




KEY ELEMENTS OF A HEALTHY HOME MARKETING STRATEGY

Peter Troast, Founder & CEO, Energy Circle

Energy Circle Webinar Series

April 29, 2020

<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

Innovative Ideas We're Hearing About

- **Virtual Energy Audits, Quotes, Consultations & IAQ Monitoring**
- **Financing Aggressiveness**
 - We'll pay first X months
 - No payments for 6 months (AC install urgency)
 - 6/12/18 months same as cash
- **Focus on "Zero Contact" Measures**
 - Heat Pump Water Heaters
 - Rooftop Solar
 - Crawlspace Repair
 - Pool Pumps
 - Exterior Moisture Control
 - Generators
- **Reservations/Lists/Queues (scarcity → urgency)**

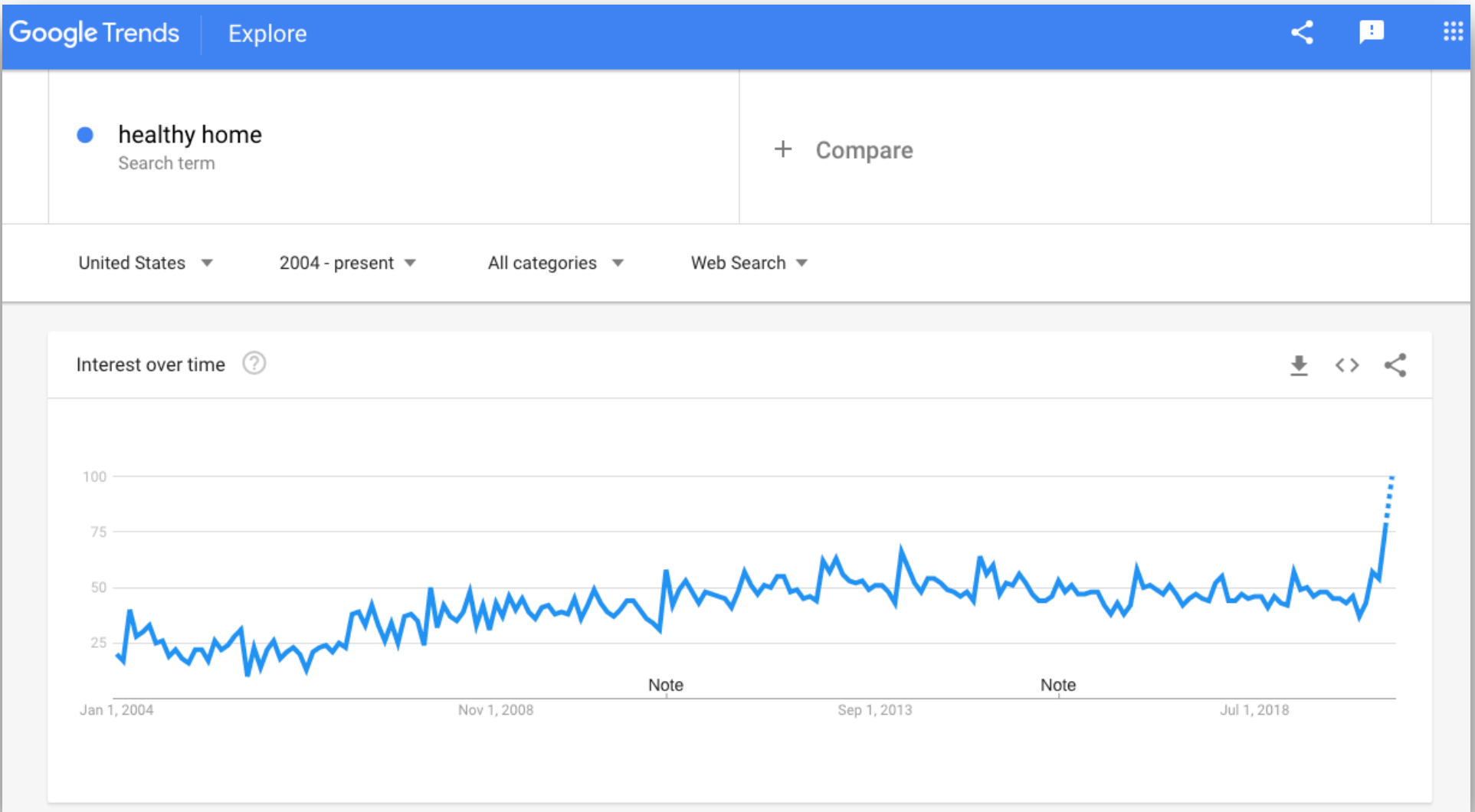
What We'll Discuss

- 1 The Core Premise of Healthier Homes Marketing for Home Performance Contractors**
- 2 COVID Data Update—the Homeowner Mindset**
- 3 Key Elements of a Healthy Homes Marketing Strategy**



THE CORE PREMISE OF HEALTHY HOMES MARKETING FOR HOME PERFORMANCE

(no one understands)



Google Trends, 2004 to present

Taken April 15, 2020



\$499

Healthy Home Marketing 101

1

**NOBODY
CONNECTS HEALTH
ISSUES WITH THEIR
HOME ENVIRONMENT**

Healthy Home Marketing 101

1

**NOBODY
CONNECTS HEALTH
ISSUES WITH THEIR
HOME ENVIRONMENT**

2

**EVERYBODY
WANTS TO FIRST
START WITH A TEST**

The Chasm



Pathway to Meaningful Business

1 **DIAGNOSTIC PROCESS**

- **Standard Energy Audit + IAQ**
- **Air Advice/Airthinx or other Monitoring Device?**

Pathway to Meaningful Business

1 DIAGNOSTIC PROCESS

- **Standard Energy Audit + IAQ**
- **Air Visual PRO or other Monitoring Device?**

2 MEASURES WITH BUSINESS VALUE

