



MARKETING APPROACHES TO SEIZE THE FALL. SUCCESSFUL APPROACHES FROM ACROSS THE INDUSTRY

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Energy Circle Webinar Series

August 14, 2024

What We'll Discuss

1

Seasonality Triggers—What the Data Says

—*Heating and Insulation related*

—*Emerging categories*

2

The Compressed Fall Calendar

—*Readiness is essential*

3

What May Be Different About 24/25

—*Inflation improving/election*

—*25C Tax Credit Gaining*

—*IRA...Finally*

4

Specific Tactics



Key Principles for Fall Marketing

Labor Day is Go Time

Anticipate Slow-to-Activate Categories

Everything temperature-based

Weight Marketing to Move the Market

Be Ready for Events

Wildfire Smoke

Extreme Weather

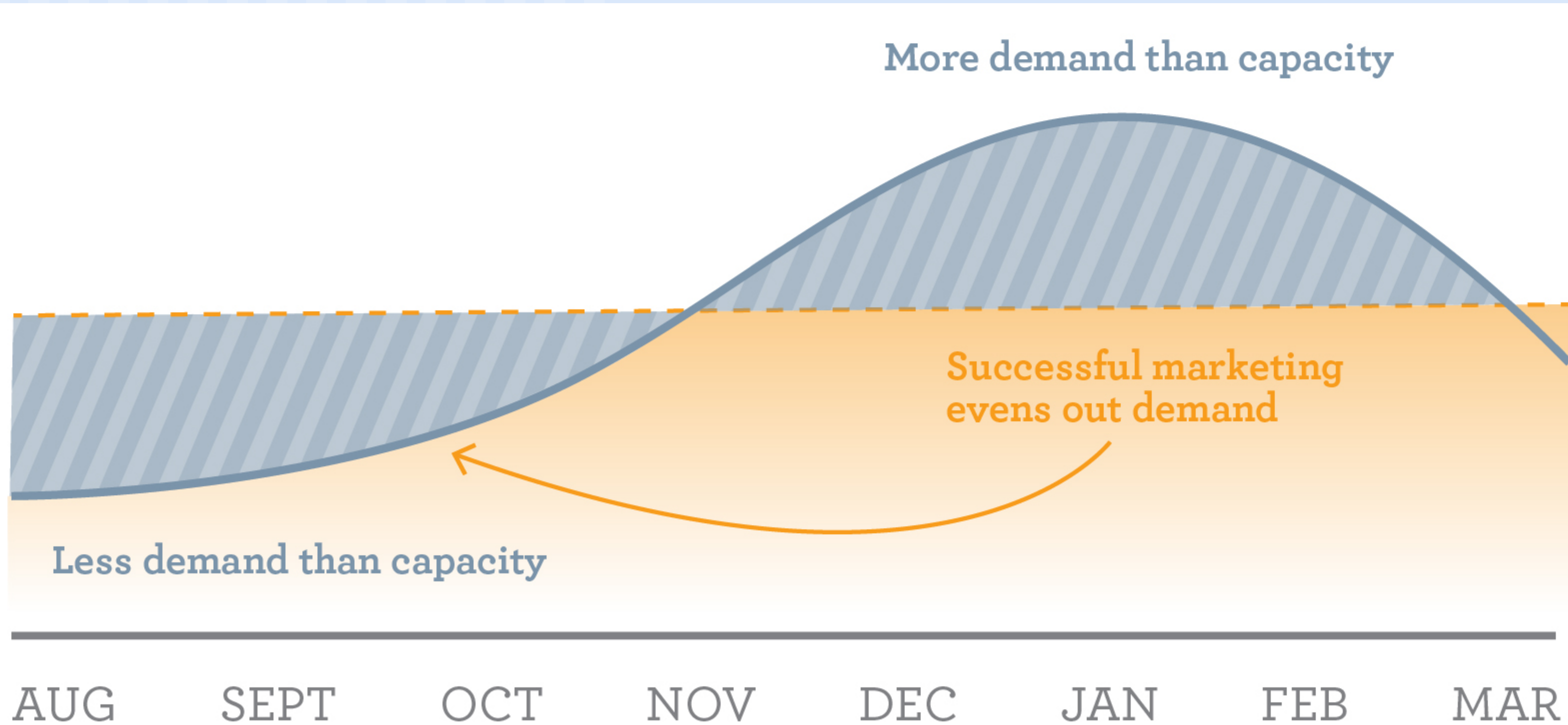
Power Outages & Grid Unreliability

Ice Dams

IRA Rollout



Fall & Winter Demand Trends



DATA ON SEASONAL TRIGGERS

(National)



