

FREEWIRE TECHNOLOGIES, INC.



# THE ULTIMATE GUIDE TO PROMOTING YOUR EV CHARGERS

INCREASE UTILIZATION AND REVENUE

# INTRODUCTION

Installing an EV charger is a lot of work, but launching and promoting it is the other half of the equation. With one of the fastest chargers in the industry, you are now in a prime position to attract EV drivers who need a quick and convenient way to charge their cars. The future looks promising as projections indicate that by 2030, electric vehicles (EVs) will constitute 60% of all vehicles sold in the United States, with an estimated 30-42 million EVs on the road. Such statistics present an enormous pool of potential customers. However, if you don't promote your charger properly, you're likely to lose out on potential revenue.

Maximizing charger utilization not only boosts direct charging revenue but also drives in-store sales. With an estimated \$1 per minute conversion rate for in-store sales during charging, an average fast charging session of 25 minutes can generate around \$11.25 in charging revenue and an additional \$25 in-store revenue in retail applications. Through strategic marketing tactics, it becomes feasible to double or even exceed daily utilization, presenting a lucrative opportunity for your business to thrive.

This guide will offer some effective ways to promote your EV chargers, from creating a strong online presence to launching strategic promotional campaigns. By following these tips, you can ensure that your charger is well-known and used by EV drivers in your area and beyond.





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# OUTLINING YOUR MARKETING STRATEGY

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There are several factors to consider when determining a plan to promote an EV charging station. Target audience, budget, bandwidth, and desired outcome are all important elements of a marketing plan.

## TARGET AUDIENCE

First, it is important to identify your target audience. Who are you trying to reach with your promotion? Are you targeting EV drivers in your local area? Are you looking to reach a wider audience? Once you know your target audience, you can tailor your promotion accordingly.

The persona of an electric vehicle driver in the United States is diverse, but some common characteristics can be identified.

- **Affluent:** EVs are still generally more expensive than gasoline-powered cars, so electric vehicle drivers are typically more affluent than the average driver. The average household income for an EV driver is \$108K compared to \$53K.
- **Tech-savvy:** EV drivers tend to have collegiate degrees (79%) and are comfortable with technology. They are likely to be early adopters of new technologies, and they may be interested in learning more about how electric vehicles work.
- **Male:** 75% of EV drivers are male, indicating a predominant gender distribution in the electric vehicle user demographic.
- **Environmentally conscious:** 90% of EV drivers are motivated by a desire to reduce their environmental impact. They may be concerned about climate change, air pollution, or other environmental issues.





## JONATHAN PATTERSON

Age : 55  
Status : Married  
Location : San Francisco, California  
Job Title : Software engineer

### ABOUT

Jonathan recently moved to San Francisco. His annual income is around \$130,000. He is married with 2 kids and has a dog. On his days off he likes to take his Audi e-tron on road trips with his family to go hiking on various trails around the Bay Area.

### PERSONALITY



### INTERESTS

- Electric vehicle enthusiast
- Marvel comic books
- Hiking with family
- Environmentalist
- Gardening and cooking

### SKILLS



### CHARGING HABITS

- Begins charging at around 10-20% battery capacity
- Spends about \$11-20 on snacks during each charge
- Exclusively uses Plugshare to find charging stations
- Only charges at stations with 100kW+ chargers

- Older Drivers: EV drivers are typically older than the average driver. 56% of EV drivers are over the age of 55. This demographic trend among EV drivers may be attributed to the fact that older individuals often have greater purchasing power and are more conscious of environmental concerns, making them more inclined to invest in eco-friendly transportation options.

### BUDGET

Next, it's crucial to establish a budget for your promotional efforts. Consider how much you're prepared to invest in marketing your EV charger. This financial plan will guide you in determining the scope of your promotion and selecting the most effective channels to connect with your intended audience. While many of the suggestions outlined in this eBook are cost-effective, it's important to note that advertising, in particular, may involve additional expenses.

### OUTCOME

Lastly, within the context of marketing your EV charger at your retail business, it's essential to clearly outline your intended objective. What specific goal do you aim to accomplish through your promotional efforts? Are you looking to raise awareness about your charging station? Perhaps you want to establish a strong connection between your brand and sustainability initiatives. Or maybe your primary objective is to boost in-store sales by leveraging your EV charger as a draw for customers. Once you've defined your desired outcome, you can craft a promotion that is precisely tailored to achieve your intended goal.

