



Social Media Marketing in a Competitive Retail Electricity Market

Sherren Harter

November 17, 2011

Renewable Energy Markets Conference

San Francisco, CA



Safe Harbor Statement

This presentation contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Forward-looking statements are subject to certain risks, uncertainties and assumptions and typically can be identified by the use of words such as “expect,” “estimate,” “should,” “anticipate,” “forecast,” “plan,” “guidance,” “believe” and similar terms. Such forward-looking statements include NRG’s electric vehicle ecosystem developments. Although NRG believes that its expectations are reasonable, it can give no assurance that these expectations will prove to have been correct, and actual results may vary materially. Factors that could cause actual results to differ materially from those contemplated above include, among others, general economic conditions, hazards customary in the power industry, receipt of federal loan guarantees, additional partnering relationships, competition electric vehicle markets, the volatility of energy and fuel prices, failure of customers to perform under contracts, changes in the wholesale power markets, changes in government regulation of markets and of environmental emissions, the condition of capital markets generally, and our ability to access capital markets.

NRG undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. The foregoing review of factors that could cause NRG’s actual results to differ materially from those contemplated in the forward-looking statements included in this Investor Presentation should be considered in connection with information regarding risks and uncertainties that may affect NRG's future results included in NRG's filings with the Securities and Exchange Commission at www.sec.gov.

Our Social Strategy

- Social Media Objectives:
 - Strengthen customer engagement and improve retention
 - Acquire new customer both directly and by supporting sales channels
 - Reinforce and build our brand equity
- Strategy: Reinforce Green Mountain's mission and dedication to the environment
 - Coordinated effort between marketing, sales, PR and customer service
 - Use current customers' evangelism and passion to spread the word about pollution-free electricity
- Role in Sales Process
 - Digital media channel - push prospects to website
 - Support face-to-face sales through integrated marketing programs

Where We Play

Blog -
TheCleanerTimes.com



[Twitter.com/
GreenMtnEnergy](https://twitter.com/GreenMtnEnergy)



[Facebook.com/
GreenMountainEnergyCompany](https://www.facebook.com/GreenMountainEnergyCompany)



Green Mountain Energy®



[YouTube.com/greenmtnenergy](https://www.youtube.com/greenmtnenergy)
[YouTube.com/GMECwindface](https://www.youtube.com/GMECwindface)



[Flickr.com/
GreenMtnEnergy](https://www.flickr.com/GreenMtnEnergy)



[www.linkedin.com/
green-mountain-energy-company](https://www.linkedin.com/green-mountain-energy-company)

Earth Month 2011 Voting Challenge

Facebook Promotional Campaign

- Objectives
 - Grow Facebook community, thereby increasing awareness of Green Mountain
 - Drive engagement through participation and community support
- Details
 - Facebook fans vote on a local environmental charity to receive a share of the \$5,000 Green Mountain donation
 - Promoted via customer newsletter and emails, Facebook and Twitter content, Facebook advertising, partner charity marketing and shared social content
- Results
 - 1,000+ new Facebook fans
 - Post-campaign press coverage
 - Ongoing cross-marketing relationships with partners



Wind Face

Experiential and Viral Video Marketing

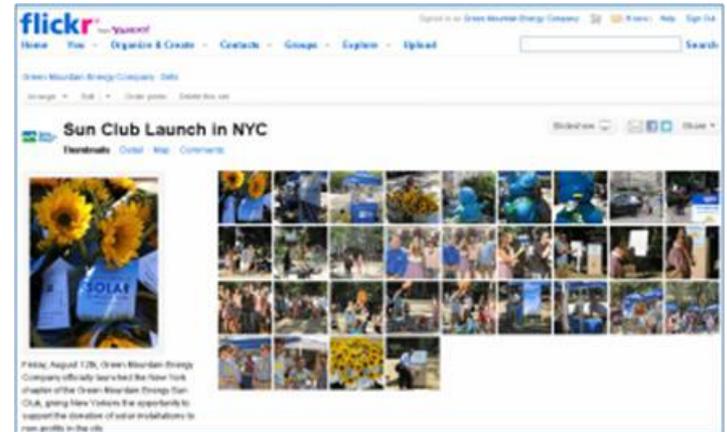
- Objectives
 - Draw traffic to sales events and increase acquisition rates
 - Grow awareness and engagement with a shareable online component
- Details
 - Green Mountain “WindFace” kiosk enables event attendees to experience “the power of wind” first-hand
 - 10-second video is captured and posted to YouTube.com/GMECwindface
- Results
 - Highly successful sales events like the Houston Children’s Festival, which also got local media pickup
 - 600+ videos posted and 5,000+ views



Sun ClubSM Launch in NYC

PR & Social Media Campaign

- Objectives
 - Use social media to surround the launch of the Green Mountain Energy *Sun Club* in NY, increasing buzz and driving sales
- Details
 - High-profile launch event in Madison Square Park with a live band, giveaways, and a sales booth
 - Social media fully surrounded launch (before, during, after the event)
 - Before: Facebook Event + advertising
 - During: Live Twitter feed during event
 - After: Flickr! Photoset, YouTube video recap, blog article with photos and video
- Results
 - >130K impressions between social media and event foot-traffic
 - Record-breaking sales event with continued momentum



Thank You

Sherren Harter

Marketing Manager

Green Mountain Energy Company

sherren.harter@greenmountain.com

512-691-6317

