



# DON'T LEAVE FREE MONEY ON THE TABLE:

HOW TO SPEND YOUR CO-OP MARKETING  
DOLLARS BEFORE THE END OF 2023

**Peter Troast, Founder & CEO**

September 20, 2023

# Ongoing Focus on the Implications of AI



## THINKING ABOUT AI IN HVAC & HOME PERFORMANCE:

VIRTUAL ASSISTANTS  
FOR COMPLETION

Peter Troast, Founder & CEO

March 29, 2023



## WEB SEARCH IN A WORLD OF AI:

WHAT WILL CHANGE FOR CONTRACTORS AND THE CUSTOMER JOURNEY?

Peter Troast, Founder & CEO

May 10, 2023



## VIDEO MARKETING IN A WORLD OF AI:

WHY THE HUMAN COMPONENT IS CRITICAL FOR SUCCESS

Peter Troast, Founder & CEO  
Jake Van Paepeghem, Senior Media Producer

July 26, 2023



## CONTENT IN THE AI AGE:

STRATEGIES FOR NAVIGATING A SEA OF ROBOT-DRIVEN WRITING

Peter Troast, Founder & CEO  
Cory Allyn, Senior Content Strategist

July 11, 2023



## **What We'll Discuss**

- 1 Co-op Marketing in Efficiency & Solar—Overview**
- 2 Advantages of Co-op Marketing**
- 3 Options for Using Co-op Dollars by Year End**
- 4 Overcoming the Hurdles & Challenges to Maximize Marketing Impact**



# **CO-OP MARKETING IN EFFICIENCY & SOLAR— OVERVIEW**



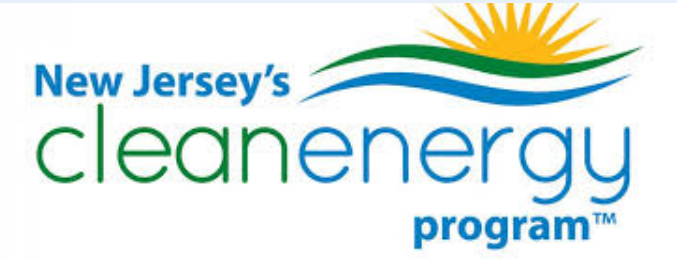
## Co-op Marketing in Efficiency & Solar

Cooperative marketing is a way that manufacturers, distributors, suppliers and programs support contractors by aligning marketing resources. The most common form of co-op marketing is by funding specific advertising campaigns or through matching co-op dollars.

*everyone is pushing value-added programs to differentiate their brands & products*



# Many Programs



**One Consistent  
Truth: UNDER-  
UTILIZATION**



50% up to \$5000  
Flexible, Easy  
**<10% Participation**



## Co-op Program Types

- **Manufacturer Matching Fund Programs for Specific Marketing Tactics**  
Typically 30-50% match (Mitsubishi, Trane, Nu-Wool)  
Some split programs (manufacturer, distributor, contractor)
- **Dealer Incentive Programs with Marketing as Eligible Expense**  
Formula based on purchase volume. (Owens Corning)
- **Efficiency Program Matching Funds**  
Incentive program promotions. (Efficiency Maine, NJ Clean Energy)
- **Dealer Network Benefit Packages**  
Pre-developed marketing assets & discounts (National Energy Improvement Fund, NEIF)
- **Discretionary**  
One off programs for specific initiatives





# Most Programs: Increasingly Flexible on Eligible Measures

## Eligible Contractor Activities

Advertising options include but are not limited to:

### **Digital Advertising** (see details below)

- Paid Search Advertising (i.e. Google Adwords)
- Banner Display Advertising (i.e. Google Display Network)
- Social Media Advertising (i.e. Facebook Lead Gen Ads & Sponsored Posts)
- Targeted/Paid Email Campaigns
- Mitsubishi Electric branded website/landing page development (co-op available only for percentage of website devoted to Mitsubishi Electric)

### **Traditional Advertising**

- Newspaper & Magazine Ads
- Billboards and out-of-home advertising
- Direct Mail including list procurement and postage
- Broadcast Media - Radio & TV Commercials (if using MECH TV spots, please submit Consent Form found on Canto)

### **Branding**

- Branded Apparel – requires prior approval from Mitsubishi Electric’s Marketing Manager
- Home Shows, Displays, & Demo Units (must provide photo of whole booth with MECH products displayed). If additional non-competing brands are advertised on the wraps MECH will prorate the co-op amount.
- Truck wraps that are exclusive to Mitsubishi Electric. If additional non-competing brands are advertised on the wraps MECH will prorate the co-op amount.
- Yard Signs



# Programs: Still Somewhat Old School

## PRINT (NEWSPAPER, MAGAZINE, NEWSLETTER)

- Please refer to the “Requirements for All Ads” section.
- Minimum size eligible is one quarter page.
- The logo must be proportional (at least 1.5” for a quarter or half-page ad and at least 2” for a full-page ad).
- Please note that a multi-page piece, e.g. a newsletter, must include program messaging on all sides. The overall theme of the multi-page piece must include energy efficiency related topics.
- The details of all sponsorship ads and ad journal advertisements including description of event or sponsorship, location (if applicable), dates, audience (number and type), ad cost and placement type must be sent with the approval request notification and provided program approval before the ad is placed.

