



CONTRACTOR'S TOOLBOX: HOW TO RUN A PROMOTION

Peter Troast, Founder & CEO

Energy Circle Webinar Series

August 21, 2019

What We'll Discuss

- 1 The Why & When of Promotions**
- 2 Types of Promotions**
 - What works*
 - Not all promos sacrifice margin*
- 3 Anatomy of a Comprehensive Promotion Strategy**



THE WHY & WHEN OF PROMOTIONS

Traditional Marketing Definition

In marketing, promotion refers to any type of marketing communication used to inform or persuade target audiences of the relative merits of a product, service, brand or issue. The aim of promotion is to increase awareness, create interest, generate sales or create brand loyalty. It is one of the basic elements of the market mix, which includes the four Ps: product, price, place, and promotion.

McCarthy, Jerome E. (1964). *Basic Marketing. A Managerial Approach.*

3 Reasons for Promotions

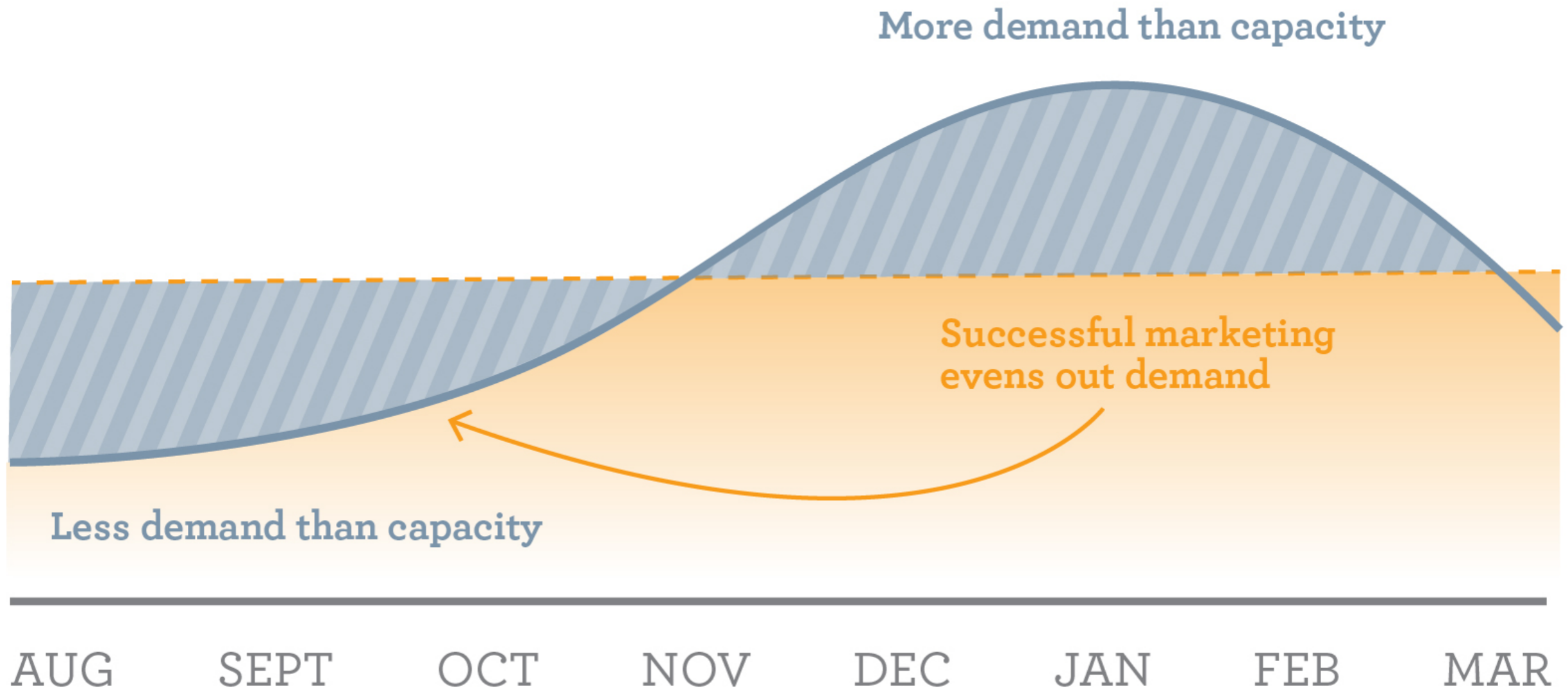
1. To present information to consumers.
2. To increase demand.
3. To differentiate a product.



