



MARKETING STRATEGIES & TACTICS TO UP YOUR RECRUITING GAME

Peter Troast, Founder & CEO

Energy Circle Webinar Series

June 19, 2019

What We'll Discuss

- 1 DOES YOUR WEBSITE TELL A COMPELLING STORY?**
- 2 ELEMENTS OF A KILLER CAREERS PAGE**
- 3 MARKETING TACTICS TO SUPPORT RECRUITING**
- 4 SHOULD YOU USE RECRUITING MANAGEMENT SOFTWARE?**



DOES YOUR WEBSITE TELL A COMPELLING STORY?

(aka serve the prospective employee audience)

Who is Your Website For? (Personas)

Ideal Employee Profile

Gamer Gabe

Overall Goal: A better job: increased pay, more stable company culture, a clearer career path, a more challenging/interesting da.
Level of experience: Mechanically adept (been fixed old cars since he was 16) but little direct experience with HVAC.
What he wants: A path to a better career without taking on the expense of and debt of college. A job that separates him from the typical trades—something more advanced and atypical.

Age: 25

Current Job: Carpenter

Location: Rural town

Personality: Nerdy, smart and practical. Prides himself on his raw instincts for technical things. He crushes at almost all video games.

Personal life: Everything outdoors: hunting, fishing, snowmobiling, skiing. Likes being the guy in his friends group with the best income/ most money.



Buyer Personas

Last-home William

Overall Goal: Envisions a dream home in a beautiful location where he and his spouse can spend their retirement years living well, at low operational cost.
Level of knowledge: High, but willing to take new input. He has read as much as he can and understands the basic parameters. It's not his first time working with contractors or building a new home. If he trusts you, he'll listen and learn.
Informational Sources: Economist, local paper, reference books, trusted friends and family members, sometimes a blog or email newsletter.
What he wants: A great overall result. Executive decision-making power. A source of pride and a site for family reunions, now including grandkids. Freedom from high monthly bills. The ability to enjoy retirement, travel.
Motivation for efficiency: It's a soft investment. He knows it may not pay off entirely in his own lifetime, but he can afford it. The concept of home.



Age: 62

Profession: Doctor

Location: Suburbs or somewhat rural

Personality: Thoughtful, active and generally social, but likes his quiet time.

Home Life: William has seen his 3 kids through college. 2 of them are married and have homes of their own. The youngest has a job and her own place to live, although she has not completely solidified her finances yet. William and his spouse like to cook and go for walks together. They host a monthly revolving dinner party with about 10-12 friends, also babyboomers.

Techie Tom

Overall Goal: To save energy and make his house more efficient because it's the smart thing to do, and (secondarily) because it's the right thing to do.
Level of knowledge: Very high. Knows what tools are out there, which are best. Up to date on consumer reviews and reports.
Attitude toward shopping: I want to buy from people like me, who know their stuff.
Informational Sources: Web - blogs, Twitter, Major Media, Green focused media, Renewable media
What he wants: I need more information than they have on their site - details, practical experience, proof that they are the experts, and the product will do what I need it to do.
Motivation for efficiency: Two-prongs: 1). it's just smarter living. 2). it's the right thing to do for the planet - and (3) soon, people are going to catch on to it, and efficiency is going to be the next big thing. He wants to be at the top of that wave.



Age: 35

Profession: Software developer

Location: Boston

Personality: Type A. Over- educated energy geek. Likes to feel engaged, to be a part of the process.

Home Life: Married. No kids.

Hobbies/releases: Mountain biking, long-distance running.

Heather the Greenie

Overall Goal: Wants to feel a part of the green community because those people seem cool, and throw good parties.
Level of knowledge: Low. Often falls under the spell of green-washing tactics, and "buys green" because it feels like what she should do. Some uncertainty because she's Republican and socially conservative. Not completely at ease with full-on Green.
Informational Sources: Reads People Magazine on the sly, reads Vanity Fair, husband Receives Economist, WSJ
What she wants: Heather tends toward immediacy - buys when she sees something in the store, or hears about something that is widely appreciated. She wants to buy from either the cheapest place or the recognizable leader in the field.
Motivation for efficiency: Green is the new Coach bag.



Age: 29

Profession: Former professional in banking industry, now a stay at home mom.

