



FACEBOOK ADVERTISING: FROM CUSTOM AUDIENCES TO QUALIFIED LEADS

Peter Troast, Founder & CEO

Energy Circle Webinar Series

April 17, 2019



Challenge Accepted #02: Marketing Healthy Home Services



By Shawn Cohen | April 17, 2019

For those readers who missed the [first installation of "Challenge Accepted!"](#), here's a quick introduction to Energy Circle's latest digital marketing content series:

Each month, we'll identify and explore a unique marketing problem or request that is relevant to the better building and clean energy industries. We'll start by outlining the details of the problem: What's the challenge?

Next, we'll lay out a recommended solution—an approach to strategy, planning, execution, and optimization, all designed to offer a behind-the-scenes look at how the digital strategy and marketing experts at Energy Circle tackle some of the HVAC, home performance, and solar industries' toughest marketing challenges!

Today's Challenge: How to market Healthy Home Services

The Ask

In Short: How do we reach people whose homes may be making them sick, and help them make it better?

In Long: Healthy home services, in the context of home performance and the better building industry, are a challenging concept to communicate, and an even more challenging service to sell. The target audience may be aware that they're suffering from something causing illness or discomfort in their homes, but they tend to

What We'll Discuss

- 1 Facebook Advertising Options**
 - Boosting vs Targeted Ads*
- 2 Understanding Custom Audiences**
 - From Lists*
 - From Engagements (Video & Visits)*
- 3 Making it Work for You**
 - Facebook Optimization Options*
 - Campaign Ideas*

Cambridge Analytica = Sky is Falling



Loss of 3rd Party Data
Our Experience: Minimal Impact

Loss of 3rd Party Data

Interests

Ventilation
Sick Bldg Syndrome
Mold Growth
Radon Mitigation
SEER
ASHRAE Handbook
R-Value
SIPs
HRV
Allergen
Thermal Comfort