## YELLOW PAGES

- Please refer to the “Requirements for All Ads” section.
- Size is subject to contractor’s discretion.

## DIRECT MAIL

- Please refer to the “Requirements for All Ads” section.
- Eligible direct mail expenses include: third-party printing, fulfillment, postage, mailing list rentals or list purchases. Creative design or agency costs are not eligible. All costs should be itemized separately. Printing and postage requests must correlate with each other.
- The logo must be at least 1” for a 4.25” x 6” postcard and at least 1.5” for a 6” x 9” postcard or 8.5” x 11” letter.

## TELEVISION

- Please refer to the “Requirements for All Ads” section.
- Minimum 30-second spot. The NJCEP logo must be recognizable and prominent. The logo must appear for at least 5 seconds in a 30-second commercial; 8 seconds in a 45-second commercial; and 10 seconds in a 60-second commercial.
- The appearance of the logo must be prominent and accompanied by the following verbal tag: "Rebates are

available from the New Jersey Board of Public Utilities and its *Clean Energy Program*.”

- Please note TV scripts must be submitted and pre-approved before production.

## RADIO

- Please refer to the “Requirements for All Ads” section.
- Minimum 30-second spot.
- The following verbal tagline should be mentioned at the end of the spot: “Rebates are available from the New Jersey Board of Public Utilities and its *Clean Energy Program*.”
- Please note radio scripts must be submitted and pre-approved before production.

## WEB BANNER

- Please refer to the “Requirements for All Ads” section.
- Web banners are intended for external websites and not the contractor website.
- The NJCEP logo is optional, but preferred.
- The consumer benefit statement is not required, but language highlighting the program should be featured.
- Web banners will be reviewed on a case-by-case basis and requirements are subject to program approval.

## SIGNAGE

- Please refer to the “Requirements for All Ads” section.
- Signage includes lawn signs, banners, banner stands and door hangers.
- The NJCEP logo should be recognizable and prominent.
- The primary message should be about the program and its benefits.

## BILLBOARD REQUIREMENT

- Please refer to the “Requirements for All Ads” section.
- Billboards are required to include the NJCEP logo and the logo must be predominant (ideally 1/8 of the image).
- Billboards will be reviewed on a case-by-case basis and requirements are subject to program approval.
- The consumer benefit statement is optional, but preferred.



## Sometimes: Lots of Requirements

### REQUIREMENTS FOR ALL ADS

- The NJCEP logo is required and should be proportional to the size of the ad.
- This consumer benefit statement is required and must be of equal text size to that used in the body copy: “Look for heating and cooling equipment with high energy efficiency ratings to maximize your energy savings.”
- The following sponsorship statement is also required: “*New Jersey’s Clean Energy Program*™ is brought to you by the New Jersey Board of Public Utilities and does not endorse any one particular contractor. Information can be found at NJCleanEnergy.com.” There is no size requirement for the sponsorship statement (this may be noted in small print at the bottom), but it should be clearly legible.
- An explanation must be included in a footnote when combining rebates from various sources, e.g. “up to \$1,500 in rebates.\*” “\*Up to \$500 COOLAdvantage rebate and \$1,000 manufacturer rebate”.