Location: Suburbs

Personality: Heather is extroverted and funny. She likes to be busy, and appreciates a pretty constant buzz of activity. She is smart, and likes to surround herself with bright and engaged people.

Home Life: Heather has 4 children and a black lab. They have two houses - a ski house and a house in the suburbs. During ski season, she feels like she is constantly schlepping between the two places. She'd like something, some how to feel her life could be simpler.

Differentiation Story

Job Description

Do you feel like there is nowhere to advance with your current company?

Do you feel like your success is being measured by speed and profit rather than quality and customer experience?

Do you have a broad range of skills that you don't have the opportunity to use in your current position?

Have the administrative burdens of running your own business taken you away from the technical work that you love?

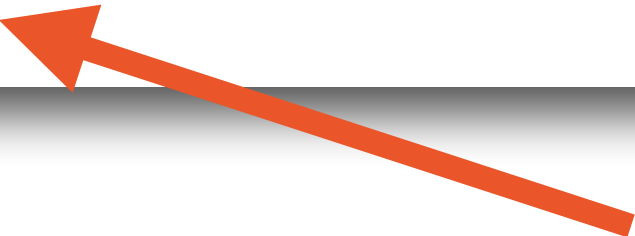
Differentiation Story

Commitment to our Communities, Our Workers, and Our Planet

Our mission is to provide high-quality renewable energy solutions that support our communities, our workers, and our planet. We envision a Maine that is more resilient and prosperous through the efficient and effective use of renewable energy technologies. We enact our vision by directly supporting local businesses, minimizing our operational energy use and supporting global efforts to reduce carbon emissions, supporting rural economic development, and engaging in statewide efforts to transform Maine's energy economy to one that supports equity and the climate.

Are You Memorable?

BENEFITS

- Base Salary + Success-based Commission
 - Full health care & 401K
 - Commuter Benefit Program
 - Newly renovated, energy efficient office in the heart of Portland, Maine's Arts District
 - Welcome office for well mannered dogs
 - Early release Fridays in summer
 - Zero tolerance for assholes!
- 



FIRST THINGS FIRST: A KILLER CAREERS PAGE

Long Form Careers Page



Join the E3 INNOVATE Team

Since 2008, E3 INNOVATE and its sister company, E3 ECOWORKS, have helped homeowners create healthy, comfortable, energy efficient homes with the implementation of the latest technologies and innovations in home performance. E3 has received numerous awards and has been recognized for its leadership in sustainable practices and business development.

We are looking for individuals to join our team who are passionate about sustainability and want to make a positive impact on the community through improving residential buildings. You will be working alongside others who are passionate about the environment and interested in implementing new technologies to create smart, innovative, solar-ready homes. We support and encourage continuing education and provide a variety of materials for you to learn from.

Start your career in home performance and renovation at E3 today! Candidates go through an interview process that includes a background check, drug screening, and a series of interviews. It is our policy at E3 to provide equal opportunity to all applicants and employees in a harassment-free work environment without regards to race, color, nationality, gender, age, disability, sexual orientation, alienage, or veteran status.

Current Openings:

E3 ECOWORKS FIELD TECHNICIAN

This position involves working with a small crew to execute home performance renovation and maintenance work, including but not limited to installing:

- insulation (spray foam and cellulose)
- sealed crawlspace systems
- weatherization materials, such as caulking and weather stripping
- new ductwork and mechanical systems
- radon mitigation systems
- air filtration systems...

[READ MORE](#)

To Apply

Send resume and a short cover letter describing your interests and experience with the position you are applying for.

[Send us an Email](#)

Benefits of Working with Us

- Improve the community and people's lives by improving residential homes
- Apply knowledge and skills to solve problems
- Work with others in a team setting
- Expand your knowledge of high performance homes and building science
- Paid holidays and time off, and access to health insurance and dental and vision plans



615-436-5178

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Long Form Careers Page




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Insulation Energy Audits Basement Encapsulation Windows & Doors How We Can Help You Financing & Rebates

CONTACT Careers Free Consult


Careers



JOIN OUR TEAM

Ready to jump start your career? Contact us today to learn about the exciting opportunities waiting for you!