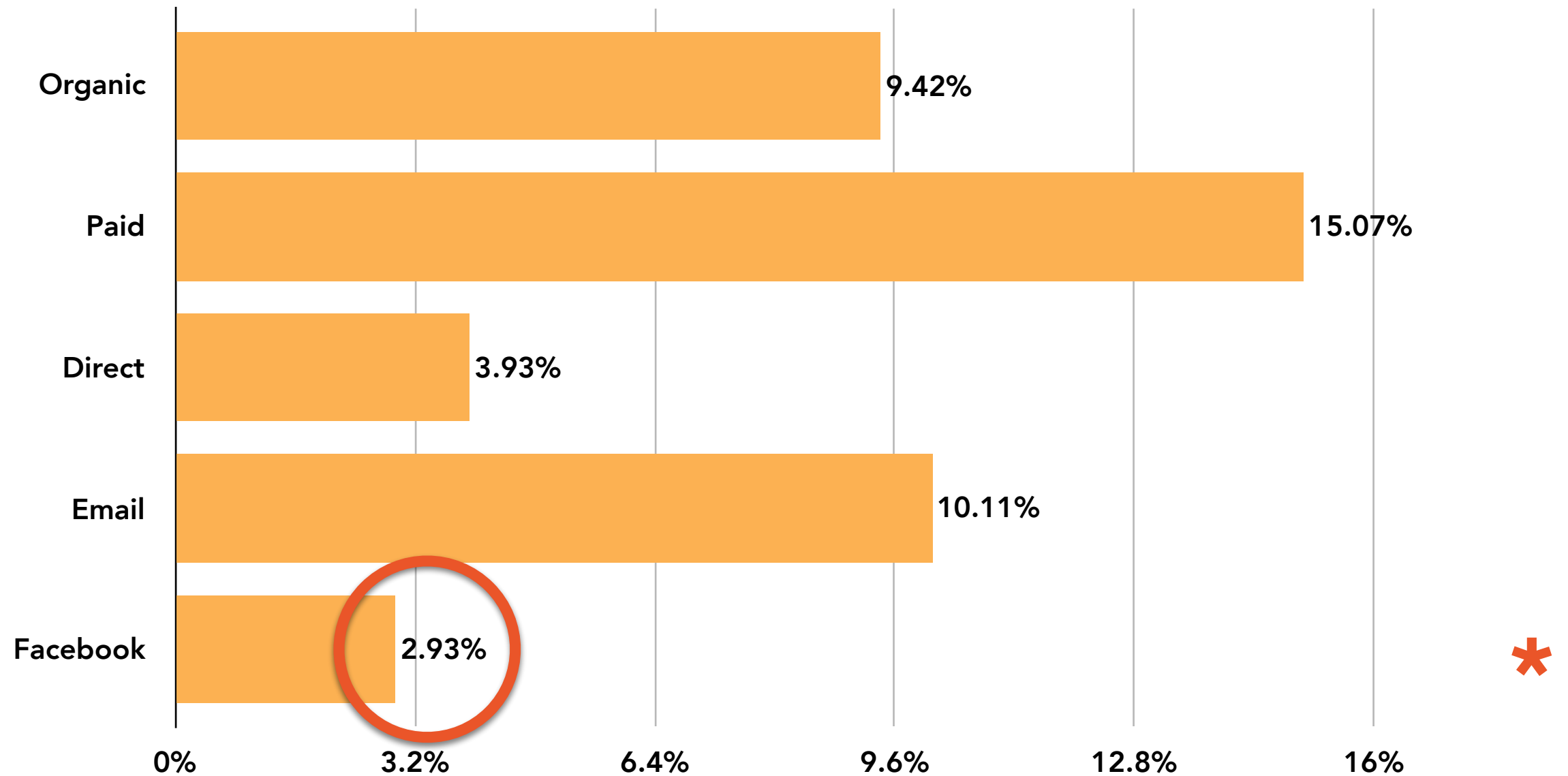
Behavioral

~~Length of Residence~~
~~Recent Homebuyer~~
~~New Mover~~
~~Charities~~—Enviro
Home Renovation
Green Cleaners
AOL email
Gmail email
~~Primarily Cash~~
Like Home
Improvement

Demographic

Expectant Parents
Recently Moved
Very Liberal
Donate to Liberal
Conservative
~~Year Home Built~~
~~Square Footage~~
~~Home Value~~
Friends of Recently Moved
~~Liquid Assets~~
~~Net Worth~~

Role of Facebook: 1. Awareness; 2. Conversion



Data from 65 Energy Circle Clients, 12 months of 2018

Facebook Advertising Types

Boosted Posts

Targeted Audiences

Targeted Ads

1. Facebook Users Based On:

Interests

Behavior

Demographics

2. Custom Audiences:

From Your Lists

From Site Visits

From Video Views

Boosting Posts for Web Visits—No Brainer

Boost Post

allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)

BUDGET AND DURATION

Total budget ⓘ
\$10,000 USD

Estimated People Reached ⓘ
260 - 1,500 people per day of 600,000

Refine your audience or add budget to reach more of the people that matter to you.

Duration ⓘ
1 day | **7 days** | 14 days


Run this ad until

You will spend **\$1.42** per day. This ad will run for 7 days, ending on Apr 24, 2019.

PAYMENT

Payment Method
VISA *2928 [Change](#)

Preview: Desktop News Feed ▼

 **Energy Circle**
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Facebook marketing can be a mystery, so let us help pull back the veil on some of the powerful tools that the platform has for better building and engaging your audience!

Join us for our next webinar, this Wednesday at 5pm EST as Energy Circle Founder & CEO Peter Troast will discuss how to understand and implement custom audience capabilities using Facebook's advertising tools to reach your target customer and present them with the most effective messaging, to generate well-qualified leads.

ATTENDEE.GOTOWEBINAR.COM

Facebook Advertising: From Custom Audience to Qualified Leads

On Wednesday, April 17 at 5pm EST Energy Circle Founder & CEO Peter Troast will discuss how to understand and implement custom audience...

[Learn More](#)

Like Comment Share

By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

Cancel Boost



CUSTOM AUDIENCES FROM LISTS

Custom Audience From Your Lists



Upload List
(email or phone)

Matches in
Facebook

Lookalikes

Real World Match Experience

	Case 1	Case 2
Orig Email List	6232	3800
Facebook Match	3100	2700
Match %	50%	71%
Lookalikes	140,000	350,000

How Good Are Your Lists?

