



MARKETING PREDICTIONS FOR 2021 AND BEYOND

Peter Troast, Founder & CEO

Energy Circle Webinar Series

December 16, 2020

Our 43rd Webinar Wednesday of 2020.

Thank you.

Feedback Welcome.

2021 Trends: The Buckets

BUSINESS

Rise Out of COVID

New Services/Technology/Markets

Policy on Our Side

Business of Contracting

MARKETING

Google's Focus on Local

Previously Out of Reach Tactics

Power of Strong Company Brands



RISE OUT OF COVID

Consumers are Optimistic but Value Oriented

Focus on the Home

Low Touch is Here to Stay

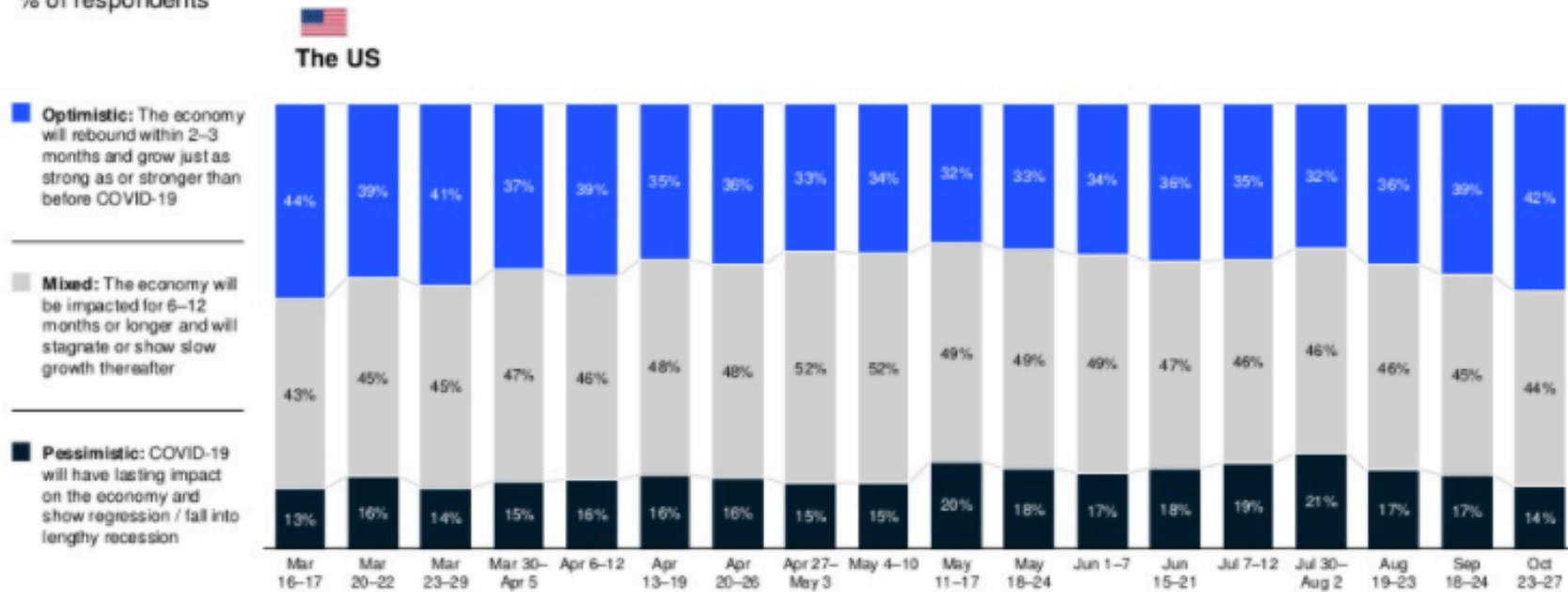
Optimism is High but Value Oriented

Shift to value and essentials



Optimism in the United States has reached levels not seen since March and the onset of the pandemic

Confidence in own country's economic recovery after COVID-19¹
% of respondents



¹ Q: How is your overall confidence level in economic conditions after the COVID-19 situation? Rated from 1 "very optimistic" to 6 "very pessimistic"; figures may not sum to 100% because of rounding.