Air Conditioning

● air conditioning
Search term

+ Compare

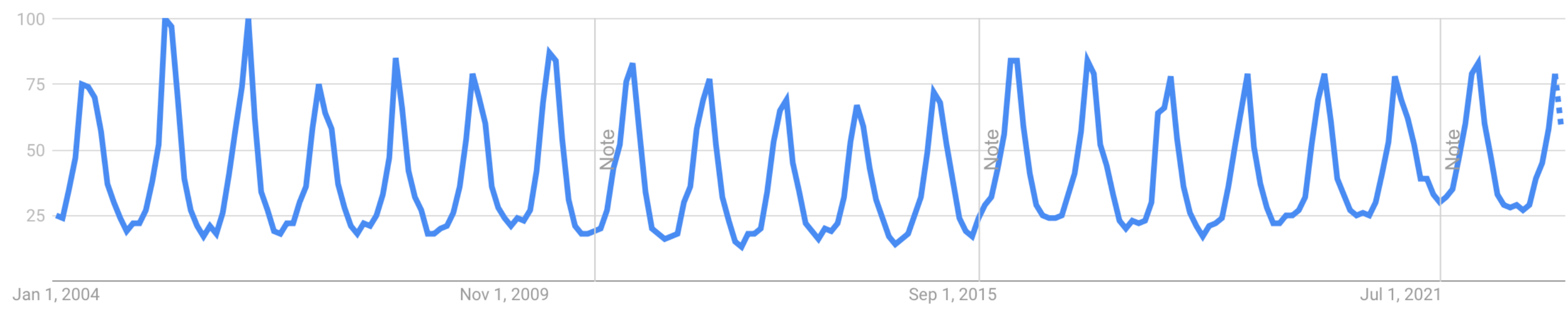
United States ▼

2004 - present ▼

All categories ▼

Web Search ▼

Interest over time ⓘ



Air Conditioning vs Heating

● air conditioning
