



TURNING EDUCATION INTO SALES WITH AWARENESS MARKETING

Peter Troast, Founder & CEO
Energy Circle Webinar Series

September 18, 2024

What We'll Discuss

- 1 Demand for Services in an Uncertain Economy—Still Tough**
- 2 Capturing Demand vs Creating Demand**
- 3 The High Performance Education Challenge**
- 4 New, Advanced Ad Mediums**



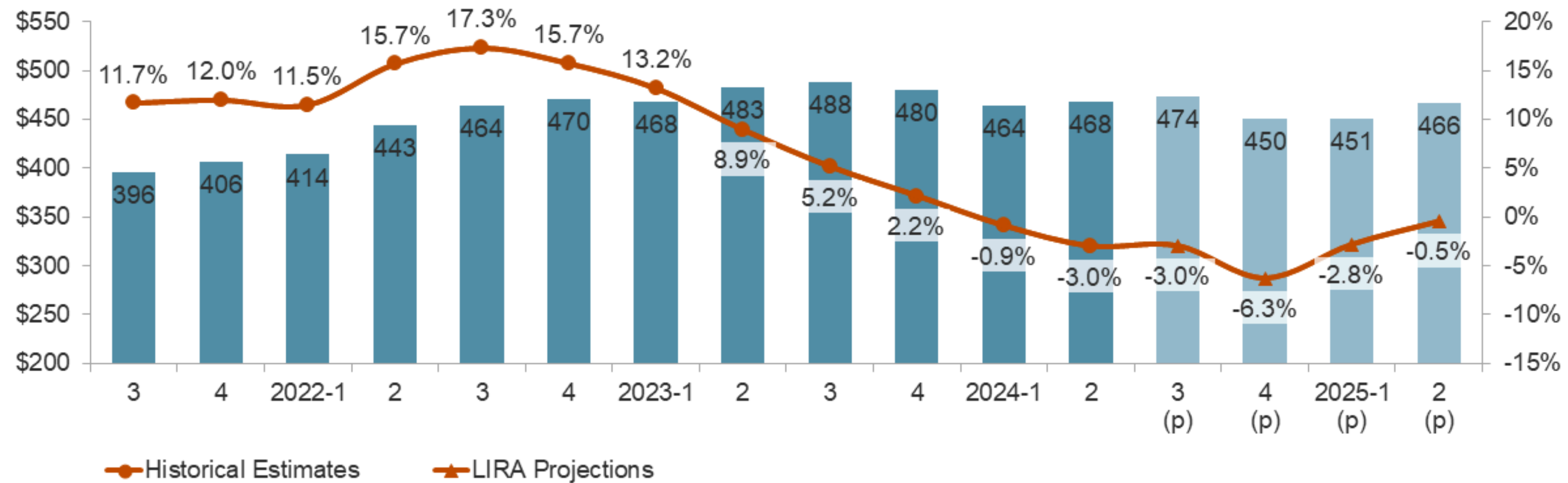
**UNCERTAIN ECONOMY:
DEMAND FOR SERVICES REMAINS LOW**



Overall Remodeling Expenditures Remain Flat

Leading Indicator of Remodeling Activity – Second Quarter 2024

Homeowner Improvements & Repairs
Four-Quarter Moving Totals
Billions



Notes: Improvements include remodels, replacements, additions, and structural alterations that increase the value of homes. Routine maintenance and repairs preserve the current quality of homes. Historical estimates since 2021 are produced using the LIRA model until American Housing Survey benchmark data become available.