[CONTACT US](#)



The Benefits of a Career with Evergreen Home Performance

At Evergreen Home Performance, we believe that providing good, sustainable jobs for our employees benefits everyone. Our current openings in both Portland and Rockland offer:

- Competitive Pay
- Paid Vacation & Holidays
- Monthly Healthcare Bonus
- Friendly Work Environment
- All Full-Time Positions
- Company-Matched IRA
- On-the-job Training
- \$500 Signing + Referral Bonus

WE ARE ALWAYS LOOKING FOR TALENTED PEOPLE

Interested in joining our growing team of home performance professionals? We want to hear from you! Read more about our current opportunities below, or click to contact us now! We're always happy to accept your resume + cover letter and begin a conversation.

[CONTACT US](#)

Current Opportunities

Window Installer

Portland & Rockland, ME | careers@evergreenyourhome.com | (207) 614-0046 x3

Summary: Be a part of Evergreen's growing Windows & Doors Division installing renowned Marvin window products. An Evergreen Home Performance Window Installer provides excellent customer and window/door installation services for our customers. Safe and tidy work habits, attention to detail, and commitment to best practices are paramount.

Helpful Experience: Home Construction/Trades, Window or Exterior Door Installation, Customer Service

[LEARN MORE](#)

Weatherization Technicians

Rockland & Portland, ME | careers@evergreenyourhome.com | (207) 614-0046 x3

Summary: Weatherization Technicians install air-sealing, insulation, and basement encapsulation upgrades, including caulking, blown-in insulation, basement liners, duct & pipe wrap

Helpful Experience: Home Construction/Trades, Weatherization Services, Sales/ Customer Service

[LEARN MORE](#)

DON'T JUST TAKE OUR WORD FOR IT! HERE'S WHAT THE EVERGREEN TEAM HAS TO SAY:


The work I do in Maine people's homes is not easy. But it's worthwhile to me and here's why. I have worked for Evergreen for a total of five years, first as a field technician and currently as a project manager. Having worked in the trades for multiple outfits over...

[READ MORE](#)

Join the Evergreen Team


Since 2006, we've helped thousands of people reduce their energy consumption and become more comfortable in their homes. Along the way, we've shared our passion for energy efficiency by training dozens of home performance professionals, participating in community weatherization and outreach events, and advocating for policies that improve energy security for working families.

[Meet the Team](#)




Work for a Company that is Working Toward Something Meaningful.


Our Mission:




Homes should be safe, comfortable, and healthy. »



Improve our environment, one house at a time. »



When we treat our employees right, they work better together. »



EVERGREEN HOME PERFORMANCE

190 Riverside St. #2A, Portland, ME 04103

313 Main Street, Ste. 208, Rockland, ME 04841

(207) 614-0046

info@evergreenyourhome.com

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OUR PROCESS

INSULATION
Air Sealing
Attic Insulation
Basement Insulation

ENERGY AUDITS
Why Assess Your Home's Energy Efficiency?
Blower Door Testing
Free Consult