Some Reasons to Run Promotions

- **When You Need to Move the Market**
Seasonal temperature change arrives late
- **When You Need to Utilize Excess Capacity**
- **When You're Releasing a New Product or Service**
- **When You Want to Maximize a Manufacturer's Standard Promotion**
- **When You're Needing to Spend Co-op Marketing Dollars (aka other people's money)**

FALL / WINTER DEMAND TRENDS





TYPES OF PROMOTIONS

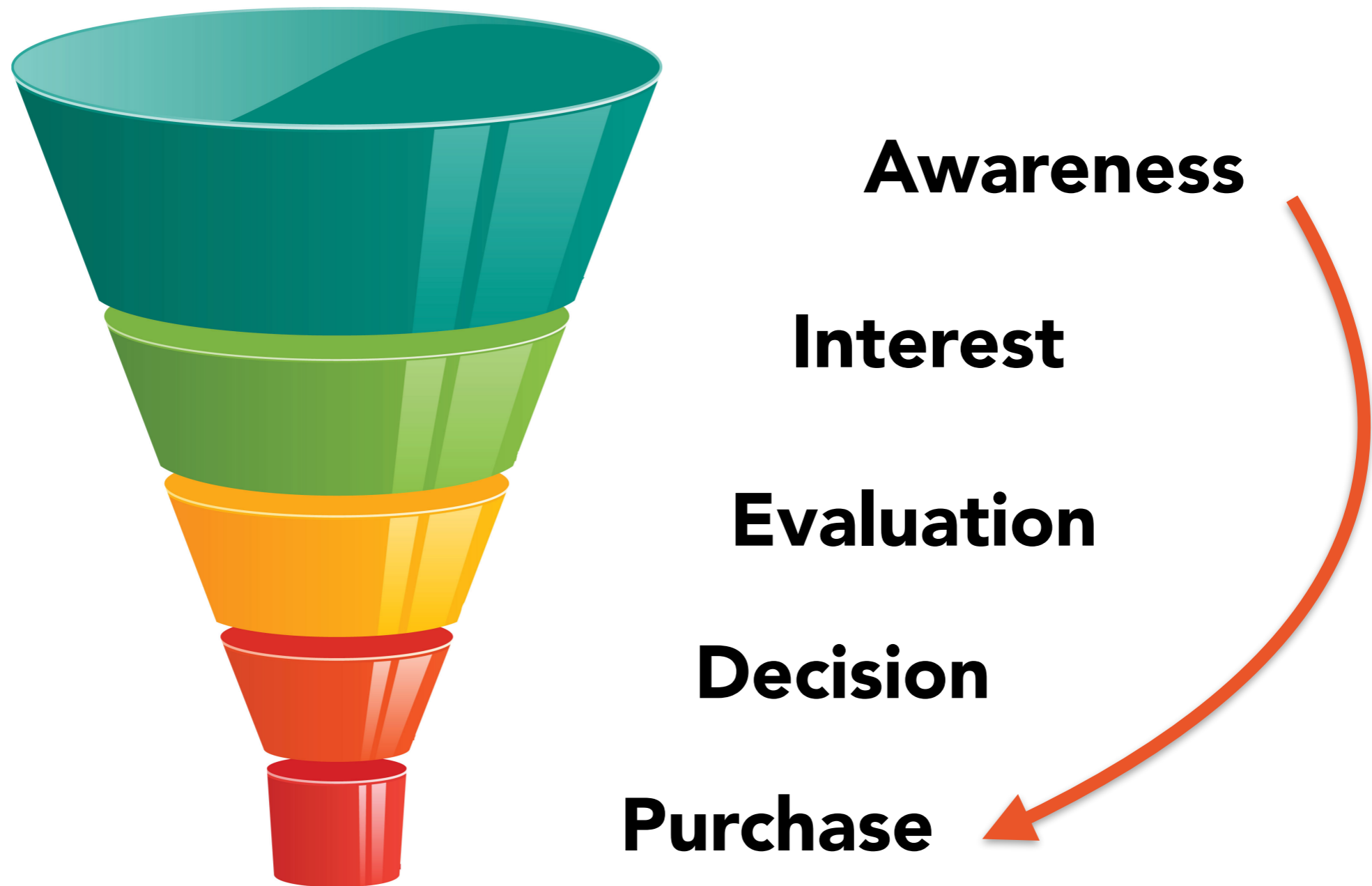
Some Types of Promotions

- **Discounts**
- **Rebates**
- **Date specific**
- **Buy X Get Z**
- **Bundles**
- **Financing deal**
- **Enter to win — giveaways**