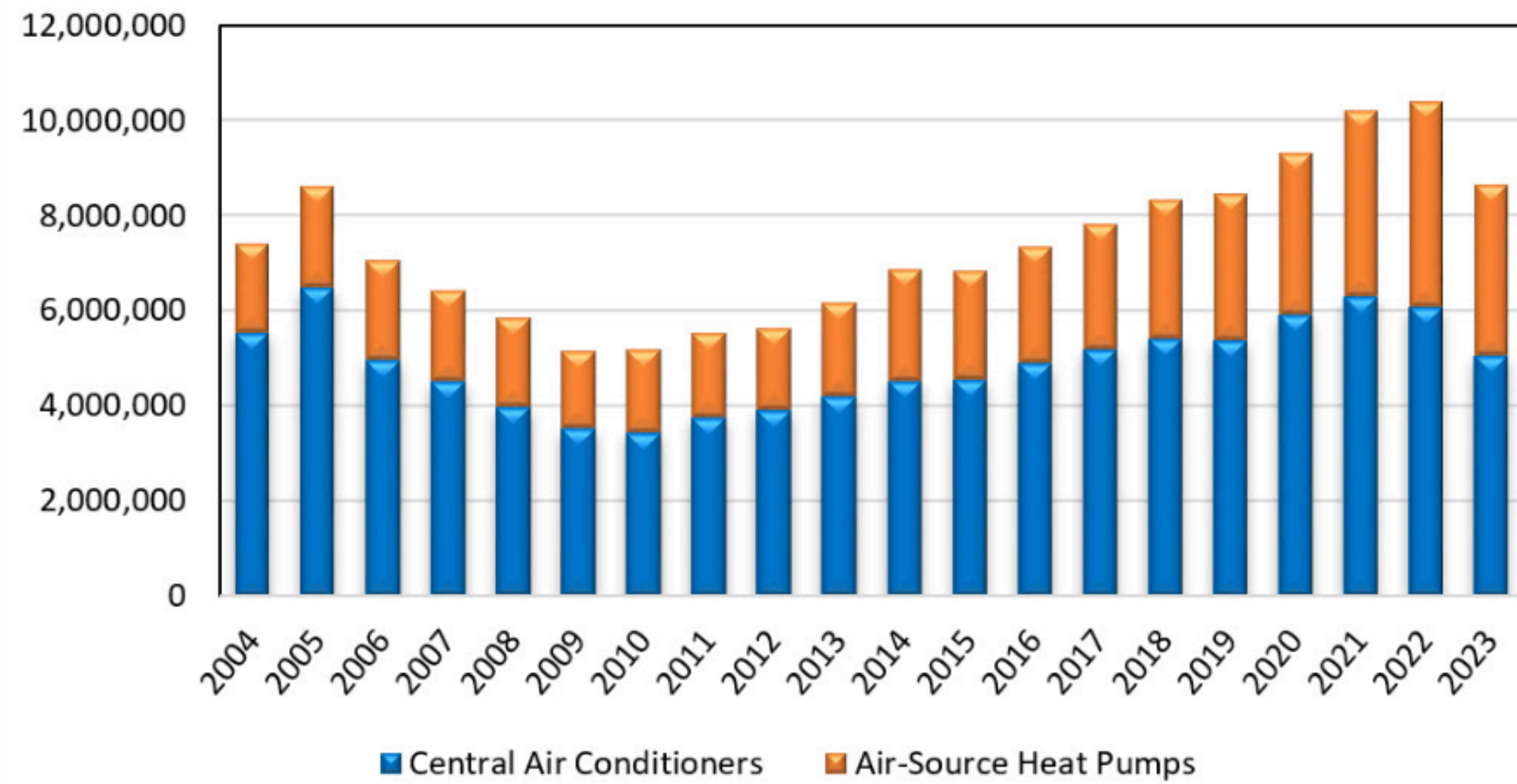
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Joint Center for Housing Studies of Harvard University **JCHS**