Search term

● furnace
Search term

+ Add comparison

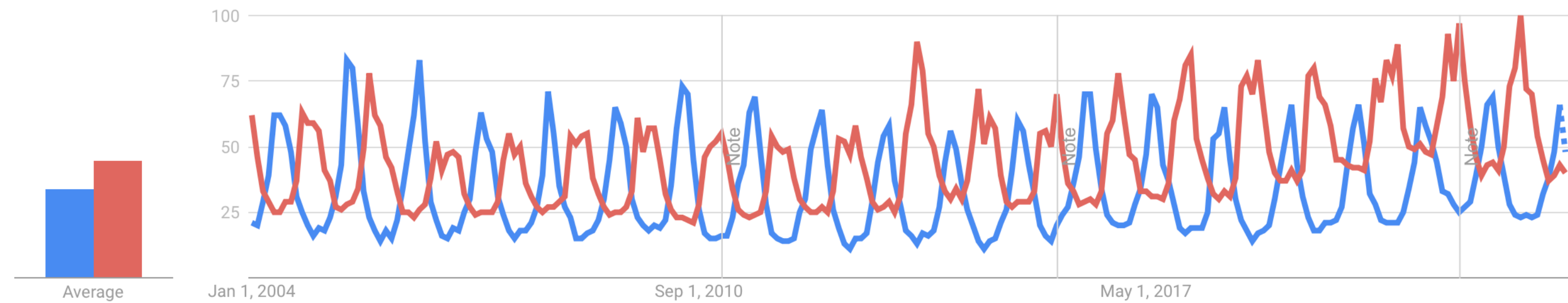
United States ▼

2004 - present ▼

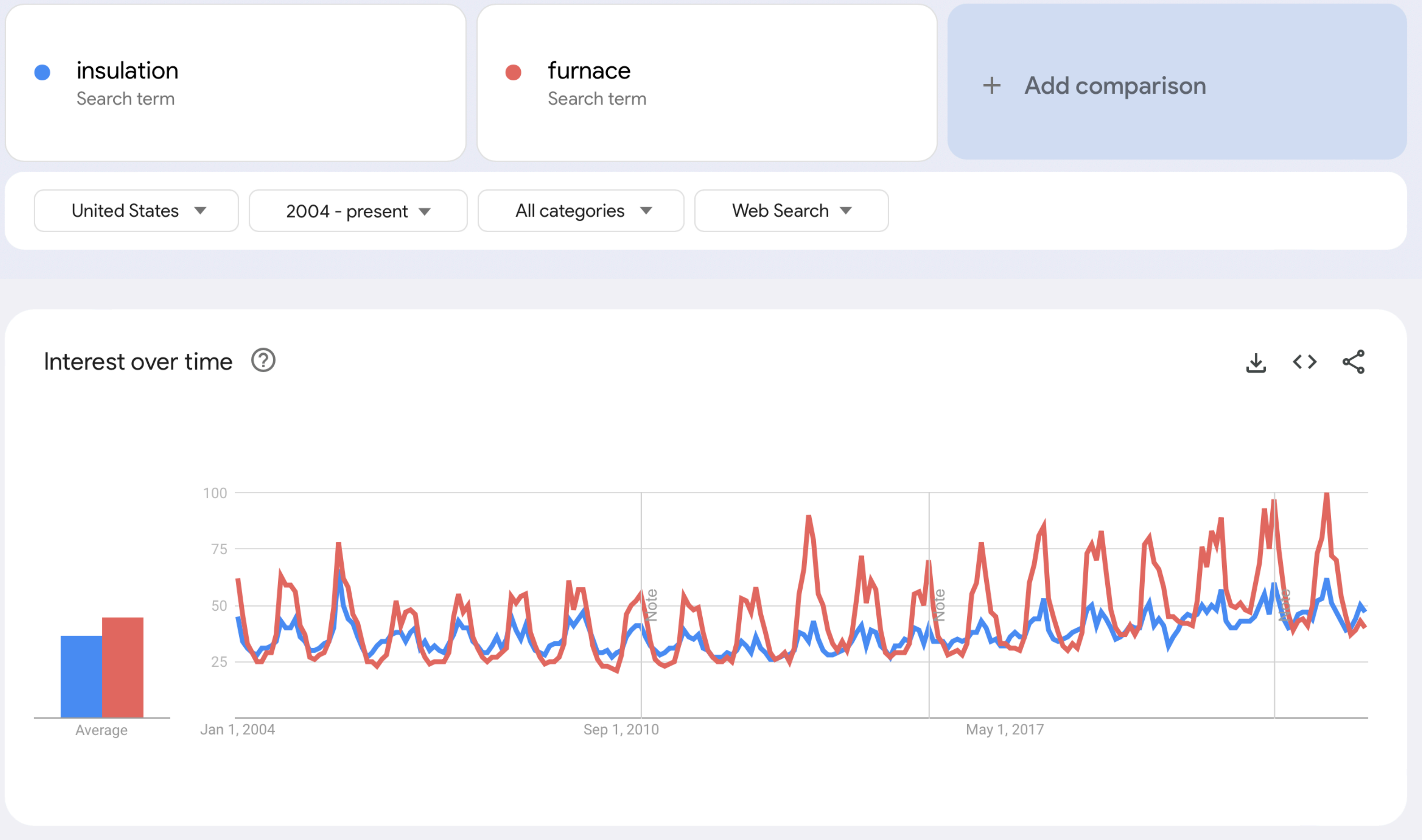
All categories ▼

Web Search ▼

Interest over time ?



