

Opendoor's 2023 Eco-Forward Cities



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Edited today

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Last week, the comms team announced on our blog what we call [Eco-Forward Cities](#). These are the top 15 cities and towns across the U.S. that are putting a concerted effort into making practices and solutions the norm. That's everything from recycling programs to comprehensive transit systems. The blog highlights why these cities made the list, a breakdown of different local eco-forward initiatives, and how homeowners can be eco-minded at home.

Our Thought Process

Developing a local-first data campaign helps us not only continue to raise brand awareness with customer, but to also build trust and to be a continued resource for local and national media. It is a way for us to celebrate the local cities where Opendoor operates and to show we understand what matters most to homeowners – which is that where you live matters just as much as how you live. Not only this, but it also helps to insert Opendoor into new media verticals outside of the traditional real estate outlets (e.g. sustainability, travel, etc.) and reach new audiences.

In the past, for similar data campaigns like [Family-Friendly Cities](#) and [2022's Hottest ZIPs](#), we noticed that local cities are excited to share the news with the media (like in [Clarksville, TN](#) and [Yukon, OK](#)). For Eco-Forward Cities, we decided to engage local entities earlier in the process by:

- Giving them a heads up on the news
- Creating a media kit with a “badge” and copy to share on social media
- Asking for their participation by sharing details on specific city programs or a quote

The Results

So far, we have seen 5 online articles in local media including [ARLNow.com](#), [AZBigMedia](#), [News & Observer](#) in Raleigh, [Patch San Diego](#) and [Times of San Diego](#) and 2 broadcast segments on WUSA in Arlington, VA. The Mayor of Emeryville shared the news on Twitter, as did the [City of Emeryville](#).

Nationally, [GreenMatters](#) and [Hunker](#) have shared the news online, and GreenMatters also posted on its [Instagram](#). Jennifer Patchen met with 5 outlets including Architectural Digest, Better Homes & Gardens, Domino, HGTV Magazine, and Real Simple.

What's Next?

- Keep an eye out for a blog post highlighting key commentary from our sustainability expert, [Jhanneu Roberts](#).
- Share the blig post on social and help us drive engagement by liking and sharing our [Twitter](#), [LinkedIn](#), and [Facebook](#) posts.

Have an idea for a story to tell?

[Email us](#).