Source: McKinsey & Company COVID-19 US Consumer Pulse Survey 10/23-10/27/2020, n = 2,021; 9/18-9/24/2020, n = 1,026; 9/19-9/29/2020, n = 2,026; 7/30-8/2/2020, n = 2,034; 7/7-7/12/2020, n = 1,923; 6/15-6/21/2020, n = 2,006; 6/1-6/7/2020, n = 1,966; 5/18-5/24/2020, n = 1,975; 5/11-5/17/2020, n = 2,002; 5/4-5/10/2020, n = 1,993; 4/27-5/3/2020, n = 2,105; 4/20-4/26/2020, n = 1,052; 4/13-4/19/2020, n = 1,052; 4/6-4/12/2020, n = 1,052.

McKinsey & Company COVID-19 US Consumer Pulse Survey 10/23-27. n=2021

Homeowners Forever Changed?

The New York Times

RIGHT AT HOME

Telemedicine for Home Repairs?

The coronavirus has made homeowners wary of inviting workers into their homes, but some contractors can make a diagnosis virtually.



May 29, 2020

Bottom Line Positive?

Lower Touch
Lower Cost



NEW SERVICES, TECHNOLOGY & MARKETS

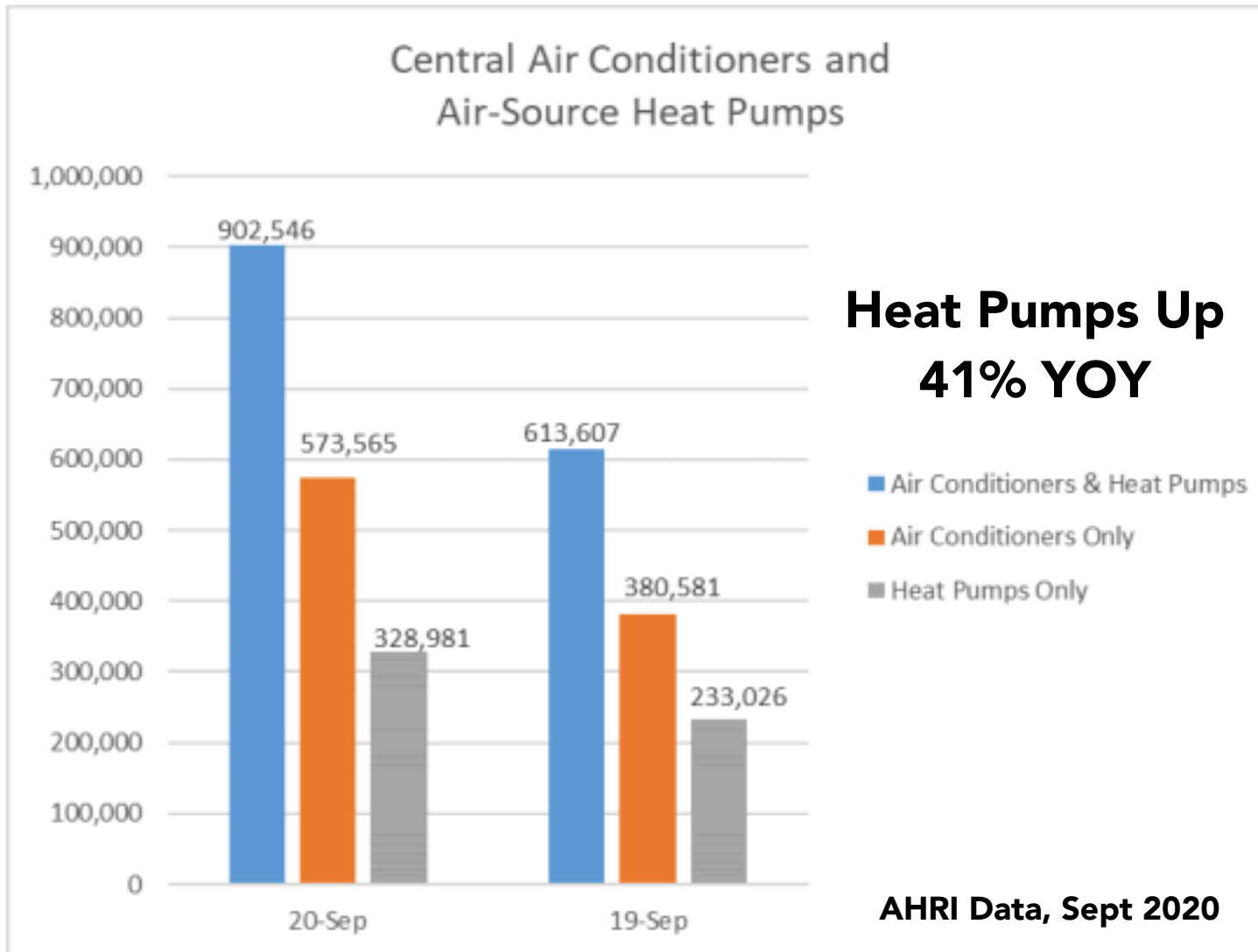
Heat Pumps

Electrification

Healthy Homes & Ventilation

Storage & Backup Power

The Heat Pump Explosion