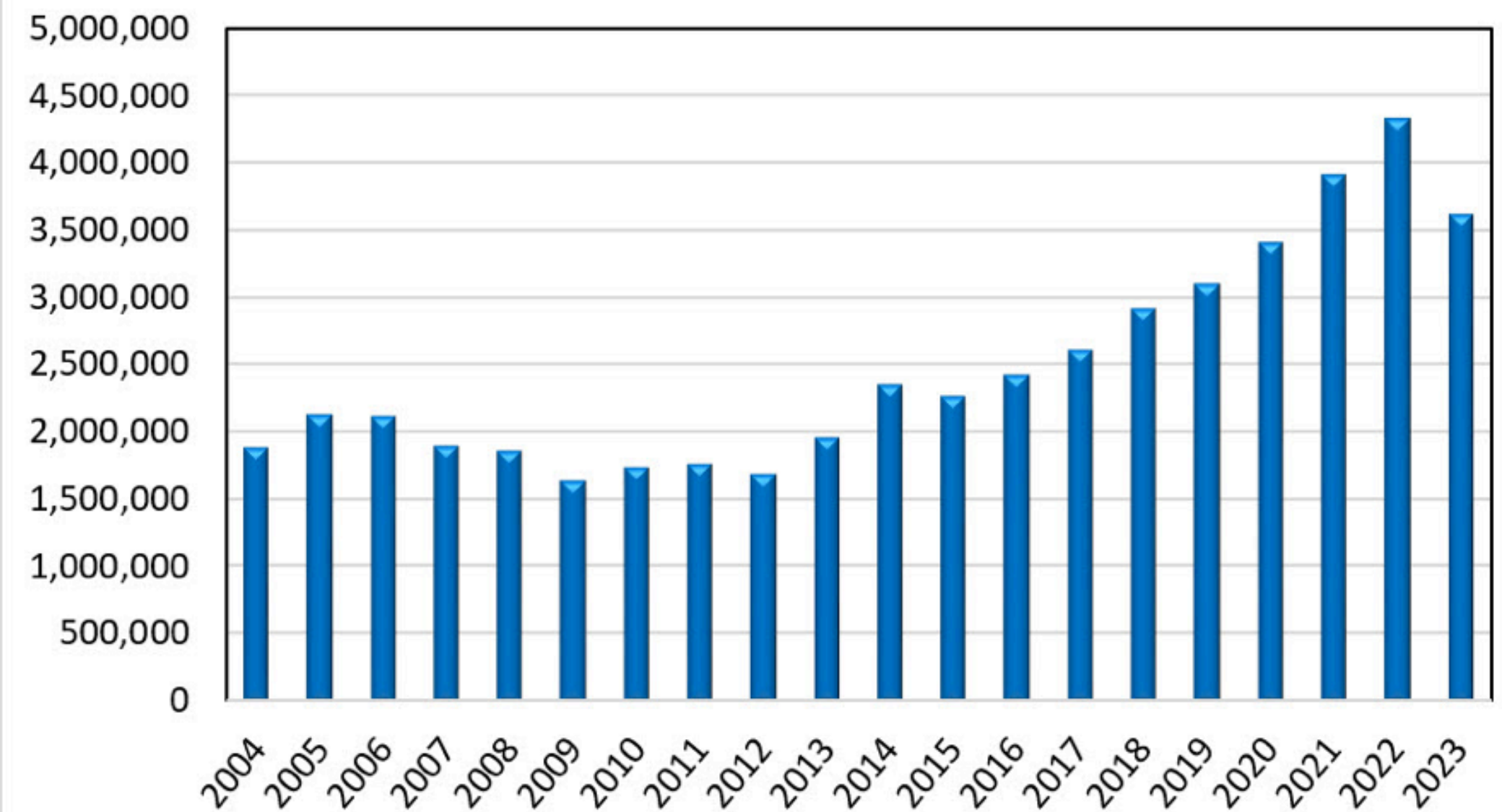


AHRI Total Shipments

Central Air Conditioners and Air-Source Heat Pumps



Air-Source Heat Pumps



AHRI Data





ECONOMY

Most Americans falsely think the U.S. is in recession, poll shows

According to a new Guardian/Harris poll, 56% of respondents said they believe the U.S. is in a recession.

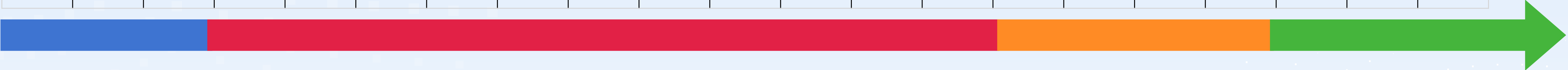


America's home improvement boom appears to be over



Working Hypothesis of the Homeowner Mindset Through COVID

Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024
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**Pre-COVID
Normal**