COMPREHENSIVE, INTEGRATED PROMOTION CAMPAIGNS

Promotions Speed the Buying Cycle



The Role of Various Tactics

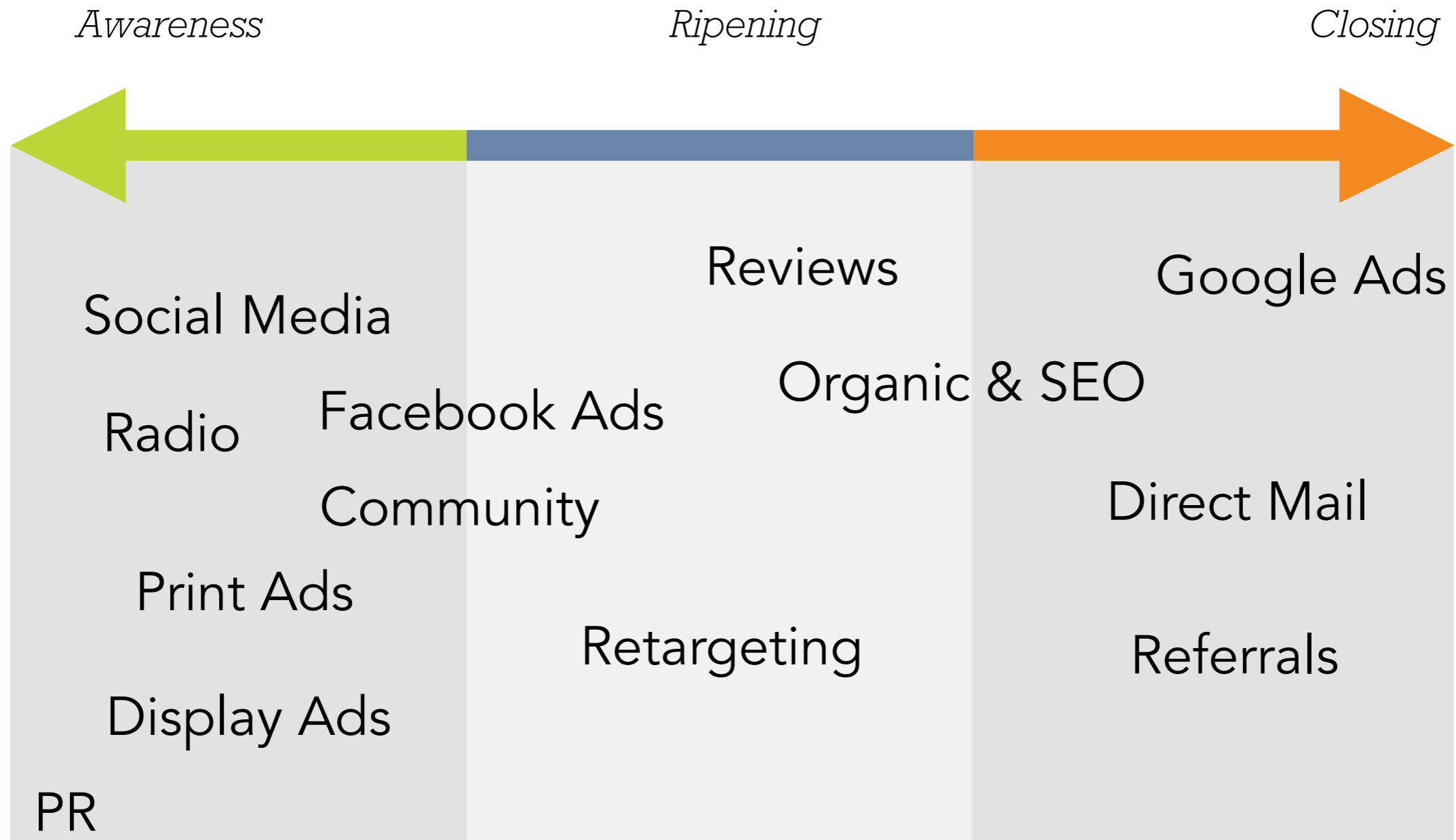
Awareness

Ripening

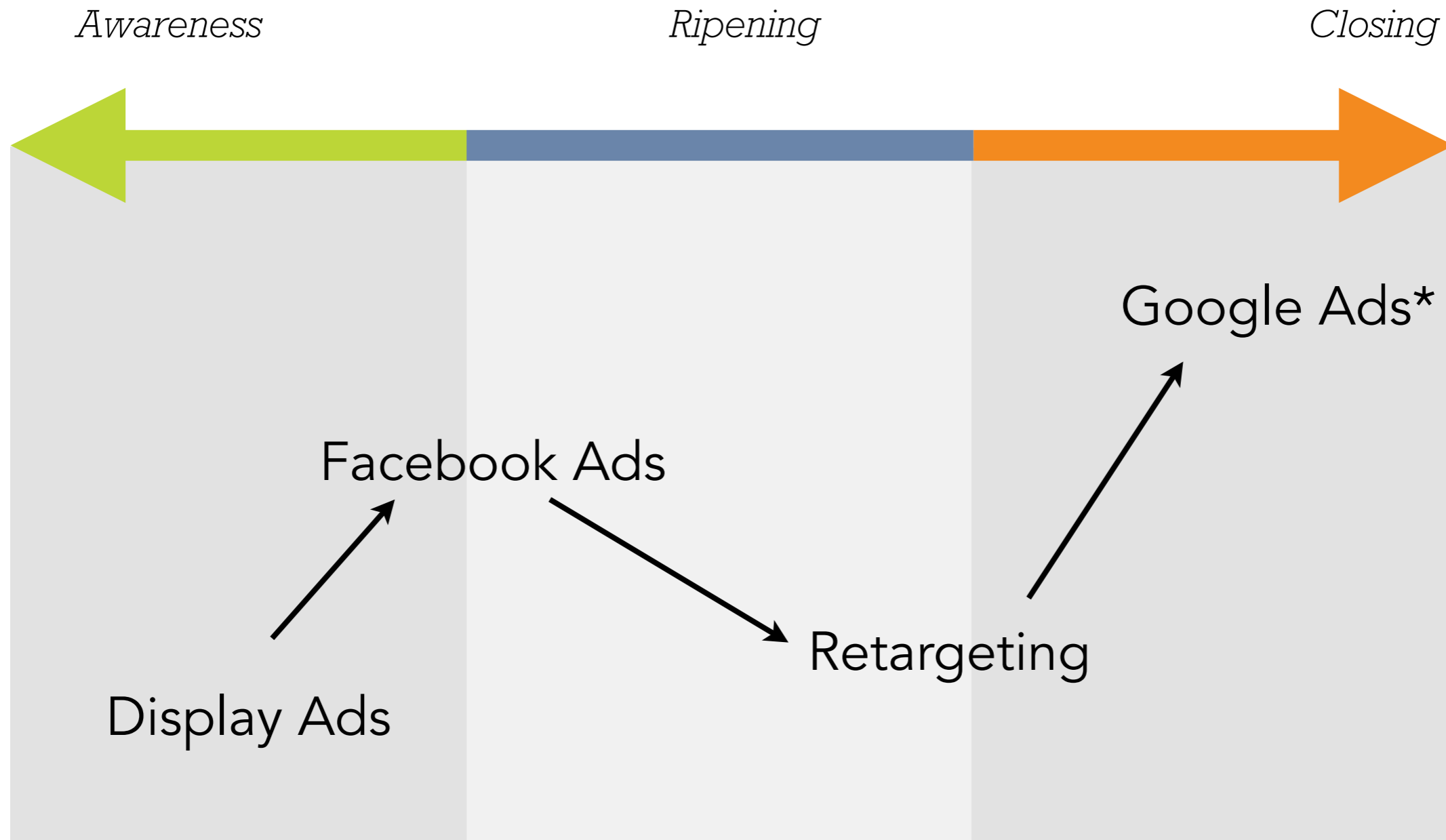
Closing



The Role of Various Tactics



Integrated Promotions: Role of Tactics



*Final Attribution

Landing Page

Goal: Conversion

Unique page
Conversion tracking
Deadline

Get Rebates Of Up To \$1,600 On A Qualifying Lennox Home Comfort System!