- **Can you differentiate prospects from customers?**
- **Can you separate long-term, high-value customers?**
- **How old and decaying?**
- **What services purchased?**
- **Equipment age?**

Data Appending to Improve List Quality

Available Customer Database Enhancements

- Age
- Income
- Occupation
- Presence of children
- Postal address
- Home Value
- Telephone
- Interests
- Purchase Data
- Gender
- Marital status
- Education
- Name
- Home Owner Status
- Length of Residence
- Alternate Email Addresses
- And much more



CUSTOM AUDIENCES FROM ENGAGEMENT

(Video Interaction, Website Visits)

Video for Custom Audience Building

 **CAM Solar**
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Since we first opened our doors in 2009 in Denver, the CAM Solar team has helped thousands of businesses and homeowners achieve solar independence.



GOCAMSOLAR.COM
Ready To Make The Switch To Solar?
Save money with Solar. Get a free solar evaluation for your home from our solar experts.

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 **Vermont Foam Insulation, Inc.**
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Had an icicle problem last winter? Get the right attic insulation!





VERMONTFOAMINSULATION.COM
We'll fix your icicle problem!

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👍 4 4.3K Views

[Like](#) [Comment](#) [Share](#)

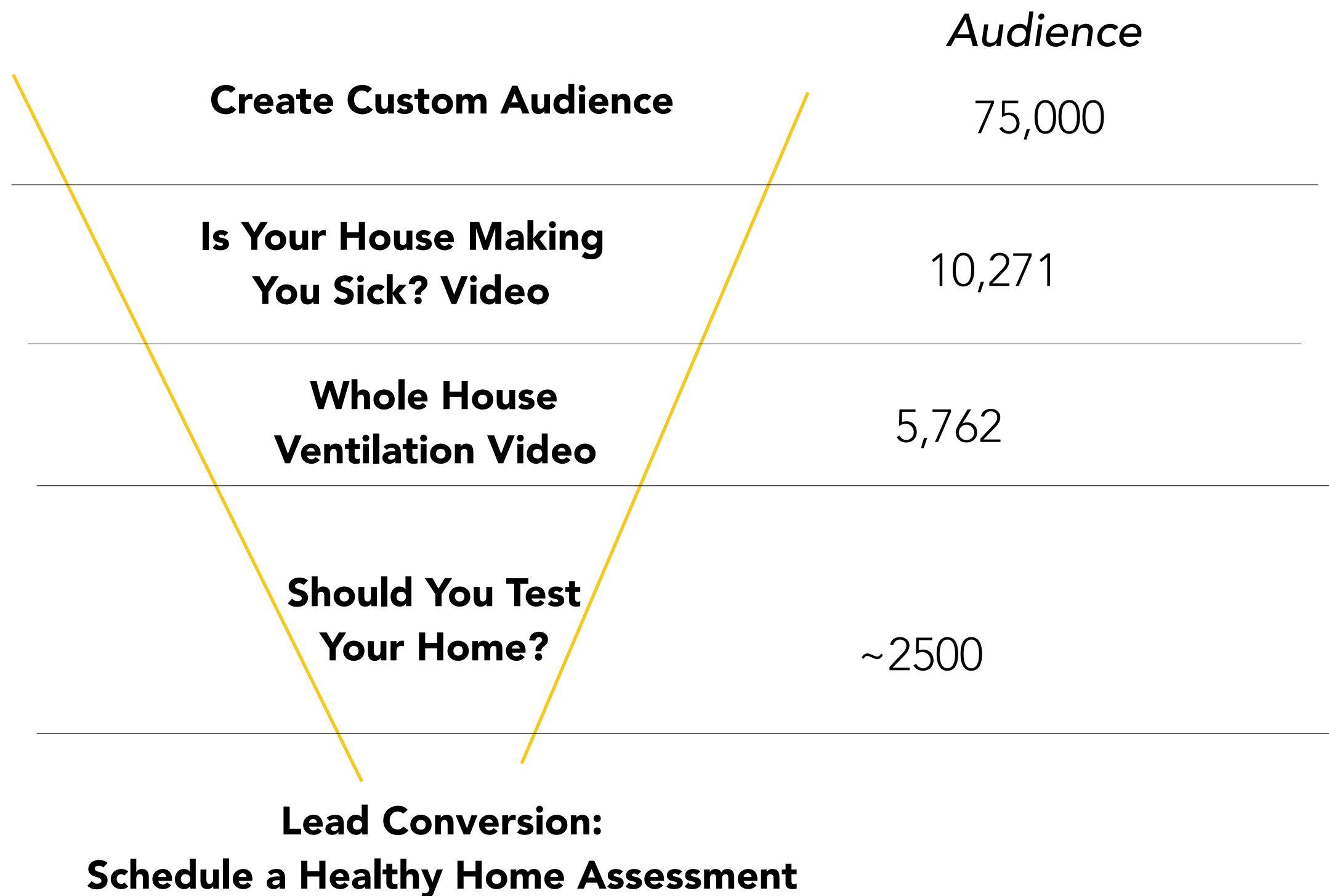
Video Watch Rates

Ad Set Name	Amount Spent	Impressions	10-Second Video Views	Video Watches at 25%	Video Watches at 50%	Video Watches at 75%	Video Watches at 95%	Video Watches at 100%
Video Two - Fall18 - Reach	\$89.41	54,772	432	415	152	75	50	47
Video Two - Fall18 - Traffic	\$89.55	5,232	111	106	51	30	23	20
Video Two - Fall18 Vid Views	\$89.20	22,331	1,685	1,641	1,187	1,042	958	936
 Results from 3 ad sets 	\$268.16 Total Spent	82,335 Total	2,228 Total	2,162 Total	1,390 Total	1,147 Total	1,031 Total	1,003 Total

