

Communications & Engagement

Milepost *engineers* program goals and technical concepts into experiences that drive connections, understanding, and engagement.

WE CAN HELP YOU

Boost participation in your program.

Quality promotion transforms a good program into a successful one by driving awareness, engagement, and trust with internal and external audiences.

Roll out change with less friction.

Change is hard—but smart community and stakeholder engagement makes it easier by reducing delays, push back, and reputational risk.

Make the technical clear and engaging.

Even the most meaningful work can fall flat if it isn't accessible, engaging, and relevant to the internal and external audiences who need to understand it.

QUICK WINS, BIG IMPACT

START WITH OUR

Effectiveness Audit

A one-time discovery process to assess what's working, what's not, and what to do next.

WHAT YOU GET

- Strategy review
- Stakeholder interviews
- Gap analysis + roadmap



Receive a discount on the Megawatt or Gigawatt package after completing the audit.

OR PICK ONE OF OUR

Customizable Packages

PACKAGE	WHAT YOU GET	BEST FOR
Kilowatt 	<ul style="list-style-type: none"> • Deliverable strategy <i>Messaging strategy + brand alignment</i> • 3 deliverables 	High-impact deliverables on a startup budget. Example: Program awareness boost
Megawatt 	<ul style="list-style-type: none"> • Strategy consult <i>Audience assessment + channel strategy + messaging strategy + brand alignment</i> • 6 deliverables 	Campaign planning to maximize outcomes. Example: Program launch
Gigawatt 	<ul style="list-style-type: none"> • Full one-year communications/engagement strategy and plan • 9 deliverables 	A comprehensive plan taking you through the entire year. Example: Community engagement plan for a high-stakes initiative

DELIVERABLES TO MEET EVERY NEED*

Marketing

- One-pager
- Bill insert
- Social media post
- Email blast
- Web page layout & content
- Event materials (e.g., pop-up banners, back-wall design, branded swag)

Internal Comms

- Alignment presentation
- FAQ sheet
- Reports (e.g., quarterly, annual)
- SharePoint site

Explainer Comms

- Infographic
- Explainer one-pager
- Executive summary
- Research report
- Case studies
- Pitch deck
- Webinar design
- Webinar materials (e.g., invitation, landing pages, presentation)

Engagement

- Newsletter
- Outreach letters
- Facilitation
- Workshop design
- Meeting or workshop materials (e.g., invitations, landing pages, presentations)
- Talking points
- Press releases

**Large custom projects such as videos or full website design are priced individually.*

RECOGNIZED RESULTS

Gold Medal

UCI Better Communications
Competition for Special
Publications

2019

2-Time Winner

ENERGY STAR®
Partner of the Year Award

2023, 2024

Groundbreaking Award

Association of Energy Services
Professionals' Groundbreaking Program
Design and Implementation Award

2022

Energy Mgmt Award

Association of Energy Engineers' Central
& South US Region Institutional Energy
Management Award

2023

"The Milepost team
is always pushing the
envelope to give us
creative, fresh approaches
that are on the leading
edge of industry thinking—
even break-through."

Valued Utility Client



Ready to make your energy program resonate?

Schedule your free consultation today.

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