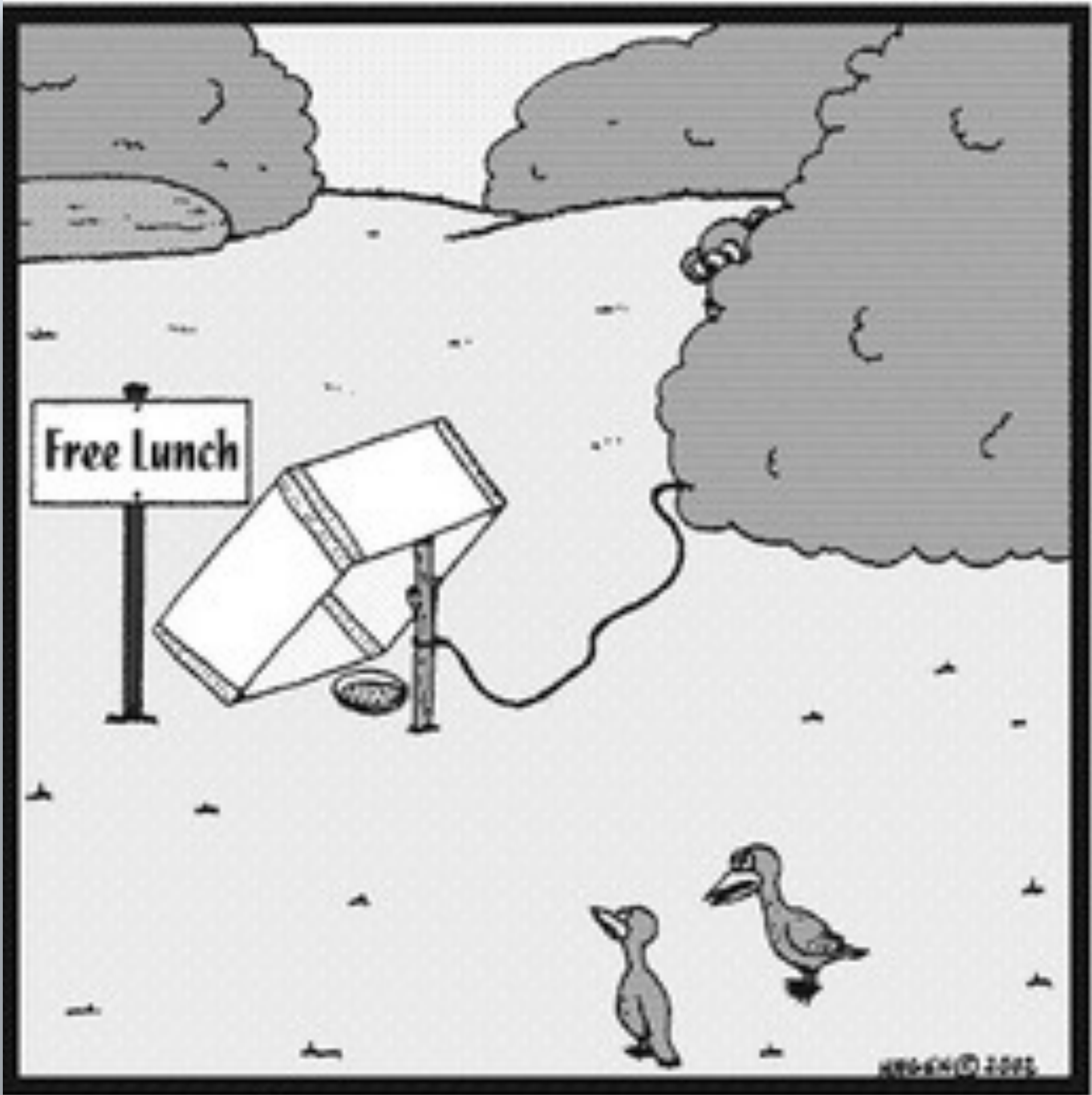
# **ADVANTAGES OF CO-OP MARKETING**



**Other People's  
Money**



# Free Money is Never Free



I am a bit suspicious... In my experience, there is no such thing as a "Free Lunch"...



## Advantages of Co-op Programs

- **Other People's Money**
- **Stretch your Marketing Dollars**  
Tactics you might not utilize on your own  
More marginal tactics (print, billboards, etc) that might not ROI at 100% cost
- **Use Large Company Creative Assets & Images**
- **Leverage Big Company Brand Recognition & Advertising Campaigns**



# **MARKETING TACTICS THAT CAN BE EXECUTED IN Q4**





# Google Search Advertising

Increase Bids  
Boost Spend  
Expand Geography

## Sponsored



Goggin Energy

<https://www.gogginenergy.com> › [heat\\_pumps\\_pros](#) › [portland\\_maine](#) ⋮

### Mitsubishi Heat Pump Install - Local Portland Maine Based

Lower Your Bills. Get The Right **Heat Pump** Installed. Call For A Free Visit!

EfficiencyMaine Certified. 8+ Years Experience. Local **Heat...**

Heating equipment supplier · 0.6 mi · Portland · Open · Closes 5 PM

#### Ducted Vs Ductless

We Can Help You To Find The Best Solution For Your Home in S. Maine

#### Heat Pump Cost

How Much Does A Heat Pump Cost? Call Goggin Energy For Info!

#### Heat Pumps Installation

Get Energy Efficient Heat Pumps. Start Saving More. Call Today!

