



COMMUNICATION APPROACHES FOR THE COVID-19/CORONAVIRUS PANDEMIC

Peter Troast, Founder & CEO


Energy Circle Webinar Series

March 18, 2020

What We'll Discuss

- 1 What We're Hearing from Around the Country/What We're Seeing in the Data**
- 2 Part One of a Communications Strategy—A Strong Company Statement**
- 3 Thinking About the Other Side—Positioning Your Company to Bounce Back Strong**
- 4 Discussion & Questions**

<https://www.energycircle.com/resources-responding-covid-19>



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Webinars Whitepapers & Guides [Resources for Responding to COVID-19](#)

Resources for Responding to COVID-19

We are working with our clients around the clock to help craft careful and direct messaging for their customers and service area communities. Below is a list of resources that home performance, HVAC, and solar companies can use to get out ahead of the evolving COVID-19/coronavirus crisis and take a strong position as a leading local business. Included are ideas for blogs, emails, social media, and more, as well as links to examples of already published material from some of your colleagues across the country. This page will be updated continuously moving forward, so feel free to bookmark and check back in, or to reach out to our team for assistance.

Energy Circle-Provided Resources

- [Draft of Company Statement Outline](#)
- [Recommended Communications Strategies](#)
- [What Should I Tell My Customers About Coronavirus?: Communication Ideas for COVID-19 Blog](#)
- [What Should I Tell My Customers About Coronavirus? Webinar](#)

Examples of Company Statement Communications

- [EcoPerformance Builders, California](#) (home performance)
- [Insource Renewables, Maine](#) (solar, heat pumps)
- [Healthy Home Energy & Consulting, New York](#) (home performance)

Daily Report from the Energy Circle Search Dataset

Tuesday, March 17. Shawn Cohen, Director of Digital Strategy

"I spent the afternoon looking at search volume metrics by industry, for both HVAC and home performance/insulation related searches, comparing the last 14 days as compared to the previous 14 days. Basically - TL:DR of it all - impressions and clicks are actually up across the board by 2.8% and 6.5% respectively. We're seeing lots of movement around rebates and financing terms, and some losses in the 'new install' and 'repairs' categories...but it's evening out so far. I think this tells us that people are thinking beyond this crisis. They are still planning for future services and improvements to their homes, they're looking into

Observations & General Thoughts

- **Situation is Fluid and Changing by the Hour**

What we say today may be naive tomorrow

- **Get Out in Front of It**

Demonstrate that you're on it

- **How You Handle This—Says A Lot About Your Company**

People will remember

- **For Now, No Measurable Decline in Demand**

Google Ads Dataset, Contractor Feedback, Google Trends data

- **Lots of Variability by Location & Business Model**

- **People Are Locked in Their Homes**

Increased focus on health, IAQ, comfort, safety

Possible Company Statement Messaging

Opening

- Your company's perspective/empathy on this virus.

How we're protecting and taking care of our employees

- Emphasize sick day policies that convey the message that no employees will attempt to work for fear of not getting paid
- Assure clients that you are screening and no sick employees will continue to work

Point out that much of your work takes place outside of the home's living area

- Reassure homeowners that jobs you may be doing are largely in attics, crawlspaces and other locations away from occupants
- If you can, offer promises that you'll access those spaces in creative ways without passing through living areas
- Adopt or reconfirm policies that give homeowners peace of mind--we don't use your bathrooms or other facilities

Possible Company Statement Messaging

Remind people that high end respiratory equipment is standard practice

- Regardless of this particular virus, our employees wear protective gear that vastly exceeds guidelines recommended for COVID-19
- If appropriate, adjust your internal policies so employees wear respiratory equipment any time they are passing through living environments

Give elevated prominence to financing options

- Keep in mind that for many people this is also a financial crisis, and many will be reconsidering significant expenses while markets crater
- If you have financing available, and especially if you're able to offer special deals for the foreseeable future, promote these options prominently

Point out that the end product of your work is very often a healthier home--taking control of the indoor environment

- It's spring tune up season for HVAC. Emphasize that you'll be changing filters, checking for duct leakage, preparing the home to be comfortable and healthy in advance of the coming summer.