Growing Demand for Electrification

Vox RECODE EXPLAINERS THE HIGHLIGHT FUTURE PERFECT THE GOODS POLITICS & POL

The key to tackling climate change: electrify everything

By David Roberts | @drvox | david@vox.com | Updated Oct 27, 2017, 8:48am EDT

f t SHARE



(Shutterstock)

Tackling climate change is a complicated undertaking, to say the least. But here's a good rule of thumb for how to get started:

Electrify everything.

The New York Times

Opinion

Your Gas Stove Is Bad for You and the Planet

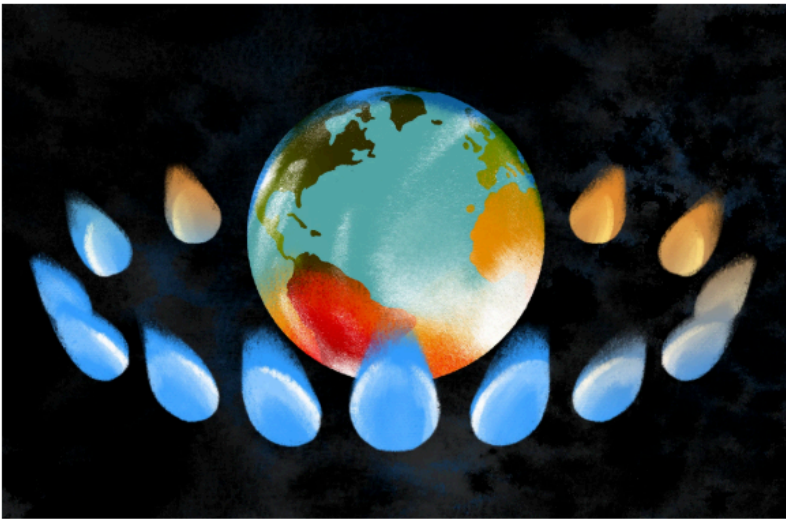
To help solve the climate crisis, we need to electrify everything.

By Justin Gillis and Bruce Nilles

Mr. Gillis is a former New York Times environmental reporter and a contributing opinion writer. Mr. Nilles is a managing director at Rocky Mountain Institute.

May 1, 2019

f t e r b 796



Angie Wang

OAKLAND, Calif. — We have some good news that sounds like bad news: Your gas stove has to go.

Grid & Utility Instability—Our Friend?