# EV CHARGER MARKETING STRATEGIES

In this segment, we will explore ten highly effective strategies to market an EV charger at your retail location. These recommendations are designed to help you maximize the visibility and utilization of your charging station, ultimately driving customer engagement and business growth. Whether you're looking to attract a changing dynamic of consumers or boost foot traffic to your retail establishment, these proven marketing approaches will provide you with valuable insights and actionable steps to achieve your goals. Let's dive in and discover how to make your EV charger a prominent and profitable feature of your retail business.

## 1 CREATE A STRONG ONLINE PRESENCE

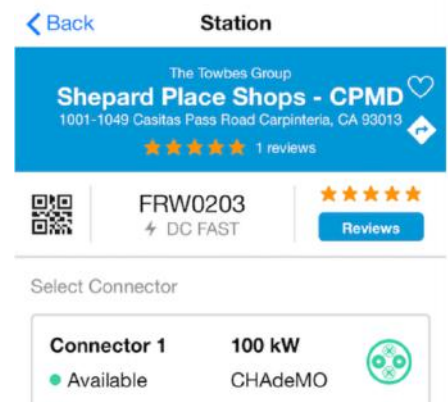
EV driver's are tech-savvy and primarily use smartphones to locate public EV chargers. According to recent polling conducted by FreeWire, 34% of drivers find their fast charger through PlugShare, 25% find them through network mobile apps associated with the charger.

To make sure EV drivers can find your charging station, it's important to list it on major EV charging applications such as PlugShare, as well as a charging network including ChargePoint, EV Connect, Shell Recharge or others. During the process of procuring a charger, your business will have selected a major charging network option for awareness and payment processing.

### CHARGING NETWORKS

Your chargers will be automatically added to the network when commissioned, if applicable. Here are some additional tips for optimizing your stations on the network:

- Create an account with your paired EV charging network. Most EV charging networks offer free accounts for businesses that own charging stations.
- Provide accurate information about your charger. Make sure to include the charger's location, type, amenities, and availability, customized for your business.
- Submit new photos of your charger. If the network offers photos, high-quality photos will help EV drivers get a better sense of what your charger looks like.
- Request approval. Once you've submitted your charger information, the network will review it and approve it for listing.



## OTHER ONLINE SOURCES

In addition to listing your EV charging station on major EV charging networks, you should also make sure to list it on other online sources. This includes mapping applications such as Google Maps, Apple Maps, and Waze. Here are some specific tips for listing your EV charging station on other online sources:

- Update your profile to include EV charging. Make sure to add information about your EV charging station to your profile on these platforms. This includes the charger's location, type, availability, and pricing.
- Specify hours of operation (if applicable), fees, and amenities. EV drivers want to know what to expect when they arrive at your charging station. Make sure to specify the charger's hours of operation, fees, and any amenities that are available.
- Keep photos up to date. High-quality photos will help EV drivers get a better sense of what your charger looks like. Make sure to keep your photos up to date so that they reflect the current condition of your charger.
- Respond to online reviews. EV drivers often leave reviews of charging stations on these platforms. Make sure to respond to these reviews in a timely manner and address any concerns that are raised.