- **Envelope Control (air leakage)**
- **Whole House Ventilation**
- **Crawlspace Encapsulation**
- **Duct cleaning and sealing**
- **Moisture Control**
- **Equipment Replacement**

My Assumption:

**COMPANIES DOING QUALITY
WHOLE HOUSE WORK ARE
PRODUCING HEALTHIER
HOMES**



WHAT'S HAPPENING SINCE COVID-19?

(a little data)

Air Purification Searches Exploding

Taken April 15, 2020

RISING	
air purifier for viruses	Breakout
best air purifier for viruses	Breakout
medify air purifier	Breakout
rainbow vacuum	Breakout
air purifier mask	650%
ultraviolet air purifier	450%
air purifier necklace	350%
air doctor purifier	350%
winix true hepa air purifier	300%
personal air purifier	250%
air genie air purifier	250%
reme halo air purifier	200%
levoit air purifier filter	200%
ion air purifier	190%
honeywell true hepa air purifier	180%
smart air purifier	170%
hepa filter air purifier	140%
air purifier costco	140%
uv air purifier	140%
levoit air purifier reviews	140%
whole home air purifier	140%
uv light air purifier	140%
iwave air purifier	130%
true hepa air purifier	120%
homedics air purifier	120%

Taken April 29, 2020

RISING	
molecule air purifier	Breakout
sharper image air purifier	Breakout
koios air purifier	Breakout
levoit air purifier reviews	Breakout
air purifier necklace	400%
pure enrichment air purifier	190%
coway air purifier	90%
best air purifier 2020	90%
whole house air purifier	80%
walmart air purifier	80%
winix air purifier c545	70%
home depot air purifier	70%
true hepa air purifier	60%
iqair healthpro plus air purifier	50%
humidifier	50%
ionizer air purifier	50%
clarifion air purifier	50%