Insulation & Heating



Furnace Repair

● furnace repair
Search term

Content

+ Compare

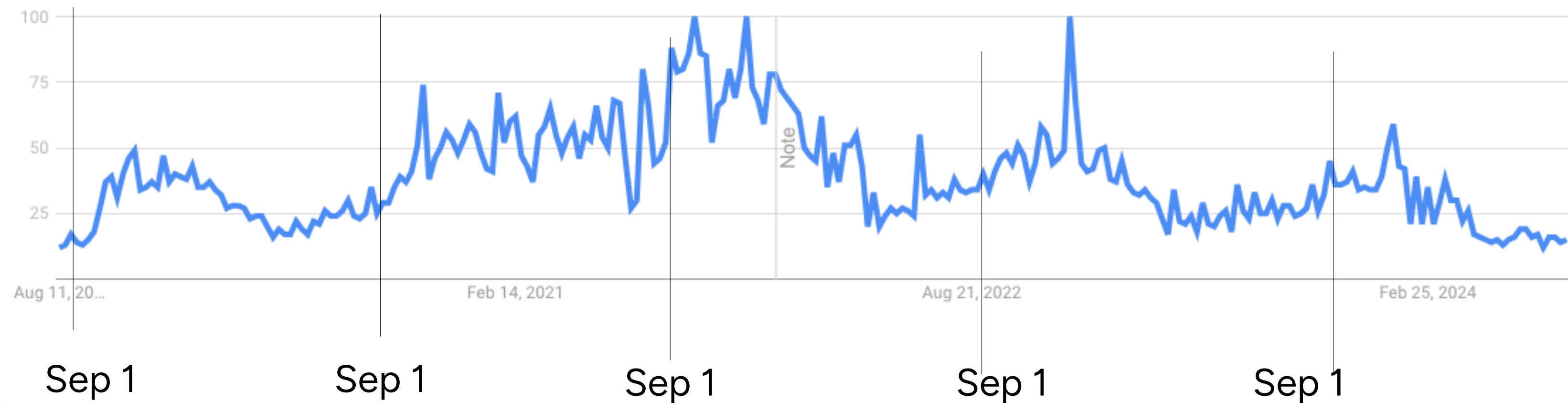
United States ▼

Past 5 years ▼

All categories ▼

Web Search ▼

Interest over time ⓘ



Air Conditioning Replacement



Insulation Becoming Less Seasonal?