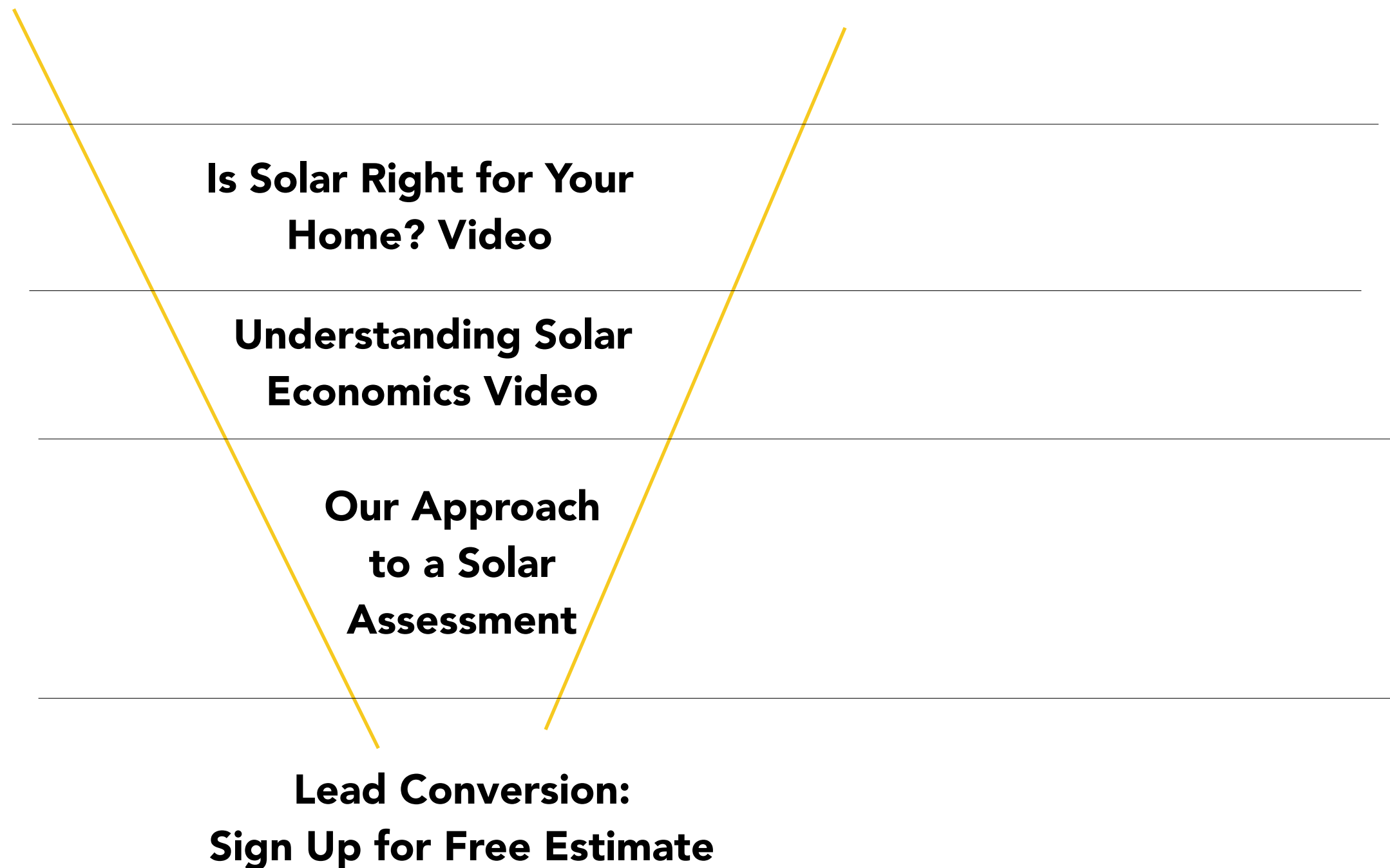
Audience Building Power of Video

Orig Email List	1904
Lookalikes (Geo & Age)	75,000
Video Views (> 3 seconds)	10,271
Time Period	2 Weeks
Investment	\$200

Funnel Approach for Longer Stories



Funnel Approach for Longer Stories



Remarketing to Website Visitors (FB Pixel)

SOBIESKI
 302-600-1131 | About | Promotions | Blog | Careers | Certifications | Contact Us | NEW HOME CONSTRUCTION CUSTOMERS | COMMERCIAL CUSTOMERS

SMART HOME

Technology to Make Life Easier

The technology to control your home is at your fingertips. Find Out More»

Our system will protect your home in seconds.

Make Your Life Easier & Safer. Turn Your House into a Smart Home

Call (302) 600-1131 or complete the form below

GET STARTED »

Your Smart Home Automation is here!
 Be **Connected** and Stay **Protected!**

Connected Solutions. Integrate with Alexa or Google Home voice control devices.

Protected Solutions. Superior cyber security that keeps you online, even when the power goes out... unlike vulnerable WiFi connected systems.

Discover The Benefits of Smart Home Technology

<p>SAVINGS</p> <p>By taking control and setting schedules for your thermostat, lights and appliances, you'll save both energy and money.</p>	<p>CONVENIENCE</p> <p>You can easily monitor and adjust your home's devices through your smartphone, computer or tablet.</p>	<p>SECURITY</p> <p>Protect your home from damage and intruders by receiving automatic alerts from sensors throughout your home.</p>