Google Trends Last 30 Days

● Indoor air quality
Search term

+ Compare

United States ▾

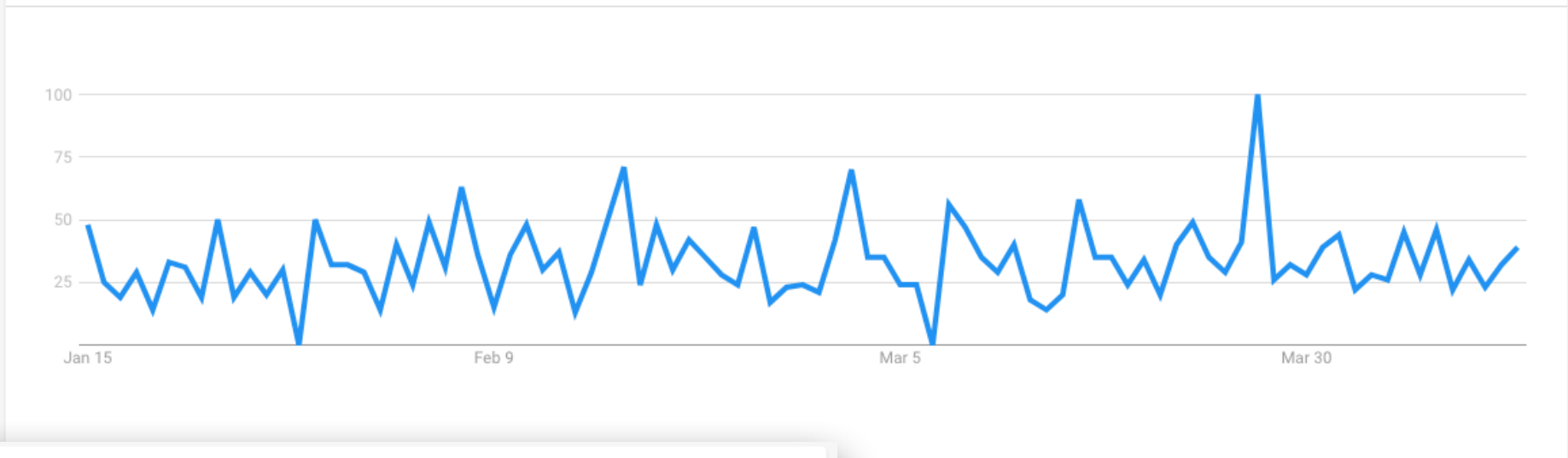
Past 90 days ▾

All categories ▾

Web Search ▾

Interest over time ?

Download, Zoom, Share icons



Related queries ?

Top ▾ Download Zoom Share icons

- | | | | |
|---|----------------------------|-----|--|
| 1 | indoor air quality testing | 100 | <div style="width: 100%; height: 10px; background-color: blue;"></div> |
| 2 | indoor air quality monitor | 71 | <div style="width: 71%; height: 10px; background-color: blue;"></div> |

Google Trends, Jan 15 to present

Taken April 15, 2020



KEY ELEMENTS OF A HEALTHY HOME MARKETING STRATEGY

Start with Principles: Connect the Dots

- **Minimize indoor emissions.**
- **Keep it dry.**
- **Ventilate well.**
- **Protect against outdoor pollution.**

*William W Nazaroff, PhD
Daniel Tellep Distinguished Professor of Engineering
University of California, Berkeley
Editor, Indoor Air*

Long From Landing Pages: Proven Conversion Machines

E3 INNOVATE ABOUT SERVICES INTEGRATED PROJECTS RESOURCES [Start Your Project](#)

Whole Home Solutions

At E3 INNOVATE, we believe a home should be a safe, clean and comfortable place to live in. That's why we help homeowners create high performance homes and continue to bring our clients' projects their most treasured investment for generations.

Ensure your home is comfortable, healthy, durable, and sustainable

with Whole Home Solutions from the Experts at E3. (615) 667-8453

Whole Home Solutions means taking an Integrated Approach to Home Improvement

Whether you are making updates to an existing home, starting a new construction project or remodeling an existing house, E3 provides the expertise to help you create healthy, comfortable and efficient spaces that enhance the value of your investment.

Save money on utility, maintenance, and repair expenses by creating a home designed with an integrated approach. E3 offers more comprehensive and integrated services than you can find elsewhere, including energy efficiency, water and indoor air quality, water resources, and weather resilience.

Discover the E3 integrated approach and how it can help you improve the health and safety of your home. Contact us today to learn more about the integrated approach that makes your home a safer and more comfortable place to live. Our energy team has a ton of tips to help you get started.

E3 INNOVATE is a whole-home performance company that focuses on integrated, long-term solutions that serve you and your family.

Is Your House Making Your Family Sick?

