

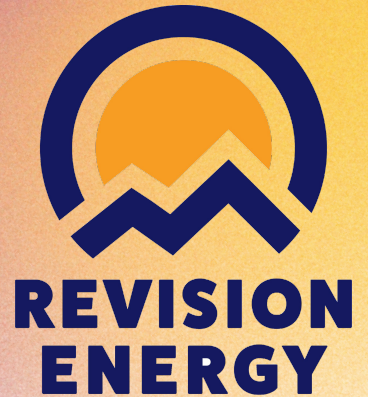
Group 8

Abby Thress, Abby Uy, Liv Virzi,
Haoxuan Xiao, Abby Yeomans



ReVision Energy Pro-Social Marketing Plan

Increasing diversity within
ReVision Energy's employees



Agenda

Background

About ReVision & the focus of this marketing plan

Situation Analysis

SWOT analysis and primary/secondary research

Objectives

Goals, target audience, and targeted behaviors

Competitive Analysis

Additional factors influencing adoption of targeted behaviors

Strategy

Marketing mix strategies using the 4 P's

Monitoring

Plan for monitoring and evaluating objectives

About ReVision

- Solar energy company
- Based in New England
- Certified B-Corp
- ESOP



“We will lead our community in solving the environmental problems caused by fossil fuels while alleviating economic and social injustice.”

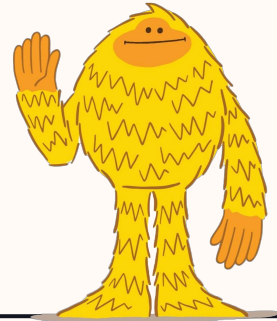
Company History

2015

ReVision Energy becomes a certified B Corporation

2020

ReVision Energy forms JEDI (Justice, Equity, Diversity, & Inclusion)



2017

ReVision Energy becomes 100% employee-owned

2021

ReVision Energy introduces Sunsquatch

Project Purpose & Our Focus



Purpose

Help ReVision Energy
continue to foster a diverse &
inclusive work experience



Focus

Recruit & retain more racially
diverse talent via external
marketing

Situation Analysis

Strengths

- ReVision is already self-aware
- Effectively making measurable differences

Weaknesses

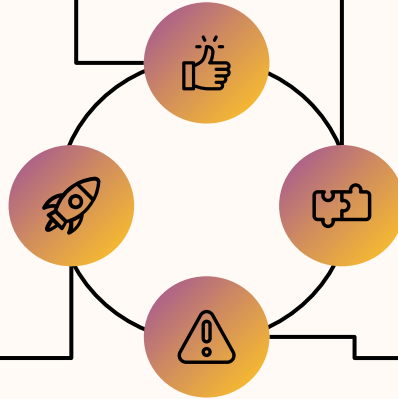
- Currently lacking in racial diversity
- Difficult to build a diverse company

Opportunities

- Mentorship or internship programs
- Long-term connections
- Online job search platforms

Threats

- Growing competition in diversification expectations
- Differentiation from close competitors



Literature Review

- Diversity is proven to be beneficial
 - Higher financial returns
 - 35% for the top ¼ of companies
 - More innovative and productive teams
 - Clean energy companies are currently not diverse
 - Recognize D&I and reflect the demographics of the community
 - Strategies for D&I that ReVision Energy could incorporate into their own hiring process
 - Inclusive job descriptions
 - Diverse interview panels
-

Interview Research

→ 10 non-white college students who will be graduating within the next year.



Question topics

- Job search and research
- Recruitment experiences
- Company culture and values
- ReVision website impressions

Graduation	2022: 9 2023: 1
Major	Includes: CS, Business, Arts, Engineering + more
Race/ethnicity	Asian or Asian American (7), Hispanic/Latino (2), and African American (1)
Gender	Female: 5 Male: 5
Age	21: 3 22: 5 23: 2

“DEI is super important. At my first co-op whenever I had a meeting I was always the only woman and person of color in the room [...] So, you know, it was very intimidating, and I never really felt super comfortable or safe at that company.”

— **Interview Quote**

Objectives & Goals

Main Goal

- Increase the racial diversity of ReVision's employee base makeup through active hiring efforts
- Hiring 90 new employees this year

Progress Objectives

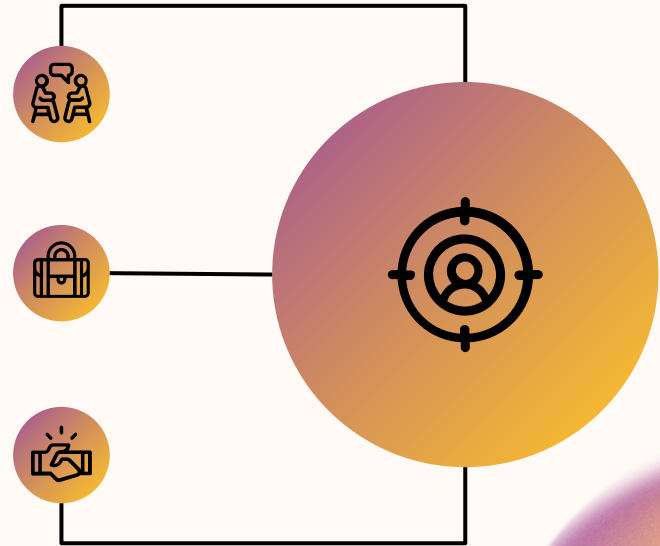
Glassdoor reviews

Social media platform posts

- Instagram, Twitter, Facebook...
 - The largest age group is 18-34 years old, consisting of 62% of all users for IG
 - 51% of Instagram users are women, 49% are men
 - 42% of adults in the United States aged between 18-29 years used Twitter
 - 66% of global Twitter users are men, compared to just 34% of women
-