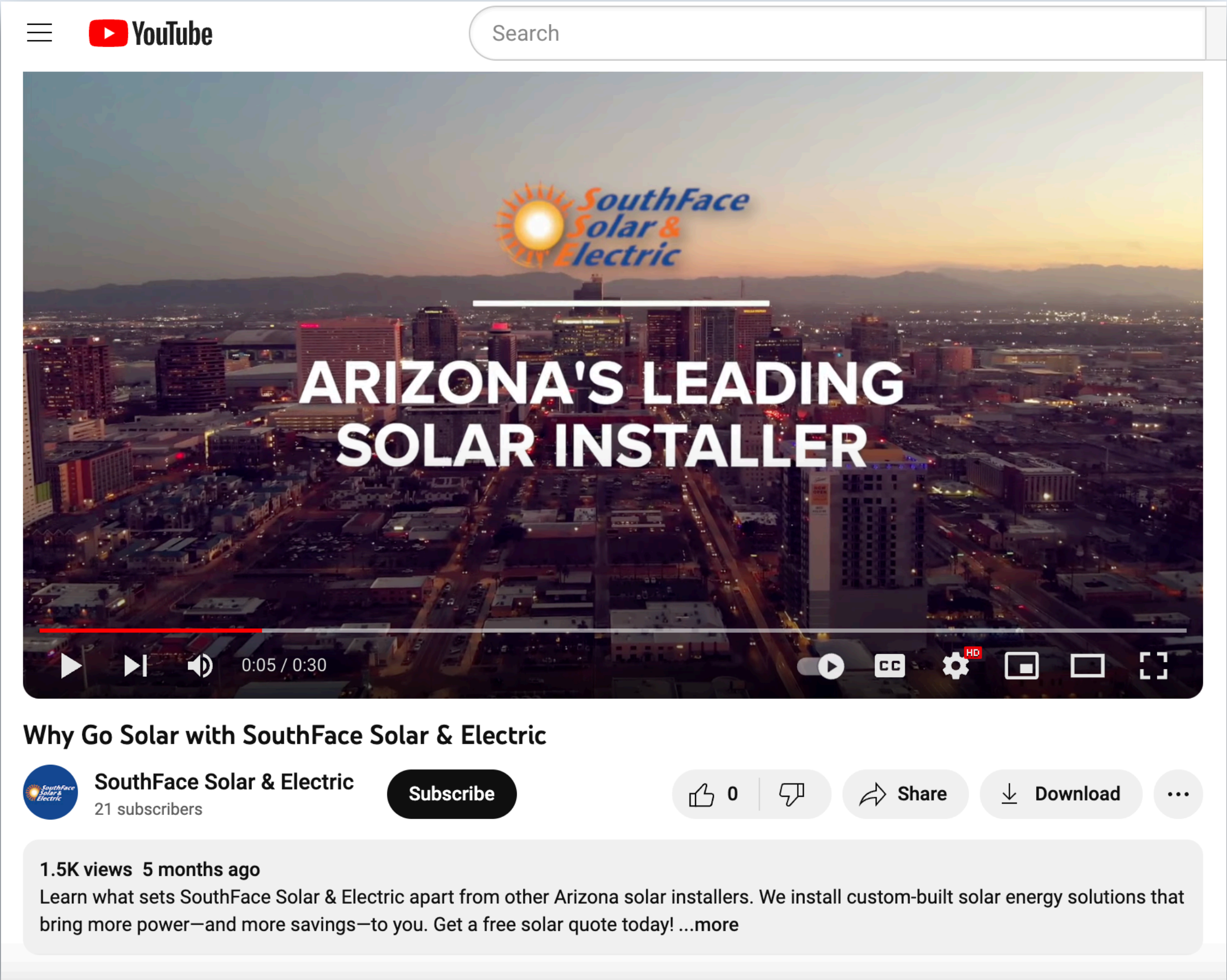
#### Contact Us

Interested In Installing A Heat Pump? Contact us Via Email Or Phone



# Display + YouTube Advertising

## Broad Awareness Building



The image shows a YouTube video player interface. At the top, there is a search bar and the YouTube logo. The video content features a cityscape at dusk with the SouthFace Solar & Electric logo in the upper center. The main text on the video is "ARIZONA'S LEADING SOLAR INSTALLER". Below the video player, the video title "Why Go Solar with SouthFace Solar & Electric" is displayed. The channel name "SouthFace Solar & Electric" is shown with a "Subscribe" button and "21 subscribers". Interaction icons for likes (0), comments, share, and download are visible. The video has "1.5K views" and was posted "5 months ago". The description reads: "Learn what sets SouthFace Solar & Electric apart from other Arizona solar installers. We install custom-built solar energy solutions that bring more power—and more savings—to you. Get a free solar quote today! ...more".



# Google Local Services Ads (Google Guaranteed) —

Boosted Bids  
New Categories

The screenshot shows a Google search interface for "Hvac" in "Minneapolis". The search bar contains "Hvac" and the location bar contains "Minneapolis". Below the search bar, there is a filter for "Install heating system". There are also filters for "Rating" and "Hours". A prominent banner for "GOOGLE GUARANTEED" is displayed, stating "Get it done right or Google pays you back." Below this, the "Sponsored" section lists two results:

- Blue Yeti Services LLC**  
4.9 ★★★★★ (286) · HVAC Pro  
3+ years in business · Serves Minneapolis  
Open · Closes 6 PM  
Buttons: Call, Book, Message, Share
- Aquarius Home Services**  
4.9 ★★★★★ (2,743) · HVAC Pro  
22+ years in business · Serves Minneapolis  
Open 24 hours · (256) 253-6995  
Typically replies in 1 day  
Buttons: Call, Book, Message, Share




# Facebook & Instagram Paid Advertising—

# Product/ Manufacturer Specific Content

Sponsored · 🌐

Want to feel more comfortable at home and save money?



**Get a Mitsubishi Electric heat pump** [Learn More](#)

A heat pump system by Mitsubishi Electric Heating &...

👍 Like      💬 Comment      ➦ Share



# Facebook & Instagram Paid Advertising—

## Educational Content

 **Kearney HVAC, Inc**  
Sponsored · 

Did you know heat pumps both heat and cool? Find out more about Mitsubishi Electric Heating and Cooling heat pumps installed by [Kearney HVAC!](#)



KEARNEYHVAC.COM [Learn More](#)