### EV Connect Charging Station

Electric vehicle charging station



Directions



Save



Nearby



Send to  
phone



Share



CCS · 150 kW

1/1



CHAdeMO · 100 kW

1/1



45 W El Camino Real, Mountain View, CA 94040

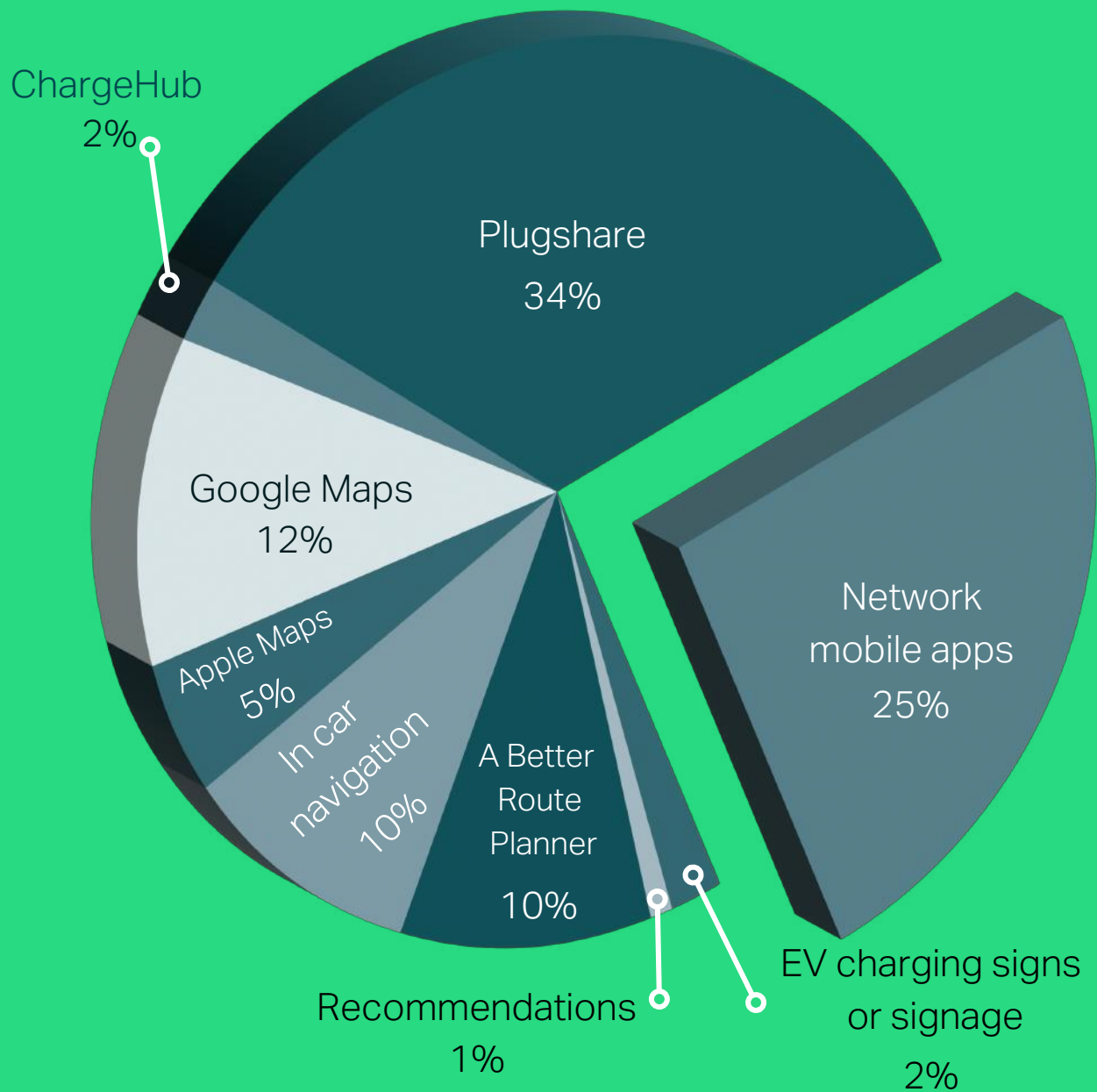
Located in: Chevron

Consider creating a dedicated webpage if you're launching a network of chargers. This could have a map of all of your charger locations, details on your offerings, and charging FAQs.

By following these tips, you can get your EV charging station listed on major EV charging networks and create a dedicated web page for it. This will help EV drivers find your charger and use it to charge their electric vehicles.

# HOW DO DRIVERS FIND FAST EV CHARGING STATIONS?

Plugshare was the most utilized tool in aiding drivers in their charging station selection. 86% of chargers were found using mobile apps. 10% by in-car navigation systems and 3% through recommendations and signs.





## 2 PRESS RELEASE & EARNED MEDIA

A press release paired with media outreach is a great way to generate coverage for your EV charging station. When writing your press release, be sure to highlight the key differentiators of your station. For example, if your station is the fastest charger in the area, be sure to mention that. You should also highlight any unique features or benefits that your station offers.

Here are some tips for writing a successful press release for your EV charging station:

- Keep it short and to the point. A press release should be no more than one or two pages long.
- Use clear and concise language. Avoid jargon and technical terms that your audience may not understand.
- Highlight the key differentiators of your station. What makes your station(s) unique?
- Include a call to action. Tell your readers what you want them to do, such as visit your website, charging location(s) or sign up for your newsletter.

In addition to writing a press release, you should also reach out to local publications and pitch the story of your EV charging station. When pitching your story, be sure to focus on the benefits that your station offers to drivers. For example, you could mention that your station is located in a convenient location, or that it offers free Wi-Fi or snacks. Even better, create a news hook for the story by offering a free week of charging to drivers to help promote the launch.

Here are some tips for pitching your story to local publications:

- Do your research. Find out which publications are most likely to be interested in your story.
- Tailor your pitch to the publication. Make sure that your pitch is relevant to the publication's audience.

Be persistent. Don't give up if you don't hear back from the first few publications you pitch to and be sure to follow up.



