

## Content Ideas:

Your content should be kept as simple as possible. It should include all necessary information and always include a call to action that you want your customer to take. You can use these or similar content on advertisements, newsletters, and website or social media posts.

## Messaging

- Get Comfortable with Off-Peak Electricity!
- Beneficial Electrification with Electric Thermal Storage
- Get Comfortable with Time-of-Day Rates and Steffes heating systems!
- Feel the warmth. See the savings. Install a Steffes ETS heating system to get on our off-peak rates and see your heating bills drop this winter
- Steffes ETS: Comfortable, Affordable, Reliable. A Steffes Electric Thermal Storage heating system keeps you warm while lowering your heat bill.
- Stay Comfortable. Save Money. Learn how Steffes Electric Thermal Storage heaters and off-peak rates can save you money on your heating bill this winter!

## Content Copy

- Save money on your heating bill this winter! Get on our off-peak rates with a Steffes ETS heating system.
- Did you know you could be saving up to 60% on your heating bill this winter? Contact your electric cooperative today and ask about off-peak rates with a Steffes Electric Thermal Storage heating system.
- Call us today to learn how installing a Steffes ETS heating system in your home can lower your heating bills! Financing options are available through your electric cooperative.
- Do you want to lower your heating bills this winter? Contact us about Steffes Electric Thermal Storage heaters! Off-peak rates and easy on-bill financing are available through your electric cooperative.
- [Cooperative Name] is a dealer of Steffes ETS systems that store heat during off-peak hours when electricity costs are at the lowest, then release it when it is required throughout the day. Learn more about how you can lower your heating bill.
- Did you know [Cooperative Name] offers Steffes Room Units that take advantage of off-peak rates. Steffes Room Units utilize off-peak rates which are rates roughly half-off standard electricity at night, as well as around the clock on weekends and weekdays.
- Heat your home for less by installing a Steffes Room Unit from your electric cooperative!