**How Does a Heat Pump Work?**

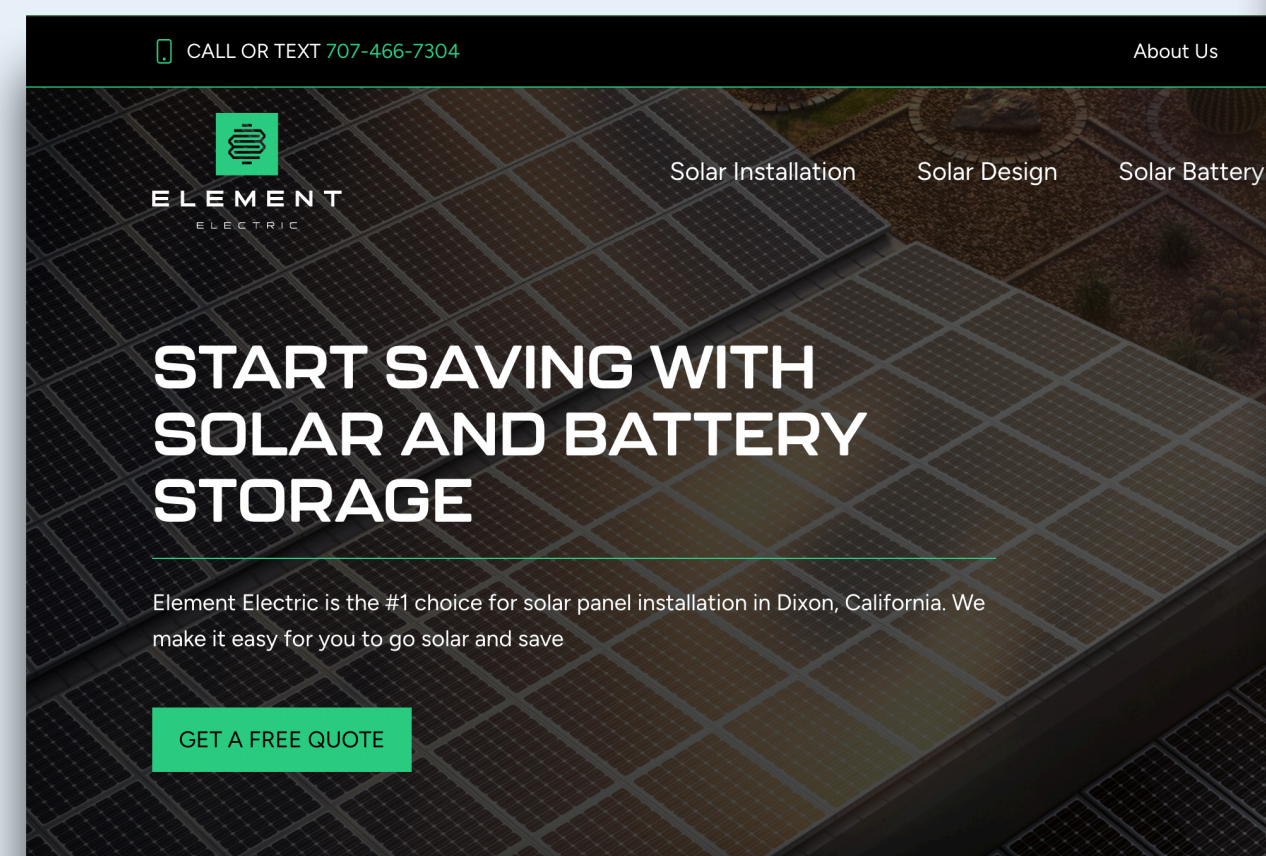
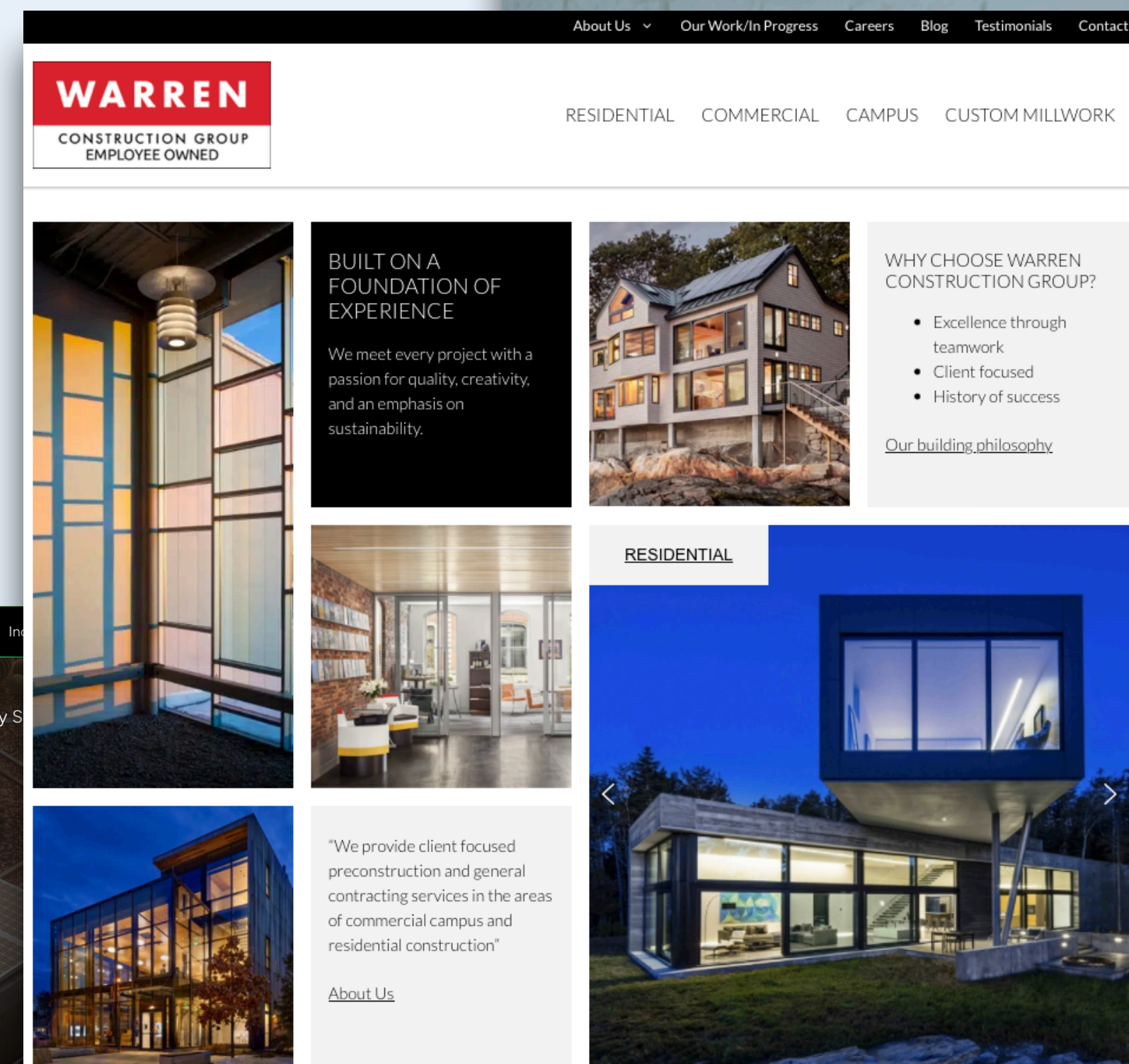