BASEMENT ENCAPSULATION

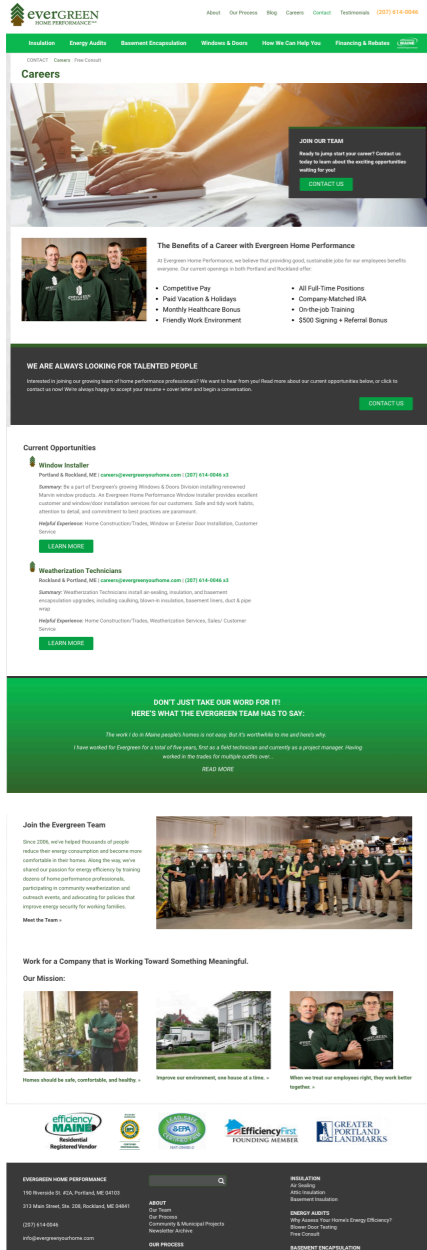


Image infers tech orientation



Benefits prominent



Capture general interest

The screenshot shows the 'Careers' page of Evergreen Home Performance. It features a navigation bar with links like 'Home', 'Energy Audit', 'Basement Encapsulation', 'Windows & Doors', and 'How We Can Help You'. The main content includes a 'Careers' header, a 'JOIN OUR TEAM' call to action, a section titled 'The Benefits of a Career with Evergreen Home Performance' listing perks like competitive pay, PTO, and healthcare. Below this is a testimonial from a former employee and a 'Current Opportunities' section listing roles like 'Window Installer' and 'Weatherization Technicians' with 'LEARN MORE' buttons. The page also includes a 'DON'T JUST TAKE OUR WORD FOR IT!' section with a testimonial and a 'Join the Evergreen Team' section with a group photo. The footer contains contact information and logos for various industry affiliations.



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[READ MORE](#)



Current positions



Employee testimonial

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[Insulation](#)
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Careers

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[READ MORE](#)

Join the Evergreen Team
 Since 2006, we've helped thousands of people reduce their energy consumption and become more comfortable in their homes. Along the way, we've shared our passion for energy efficiency by training dozens of home performance professionals, participating in community weatherization and outreach events, and advocating for policies that improve energy security for working families.
 Meet the Team:

Work for a Company that is Working Toward Something Meaningful.
 Our Mission:

Homes should be safe, comfortable, and healthy. »
 Improve our environment, one house at a time. »
 When we treat our employees right, they work better together. »

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 Blower Door Testing
 Free Consult

BASEMENT ENCAPSULATION



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 Blower Door Testing
 Free Consult

BASEMENT ENCAPSULATION



Excellent team
 photography



Differentiate on
 mission



MARKETING TACTICS TO SUPPORT RECRUITING

Use Google Posts

Simple, no-cost promotions
Key part of brand search

The screenshot displays a Google Business Profile interface. At the top, there are buttons for "Write a review" and "Add a photo". Below this, three reviews are listed, each with a circular profile picture and text: "T" "Work scheduled in **timely manner** and finished product now being enjoyed.", "J" "Recently required **service** and Rostron's responded quickly.", and "S" "Bob even gave me **recipes** for **chili** and **avocado dip** that were AWESOME!". A link "View all Google reviews" is provided. Below the reviews, a snippet of text reads: "In 1989, Company Inc. was founded on the fundamental beliefs of quality workmanship and exceptional customer service. Our highly trained staff specializes in designing, engineering and installing complete comfort systems for owners of...More". A post by "Rostron" on Google is shown, featuring a photo of a road with "EMPLOYEE OF THE MONTH" painted on it. The post text says: "We're hiring! We are currently hiring 2 fully-qualified HVAC installers. Benefits of this role... 3 mins ago Learn more". A "View all" button with a right-pointing arrow is next to the post. At the bottom, a footer text says "Tell customers what's new with Posts. Learn more".

Facebook Targeting

Detailed Targeting **INCLUDE** people who match at least **ONE** of the following ⓘ

Targeting ⓘ

Demographics > Education > Field of Study

HVAC

Demographics > Work > Employers

HVAC

HVAC Technician

Demographics > Work > Job Titles

HVAC

HVAC Tech (Heating, Ventilation, and Air Conditioning Technician)


Interests > Additional Interests > Duct (HVAC)

Duct (HVAC)


Add demographics, interests or behaviors

| **Suggestions** | **Browse**

Targeted Facebook Advertising

 Tomrostron Heating, Air Conditioning, and Energy
Sponsored · ⚙️

We are currently hiring 2 fully-qualified HVAC installers, with benefits that include a sign-on bonus, dollar-for-dollar match 401k, guaranteed no layoffs, medical and dental insurance, vacation pay, and more!



TOMROSTRON.COM
We're Hiring!
n Company, we recognize that our... [Learn More](#)

 Tomrostron Heating, Air Conditioning, and Energy
Sponsored · ⚙️

We are hiring 2 fully-qualified HVAC installers, with benefits that include sign-on bonus, dollar-for-dollar match 401k, guaranteed no layoffs, medical and dental insurance, vacation pay, and more!



