



EV Charging Visibility & Promotion Checklist

Simple Ways to Increase Visibility, Utilization, and Driver Engagement

Congratulations on becoming an EV charging destination.

For EV drivers, reliable charging influences where they choose to shop, dine, stay, live, work, and travel. Your EV charging stations help attract drivers, improve convenience for customers, guests, employees, and residents, and position your property as an EV-friendly destination.

Everged automatically publishes your chargers across major navigation and EV charging platforms, including vehicle OEM systems, Apple Maps, Google Maps, and PlugShare, helping more drivers discover your location.

Use this checklist to maximize awareness and utilization of your charging stations.

ONLINE PROMOTION

Website

- ☐ Add EV charging to your homepage, amenities page, booking section, or location page
- ☐ Include charger availability, location, hours, and pricing information
- ☐ Upload photos of your charging stations
- ☐ Identify public, guest-only, employee-only, or restricted access

Google Business Profile

- ☐ Add "EV Charging Station" under amenities
- ☐ Upload photos of your charging stations
- ☐ Confirm location, hours, and access information

Travel & Property Listings

- ☐ Update Yelp, TripAdvisor, Expedia, Booking.com, Hotels.com, Apartments.com, and other relevant directories
- ☐ Add "EV Charging Available" or "Valet-Managed EV Charging Available"

Social Media

- ☐ Post charging photos and updates regularly, not only during launch
- ☐ Highlight EV-friendly amenities and sustainability initiatives
- ☐ Include EV charging in seasonal promotions and announcements

Email & Customer Communications

- ☐ Include EV charging in customer emails and newsletters
- ☐ Promote charging benefits to guests, customers, employees, and residents
- ☐ Continue promoting charging beyond the initial launch announcement



ON-SITE PROMOTION

Lobby, Front Desk & Counter Signage

- ☐ Display EV charging signs, flyers or tabletop displays in high-traffic areas
- ☐ Include charger location details
- ☐ Provide simple charging instructions
- ☐ Include support information and QR-code access details

Directional Signage & Parking Areas

- ☐ Install directional signage from roads and parking entrances
- ☐ Mark EV charging spaces clearly
- ☐ Verify ADA compliance where required

Staff Education

- ☐ Train staff on charger location and operation
- ☐ Review payment methods and QR-code activation
- ☐ Prepare staff to answer common guest questions

ENGAGEMENT & SPECIAL PROGRAMS

EV Driver Incentives

- ☐ Offer loyalty rewards, discounts, or promotions
- ☐ Create Charge & Stay, Charge & Dine, or resident programs
- ☐ Offer EV driver incentives such as discounts, loyalty rewards, retail promotions, or Charge & Stay packages

Events & Advertisements

- ☐ Include EV charging in event advertising and registration materials
- ☐ Encourage event coordinators to promote charging availability
- ☐ Include parking, access, and operating information

Valet Managed EV Charging

- ☐ Highlight valet-managed EV charging services where available
- ☐ Promote the convenience of charging without needing to move, monitor, or retrieve the vehicle
- ☐ Feature valet-managed EV charging on your website, booking pages, and parking information



Contact Us

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