



## **COVID-19 STRATEGIES PART 2: EVOLVING COMMUNICATIONS APPROACHES & HOW TO PREPARE FOR THE REBOUND**

Peter Troast, Founder & CEO


Energy Circle Webinar Series

*March 25, 2020*

# What We'll Discuss

- 1 Quick Review—Best Practices for a Strong Company Statement + How & Where to Communicate It**
- 2 Innovative Moves in the HVAC/HP/Solar Community**
- 3 Marketing in the Midst of a Pandemic—What Can/Should/Might You Be Doing Now**

<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)

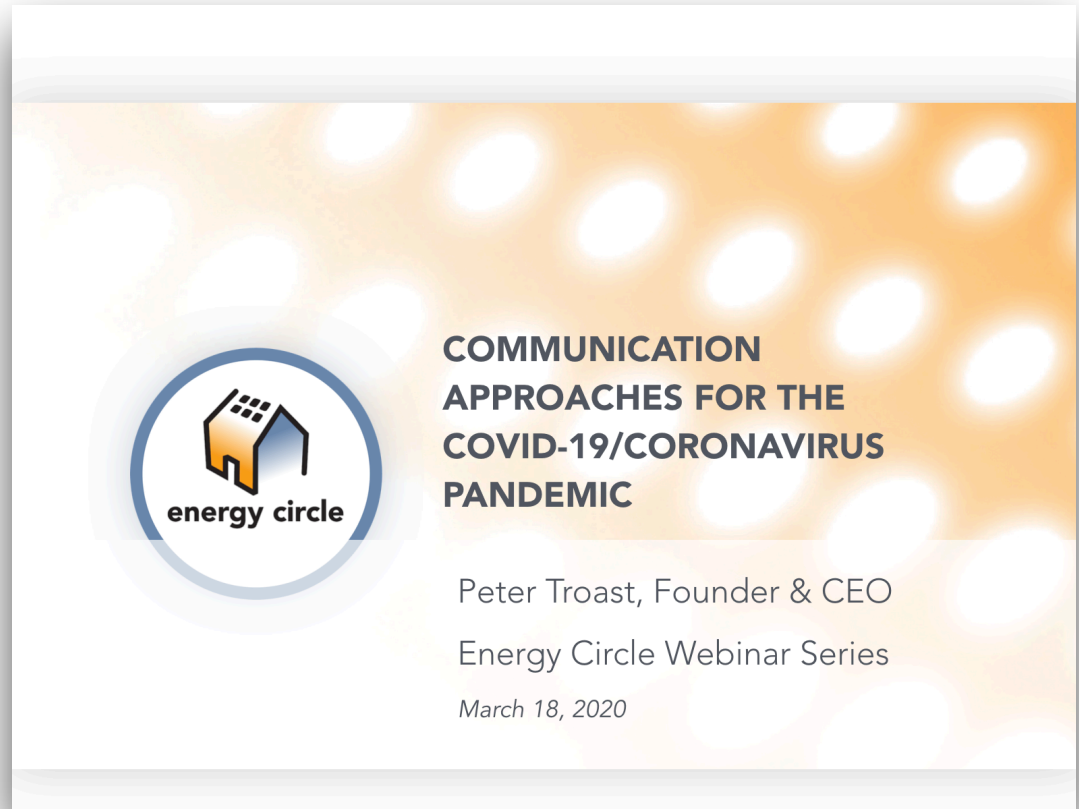
### Daily Report from the Energy Circle Search Dataset

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

# Previous Webinar

- **Getting Out Ahead of COVID-19**
- **Ideas for a Company Statement**
- **How to Communicate Your Policy**





# 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, Only Modest Decline in Demand**

Google Ads Dataset, Contractor Feedback, Google Trends data

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

HVAC & unoccupied buildings generally hanging on/Retrofit envelope not

- ★ **People Are Locked in Their Homes**

Increased focus on health, IAQ, comfort, safety

# Company Statement is Critical

The screenshot shows the Princeton Air website. At the top, there is a navigation menu with links for About, FAQ, Blog, News, Financing, Careers, Case Studies, Pay Bill / Client Portal, Contact, Special Offers, and a phone number 609-454-6323. The Princeton Air logo is on the left, with the tagline "Discover the Difference". Below the logo is a horizontal menu with categories: SPECIAL OFFERS, HEATING & COOLING, PLUMBING, HOME AUTOMATION, HEALTHY HOME, HOME PERFORMANCE, COMMERCIAL SERVICES, and EMERGENCY SERVICE. The main content area is split into two columns. The left column has a light blue background and contains a "COVID-19/Coronavirus Statement" with the text "We are open and fully operational." followed by a paragraph about their response to the pandemic and a list of safety protocols. The right column has a dark blue background and contains a "Discover What We Can Do For You!" section with the phone number 609-454-6323 and a contact form with fields for Name, Phone, Email, and Address, and radio buttons for service needs.