**COVID
Times**

**Post
COVID**

**New
Normal**

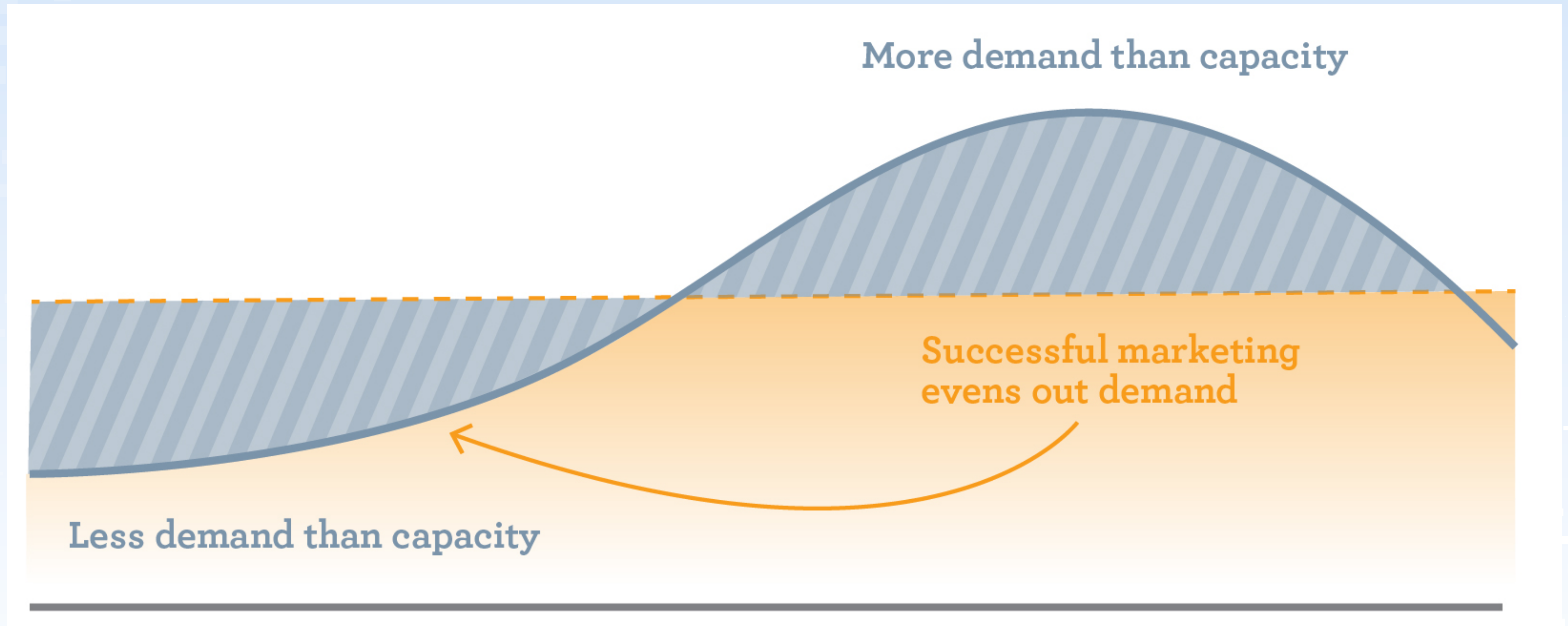
+
**Inflation
High Interest Rates**



CAPTURING DEMAND VS CREATING DEMAND

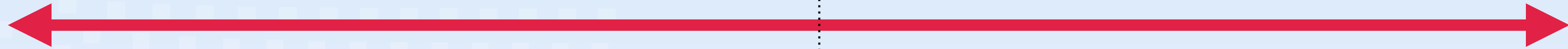


When Demand Isn't Sufficient, We Need to Create It



**Capturing
Demand**

**Creating
Demand**



**Capturing
Demand**

Inbound

Outbound

**Creating
Demand**



Capturing Demand

Inbound

High Intent

"I'm looking for a contractor to install heat pumps."

Outbound

Creating Demand

No Intent, but Hooks

"Did you know that a heat pump can replace your gas furnace?"



Capturing Demand

Inbound

Outbound

Creating Demand

High Intent

"I'm looking for a contractor to install heat pumps."

No Intent, but Hooks

"Did you know that a heat pump can replace your gas furnace?"

Direct: heat pump installer
Indirect: water heater replacement

Direct: heat pumps can heat and cool
Indirect: the bonus room doesn't have to be freezing



Creating Demand = Building Awareness



The Overly Simplistic Sales Funnel



No Awareness

A More
Granular
Approach to
Awareness

Problem/Incentive/Service/Product Aware

Solution Aware

Company Aware

Buying Interest

Decision

Purchase



No Awareness

A More Granular Approach to Awareness

Research

Problem/Incentive/Service/Product Aware

Solution Aware

Company Aware

Buying Interest

Decision

Purchase

Purchase Intent



Problem/Incentive/Service/Product Aware

I'm tired of the freezing bonus room

I'm worried about whether my house is making me sick

This crawlspace is really nasty

I heard that IRA rebates are coming soon

I could use some tax credits this year

Maybe I need an energy audit, but what is it?

All my neighbors love their heat pumps



Solution Aware

The Joneses replaced their oil boiler with heat pumps
We can't tolerate another summer without air conditioning
Maybe new insulation would make the upstairs cooler
An energy audit will uncover what's wrong with this house



Company Aware

The Joneses had a good experience with Agatha's Home Performance

Halco's lawn signs are everywhere. They must be good.