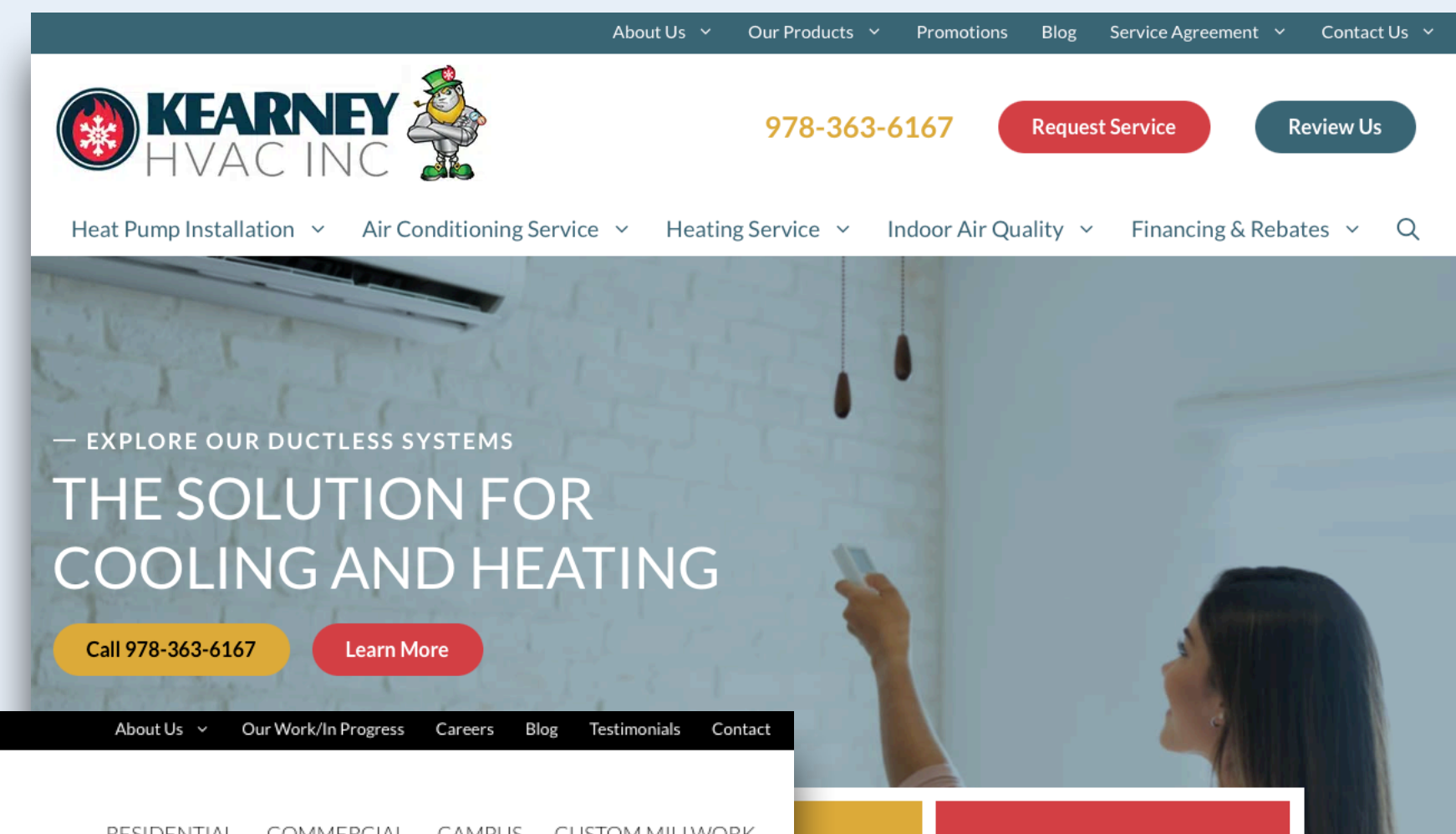
 13  4 Comments  1 Share 41K Views

