

PPL Energy-Efficient Equipment Online Marketplace Launch Social Media

CLEAResult | November 2018

POST 1
Facebook Ad



‘Tis the season for one-stop shopping. Visit PPL’s NEW online marketplace for your chance to save on energy-efficient products.



Check Off Your List

Browse the Marketplace

LINK

Shop Now

POST 2
Facebook Ad



The weather outside is frightful but buying energy-efficient products shouldn't be. Shop PPL's NEW online marketplace and save.



Stay Warm for Less

PPL Offers Special Savings

LINK

Shop Now

POST 3

Facebook Ad



PPL Electric Utilities

Sponsored

Holiday trimmings don't exactly trim the electric bill, but replacing old holiday lights with energy-efficient LEDs can help.



Let It Glow

Meet the Marketplace

LINK

[Shop Now](#)

POST 4

Facebook Ad



PPL Electric Utilities

Sponsored

Plugging in a lot of holiday flair? Run it more efficiently with an advanced power strip from PPL’s NEW online marketplace.



Season’s Savings

Get Your Shopping Done

LINK

Shop Now

POST 4
Facebook Ad



Beat the crowds, and the costs. Shop PPL’s NEW online marketplace for your chance to get energy-efficient products for less.



Leave Lines Behind
Convenient, Comfortable Shopping

LINK

Shop Now

POST 1

Instagram Sponsored

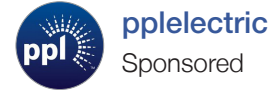


[Learn more](#)

ppl electric Saving isn't just for the dogs. Spend less gearing up for the holiday season by shopping PPL's NEW online marketplace for your energy-efficient products. Snag smart thermostats, advanced power strips, LED holiday lights and much more. [Shop now](#)

POST 2

Instagram Sponsored



[Learn more](#)

ppl electric Fa-la-la-la-la-LED. Save more on your seasonal decorations by making the switch to LEDs. Not only do they use 70 percent less energy, but they'll last longer than your old incandescent lights. Shop PPL's NEW online marketplace and save today. [Shop now](#)

POST 3

Instagram Sponsored



[Learn more](#)

ppl electric Help your holiday trimmings trim your electric bill. With traditional power strips, your electronics continue to draw small amounts of energy even when not in use – at an average cost of \$100 a year for American households. Shop advanced power strips on PPL's NEW online marketplace to reduce your energy bills. [Shop now](#)

POST 4

Instagram Sponsored



[Learn more](#)

ppl electric When you deck the halls, don't draw extra power. Use timer controls to lower energy consumption and save money. Shop timer controls on PPL's NEW online marketplace that allow you to turn lights on and off at specific times, while staying in the holiday spirit. [Shop now](#)

POST 5

Instagram Sponsored



[Learn more](#)

ppl electric PPL, PPL, shop our store and save. We're here to get you in the holiday spirit by saving money. Whether your goal is to help loved ones save money or get the latest gadget, PPL's NEW online marketplace has plenty of options for energy-efficient gifts. [Shop now](#)