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[Learn More ↓](#)

The Sobieski Difference

How are the solutions you offer better than a device that doesn't include a monthly fee?

- 1 Professional-grade installation.....** [Learn More »](#)
- 2 Ongoing Support & Services.....** [Learn More »](#)
- 3 Superior Cyber Security.....** [Learn More »](#)
- 4 Compatibility with Smart Home Voice Devices ...** [Learn More »](#)

Why Sobieski?

Need more reasons to choose Sobieski for your Smart Home Solution? Check out our FAQ's.

[SMART HOME FAQ's »](#)

It's Free for a Reason!

"A few years ago, users of Internet services began to realize that when an online service is free, you're not the customer. You're the product"
 - Tim Cook, CEO, Apple

Learn more about all the Smart Home solutions Sobieski has to offer!

Click on the solution you're looking for to download FREE informational guides.

Water Solutions »	Access Solutions »	Video Solutions »
Comfort Solutions »	Energy Solutions »	

Making it All Work Together

CAMPAIGN: *Healthy Home Audits*

\$200/mo

AD SETS:

Video Views Audience

Website Visits Audience

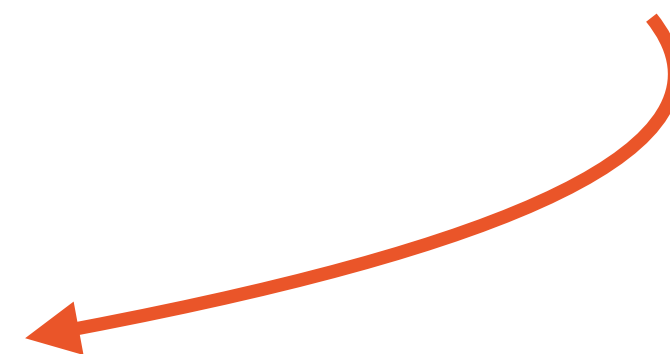
Customer List Audience

ADS:

1

2

3



Examples of Campaigns

- **Customer List —> Spring Tune Up**
- **Customer Lookalike —> Promotions**
- **Customer List —> New Service Offering**
- **Email List —> Coordinated Messaging**
- **Select Customer Lookalikes —> Healthy Home Audit**
- **Geo Segmented List —> Utility Specific Programs**



END

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