● insulation
Search term

+ Compare

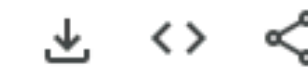
United States ▼

Past 5 years ▼

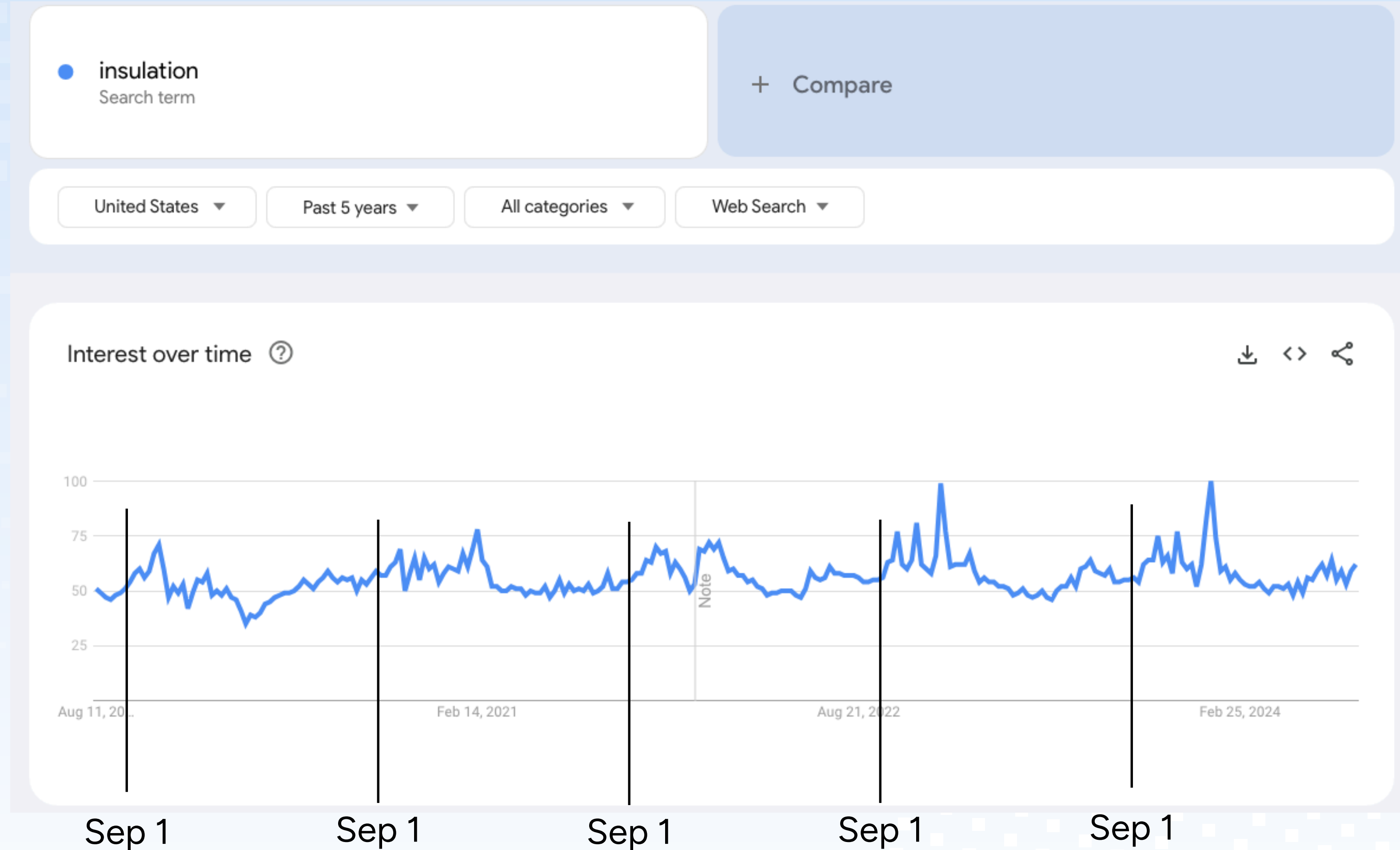
All categories ▼

Web Search ▼

Interest over time ⓘ



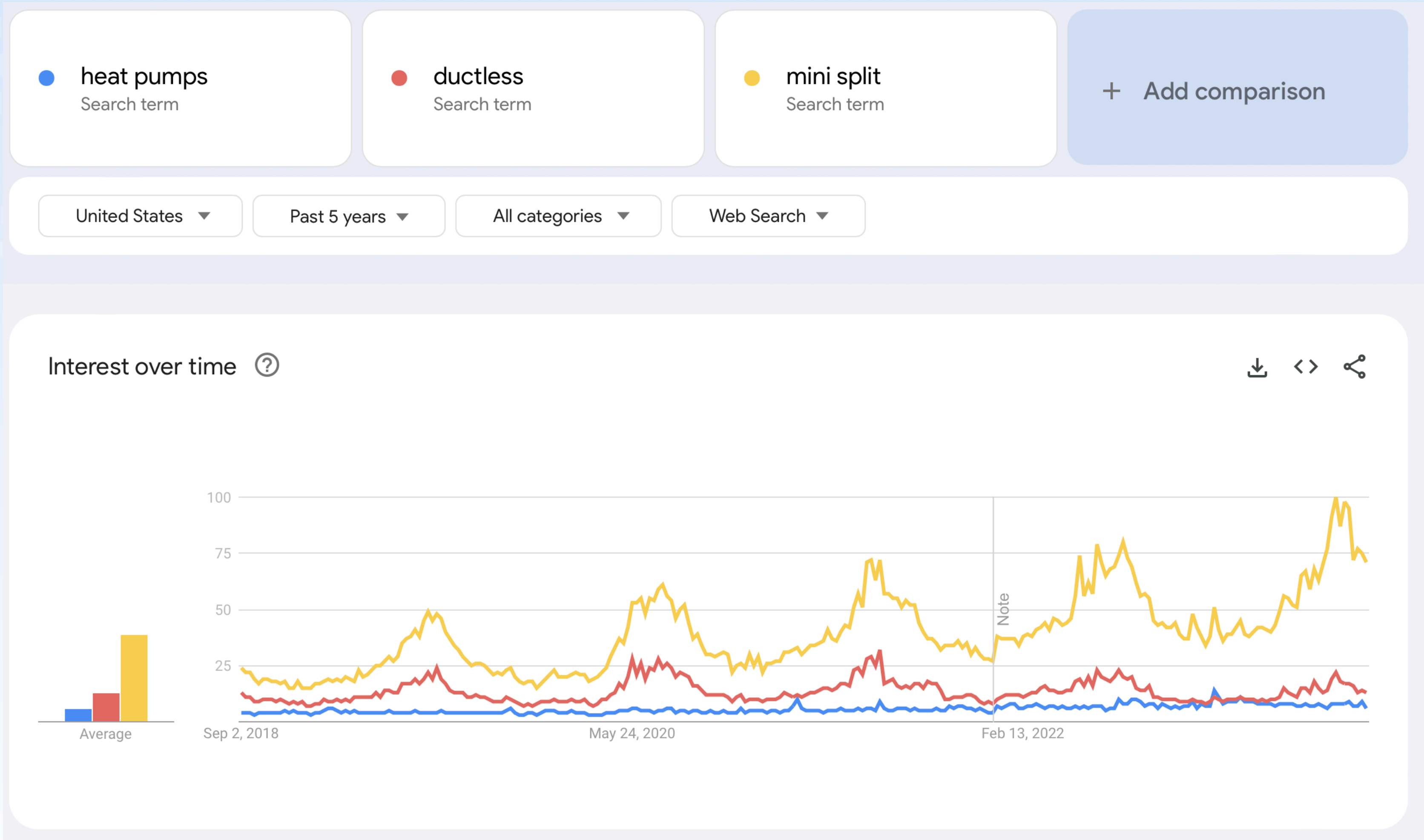
Insulation's Predictability



OTHER INTERESTING & EMERGING CATEGORIES