TOMROSTRON.COM
Come work with us!
1 Company, we recognize that our... [Learn More](#)

Budget: \$10/day
24,000 Impressions/week
46 Clicks
Cost per Click: \$2.12

Paid Search

Looking for an HVAC Career? | Start Now at
chanical

Our Team is Like Family. Leading Sacramento Area HV
AC Company. Learn More Today!

Insulation Careers

Budget: \$30/week

150 Impressions/week

Click Through Rate: 5.33%

8 Clicks

Cost per Click: \$3.75

HVAC Careers

Budget: \$44/week

179 Impressions/week

Click Through Rate: 3.84%

7 Clicks
















Cost per Click: \$6.29



POWER OF RECRUITING MANAGEMENT SOFTWARE

Job Board Integration

Free Job Boards Unpublish from all free boards Targeting options

<p>Active i</p> <p> one search. all jobs. 176 views • 26 candidates</p> <p>Unpublish Posting</p>	<p>Active i</p> <p>Limited listings on LinkedIn 324 views • 6 candidates</p> <p>Unpublish Posting</p>	<p>Active i</p> <p> for Jobs 11 views • 0 candidates</p> <p>Unpublish Posting</p>	<p>Active i</p> <p> 0 views • 0 candidates</p> <p>Unpublish Posting</p>
<p>Active i</p> <p> 0 views • 0 candidates</p> <p>Unpublish Posting</p>	<p>Active i</p> <p> 0 views • 0 candidates</p> <p>Unpublish Posting</p>	<p>Active i</p> <p> 1 views • 0 candidates</p> <p>Unpublish Posting</p>	<p>Active i</p> <p> 0 views • 0 candidates</p> <p>Unpublish Posting</p>
<p>Active i</p> <p> 0 views • 0 candidates</p> <p>Unpublish Posting</p>	<p>Active i</p> <p> 0 views • 0 candidates</p> <p>Unpublish Posting</p>	<p>Active i</p> <p> 0 views • 0 candidates</p> <p>Unpublish Posting</p>	<p>Active i</p> <p> 161 views • 0 candidates</p> <p>Unpublish Posting</p>
<p>Active i</p> <p> 0 views • 0 candidates</p> <p>Unpublish Posting</p>	<p>i</p> <p> This board only supports specific education levels.</p>	<p>Active i</p> <p> 0 views • 0 candidates</p> <p>Unpublish Posting</p>	<p>Active i</p> <p> 0 views • 0 candidates</p> <p>Unpublish Posting</p>

Simplify Application Process

PERSONAL INFORMATION

* Name

* Email

* Phone

* Address

Photo [Upload photo](#)

YOUR PROFILE

Summary

* Resume [Upload resume](#)

APPLICATION DETAILS

* Cover letter

* Questions Please include link to LinkedIn profile.

Walk us through how you would prepare for writing a blog for a new solar client...

Recruiting Management Software

The screenshot displays the Workable dashboard with the following job listings:

Job Title	Department	Location	Status	Sourced	Applied	Phone Screen	Interview	Offer	Hired	Future
Business Development Representative (BDR)	Sales & Marketing	Portland, Maine, United States	PUBLISHED	3	29	4	2	-	-	1
Content Writer	Marketing	Portland, Maine, United States	PUBLISHED	1	32	4	3	-	4	38
Digital Marketing Account Manager	ECMS	Portland, Maine, United States	PUBLISHED	1	17	5	2	-	10	7
Energy Circle Summer Internship	ECMS	Portland, Maine, United States	USED INTERNALLY	-	33	2	2	-	3	-

Additional details for each listing:

- Business Development Representative (BDR):** Published on your careers page and 16 free job boards. Candidates: 53 total · 39 active in pipeline · Last candidate: 14 days ago.
- Content Writer:** Published on your careers page and 16 free job boards. Candidates: 178 total · 82 active in pipeline · Last candidate: 23 minutes ago.
- Digital Marketing Account Manager:** Published on your careers page and 16 free job boards. Candidates: 225 total · 42 active in pipeline · Last candidate: 6 days ago.
- Energy Circle Summer Internship:** This job is not published on your careers page or on any job boards. Candidates: 88 total · 40 active in pipeline · Last candidate: 13 days ago.



QUESTIONS?

peter@energycircle.com