GENERAC | 60 YEARS

Grid Instability is Increasing

Outage Data

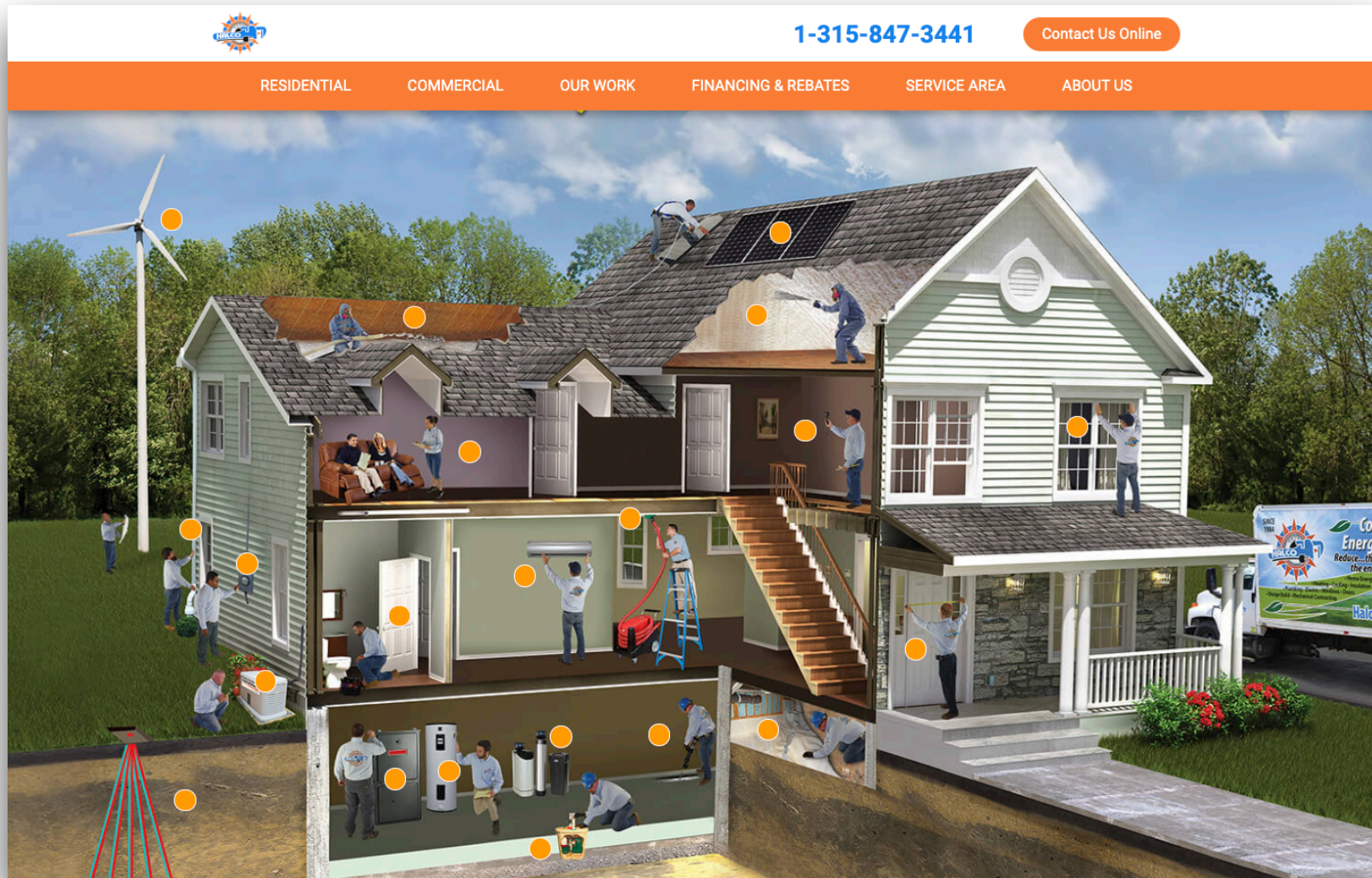
- | 510 million outage hrs. in US June 2019 LTM
- | Aging Grid at capacity – beyond 50+ year life*
- | \$673 billion investment needed to enhance Grid*
- | Outage frequency & duration are both increasing
- | Aging population dependent on power
- | California/PG&E “Creating outage events”
- | *ASCE (American Society of Civil Engineers April 2019 report & Report card)