Heat Pumps, Ductless, Mini-Splits



Back Up Generators

● backup generator
Search term

● home generator
Search term

● standby generator
Search term

+ Add comparison

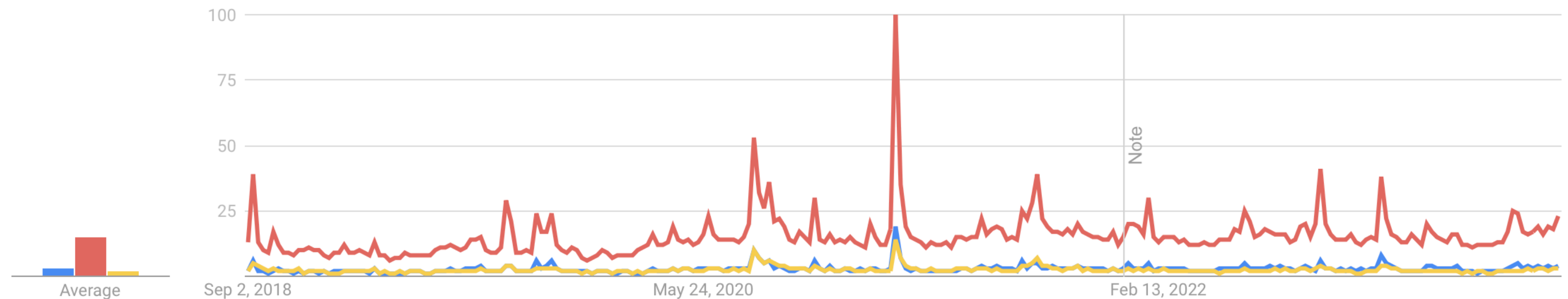
United States ▼

Past 5 years ▼

All categories ▼

Web Search ▼

Interest over time ?