 Like  Comment  Share



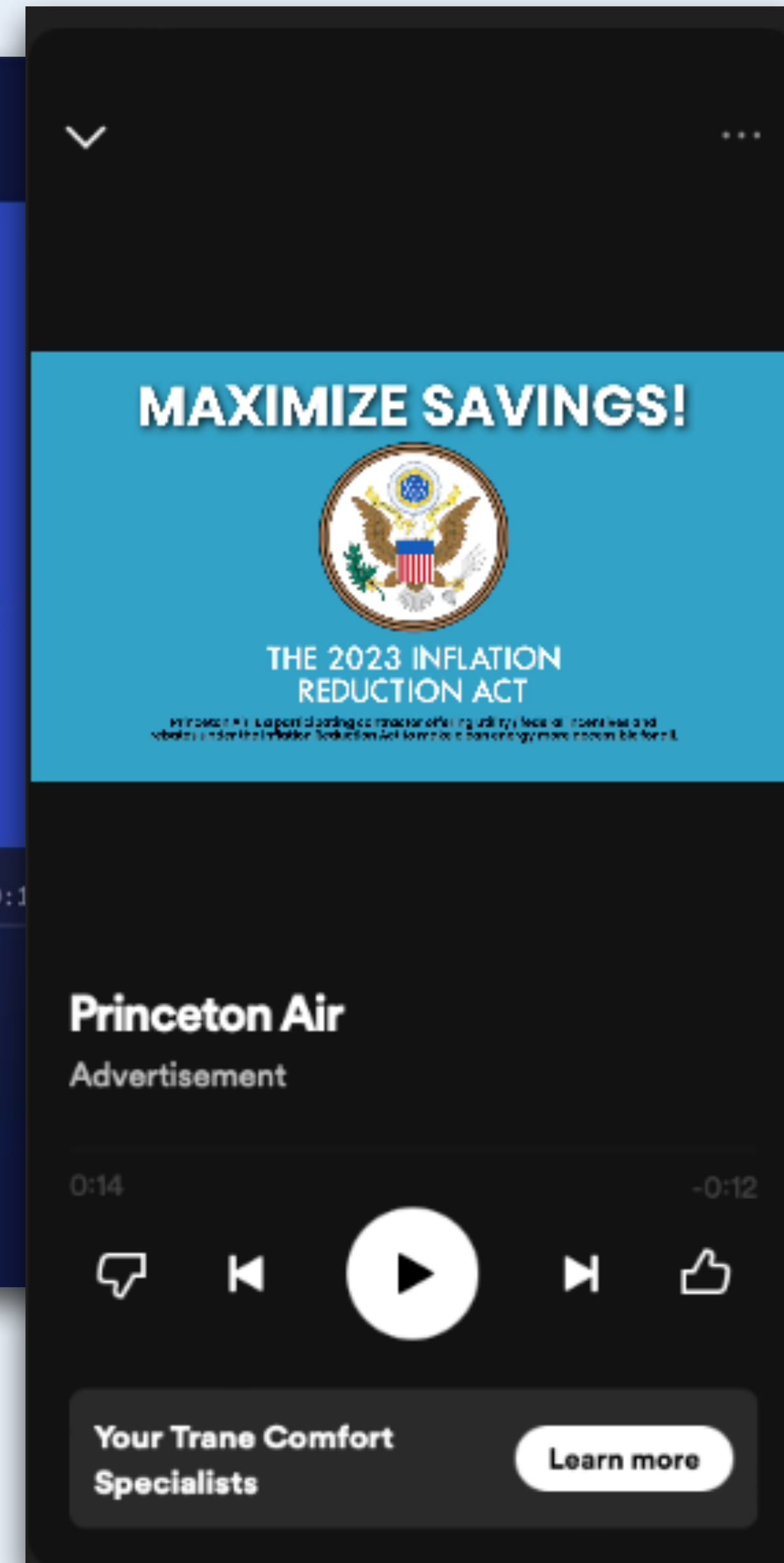
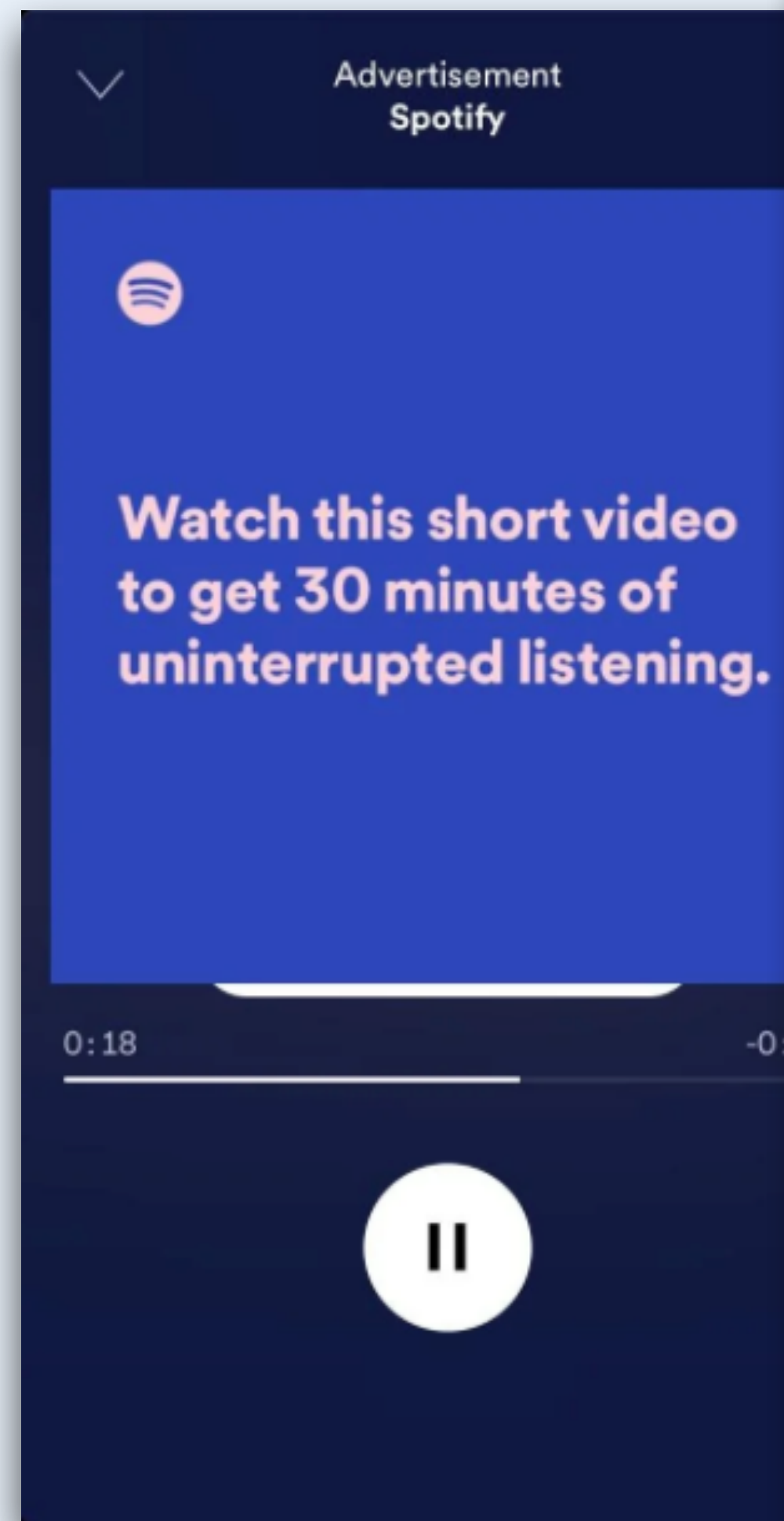
# Website Development—