Without a whole-home approach, issues can arise that may lead to health concerns, like mold growth, poor ventilation, radon gas infiltration, and poor indoor air quality. Issues like these can affect the health of your entire family. Symptoms may vary from person to person, so it's important to know about the many symptoms associated with poor home health.

<h4>Physical Symptoms</h4> <ul style="list-style-type: none"> Skin irritation Fatigue, weakness & lethargy Frequent sickness 	<h4>Cognitive Symptoms</h4> <ul style="list-style-type: none"> Frequent headaches Foggy thinking or short term memory loss Difficulty sleeping and waking up
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<h4>Emotional Symptoms</h4> <ul style="list-style-type: none"> Mood changes Feeling agitated or depressed Worry or anxiety 	<h4>Respiratory Symptoms</h4> <ul style="list-style-type: none"> Coughing or shortness of breath Sinus congestion Increased asthma symptoms
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Pets
Pets can be even more sensitive than humans are to household chemicals and allergens

Does This Sound Like You?

I think my house is making me sick.
I get headaches and feel dizzy but it all goes away when I leave the house.
[Learn More >](#)

My hardwood floors are warping.
I have a lot of moisture in my crawlspace from the recent rain and it's messing up my floors!
[Learn More >](#)

The house smells damp and musty.
but I can't figure out where it's coming from or what's causing it.
[Learn More >](#)

Which Symptoms are you Seeing in Your Home?

The first clue that a home has a performance issue is when symptoms appear. This happens when the house is constructed and maintained with a piecemeal approach.

- Excess Dust & Dirt**
 - House looks dingy, even after it's been cleaned
 - Increased allergy symptoms, especially after cleaning
 - Frequent dusting, especially after turning on the heat or AC
- Condensation & Mold Growth**
 - Condensation on the inside of windows in the winter
 - Visible mold growth in bathrooms, on window sills, on air registers, etc.
 - Mold stains on bathroom ceilings and above leaky windows & doors
- Unpleasant Odors**
 - House smells dingy, even after it's been cleaned
 - Increased allergy symptoms, especially after cleaning
 - Frequent dusting, especially after turning on the heat or AC
- Humidity Issues**
 - Air feels damp or clammy, even when the air conditioning is running
 - Hardwood floors cup and crack
- Temperature Discomfort**
 - Home is always too hot or too cold
 - House feels drafty, especially during the winter

Ensure your home is comfortable, healthy, durable, and sustainable

with Whole Home Solutions from the Experts at E3. (615) 667-8453

Common Issues We Solve

Cold or Warped Floors E3's experts will find and repair the cause of the problem and prevent it from happening again. We'll also help you prevent it from happening again.	Drifts Our team will inspect your home for drifts and help you prevent them from happening again.	Asthma and Allergies We can reduce humidity and mold growth in your home and help you prevent it from happening again. We'll also help you prevent it from happening again.	Outside Noise We offer solutions in various forms of soundproofing and weatherstripping to help you prevent noise from entering your home.
HIGH UTILITY BILLS Reduce your air conditioning and heating expenses and help you reduce your costs.	Pests Preventing the gaps and cracks in your home can help you prevent pests from entering your home.	Indoor Temperatures We make the indoor temperature more comfortable and help you prevent it from happening again.	Mold, Rot, and Humidity Our team will inspect your home and help you prevent mold, rot, and humidity from entering your home.

Ready to start your project?
[Talk to an expert](#)

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Pages for Core Healthy Home Services

- **Envelope Control (air leakage)**
- **Whole House Ventilation (Continuous Fresh Air System)**
- **Crawlspace Encapsulation**
- **Duct Cleaning and Sealing**
- **Moisture Control**
- **Filtration**

Cross Reference Within Your Services

Air Sealing Page

A tight house keeps pollution out of your home and prevents air leaks through dirty, moldy places. [Learn More about Healthy Home Services.](#)

Insulation Page

Insulation does more than just keep the cold and heat out of your house. A well insulated home typically means your house will maintain proper humidity levels, so there's no risk of mold. [See how a house that works as a system is a healthier home.](#)

Context within Site Architecture

The screenshot shows a website navigation menu with three main categories: **WORKING WITH**, **PROBLEMS WE SOLVE**, and **WHOLE HOME SOLUTIONS**. The **PROBLEMS WE SOLVE** category is currently selected and expanded to show sub-sections: **DOES THIS SOUND LIKE YOU?**, **COMMON ISSUES**, and **PLANNING FOR THE FUTURE**.