Let's look at this real-world success story involving a collaboration between IPOW, FreeWire Technologies, and National Park Village. They recently unveiled a cutting-edge charger installation in the picturesque town of Estes Park, Colorado. By crafting a compelling press release and implementing a well-thought-out outreach strategy to secure earned media, this site host achieved remarkable results. Their efforts led to extensive coverage in prominent publications like The Denver Post and locally in the Estes Park Trail-Gazette, generating a significant boost in visibility. As a result, the new chargers have become a popular choice for both locals and tourists.



Here are some tips for hosting a successful special event to promote your EV charger:

- Choose a date and time that works for your target audience. If you're targeting EV drivers, you may want to host your event on a weekend or during a time when people are likely to be out and about.
- Make sure the event is well-promoted. Let people know about your event through social media, email marketing, and print advertising.
- Provide food and drinks. This is a great way to attract people to your event and keep them there.
- Have speakers or demonstrations. This is a great way to educate people about your EV charger and why it's important.
- Give away prizes. This is a great way to thank people for attending your event and to encourage them to use your EV charger.

### 3 HOST A SPECIAL EVENT

Special events, such as ribbon-cutting ceremonies or demonstrations, are a great way to announce your EV charger and generate excitement. You can tailor your guest list to meet your strategic goals. For example, if you're interested in press outreach, you can invite local media. If you want to promote your charger to EV drivers, you can invite locals and EV associations (covered in a later section).



## 4 RUN A SOCIAL MEDIA CAMPAIGN

In today's digital age, leveraging the power of social media is a game-changer when it comes to promoting your EV charging station to a wider audience. By incorporating a strategic social media campaign into your marketing arsenal, you can effortlessly attract potential customers.

LinkedIn is the best platform for promoting your business to other businesses and professionals, while Facebook, Twitter and Instagram are gathering places for your driving customers! Consider tailoring your social media content for each unique platform, using compelling photos and videos for Instagram for example, and short, catchy messaging with X (formerly known as Twitter).

### RECOMMENDATIONS ACROSS PLATFORMS

- **Capture Attention with Engaging Content:** Craft compelling posts that showcase the remarkable benefits of your EV charger, emphasizing its lightning-fast charging speed and unparalleled convenience of its location. Highlight how embracing electric vehicles is not only environmentally friendly but also a practical and cost-effective choice for customers.
- **Foster Enthusiasm with Exciting Contests and Giveaways:** Offer enticing rewards, like free charging sessions or discounts, to entice potential EV users to participate. This approach not only increases your brand visibility but also encourages word-of-mouth referrals.
- **A Picture is Worth a Thousand Words:** Incorporate eye-catching visuals like captivating images, informative videos, or innovative graphics to capture the imagination of your audience. A well-crafted visual representation of your charging station in action can leave a lasting impression and encourage potential customers to take action.





# 5 PHYSICAL SIGNAGE PLACEMENT

While social marketing is essential, leveraging the power of physical signs can be a game-changer in attracting users and revenue. Visual cues quickly communicate the charging facilities available. Incorporate universally recognizable EV icons and charging symbols on the signs to reinforce the purpose of your location. Let's take a look at how these tangible marketing tools make a difference and where to strategically place them.

## POTENTIAL LOCATIONS

- **On Major Roads and Highways:** Install signs along major roads and highways leading to your charging station. This attracts passing EV drivers and encourages them to plan a stop at your location.
- **At Parking Entrances:** Place signs near parking entrances to catch the attention of drivers entering the parking lot. This prompts them to choose your charging station for their EV charging needs.
- **Inside Parking Structures:** Install signs inside parking garages to direct drivers to the charging area and promote your facility among parked vehicles.
- **Near Busy Destinations:** If your charger is located near popular shopping centers, restaurants, or tourist spots, use signs in these locations to draw visitors to your charging station.
- **Charging Area:** Within the charging area, have clear signs indicating the location of the charging stations and providing any necessary instructions for users.

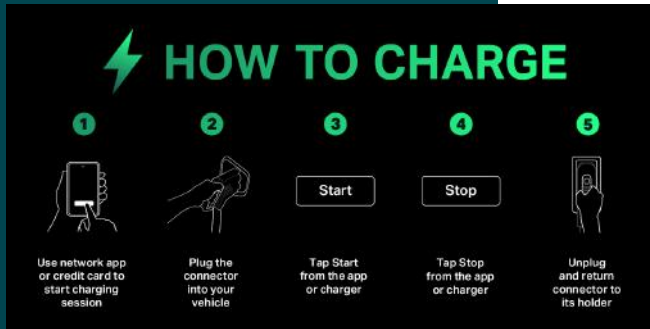
## SIGN CONTENT

- **EV Charger Icon:** Place a prominent icon representing an electric vehicle charger at the top of the sign for clear visibility and quick recognition.
- **Charging Speed and Compatibility:** Mention the charging speed (e.g., Level 1, Level 2, or DC Fast Charging) and the types of connectors supported (e.g., CHAdeMO, CCS, J1772) to inform users about the charger's capabilities.
- **Charging Etiquette:** Promote good charging etiquette, such as not occupying the spot after charging is complete and moving the vehicle promptly to allow others to charge.
- **Parking Regulations:** Clarify any parking restrictions, such as time limits or EV-only parking requirements, for the designated charging spots.



