home owners, and sustainability-focused organizations.

Expert Blogger

Bosch TT can host a series of blog or video blog articles devoted to a particular topic. For example, we can propose Geothermal or Solar Thermal technologies and industry trends. While this is not an immediate action item, we can take advantage of this opportunity for 2014.

Lead Generation Opportunities

Information about the visitors downloading Bosch TT content will be shared with the BTC team (name, company, contact information). Provided information could be funneled to the lead pipeline. This allows a great opportunity to follow up about specific topics via email or phone call.

Considerations

Content

- Getting the most out of the website requires continuous content updates. SLN can work with the Proud Green Home team to schedule and post selected BTC materials – case studies, videos, white papers, blog articles.
- We would recommend creating an editorial calendar to promote branded content on the website.
- Prior to starting our content submissions we can identify which content has been of most interest and what kind of articles are getting the most visits on the Proud Green Home website. It would allow us to tailor our content submissions better.

Website Traffic

- Ann Emanuele has shared her concerns over the website's ranking in Google searchers. PR ranking is 4, indicating great potential. Yet, the site's traffic and time spent on the site could be stronger. For example, PR rank reports only 1.7 average page views per visitor. However, we feel that Proud Green Home's ranking is certainly competitive, considering the overall green building category, which is still developing.
- Takeaways: Moving forward, we need to monitor quantitative conversions from the website to BTC landing pages.

Measuring Results

Our success will be evaluated based on the following criteria:

- Viewership of Bosch TT materials, including photos and videos;
- Quality of leads (ex.: case study downloads);
- Traffic sources to the Bosch Heating and Cooling website landing pages;
- Feedback based on reader's comments, social media shares.