

20 Ways to Announce Your EV Charging Stations to the World

ATTENTION! ATTENTION!



There are many reasons your business decided to deploy a Blink EV charging station. Now that your shiny new equipment is ready to charge it's time to announce to the world your commitment to a cleaner, greener earth!

SPREAD THE WORD



- 01 Add the EV charger availability to your website
- 02 Share on social media
- 03 Add to the company newsletter
- 04 Email your distribution list
- 05 Stuff customer bags with an informative postcard

ANNOUNCE IT TO THE COMMUNITY



- 06 Write a press release
- 07 Take out local ads
- 08 Ask for an Op-Ed piece with local papers
- 09 Share educational content about EV charging

SHOW IT OFF!



- 10 Photograph it being used
- 11 Post announcement signs in common areas
- 12 Encourage EV drivers to share their pictures
- 13 Create how to videos for your youtube channel



HAVE A RIBBON CUTTING CEREMONY

- 14 Have a party or installation party
- 15 Invite influencers to use your equipment
- 16 Hold an educational event
- 17 Invite like-minded organizations to participate

HOLD A RAFFLE



- 18 Create excitement by giving away free charging
- 19 Raffle off gifts and other prizes
- 20 Offer promotions for early users

There are limitless ways to announce and promote your new Blink charging stations to your community and customers. Lead the charge in your community with the green energy revolution and be proud to show off your commitment to clean alternate transportation! For more ideas please visit www.blinkcharging.com/WeLoveHosts.