**28% CAGR
since 2014**



Generac Investor Presentation Sept 2019

Integrated Contracting Business Model



1-315-847-3441

Contact Us Online

RESIDENTIAL

COMMERCIAL

OUR WORK

FINANCING & REBATES

SERVICE AREA

ABOUT US



POLICY ON OUR SIDE

Biden's 6 Million Buildings Plan

Jennifer Granholm at DOE

State/City Climate Change Goals

The Role of Building Retrofits in Climate Policy

THE BIDEN PLAN TO BUILD A MODERN, SUSTAINABLE INFRASTRUCTURE AND AN EQUITABLE CLEAN ENERGY FUTURE

- **Buildings:** Upgrade 4 million buildings and weatherize 2 million homes over 4 years, creating at least 1 million good-paying jobs with a choice to join a union; and also spur the building retrofit and efficient-appliance manufacturing supply chain by funding direct cash rebates and low-cost financing to upgrade and electrify home appliances and install more efficient windows, which will cut residential energy bills.

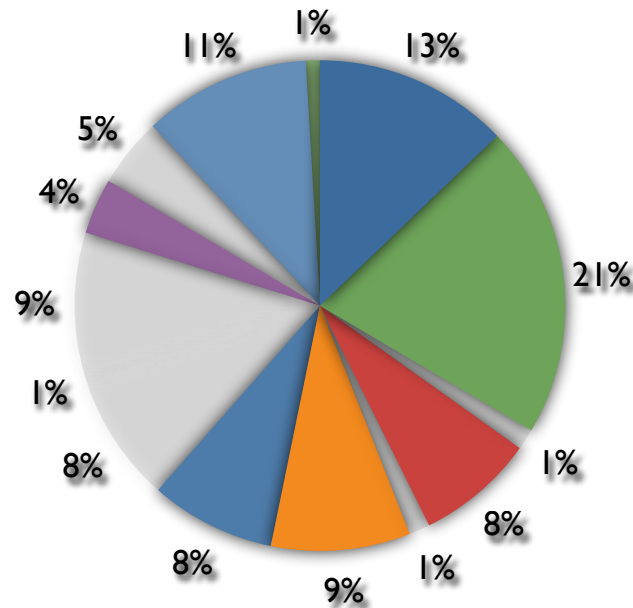
Biden to Pick Jennifer Granholm, Former Michigan Governor, for Energy Secretary

Ms. Granholm is widely credited with steering her state through a recession and working with the Obama administration on a bailout of the automobile industry.



The Unrelenting Digital Trend

- Organic Search
- Paid Search
- Direct Mail
- Paid Social
- Print Ads
- Referring Traffic
- Online Directories
- Email
- Home Shows
- Community
- Organic Social
- Past Customers
- Referral Program
- Purchased Leads



~~COVID Events
Open Houses
Community Speaking
Tabling
Canvassing~~

2020 >75% Digital



GOOGLE'S FOCUS ON LOCAL BUSINESSES

Google My Business

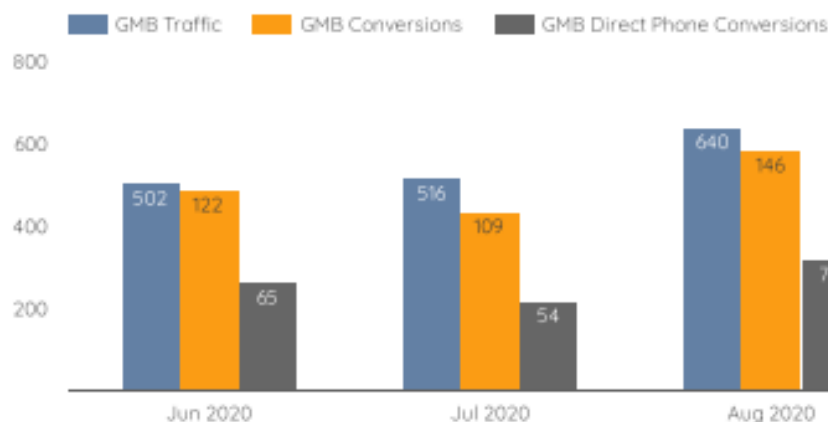
Review Landscape

Local Services Ads

Hope for Service Area Businesses?