## ADDITIONAL SIGNAGE

While we are mostly speaking to larger public signage to attract attention and enforce any guidelines, smaller, informational signage on or around the charger can also be used. While it may not be beneficial to have larger signage on these recommendations, consider having the following information on-site:



- **Charging Station Information:** Include basic information such as the charging station name or ID number to help users locate and identify the specific charger.
- **Pricing and Payment Options:** Clearly display the cost per kWh or per hour of charging, along with accepted payment methods (e.g., credit cards, mobile apps) to avoid confusion during payment.
- **Safety Instructions:** Display safety guidelines, including warnings about not leaving vehicles unattended while charging and not using damaged charging cables.
- **QR Codes or Apps:** Add QR codes or information about relevant smartphone apps that can be used to access more details or start/stop charging sessions.
- **Nearby Amenities:** If applicable, mention nearby amenities like restrooms, shops, or restaurants, enhancing the convenience of using the charging station.





## 6 ADVERTISING

Advertising on or around your charger can help promote in-store sales and other promotional programs. Here are a few ideas:

- Use the charger screen. Boost Chargers feature 24-inch touchscreens that can be used to display advertising. This is a great way to reach a captive audience of EV drivers who are waiting for their cars to charge. You can use FreeWire's charger management software, AMP, to update the touchscreen display with customer advertising.
- Advertise on the charger itself. The front of the charger can be used for advertising. You can use magnets to adhere your ad to the charger, or you can use a stick-on graphic that can be rotated out.

- Advertise on bollards. Bollards are the vertical posts that are often used to protect parking spots. They are a great surface for advertising, and they are often seen by EV drivers as they approach your charging station. Simply create a slip-over advertisement that can be placed on the bollard.

By advertising on your EV charger, you can reach a wider audience and attract more customers. This will help to ensure the success of your charging station and the in-store sales and promotional programs that you are promoting.

## 7 RUN A PROMOTIONAL CAMPAIGN

Discounts and promotions are a great way to attract new customers to your EV charging station and encourage repeat business. Here are a few ideas:

- Offer discounted pricing. You can offer a discount on the charging fee for EV drivers who use your station. This could be a flat rate discount, or it could be a percentage discount. We've found that a campaign offering charging for free for a limited time can increase revenue by 123%, with average utilization increasing by 277%!
- Offer a voucher or coupon with charge. You can provide EV drivers with a voucher or coupon that can be redeemed for a discount on your products or services. This is a great way to encourage EV drivers to visit your business and try your products or services.
- Offer a buy one get one free deal. This



is a popular promotion that can be used to attract new customers and encourage repeat business.

- Double the points if you have a loyalty program. If you have a loyalty program, you can double the points that EV drivers earn for using your charging station. This is a great way to reward loyal customers and encourage them to continue using your station.
- Offer a free gift. You can offer EV drivers a free gift, such as a coffee mug or a tote bag, for using your charging station. This is a great way to show your appreciation for their business and encourage them to come back again.

By offering discounts and promotions, you can attract new customers to your EV charging station and encourage repeat business. This will help to ensure the success of your charging station and boost your bottom line.

## CASE STUDY: MOUNTAIN VIEW CHEVRON

In this case study, we delve into FreeWire's successful promotional campaign at a Chevron station located in Mountain View, California. The station initially faced an average utilization rate of 3.1 charges per day, generating \$56 in charger revenue. To maximize the station's potential, FreeWire embarked on a strategic marketing endeavor, reducing charger pricing to absolutely free over a span of two weeks, while simultaneously amplifying their promotional efforts across social media, their website, and various media channels.

Campaign Impact: By the end of this targeted promotion, FreeWire witnessed remarkable results:

1. Utilization Surge: The average charger utilization skyrocketed to an impressive 11.7 sessions per day, marking a remarkable increase of 277%. This surge in utilization indicates a substantial uptick in EV owners visiting the Chevron station to charge their vehicles.
2. Revenue Surge: The promotion also yielded substantial financial gains. Charger revenue soared to \$125 per day, demonstrating a remarkable increase of 123%. This significant revenue boost highlights the potential for increased profitability even when offering charging services for free during a promotional period.