Company Statement—Prominence

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Our Response to the COVID-19 Outbreak

TOTAL HOME PERFORMANCE IS COMMITTED TO KEEPING OUR CUSTOMERS AND EMPLOYEES SAFE. READ MORE BY CLICKING [HERE](#).

Company Statement—Prominence

COVID-19 Update From Ideal Energy—Keeping Customers & Employees Safe

ideal energy
air conditioning done right

480.839.0082

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Is the writing on the wall when it comes to home cooling?

Learn more about the signs that you need a new AC.

REACH OUT TODAY

Bold Approaches to Conveying Safety

Here is what we are doing:

- Each staff member will have their temperatures taken every morning and recorded before beginning work to ensure we are not showing signs of a fever. We are a small staff and if one of us shows signs of the virus (fever, dry cough, difficulty breathing, flu-like aches) we will ALL self-quarantine appropriately.
- We will sanitize our tools, vehicles, respirators, and surfaces we touch with approved disinfectants. We will wash our hands with soap and water regularly. We have always used protective suits, gloves, respirators, and personal protective equipment, but will increase our usage of these protective items. Similarly, we will also increase our daily job site cleaning to include sanitizing surfaces in the home we have been in contact with.

Bold Approaches to Minimizing Contact

- Staying out of the house unless necessary
 - 99% of our work is done in your attic and crawlspace. We can further minimize our presence inside the house by discussing options for cutting attic and crawlspace access points in garage ceilings and on the outside of the home. This brings foot traffic down to a minimum into your home. The only times we would really need to be in your home is to tape grilles, commission the HVAC system, perform some final testing near the end of the project, and in some cases do dust containment for new boot cut ins. When we do need to come in your home, we are all equipped with TyVek plastic suits, booties, gloves, and respirators.
 - We also use HEPA vacuums and dust management strategies to keep all particulates to a minimum.
 - We always give the option to have a porta-potty brought to your house which will also reduce unnecessary foot traffic in your home.
 - All personnel have been trained on sanitary processes to minimize the spread of germs and viruses.

Bold Approaches to Minimizing Contact

3. **We are strategically continuing our solar installation work - outside.** Much of our work is performed outside in the elements, which generally presents a low risk of exposure to disease. Our risk is in the proximity to one another during work, traveling to job sites, working around surfaces inside homes and businesses, and interaction with clients. We have spoken with individual installation staff to assess their risk of hosting the virus and the risk that they could carry COVID-19 back home and infect others with compromised immune systems or other health risks. Those individuals that present anything other than a low risk are working on special projects in isolation, which include administrative tasks and technical training. Workers with low risk are being considered for work at selected sites. We have adjusted our crew structure to reduce exposure, have informed staff to minimize community activity outside of work, and are scheduling installation tasks that do not involve working in areas that could create exposure risks for our employees or occupants. We are continuing to monitor activity and public health recommendations and will act quickly if anything additional is needed to protect public health.

Where to Place Company Statement

- **Where People Are Already Looking at Your Company**

 - Prominently on your website

 - Google My Business Post

 - Q&A in Google My Business (“what are you doing about covid-19”)

 - Organic Facebook Post

 - Google Ad for Company name search

- **Where People Would Expect to Hear From You**

 - Email to already scheduled jobs & appointments

- **Caution: Perhaps Not in Push Marketing**

 - Not another Covid-19 policy email

Marketing in the Midst of a Pandemic

- **Determine if Active Lead Generation Remains Productive**

Where specific service search volume has not declined

Remember: no search, no click, no cost, no risk

Specific types of services likely to remain active: AC service, repair, healthy home

- **Scrub Your Overall Messaging**

Tailor messages to today's reality

Beware tone deafness

Elevate financing messaging

- **Position Your Company: Smart, Thoughtful, Caring in a Crisis**

How you respond and communicate now carries weight

- **Focus on Your Foundation/Prepare for the Other Side**

Website content strength and completeness (healthy home/IAQ)

Build trust and authority

Don't go completely dark



QUESTIONS?

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