

Using the right communications for low-income customers.

Low-income Americans have lower levels of technology adoption, but they rely on their smartphones more than any other demographic. Smartphones paired with offline communications, such as posters and direct mail, are the best ways to connect with this audience.

For the mobile space:



Leverage gamification.

Low-income customers primarily visit social media to play games. Use this action to your advantage by creating a game or quiz, or advertising in these spaces.



Host webinars.

Webinars are useful for providing a step-by-step process for taking action. Customers will appreciate this detailed breakdown, see your call to action as achievable vs. believe your utility company genuinely cares.



Deploy consumer advocates.

Consumers trust people who resemble them. Consumer advocates serve well as a concierge to help customers understand a program, its benefits, how to qualify, etc.

[Learn more about 2022 utility must-dos.](#)

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