The Dave Lennox Signature® Collection is the ultimate expression of Lennox® Innovation, and that makes it the perfect choice for your home



GET UP TO A
\$1,600 REBATE
on a new Lennox® system*

*Offer expires 11/25/2016. See local dealer or lennox.com for details.

GET REBATES OF UP TO \$1,600* ON A QUALIFYING LENNOX® HOME COMFORT SYSTEM.

Find the Lennox® home air conditioner, furnace or system that ideally suits your needs. All of our options are designed for energy savings and comfort, and are built to last. And as best friends do, let us offer you two times the offer with **REBATES UP TO \$1,600* AND LOW MONTHLY PAYMENT FINANCING.**



START WITH UP TO \$1,300 IN REBATES.*

Save on a complete qualifying Lennox® home comfort system that includes air conditioner or heat pump, gas furnace or air handler and thermostat.



GET UP TO A \$100 REBATE ON A WI-FI THERMOSTAT.*

Don't miss out on this limited time offer!

Our team is here to help
The local guys and gals

* Name

* Phone

* Email

* City

How can we help you?

GET STARTED

SPECIALS

Free Second Opinion
Manufacturer Rebates
Fall Lennox Promotion

Featured Website Content

Goal:

Landing Page Traffic

All pages



Home Performance & HVAC Pros

From California's Central Valley to Placer County, our local team is known for our ability to make homes more energy efficient – easing the burden homeowners feel with each monthly energy bill. As the trusted HVAC professionals throughout the Sacramento and Rocklin area, we are able to provide peace of mind by putting a stop to rising costs and making your home more comfortable than it has ever been.

With our expertise. We don't ever sell our customers what you don't need. Our team uses a consultative, whole-home approach to each and every project. When you work with Brower Mechanical, you'll end up with a healthier, safer and far more comfortable home than you had before.

Spend Less on Increasing your Energy Efficiency!

We're lucky here in California. Our state offers massive rebates for energy efficiency upgrades – currently up to \$6,500 for PG&E programs and up to \$13,500 for SMUD customers. That means you will not only be saving on your monthly bill, but you'll also save on the installation itself. So if you've been thinking about upgrading your systems anyway, now is definitely the time.

Brower Mechanical provides a full range of expert HVAC services:

- AC maintenance and repair
- AC Installation
- Duct installation, cleaning & repair
- Heating maintenance and installation.

[SCHEDULE SERVICE](#)

Brower can also handle any of your solar, generators or home performance needs throughout Sacramento including: Auburn, Davis, El Dorado Hills, Elk Grove, Folsom, Galt, Granite Bay, Lincoln, Roseville, Rocklin, and Yuba City, CA.

From reducing your energy usage to producing solar energy, Brower Mechanical has your home performance needs covered. from top to bottom. [Contact us](#) to start today!

LIVING BETTER & SAVING MONEY WITH HOME ENERGY UPGRADES

Sign up to attend our free seminar!

[REGISTER](#)

SAVE UP TO \$13,500 ON YOUR HOME PERFORMANCE UPGRADES!

Qualified Energy Professional with the SMUD Home Performance Program.

[LEARN MORE](#)

FREE CLIPBOARD AUDIT

Reduce Before you Produce!

[SIGN UP NOW](#)

SAVE \$25 ON SERVICE DISPATCH FEE

Call us today to save on diagnostic service!

[LEARN MORE](#)

AC REPLACEMENT OFFER

0% Interest and up to \$6,500 back in utility rebates

[LEARN MORE](#)

Display Ads

Goals: Awareness

PPC Support

Clickthrough

High Impressions

Lower Clickthrough

100 clicks

CTR: 1.53%

CPC: \$0.13

Cost: \$15.28

Example of your image ad at 300x250



Air conditioning service call for
\$50.55
LIMITED appointments call now



Affordable AC Service Near You

Start Getting Most From Your Cooling System.
Call Us Today For More Info!