DOES THIS SOUND LIKE YOU?

A home that isn't performing at its absolute best will reveal itself in uncomfortable, annoying, and even dangerous ways. What are your biggest complaints about your home? The symptoms of your home performance issues can affect the cleanliness of your home, how much you pay in energy costs, and even the health of you and your family.

[Learn More](#)

COMMON ISSUES

- Asthma & Allergies
- Comfort Concerns
- Mildew & Moisture
- Radon & Odors
- Sick Building Syndrome

PLANNING FOR THE FUTURE

- Building Sustainability
- Solar
- Electric Cars
- Lifestyle

At the top right of the navigation bar, there are links for **About**, **Blog**, **Resources**, **Projects**, and a prominent **START YOUR PROJECT** button.

Google uses your navigational structure to determine priority, contextual relevance, comprehensiveness

Blog & Article Content That Connects

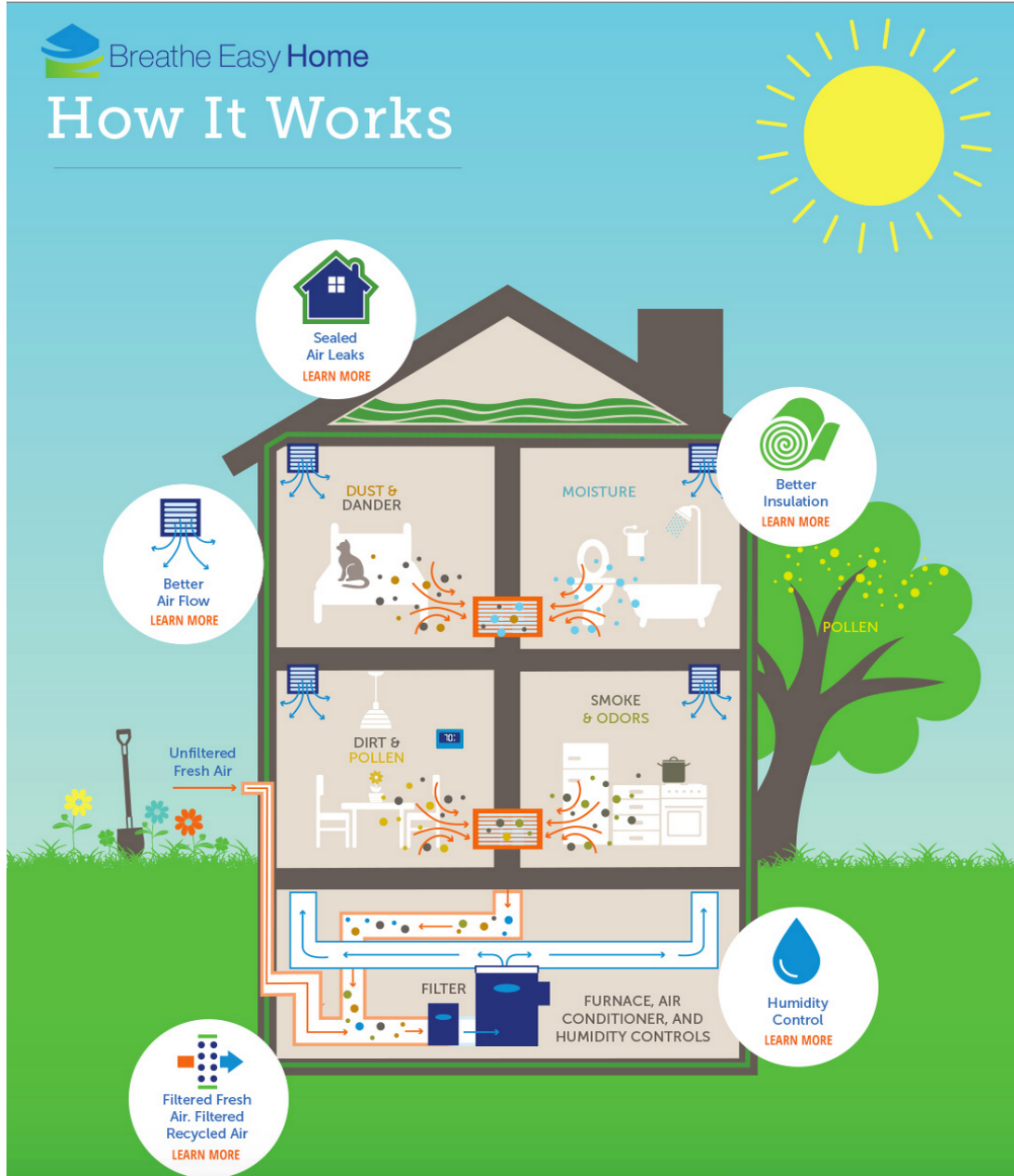
- Air Purifiers & COVID-19
- The Air in Your House--Where's it Come From?
- Is Your House Making You Sick?
- The Benefits of a Fresh Air Ventilation System
- Your House, Your Kids and Asthma
- Low Levels of Carbon Monoxide--Are You Safe?
- Pests in Your Walls--Not Just an Annoyance
- Choosing Healthy Materials for Your Home

