

Customer Engagement Best Practices

How you can encourage customers and clients to join you
and take the California Clean Air Day Pledge

OPERATIONAL

- Set an engagement goal using Clean Air Day metrics. How many stakeholders will you reach?
- Use the Clean Air Day engagement real-time back-end reporting ([click here for a sample report](#)) as a learning opportunity about employee habits, interests, and concerns
- Get an endorsement *and* participation from top leaders in your organization with messages to customers about why you're participating
- Have your director of marketing participate on their regional Clean Air Day working group



MESSAGING

- Announce your company's participation early and regularly leading up to Clean Air Day via email, on social media, and in other communications with customers and clients
- Tie your message to what you do or your objectives:
 - Sustainability and Climate (i.e. "Commitments to switch fleets to electric)
 - Product offerings (i.e. a sustainability practice or organic options)
 - Health (i.e. brand-new ventilation at our store)
- Create a drip email campaign to offer a reminder and tip each week leading up to Clean Air Day for customers
- Use your unused advertising space like billboards, freeway signage, bus ads and more to encourage stakeholders to join you and follow your leadership
- Use your app to show your affiliation

MARKETING & INCENTIVES

- In-Person Discounts (e.g. show you took the Clean Air Pledge and get \$5 off at latte)
- In-App Discounts (e.g. enter code “CleanAirDay” to get a free scooter ride)
- Giveaways for taking action or showing you took the clean air pledge:
 - Transit passes
 - Trees
 - Bike Helmets
 - Air filters
 - Vegan meals / snacks
- Donations to environmental nonprofits when they take action

COMPETITIONS

- Track your engagement and highlight when you are doing well
- Host a social media competition to encourage customers to post with a company-specific hashtag along with #CleanAirDayCA
- Periodically “brag” about your number of sign-ups to date and highlight specific customers and their commitments with that number update.

LAUNCH A NEW PROGRAM OR INITIATIVE AND TELL YOUR CUSTOMERS ABOUT IT

- Switching to a sustainable consumer product (e.g. sustainably sourced coffee)
- Installing new zero-emissions infrastructure (e.g. electric vehicle chargers)
- Upgrading fleets to zero-emissions vehicles
- Upgrading HVAC systems to meet greener standards

CONVERT YOUR SPACE FOR THE DAY

- Host a drive through biking event
- Host an electric vehicle “ride and drive” event
- Highlight your clean air investments and changes you’ve made in your facilities

SHOW YOUR EXPERTISE

- Host a webinar or (pandemic permitting) talk with your Chief Sustainability Officer or other executive



Running a workshop in conjunction with Clean Air Day was a great way to showcase our core capacities, connect with the community, and raise awareness for the event.

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