

There were several objectives for this campaign. The first was to educate about the process for using a fuel pool to purchase fuel. Even if a district has a dedicated transportation manager, they're not likely an expert in fuel pooling. A second objective was to increase awareness among the target audience about the TASB Energy Cooperative. And finally, the third objective was to engage existing Cooperative members in participating in the spring fuel pool. This was the first time we leveraged LinkedIn advertising for this program. LinkedIn has proven to be a powerful advertising channel for us because of the capabilities with audience targeting. We're able to go into the campaign and exclude specific job titles or companies as the ads run so that we're not serving them to people who may not be interested. We gained 132,224 impressions and 958 clicks to the website for awareness and engagement, respectively. The Texas Lone Star magazine is distributed to more than 10,000. For emails, we measured open and click rates. Email open rates averaged near 50% and click through rates were just under 10%, both well above benchmarks. The business objective of increasing participation in the pool was met with nearly 50 pool fuel participants.