

Engage Your Customers With Energy Efficiency Using YouTube Videos

Popular videos include:



BPA's Comfort Ready Home program has more than 25 **YouTube videos** you can use to promote energy efficiency to your customers. These videos are designed for a wide audience, from new homeowners to seasoned DIYers and contractors seeking technical insights. So far in 2024, they have received more than 25,000 views.

Why Share These Videos?

- **Diverse Content:** Videos cover a wide range of topics related to home energy efficiency and weatherization.
- **A Fresh Approach:** These videos bring energy efficiency to life with engaging and accessible visuals and narration.
- **Organized Playlists:** The channel features **playlists** with multiple videos dedicated to specific topics, such as HVAC best practices.
- **Easy Sharing:** These videos can be added to your website, or shared on social media, allowing you to enhance your own online resources with minimal effort.
- **Custom Branding:** Upon request, videos can be customized with your utility's branding.

Leverage these videos to communicate the importance of energy efficiency and help your customers make informed decisions. Contact your EER or **Comfort Ready Home Field Specialist** to learn how these videos can be tailored to meet your utility's goals.