Ice Dams

● ice dams
Search term

+ Compare

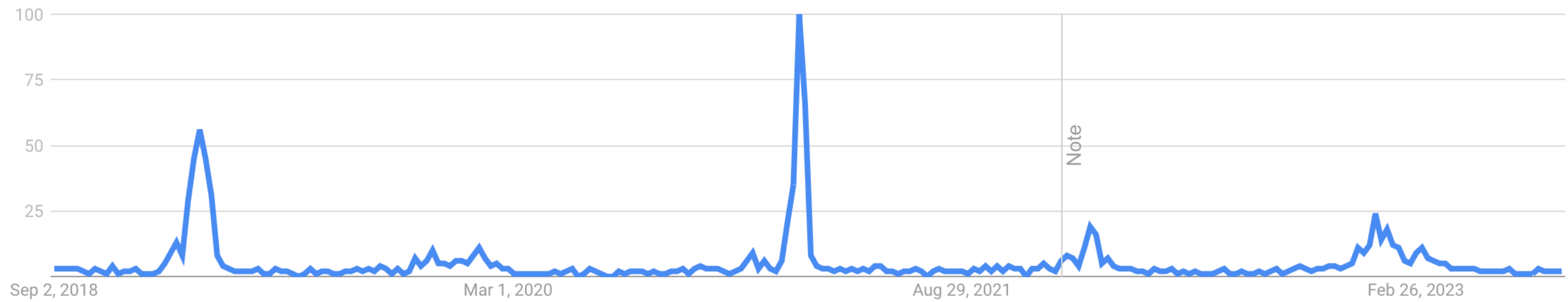
United States ▼

Past 5 years ▼

All categories ▼

Web Search ▼

Interest over time ⓘ



THE COMPRESSED FALL CALENDAR



The Compressed Fall Calendar

DATE

Labor Day: The Switch Goes Off (climate zone dependent?)

EVENT

First Temperature Swing

DATE

Dead Zone: Last Two Weeks of December

EVENT

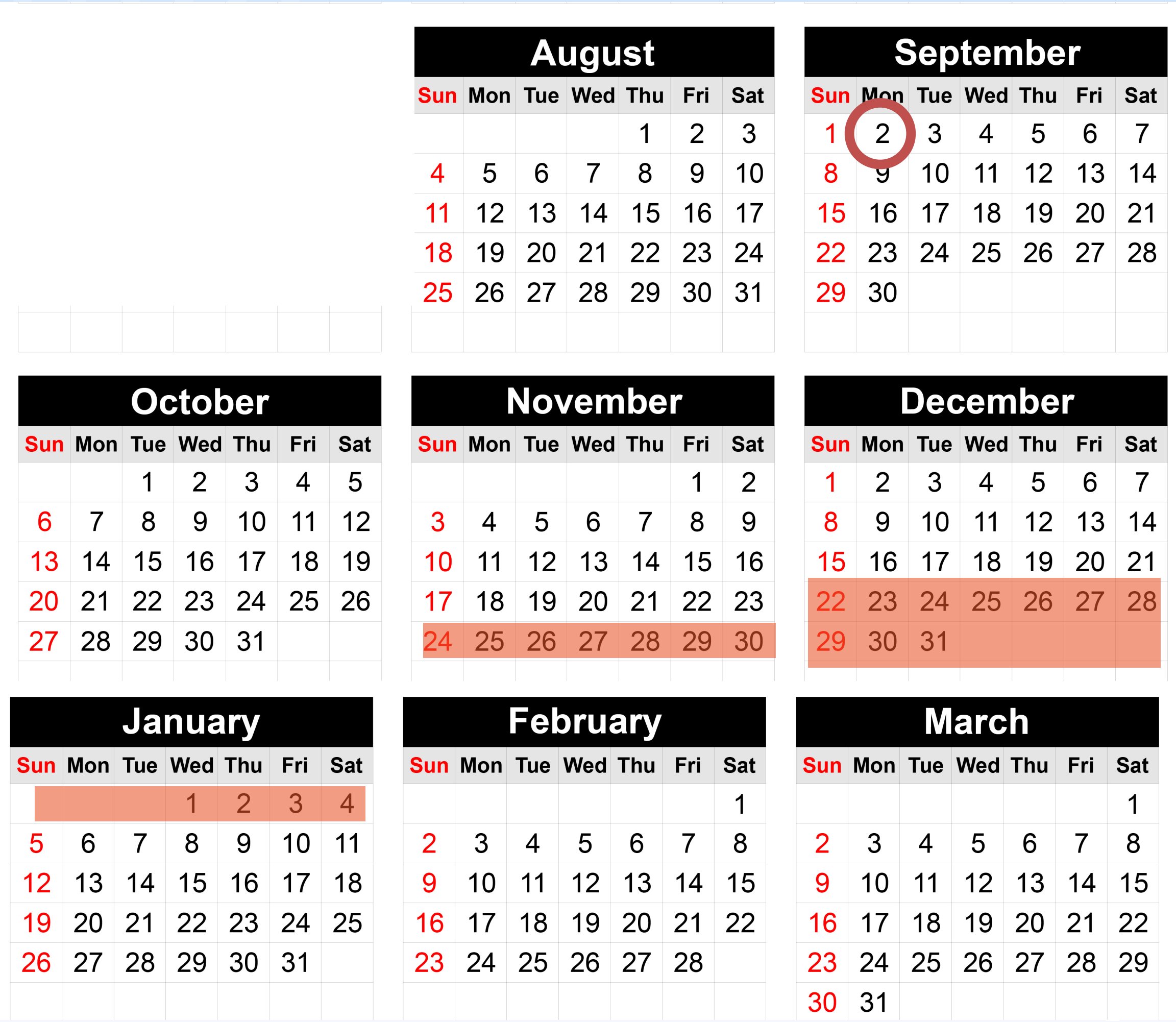
Events: Ice Dams, Severe Cold, Outages

DATE

March/April: We'll Make it til Spring (very climate zone specific)