About | FAQ | Blog | News | Financing | **Careers** | Case Studies | Pay Bill / Client Portal | Contact | Special Offers | 609-454-6323

**Princeton Air**  
Discover the Difference

SPECIAL OFFERS | HEATING & COOLING | PLUMBING | HOME AUTOMATION | HEALTHY HOME | HOME PERFORMANCE | COMMERCIAL SERVICES | **EMERGENCY SERVICE**

## COVID-19/Coronavirus Statement

**We are open and fully operational.**

**What we're doing in response to COVID-19/Coronavirus:**

Like many of our family, friends, and neighbors, the team at Princeton Air has been closely monitoring developments in the COVID-19/coronavirus pandemic. Our priorities are to continue to be an asset to the community during these uncertain times, while at the same time ensuring that our employees and our customers remain as healthy and safe as possible. You may have questions about an upcoming service appointment, would like to upgrade your system, or you need to call for service. [Here are just a few of the precautions we're taking moving forward.](#)

The Department of Homeland Security has deemed us **essential service** and we are here to help in every way we can.

To ensure protection for our customers and employees we have implemented our "Zero Contact" service protocol which includes:

- New gloves & booties on each call.
- Operating your equipment at the equipment so no need to touch your thermostat where applicable.
- Eliminating the need to physically sign the Technicians iPad and we will send you the job details if requested.

If you would like to submit an inquiry, please send us a message through our chat

Discover What We Can Do For You!  
**609-454-6323**

Name \*

Phone \*

Email \*

I need... \*

- Maintenance
- Repair
- Estimate
- Other

Address

Address 1 \*

Address 2

City \*

State \*

- Select -

ZIP code \*

I am interested in... \*

- Residential Maintenance or Repair
- Residential Equipment Estimate
- Commercial Service Estimate

# Company Statement—Prominence

**TOTAL home PERFORMANCE**

About Us | Rebates & Financing | Pearl Certification | Blog | Testimonials | Contact **(410) 469-1310**

CRAWL SPACE ENCAPSULATION    ATTIC SERVICES    INSULATION    HOME ENERGY AUDITS    HOME PERFORMANCE WITH ENERGY STAR®

## YOUR LOCAL HOME PERFORMANCE SPECIALISTS

Serving Eastern Maryland

**LEARN MORE**

**INTERESTED IN A FREE CRAWL SPACE ESTIMATE?**

Contact us!  
**(410) 469-1310**

Name \*  
Phone \*  
Email \*

**Our Response to the COVID-19 Outbreak**

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

# 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.

# 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



# New in Google My Business

**New COVID-19  
post type  
14 days**



The screenshot shows a Google My Business profile for 'Mass Energy Experts LLC'. The profile includes a search bar with 'mass energy experts', a street view image of the building, a 5.0 star rating from 4 reviews, and the business category 'Insulation contractor'. Action buttons for Directions, Save, Nearby, Send to your phone, and Share are visible. The address is 55 6th Rd, Woburn, MA 01801. A 'Suggest an edit' button is present. A 'From the owner' section features a 'COVID-19' post with the text: 'At Mass Energy Experts, the health and safety of our customers, communities, and staff are our top priority.' The post was made 3 hours ago and has a 'LEARN MORE' link. A satellite map view is also shown on the right side of the profile.



# **INNOVATIVE MOVES ACROSS THE INDUSTRY**



# Innovative Ideas We're Hearing About

- **Virtual Energy Audits**
- **Community Support**
- **Financing Aggressiveness**  
We'll pay first X months
- **Sharing Furloughed Employees**
- **Focus on "Zero Contact" Measures**  
Heat Pump Water Heaters  
Rooftop Solar  
Crawlspace Repair  
Pool Pumps



# **A MARKETING STRATEGY FOR NEAR TERM: POSITIONING YOUR COMPANY FOR THE REBOUND**

# 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

# Two Sides of the Marketing Equation

**WHO**

**WHAT**

**Strong Digital FOUNDATION**

**Active LEAD GENERATION**

# Two Sides of the Marketing Equation

## Strong Digital FOUNDATION

## Active LEAD GENERATION

WHO

All Companies

WHAT

Strong Website  
Google My Business  
Reviews  
Local Search Success  
Content  
Digital Systems