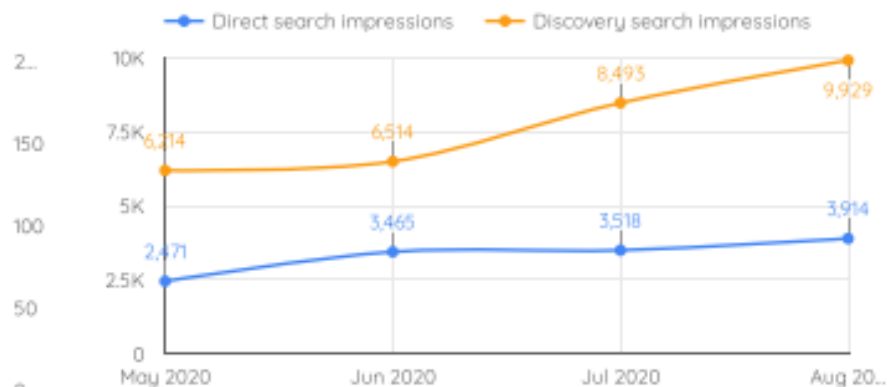
Stunning Traffic Growth from GMB

GMB Listings Website Traffic & Phone Calls



How are customers finding

↑? (GMB)



Traffic: +27%
Conversions: +20%
Impressions: + 59%

Local Services Ads

The screenshot shows a Google search interface for the query "hvac repair oakland ca". The search results page displays "About 270,000 results (0.86 seconds)". Below the search bar, there are navigation tabs for "All", "Maps", "Shopping", "News", "Videos", and "More", along with "Settings" and "Tools". The main content area features a sponsored section titled "HVAC repairs - 20+ HVAC pros serving Oakland" with a "Sponsored" label. This section contains three Local Services Ad cards, each for a different HVAC company. Each card includes the company name, a star rating, a "Google guaranteed" badge, the location, a phone number, and a "Open now" status. A link to "More HVAC pros in Oakland" is provided at the bottom of the sponsored section.

Company Name	Rating	Location	Phone Number	Status
Element Home Solutions	5.0 ★★★★★	Oakland	(510) 871-3894	Open now
The Appliance Repair ...	4.6 ★★★★★	Alameda	(510) 871-3938	Open now
Service Champions He...	4.8 ★★★★★	Pleasanton	(925) 732-6744	Open now


Pay Per Lead, Not Per Click

Evolving Guidance on Google Review Priorities

1. Competitive Quantity 2. Content

	June 2019	November 2020
Solar	50+	200
HVAC	40+	150
Home Performance	25+	50-75
Insulation	15+	50
Builder	10+	50
Remodeler	25+	100

Proximity Bias: Could 2021 Be the Year?



Map data ©2018 Google

Rating ▾ Hours ▾

ReVision Energy 4.9 ★★★★★ (13) · Solar Energy Equipment Supplier Portland, ME · (207) 221-6342 "Revision Energys installation was done without a glitch.They gave a..."	WEBSITE	DIRECTIONS
Goggin Energy 5.0 ★★★★★ (2) · Solar Energy Equipment Supplier Portland, ME · (207) 772-7557 "from obtaining the quote to the post- installation help was handled ..."	WEBSITE	DIRECTIONS
Assured Solar Energy 4.5 ★★★★★ (8) · Solar Energy Equipment Supplier North Yarmouth, ME · (207) 221-2916 "Great job with solar panel installation Sept. 2013. The whole crew was..."	WEBSITE	

[More places](#)