Compressed Calendar, Time is Tight



~74 Marketing Days Sept—Year End
Without Sept & Oct = 31
(-58%)



KEY MARKETING TACTICS FOR THIS PARTICULAR FALL



TACTIC #1: CREATE URGENCY

25C Tax Credit



The screenshot shows a webpage header with the 'energy circle' logo (a house icon with a gear) and navigation links: 'Digital Marketing', 'Web Platform', 'Lead Gen Results', 'Blog', 'About', 'Careers', and a phone number '207.808.2343'. A button in the top right corner says 'Register for our next FREE Webinar'. The main content area has a dark blue header with the article title 'What Last Year's IRS Data Tells Us About How Home Energy Tax Credits Are Being Used' and the author 'By Cory Allyn | August 14, 2024'. The article text discusses IRS data for the 2023 tax year regarding home energy tax credits. It includes a section titled 'Basic Stats About Households Claiming a Home Energy Tax Credit' with the following data:

- Total number of returns claiming one or both tax credits for the 2023 tax year: 3,421,880 (2.48% of all returns)
- Residential Clean Energy Credit**
 - Total number of returns for the 2023 tax year: 1,246,440
 - Number of returns claiming a credit carried forward from previous year: 539,630
 - Number of returns that will have a credit balance for the 2024 tax year: 601,300
 - Average credit amount: \$5,084
- Energy Efficient Home Improvement Credit**
 - Total number of returns for the 2023 tax year: 2,338,430
 - Average credit amount: \$882



TACTIC #1: CREATE URGENCY

Manufacturer/
Distributor Rebates
Typically Have Year
End Deadlines



TACTIC #2: ADVERTISING ADJUSTMENTS

Paid Search
Fall Keyword
Campaigns (heat,
insulation, etc) Live in
August

Awareness Mediums
Increase Spend on
Display, Social,
YouTube, Streaming



Prepare For Fall's Chill

We offer a wide range of heat pumps and can help you find the perfect one for your home.



Keep Your Home Cozy This Fall

Make game days cozy days with a new heat pump system.



TACTIC #3: SEASONAL SWITCHUPS

Google Business Profile

Shift to Winter/Heat
Related Primary
Category

Website Imagery
Emphasis on Fall/
Winter



Primary

HVAC contractor

Secondary

Air conditioning repair service

Air conditioning system supplier

Air duct cleaning service

Furnace parts supplier

Furnace repair service

Heating contractor

Heating equipment supplier



TACTIC #4: CONTENT & SEARCH ENGINE OPTIMIZATION

Refresh Evergreen Old Blogs—Meets Google Fresh Content

Update Heating & Insulation Related Keywords on Service Pages

The screenshot shows a website for 'TOTAL home PERFORMANCE'. The navigation bar includes links for 'About Us', 'Rebates & Financing', 'Blog', 'Testimonials', 'Careers', 'Contact', and a phone number '(410) 650-6392'. The main menu highlights 'CRAWL SPACE & BASEMENT SERVICES', 'INSULATION & HOME PERFORMANCE', 'HEATING & COOLING', and 'WEATHERIZATION'. The featured article is titled 'Control Your Home Comfort as Maryland Gets Cold—Embrace Your Crawl Space!' and is dated 'October 16, 2018'. The article text discusses the importance of crawl space maintenance in Maryland during the fall season. A green call-to-action box on the right side of the article contains the text: 'The keys to staying warm at home this year may be above your head & below your feet. Embrace your crawl space for greater home comfort. (410) 650-6392'. Below this text are five input fields for 'Name', 'Phone', 'Email', 'City/Town', and 'State/Province', each with a red asterisk indicating a required field.



THANK YOU!
QUESTIONS OR COMMENTS?

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