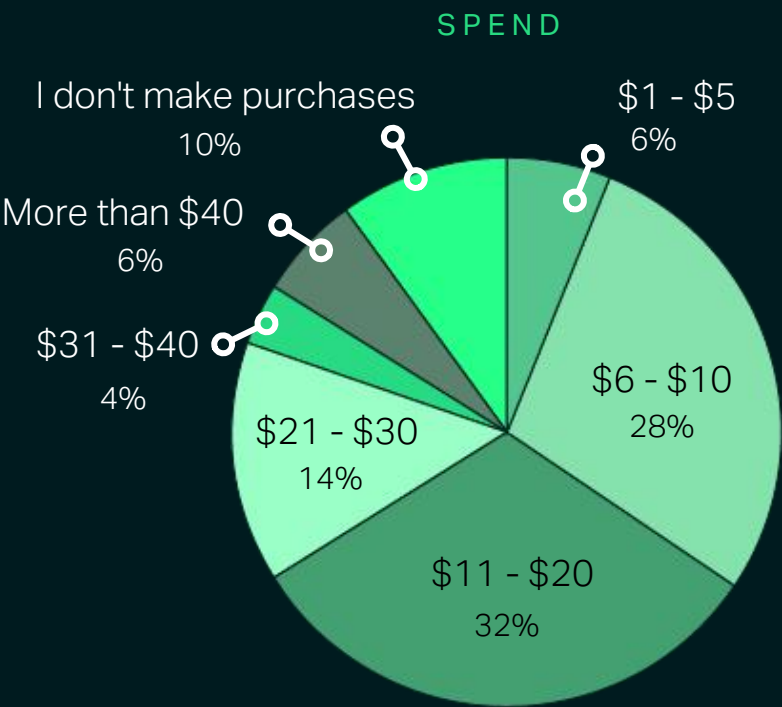
This case study is a compelling example of how a well-executed marketing campaign and strategic pricing adjustments can drastically enhance EV charger utilization and revenue generation. By applying similar tactics and strategies outlined in this handbook, you too can propel your EV charging station to new heights of success and customer engagement.



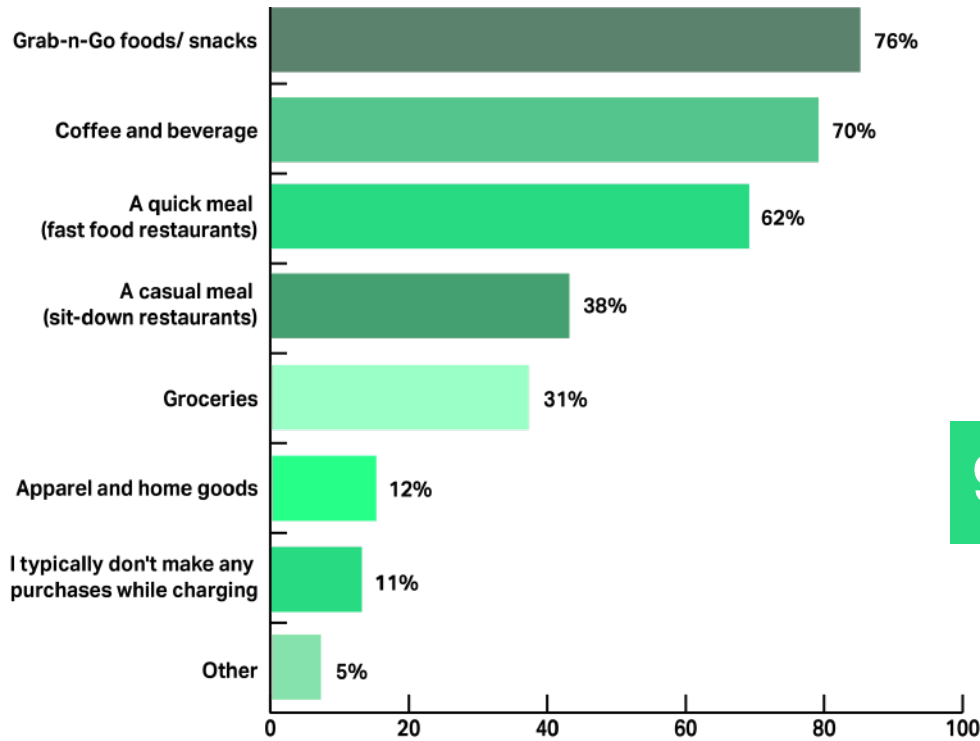
# PURCHASES

Snacks and beverages along with fast food meals were the most common purchases made by drivers while waiting for their vehicles to charge.

