



**WORKING ON THE BUSINESS:
HOW TO SELF-AUDIT &
DETERMINE YOUR PLAN
AMIDST THE COVID-19/
CORONAVIRUS PANDEMIC**

Peter Troast, Founder & CEO

Energy Circle Webinar Series

April 1, 2020



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Paycheck Protection Program (PPP)

An SBA loan that helps businesses keep their workforce employed during the Coronavirus (COVID-19) crisis.

Content



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



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Digital Marketing Web Platform Lead Gen Results Blog About Careers | 207.847.3644

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](#)
- [COVID-19 Strategies Part 2: Evolving Communication Approaches & How to Prepare for the Rebound Blog](#)
- [COVID-19 Strategies Part 2: Evolving Communication Approaches & Preparing for the Other Side 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)

March 2020: COVID-19 Impact Report from the Energy Circle Google Ads Dataset

Wednesday, April 1.
Shawn Cohen, Director of Digital Strategy

New Data: Google Ads Report

Digital Marketing
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COVID-19 Google Ads Impact Report - March 2020

By Shawn Cohen | April 1, 2020

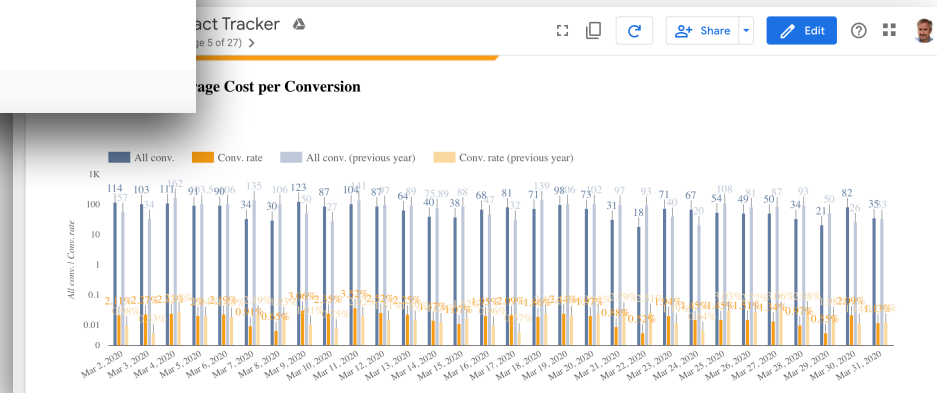
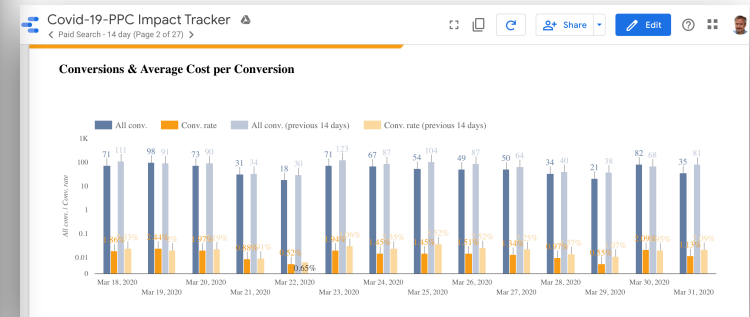
We're now a month into actively monitoring the impact that the COVID-19 pandemic is having on Google Ads performance and user search trends in the HVAC, Home Performance, and Solar industries and we are beginning to see clearer patterns emerge across KPIs such as impressions, clicks and conversions.

With a full month of data now available for analysis, we're able to form better hypotheses and draw more informed conclusions as to how the crisis may be impacting consumer demand and conversion behavior for products and services in the better building and clean energy sectors.

Here is a detailed analysis of the PPC data we've been tracking as it relates to the potential impact of the COVID-19 health crisis:

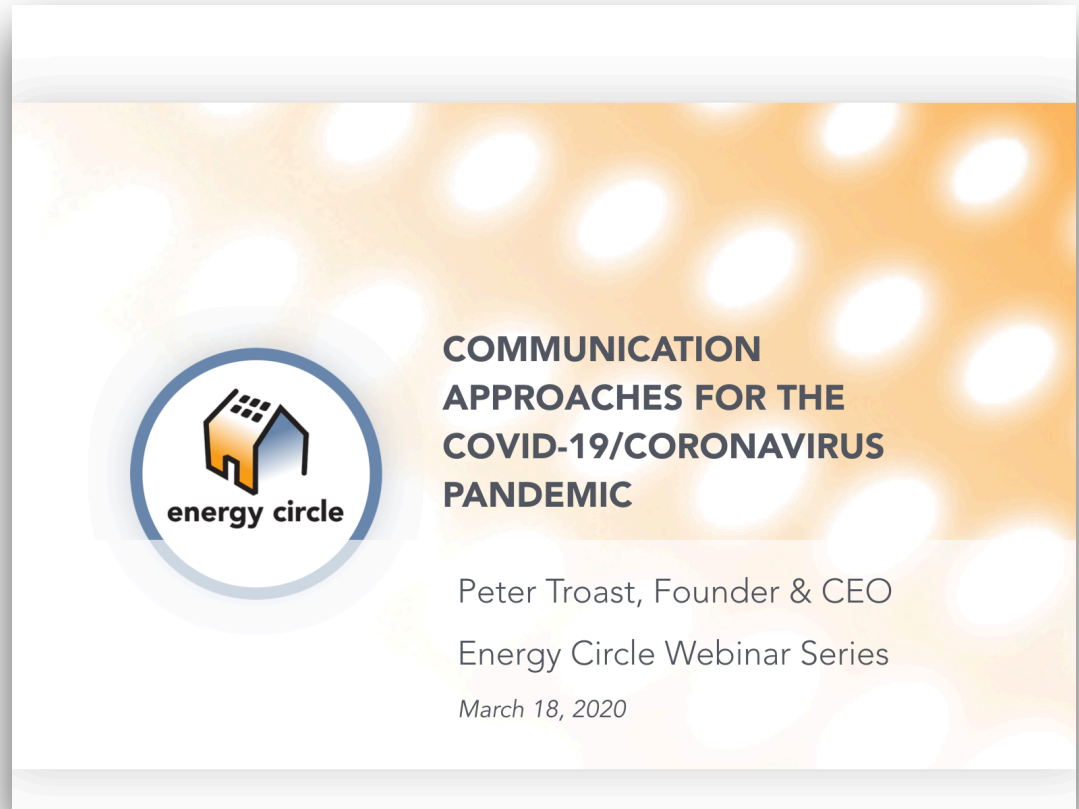
TL;DR Summary:

- Home Performance search volume is down more than it was this time last year, likely due to COVID-19's impact on the industry's availability to deliver non-essential services.
- HVAC search volume has held very steady over the past two months (as opposed to the typical seasonal decline we usually see this time of year), and clicks and conversions have increased as well.



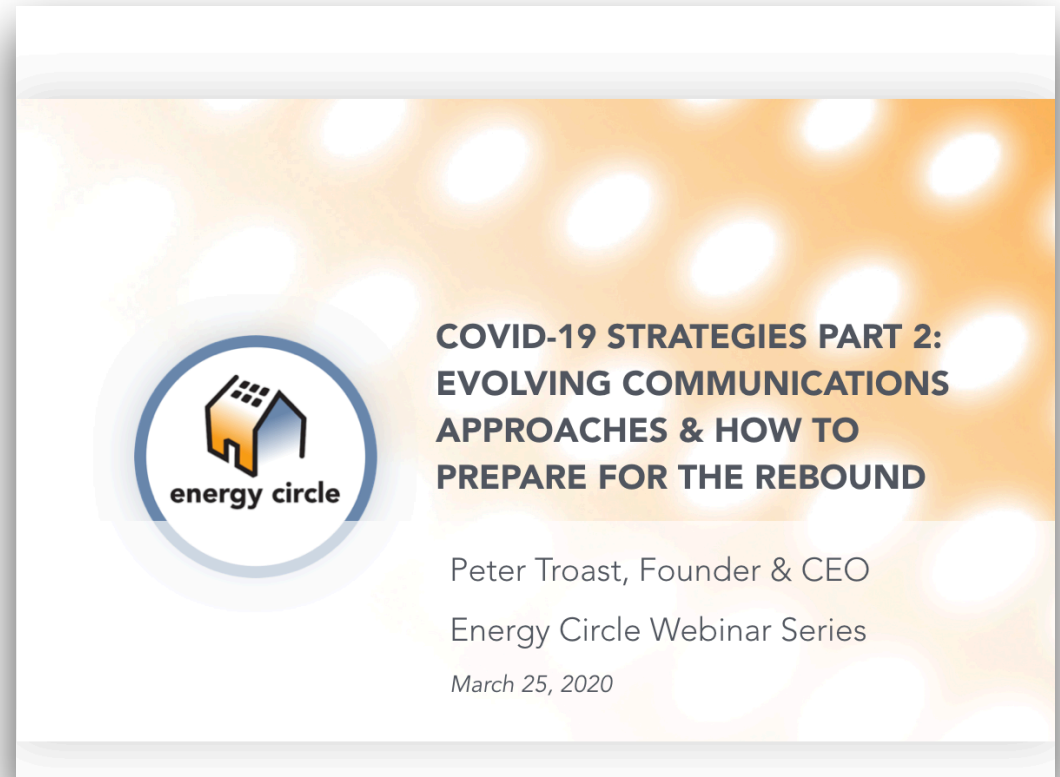
Previous COVID Webinar #1

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



Previous COVID Webinar #2

- **Marketing in the Midst of a Pandemic**
- **Communications Strategies**
- **Shoring Up Your Marketing Foundation**



Today's Agenda

- 1 Determining Your Marketing Foundation Priorities**
 - What is Most Important?
 - What Will Produce the Greatest Return?
 - Conducting a DIY Audit
- 2 Discussion & Questions**

Marketing in the Midst of a Pandemic

1

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

2

Scrub Your Overall Messaging

Tailor messages to today's reality

Beware tone deafness

Elevate financing messaging

3

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

How you respond and communicate now carries weight

4

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

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

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

Organizing Your Focus

WEBSITE

GOOGLE MY BUSINESS

SEARCH RANKINGS

CUSTOMER SERVICE

DIGITAL SYSTEMS

SOCIAL PRESENCE

REVIEWS

RECRUITING

VIDEO

Many Objective Tools & Metrics

WEBSITE	Trust DA, # Pages, Freshness, Core Analytics
GOOGLE MY BUSINESS	Traffic from Insights, Completeness, Reviews
SEARCH RANKINGS	PlacesScout Rankings, Presence of Localized Content
CUSTOMER SERVICE	Qualification Data, Call/Appointment %
DIGITAL SYSTEMS	In Place?, Useful Reporting, Team Compliance
SOCIAL PRESENCE	# of Sites, Activity, Engagement, Traffic
REVIEWS	Quantity in Google, Averages, Diversity, Content
RECRUITING	Applicant Flow, Quality
VIDEO	Quantity, Views Data, YouTube Channel

Simplifying the Self-Audit

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QUESTIONS?

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