Getting Found = Having Content

FAQ's: Short & Sweet & Easy Content

- Is a standalone air filter enough?
- What is an appropriate humidity level in my home?
- Does indoor air quality impact asthma?
- Are mouse droppings a health issue?
- Are low levels of carbon monoxide safe?
- Will a tighter house keep smoke from fires out?
- Xxx

How It Works

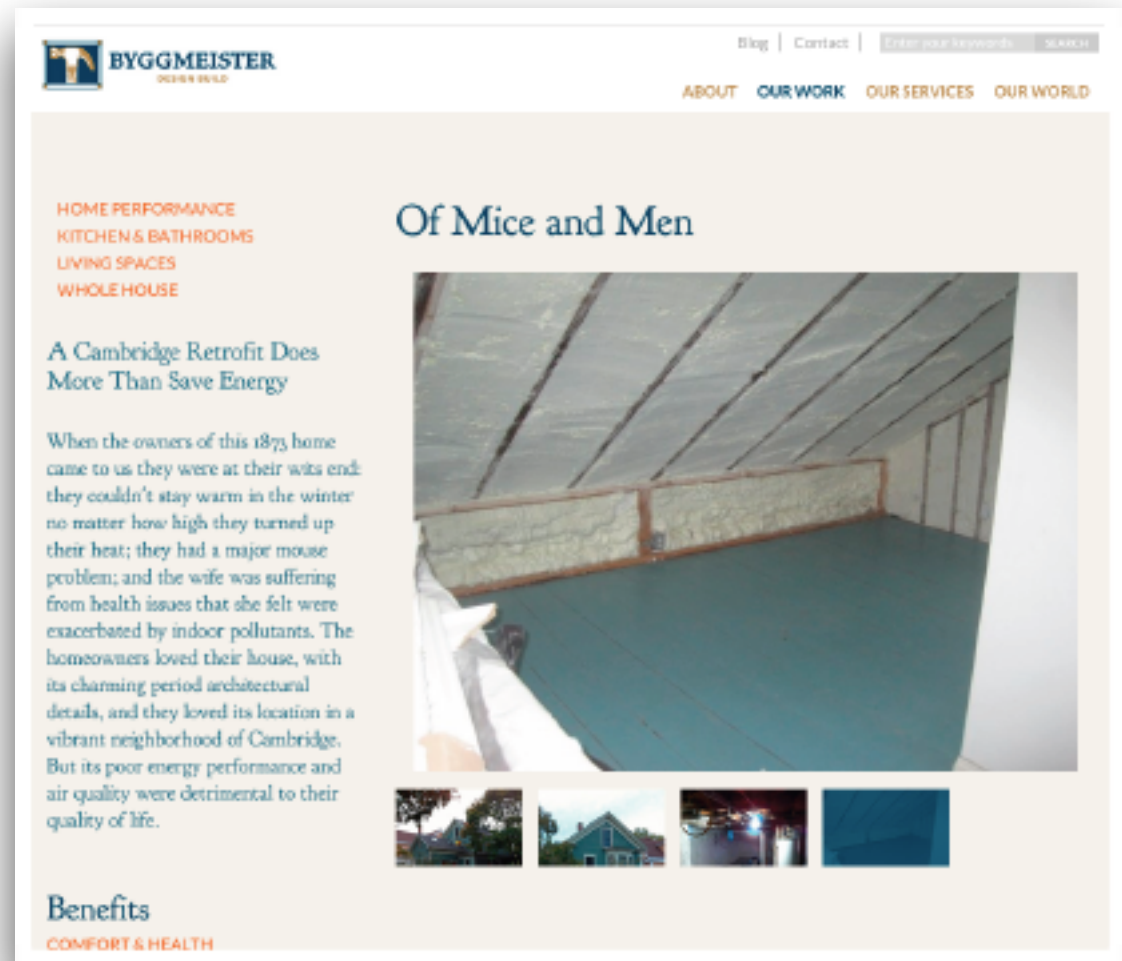


The Ultimate Indoor Air Quality System

Breathe Easy Home's Indoor Air Quality System removes allergy and asthma triggers, and other irritants and pollutants, from your home's indoor environment. We make structural improvements that are more effective than store-bought air purifiers, filter upgrades, HEPA vacuums, or bedding wraps. You'll feel better with healthier air.

Case Studies

- Measures We Implemented
- Voice of the Homeowner



The screenshot shows a webpage for Byggmeister. At the top left is the logo with the text 'BYGGMEISTER' and 'BETTER WORLD' below it. To the right are links for 'Blog | Contact' and a search bar. Below these are navigation links: 'ABOUT', 'OUR WORK', 'OUR SERVICES', and 'OUR WORLD'. The main content area features a category list on the left: 'HOME PERFORMANCE', 'KITCHEN & BATHROOMS', 'LIVING SPACES', and 'WHOLE