90% of drivers make purchases while charging at DC fast chargers



## Additional purchases made while charging



91% of additional purchases were food-driven purchases



# 8

## ENGAGE THE EV COMMUNITY & ASSOCIATIONS

EV drivers are more than just consumers; they are passionate advocates for sustainable transportation. Across the nation, states, and local communities, numerous non-profit EV associations thrive, fueled by the dedication of volunteers. Their mission? To drive forward the electrification movement and champion the economic, energy security, and environmental benefits it brings.

As a business offering EV charging solutions, tapping into these local EV associations can be a game-changer. Why? Because the members of these

associations are not just potential customers; they are your local EV drivers – the very individuals who will use and benefit from your charging station. Connecting with them directly creates a valuable bond, enabling you to better understand their needs and preferences.

When you establish a relationship with these passionate EV drivers through local associations, you gain access to a highly engaged community eager to embrace sustainable practices and support businesses like yours. Their advocacy can go a long way in spreading the news about your charging station, attracting more users, and increasing its utilization.



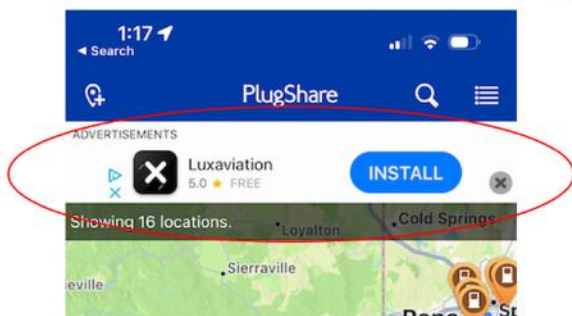


## 9 DIGITAL ADVERTISING

In addition to physical signs and word-of-mouth, digital advertising is a great way to promote awareness of your EV charger and attract new customers. Here are a few ways you can use digital advertising to promote your EV charger:

- Run ads on PlugShare. PlugShare is a popular EV app that allows users to find and share information about charging stations. You can run ads on PlugShare to reach a large audience of EV drivers.
- Run ads on search engines. When EV drivers search for "electric vehicle charging stations near me," your ad can appear at the top of the search results. This is a great way to reach potential customers who are actively looking for charging stations.
- Run ads on social media. As previously covered, EV drivers are increasingly using social media to find charging stations. You can run ads on social media platforms like Facebook, Twitter, and Instagram to reach potential customers who are already interested in electric vehicles.

By using digital advertising, you can reach a wider audience of EV drivers and promote awareness of your EV charger.



## 10 TIE CHARGING WITH LOYALTY PROGRAMS

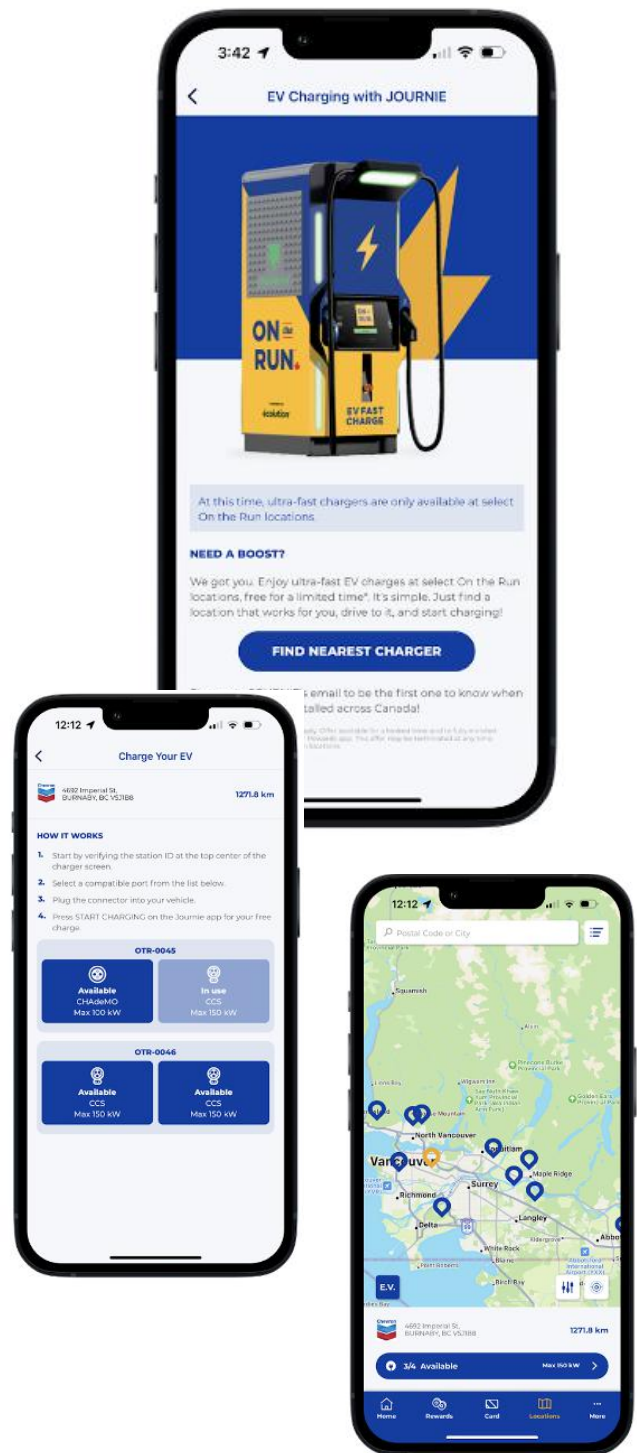
One option to boost customer engagement and loyalty is by tying your EV charger into your existing loyalty program. By seamlessly pairing the EV charger with your loyalty app, you create a larger, interconnected program that offers a host of benefits for both your business and your customers. Here's why and how you should embrace this opportunity:

- Encouraging Enrollment with Loyalty Integration: Pairing your EV charger with your loyalty app provides a compelling incentive for drivers to sign up for your loyalty program. By doing so, they gain access to a world of exclusive rewards and benefits while embracing sustainable charging solutions. This synergy between EV charging and loyalty rewards creates a powerful draw for environmentally-conscious customers seeking convenience and perks.
- Streamlining the Charging Experience: Integration with your loyalty app allows EV drivers to seamlessly interact with your charging stations. With just a few taps on their mobile devices, they can easily locate nearby charging stations, view real-time availability, initiate charging sessions, and make payments, all through the app. This streamlined experience enhances customer satisfaction and fosters repeat usage of your charging infrastructure.
- Coordinate with FreeWire: For a successful integration, close coordination with FreeWire, the EV charging company, is essential. They

can help you implement the necessary technical aspects to ensure smooth interaction between your loyalty app and the charging infrastructure. Working together with FreeWire, you can deliver a seamless and efficient charging experience for your valued customers.

For those who are already members of your loyalty program, it's crucial to highlight the presence of your chargers through targeted advertisements and promotions within the app. Inform your loyal customers about the convenience of charging at your stations and the added benefits they can enjoy as program members. This not only boosts charger utilization but also reinforces the value proposition of your loyalty program.

By intertwining EV charging with your loyalty program, you create a synergistic relationship that cultivates customer loyalty and sustainable practices. Encourage enrollment with this innovative integration and empower your customers to embrace eco-friendly charging solutions while enjoying exclusive rewards. Working hand-in-hand with FreeWire, you can elevate the EV charging experience and strengthen your brand's position in the evolving landscape of electric mobility.





## ONGOING BEST PRACTICES TO PROMOTE LOYALTY

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The tactics listed above are just a starting point. To keep your EV charging station successful, you need to continue to market your services and provide an excellent customer experience. Here are a few recommendations for providing an optimal ongoing experience:

### CREATE A SAFE SPACE

Make sure the area around your charging station is well-lit and free of obstructions. This will help to deter crime and make it safe for EV drivers to charge their cars.

### KEEP IT CLEAN

Regularly clean the charging station and the area around it. This will help to prevent the spread of germs and make it a more pleasant experience for EV drivers.

### CHECK ONLINE REVIEWS

Periodically check online review sites like PlugShare and Network app to see what customers are saying about your charging station. This will help you identify any areas where you can improve the customer experience.

### RESOLVE ISSUES PROMPTLY

If there is an issue with the charging station, be sure to resolve it promptly. Negative reviews can influence utilization, so it is important to take action quickly to address any problems. Contact FreeWire support ([support@freewiretech.com](mailto:support@freewiretech.com)) if there is an outstanding issue that has not been addressed.





At FreeWire, we know what works. We've assisted businesses of all sizes in successfully promoting their EV chargers, and now we're here to lend you our expertise. Let's work together to develop a custom marketing plan that will help you reach your target audience and make your EV charger the go-to choice for all electric vehicle owners.

#### CONTACT

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