Healthy Home Energy contributes to Bedford 2030

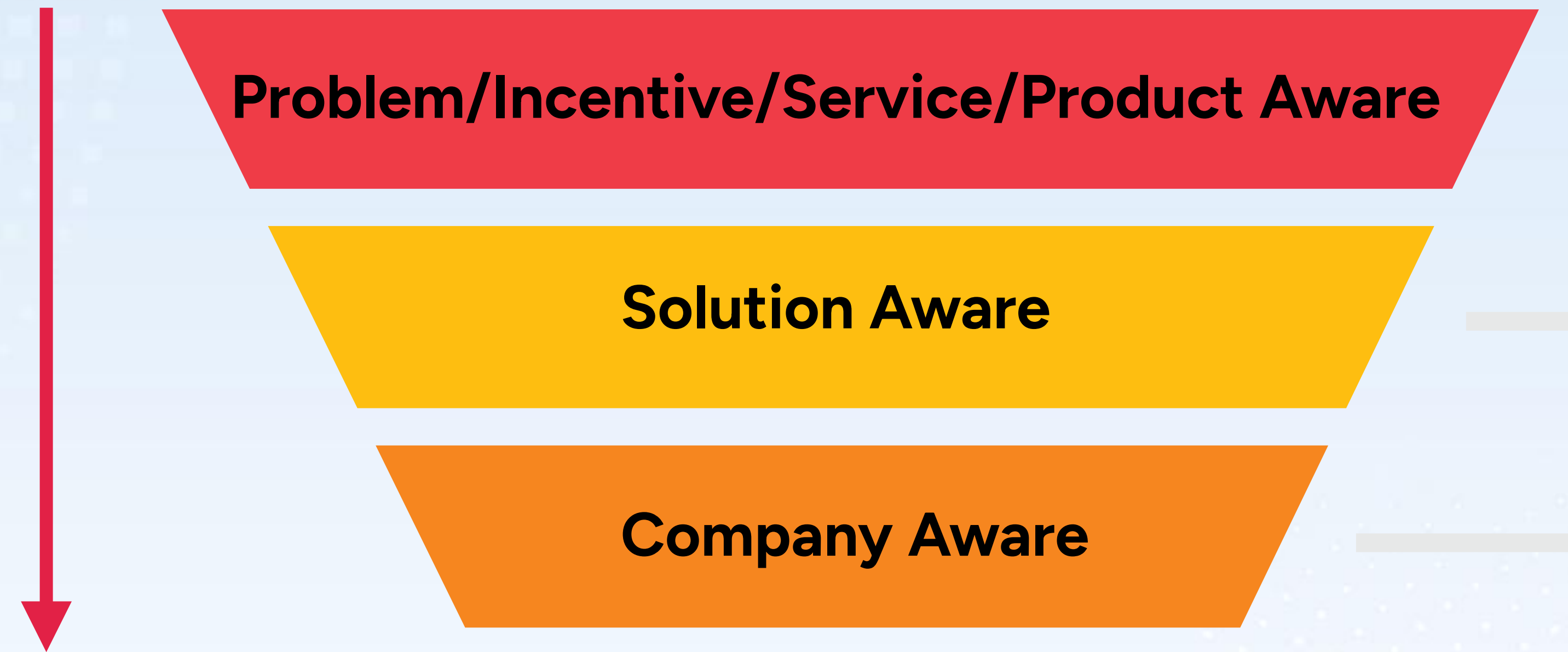
I always see Princeton Air's happy customers on Instagram

I heard Total Home Performance mentioned on a podcast this morning

I can't get the Royal River Heat Pumps jingle out of my head



**Retargeting
Moves
People Down
the Funnel**



Purchase



Brand & Digital FOUNDATION

Active LEAD GENERATION

Slower building

More immediate

Website
Content
Video
Google Business Profile
Reviews
Custom Audiences

Paid Social
Connected TV
YouTube
Digital Audio/Podcasts
Premium Display

Google & Bing Ads
Local Services Ads
Facebook Lead Ads
Video Advertising

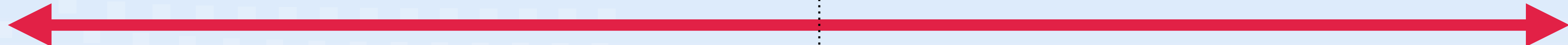


Capturing Demand

Inbound

Outbound

Creating Demand



PPC
Email

Local

Content
SEO

FB/Instagram Ads
YouTube Ads
Connected TV
Digital Radio/Podcasts
Premium Placement Display Ads
Digital Billboards
Reddit



Thinking About an Awareness Program

What is Your Awareness Challenge/Opportunity?

Where is the Biggest Bang for the Buck—Problem, Solution, Company?

Is Your Awareness Message: 1. Memorable and 2. Differentiated?

What Mediums Align with Your Target Audience?

Do You Have Patience?



END