# Two Sides of the Marketing Equation

WHO

## Strong Digital FOUNDATION

All Companies

## Active LEAD GENERATION

HVAC

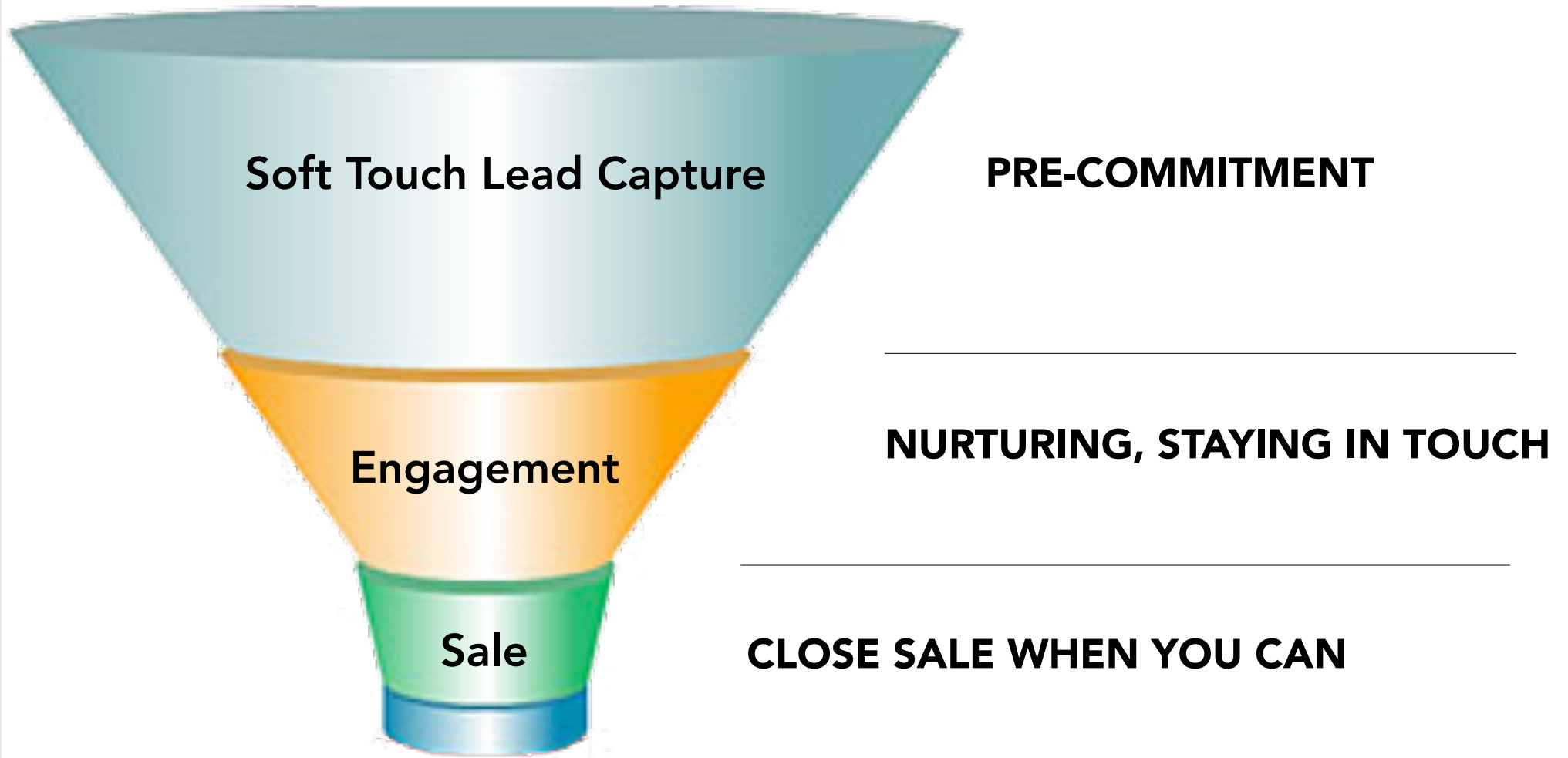
Unoccupied Buildings  
Zero Contact Measures

WHAT

Strong Website  
Google My Business  
Reviews  
Local Search Success  
Content  
Digital Systems

Google Ads  
Google Local Services Ads  
Facebook Ads/Audiences  
Purchased Leads

# Different Sales Funnel for Different Times



# Focusing on Your Foundation

**High Performing Website**

Domain Authority, Links, Conversion

**Google My Business Completeness**

Categories, Subcategories, Products

**Services Content**

Add, Improve. Video. Healthy Home?

**Case Study/Project Story Content**

Aim for Volume

**Financing Content**

Tune Up, Move to Front

**Local Rankings Attention**

Determine Priorities, Optimize for Key Geos

**Social Platforms**

Facebook, Instagram, YouTube, Twitter, etc

**3rd Party Review Growth**

Focus on Diversity & Content, Hold on Google

**Recruiting**

Careers Page

**Customer Service/First Touch**

Scripts, Objection Handling

**Digital Systems**

CRM, Live Chat, Website Integrations





**QUESTIONS?**

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