## Redesigns Calculators, Tools & Plug Ins



# Streaming Advertising (Spotify, etc)—

Ad Production Costs  
Specific Campaigns

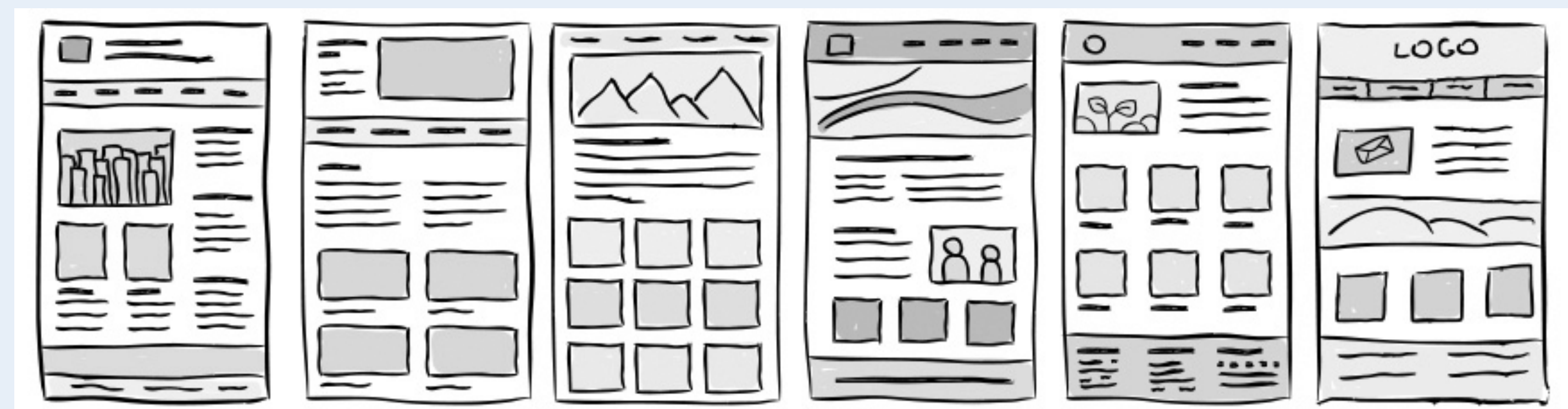


# Content & Video

## Critical Landing Pages

## Major Sections of Content

## Video





# Overcoming Co-op's Major Challenges

- **Complicated Processes & Paperwork**  
Embrace the system  
Let us do it
- **Uncertain or Inconsistent Approval Processes**  
Campaign approach: consistent monthly program  
Use co-op for specific, recurring campaigns (seasonal)
- **Cash Flow Timing (Reimbursement)**  
Spread campaigns evenly across the year  
Avoid the year end rush
- **Creative Requirements**  
Leverage big company creative assets





**DON'T WAIT UNTIL  
DECEMBER**



# QUESTIONS?

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