NEW MARKETING TACTICS PREVIOUSLY OUT OF REACH

Video Marketing

Streaming TV

Streaming Radio

Nextdoor

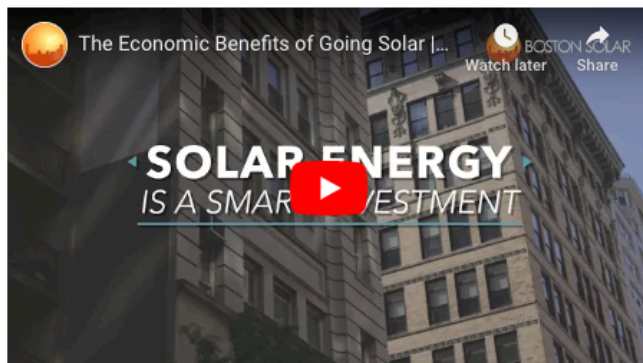
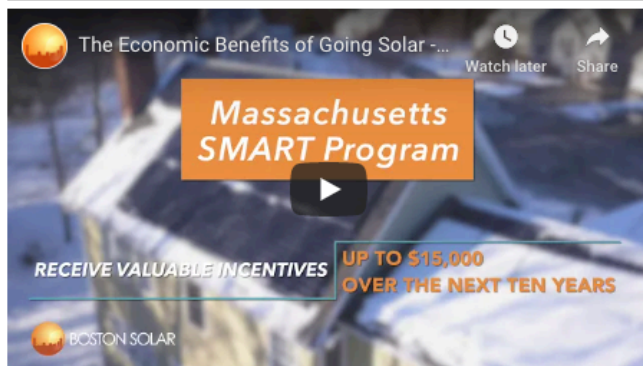
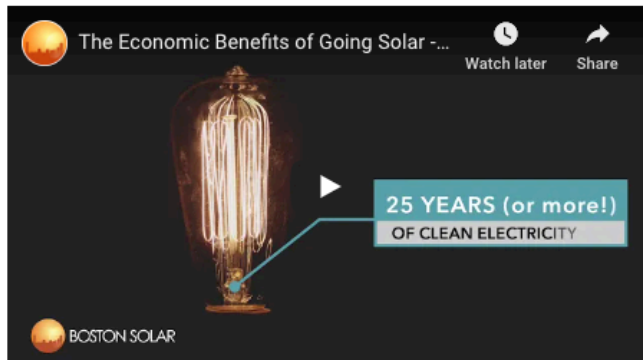
Rise of Short Form Video

Consumers are **4X** more likely to
watch a video than read

25% of consumers lose interest in a
company if it doesn't use video

Wistia/Keap Survey 2019

Video Marketing on YouTube & Facebook



Video Cut	Total Impressions (Paid + Organic)	Total Views (All Platforms)	Reach (Facebook)
Save on Energy Bill	135,047	20,032	87,611
Cheaper, Cleaner Energy	288,535	193,681	66,989
SMART Incentives	69,726	2163	53,263
Economic Benefits of Solar (Full Length)	811	264	
Total	494,119	216,140	207,863