Target Audience Profile

- Non-white prospective employees
- Recent college graduates
- Based in Northern New England
- Networking opportunities



Competitive Analysis

Targeted behavior:

becoming more diverse through active hiring efforts

Internal

ReVision Energy employees accept, support, and drive forward initiatives for increasing racial diversity within the company

External

Job seekers of racial minority backgrounds are interested in accepting interviews or potential job offers at ReVision Energy

Competitive Analysis

Potential barriers to targeted behaviors

Internal

- Resistance to change / lack of willingness to adapt to new policies
- Lack of understanding
- Slow communication and/or adoption of goals

External

- Similar companies also making more recent efforts to prioritize DE&I
 - Companies who have long standing DE&I commitments/progress
-

Influence of Important Others

“D&I needs to be an ethos that permeates the entire organization, championed not just by the HR department but by everyone.”

— **Laura Morgan Roberts and Anthony J. Mayo for HBR**

Competitive Analysis

Potential benefits for targeted behaviors

Internal

- Profitability and earnings
- Company culture
- Diversity of thought
- Innovation & creativity
- Decision-making quality

External

- Helps ReVision to meet their goal and attain the internal benefits
 - Appear more attractive to future job candidates
 - B Score for Community
-

Marketing Strategy



Positioning Statement

“ReVision Energy recognizes the intersectional relationship between environmentalism and social justice, and aims to create a diverse company that welcomes employee-owners and customers of all backgrounds and identities, united in our mission to build a zero-carbon society.”

Marketing

- Clearly communicate the benefits and the purpose/importance of JEDI efforts
 - Externally show ReVision making active efforts and progress with JEDI goals
-

Marketing Mix - Product

The ReVision workplace is the product as an inclusive and supportive employer who also exemplifies its core values:

- Honesty
- Learning
- Passion
- Communication
- Stewardship

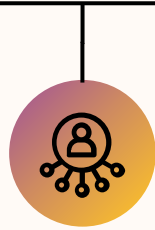
While simultaneously showcasing its diversity initiatives such as the BIPOC Environmental Voices Newsletter column, Actions for Justice, Internal Cross-Cultural Training, and various employee resource groups (ERGs).

Place | Short Term Goals



Career Page

Reformat open positions to be eye-catching.



Recruiting Software

Reconsider 3rd-party hosting platforms for less ad-blockers.



LinkedIn

Fully utilize the Career page and update content.



Glassdoor

Update content & build reviewing into the onboarding process.



Employee Advocacy

Develop and employee engagement plan.

Place | Long Term Goals

Career Fairs

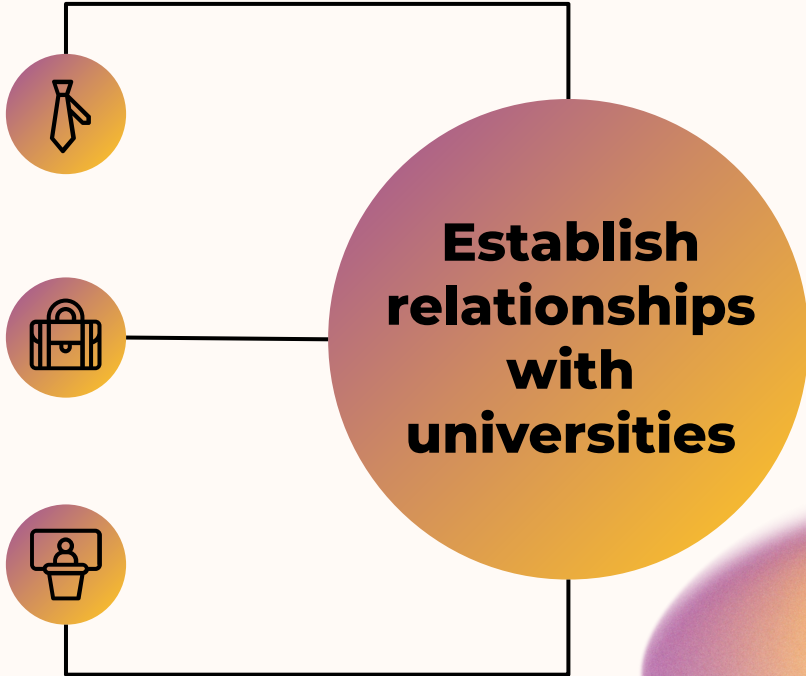
Increase brand awareness and visibility.

Career Centers

Offer co-ops, internships, and entry-level jobs.

HBCUs & Urban Colleges

Extend opportunities to historically diverse communities.



Promotion | Messaging

Why Work Here?

Showcase *how* ReVision is inclusive, supportive, and empowering.

Video Testimonials

Short-form video content.

User-Generated Content

Photos, videos and quotes submitted by employees.

Open Job Positions

Sharing a graphic, description, and CTA to apply.



Marketing Mix - Price



Time

Necessary to build long-lasting relationships and to update platforms.



Labor

Qualified team members to update information accordingly.

Monitoring & Evaluation

Audience for monitoring and evaluation

Mainly: Current employees

Secondarily: Candidates employees

Measurement method

Current employee satisfaction with diversity practices/efforts

Non-white employees/total number

Timetable

Bi-annually for the next three years

Objective

Know where improvements can be made based on the process and results of Monitoring and evaluation.

THANKS!

Do you have any questions?



Marketing and Society
MKTG 2301 - Section 01