Facebook Ads

Goals: Awareness

Clickthrough

High Impressions
Lower Clickthrough

16K impressions
CTR: .82%
CPC: \$1.50
Cost: \$203

The image shows a Facebook sponsored advertisement. At the top left is the Pippin Brothers logo, followed by the word "Sponsored" and a globe icon. In the top right corner, there are three dots indicating a menu. The main text of the ad reads: "Upgrade your air conditioner for energy efficiency, and receive a free furnace for year-round energy savings. Pippin Brothers is offering a buy one get one limited time offer — don't sleep on these savings!". Below the text is a large image with a blue background featuring a white American flag pattern. A yellow diagonal banner in the top left of the image says "BOGO". To the right, the words "FREE FURNACE" are written in large, bold, yellow letters with a white outline. Below the image is a light gray bar containing the text "Get a FREE Furnace with Your AC Purchase" on the left and a white button with the text "CONTACT US" on the right. At the bottom of the ad are three icons: a thumbs-up for "Like", a speech bubble for "Comment", and a share arrow for "Share".

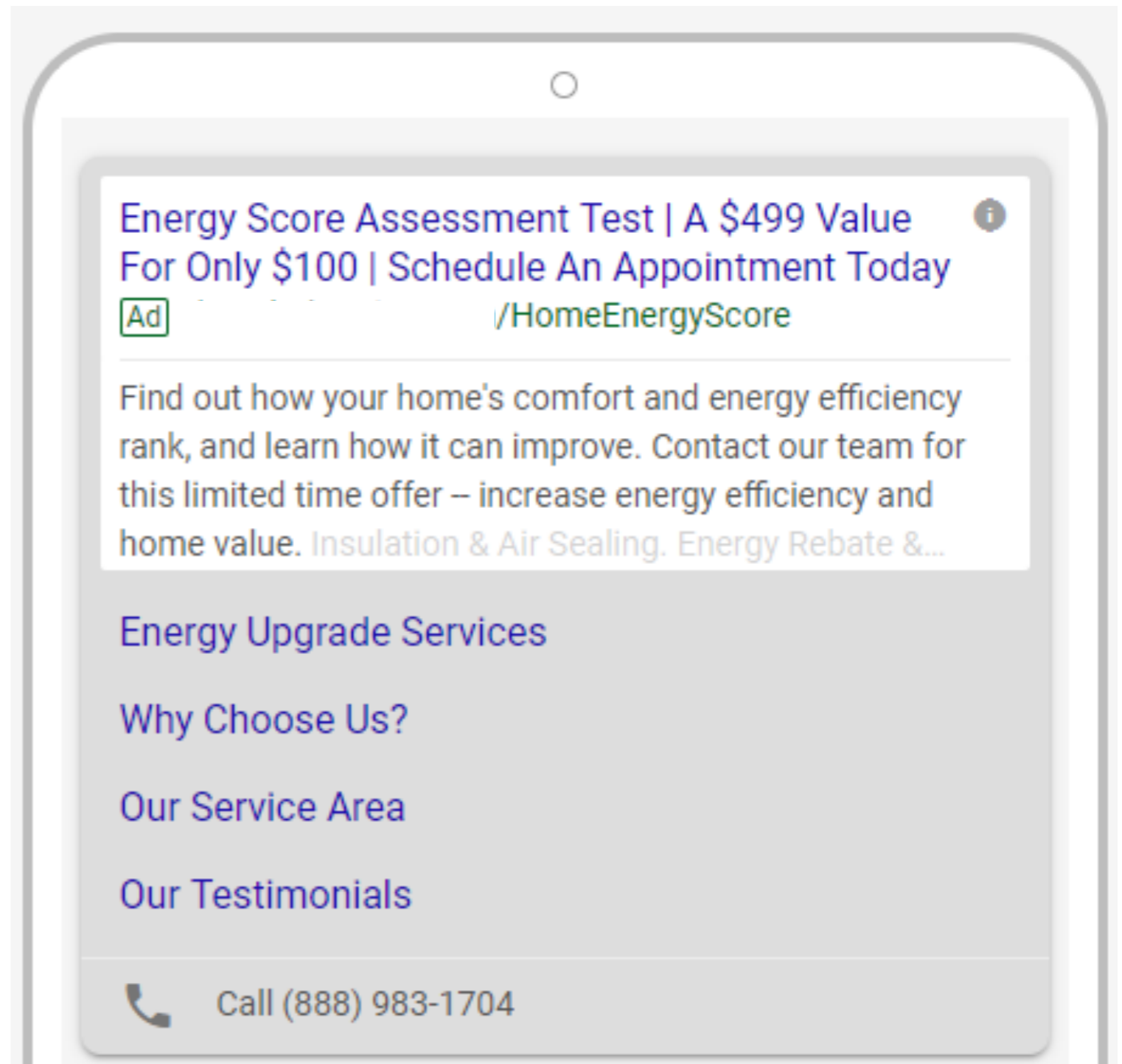
Google Ads

Goals:

Clickthrough

High Impressions

Lower Clickthrough



The image shows a mobile advertisement for an energy assessment service. The ad is displayed on a smartphone screen with a white background and rounded corners. At the top, there is a small circle icon. The main text of the ad is in blue and reads: "Energy Score Assessment Test | A \$499 Value For Only \$100 | Schedule An Appointment Today". Below this text, there is a green "Ad" label in a small box and a green URL "/HomeEnergyScore". A horizontal line separates the headline from the body text. The body text is in a smaller, grey font and reads: "Find out how your home's comfort and energy efficiency rank, and learn how it can improve. Contact our team for this limited time offer – increase energy efficiency and home value. Insulation & Air Sealing. Energy Rebate &...". Below the body text, there are four menu items in blue: "Energy Upgrade Services", "Why Choose Us?", "Our Service Area", and "Our Testimonials". At the bottom of the ad, there is a grey bar with a white telephone icon and the text "Call (888) 983-1704".

Energy Score Assessment Test | A \$499 Value For Only \$100 | Schedule An Appointment Today

Ad /HomeEnergyScore

Find out how your home's comfort and energy efficiency rank, and learn how it can improve. Contact our team for this limited time offer – increase energy efficiency and home value. Insulation & Air Sealing. Energy Rebate &...

Energy Upgrade Services

Why Choose Us?

Our Service Area

Our Testimonials

Call (888) 983-1704

Google My Biz Offer Post

Goal:

Awareness

High Impressions
Lower Clickthrough


53 views


1 click


1 week

Air C
ig, Inc.
residential heating and cooling services with
home's energy efficiency. We serve the coun
Costa and Marin with particular focus on th

di

 on Google



\$100 for a Home Energy ... 

Aug 14 - Sep 30

Receive a \$499 value for onl...

1 min ago

[View Offer](#)

Creative Consistency is Critical

580-232-7554 About • Blog • Commercial • Financing • Contact

HEATING SYSTEMS AIR CONDITIONING AIR QUALITY & DUCTS HOME PERFORMANCE PLUMBING & WATER

Buy an AC System, Get a Free Furnace!

Attention Homeowners:

After a long and busy summer here in Oklahoma and Texas, our winter schedule is looking a little ... lean. And during this slow season, we want to offer you — our neighbors — a fantastic deal on the professional installation of a new **air conditioner** and **furnace**, matched with a package of goodies that will ensure your new equipment provides reliable, energy efficient comfort for years to come!

Check out this amazing offer:

- ✓ Receive an energy efficient Furnace for FREE (you pay only the \$777 furnace installation costs) with the purchase a new, energy efficient A/C System at 2018 pricing.
- ✓ Reduced Energy Cost backed by our exclusive “*Double the Difference Energy Savings Guarantee*”

A free furnace and thousands in savings
—Hurry, the offer ends soon!
580-232-7554

Name *

Phone *

Email *

Address

I'm not a robot

START SAVING

Upgrade your air conditioner for energy efficiency, and receive a free furnace for year-round energy savings.

Pippin Brothers is offering a buy one get one limited time offer — don't sleep on these savings!

PIPPINBROTHERS.COM
Get a FREE Furnace with Your AC Purchase

CONTACT US

Like Comment Share

Is your outdated furnace and air conditioner limping along from repair to repair? Replace both of them at the same time and save BIG!

Get a free furnace with the purchase of a new energy efficient air conditioner from heating and cooling installation experts at Pippin, and we'll make sure it lasts for years to come.

0 PEOPLE GOT THIS OFFER
BOGO! Buy an AC system get a FREE furnace!

VISIT WEBSITE

Like Comment Share

Keys to Making Promotions Effective

- **Multi-channel Integrated Tactics**

Awareness —> Close

- **Campaign Mindset**

Clear start & finish

Role of each channel

Consistency of creative and messaging

- **Set Up to Measure Everything**

- **Clear Intent & Focus (Be Selective and *Do it Well*)**

- **Know the Fine Print**



THANK YOU!
QUESTIONS OR COMMENTS?

peter@energycircle.com