Increasingly Accessible

hulu

 **YouTube TV**

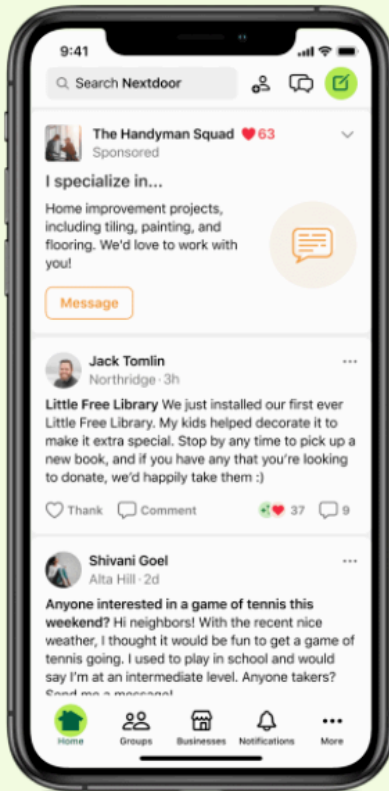
\$1000-\$2500/mo

 **Spotify®**

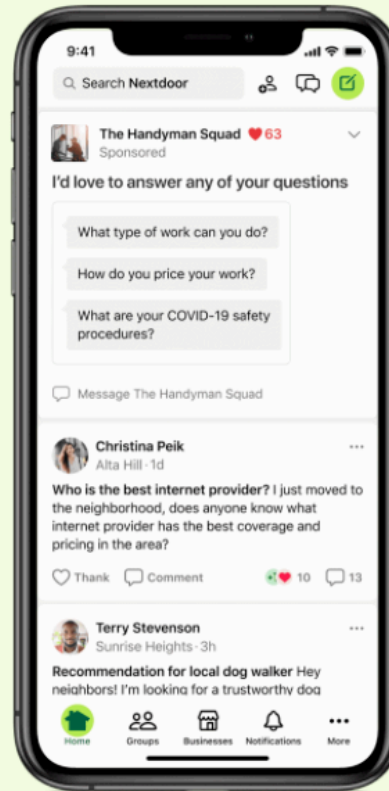

pandora®

\$250/campaign, ad set

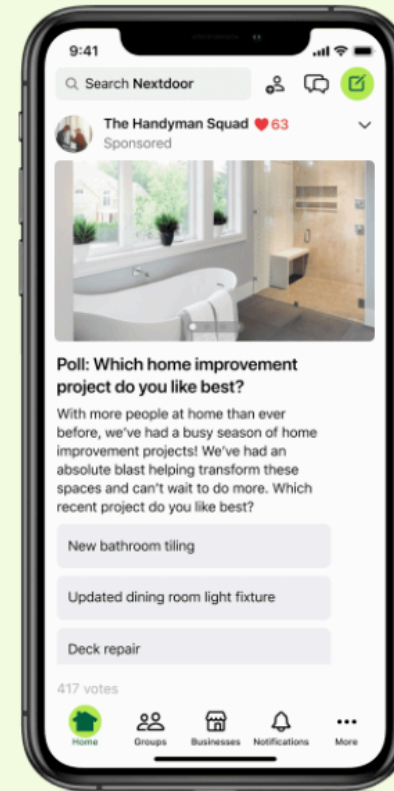
Nextdoor Lowering Cost of Entry



Share your expertise



Answer neighbor questions



Engage the local community



BRAND STRENGTH

In the Real World

Online (In the Eyes of Mother Google)

McKinsey's Four Big Changes (Mid Oct)



We have seen five fundamental shifts to consumer behavior, some of which will have a lasting impact, as a result of the pandemic



1. Shift to value and essentials

20–40%
net decrease in intent to spend on discretionary categories



2. Flight to digital and omnichannel

20–50%
net increase in intent to spend online, even post-COVID-19



3. Shock to loyalty

78%
of US consumers have changed stores, brands, or the way they shop



4. Homebody economy

64%
of US consumers are not yet resuming "normal" out-of-home activities

Strong Companies Win

Source: McKinsey & Company COVID-19 US Consumer Pulse Survey 10/23–10/27/2020, n = 2,021, sampled and weighted to match the US general population 18+ years

McKinsey & Company 1

McKinsey & Company COVID-19 US Consumer Pulse Survey 10/23-27. n=2021

Two Masters. Form & Function.

Google
(How it sees your
Company)



Customers
(How they see your
Company)

Community Branding Remains Critical



Website vs Brand vs Entity Authority



Website Investment Pays Dividends

Home Performance with ENERGY STAR - Contractor of the Year!

ideal energy
air conditioning done right

480.839.0082

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AIR CONDITIONING HEATING HOME ENERGY AUDIT INSULATION DUCT SYSTEMS OTHER SERVICES

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GET STARTED!



QUESTIONS?

Peter Troast

peter@energycircle.com