HOUSE'. The article title is 'Of Mice and Men'. The sub-headline reads 'A Cambridge Retrofit Does More Than Save Energy'. The text describes a 1873 home with energy and health issues. A large photo shows a room with a blue wall and a ceiling with exposed joists and insulation. Below the photo are four small thumbnail images: a house exterior, a house exterior, a kitchen interior, and a blue wall. At the bottom left, the word 'Benefits' is followed by 'COMFORT & HEALTH'.

Facebook Advertising

Example of your image ad at 300x250



Solve Air Quality Problems



Combat pollutants and keep your home's air quality clean by scheduling an assessment.



Example of your native ad at 300x250



How healthy is your home? Find a whole home solution with...


[Learn More >](#)

Best Targeting of Healthy Home Prospects
Awareness Building First
Lead Conversion Secondary

Facebook Advertising

EXCEL Excel Heating & Cooling
Sponsored

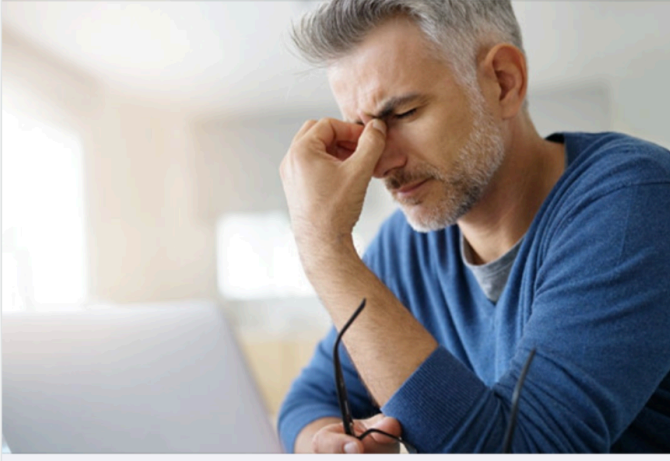
Just because you're inside doesn't mean you're safe from springtime allergies like pollen, dust, dander, mold, or carbon monoxide. Excel's indoor air quality services can leave your home healthy and safe for you and your family, giving you peace of mind when you're inside.



EXCELCOOL.COM
Make your home allergy free this spring
Learn more about how Excel can help bring you springtim... [Learn More](#)

EXCEL Excel Heating & Cooling
Sponsored

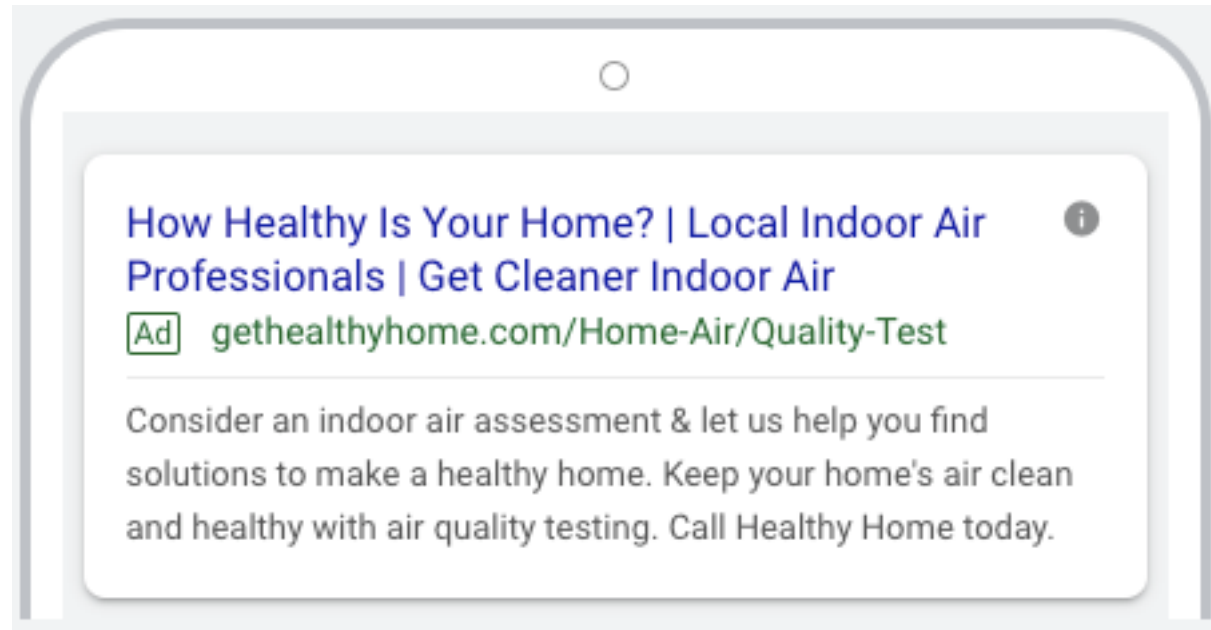
Many common health issues, from sore throats to headaches and even asthma issues, can be caused by poor indoor air quality. Excel's air purification and filtration services tackle these issues head on, helping to make your home safer and healthier for you and your family.




EXCELCOOL.COM
Is the air in your home making you sick?
Reduce allergens, bacteria and viruses, and other air... [Learn More](#)

Best Targeting of Healthy Home Prospects
Awareness Building First
Lead Conversion Secondary

Paid Search Advertising



How Healthy Is Your Home? | Local Indoor Air Professionals | Get Cleaner Indoor Air 

Ad gethealthyhome.com/Home-Air/Quality-Test

Consider an indoor air assessment & let us help you find solutions to make a healthy home. Keep your home's air clean and healthy with air quality testing. Call Healthy Home today.

How Clean Is Your Home's Air? | Healthy Home Energy

Ad gethealthyhome.com/Home-Air/Quality-Test

Consider an indoor air assessment & let us help you find solutions to make a healthy home. Keep your home's air clean and healthy with air quality testing. Call Healthy Home today.

Summary: HH Marketing Fundamentals

- **Content Fundamentals (for website and content marketing)**

Connecting Your Work to Healthy Home Principles

Long Form Healthy Home Landing Page

Diagnostic Service Page

Core Services Pages

Cross Reference/Crosslink Services to HH Benefits

Frequently Asked Questions

Blog Posts and/or Articles

Case Studies

Explainers: video & infographic

- **Marketing Tactics**

Paid Search Marketing

Display & Remarketing

Facebook & Social

peter@energycircle.com



QUESTIONS?

Peter Troast

peter@energycircle.com