



GETTING READY FOR A FALL LIKE NO OTHER: SEASONAL READINESS IN THE MIDST OF THE COVID PANDEMIC

Peter Troast, Founder & CEO

Energy Circle Webinar Series

July 29, 2020



Register for our next FREE Webinar

Digital Marketing Web Platform Lead Gen Results

Blog About Careers | 207.536.9293

Brand Building for Solar: A Video Marketing Case Study



By Cory Allyn | July 22, 2020

Learn more about the effect that modular video marketing can have on your business with this in-depth case study from Energy Circle. Using actual data and metrics from an EC client's recent campaign, we show you how video marketing can be used in a smart, cost-effective way.



Our goal was to take this original 90 second video and use it to reach a larger audience within the target area, build interest and awareness for solar products and solutions in general, and improve brand recall and consideration for our client, specifically.

Upcoming Webinars

~~Tuesday 7/21, 3PM eastern~~

~~Special Webinar with Pearl Home Certification: **The Art and Science of Selling Fresh Air** with Kevin Brenner and Elena Chrimat~~

Wednesday, 7/29, 5PM eastern

A Fall Season Like No Other is Upon Us. Are You Ready?

Wednesday, 8/5, 5PM eastern

IAQ Monitors: What's Out There and What Are Their Features
with Joe Medosch, Hayward Score

Wednesday, 8/12, 5PM eastern

The Role of Facebook in Your Marketing Mix
with Josh Kennon, Energy Circle Director of Marketing Operations

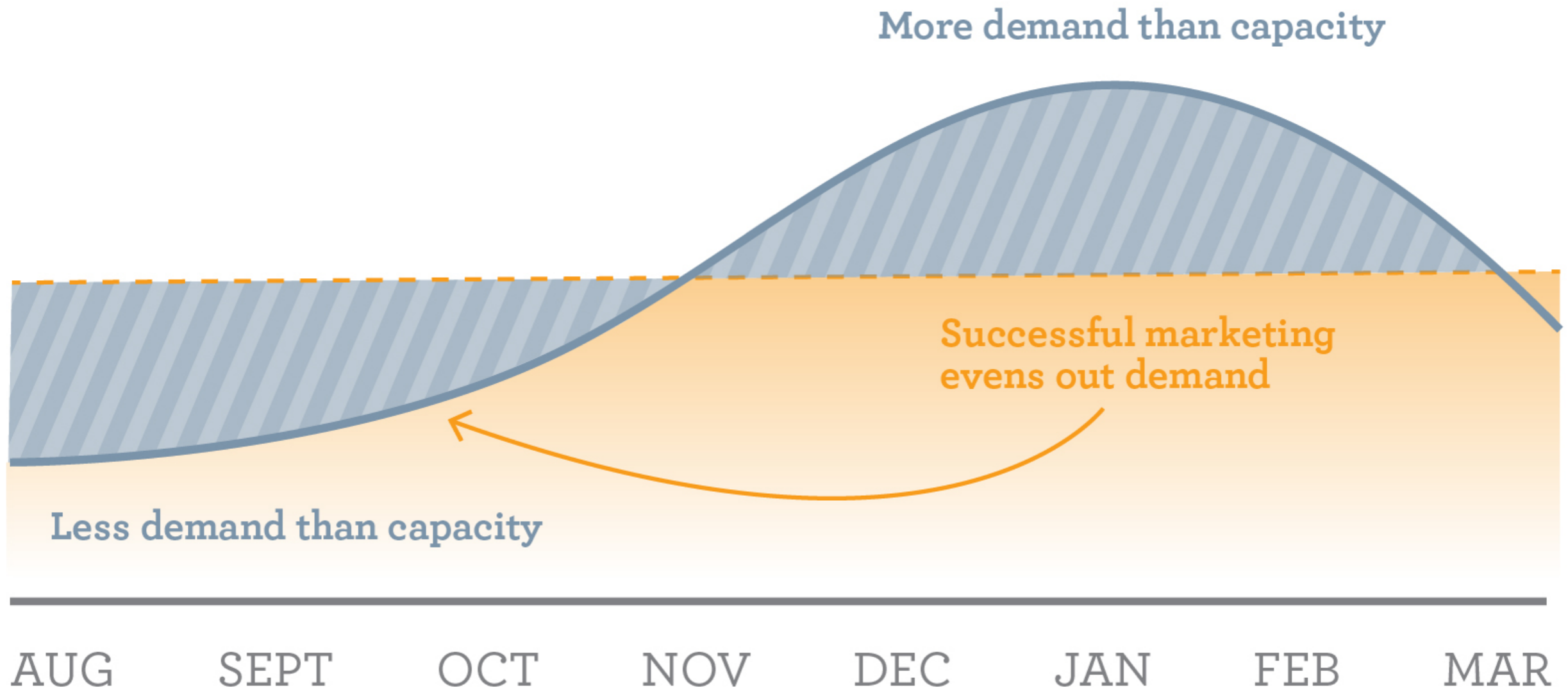
Wednesday, 8/19 and 8/26

Summer Break

What We'll Discuss

- 1 Seasonality Triggers—What the Data Says**
- 2 The Compressed Fall Calendar**
—Made Worse by Mild Temperatures
- 3 Fall Marketing in the Midst of COVID**
—What we might anticipate
- 4 Routine & Aggressive Tactics**
—Readiness for whatever the weather throws at us

FALL / WINTER DEMAND TRENDS





DATA ON SEASONAL TRIGGERS (National)

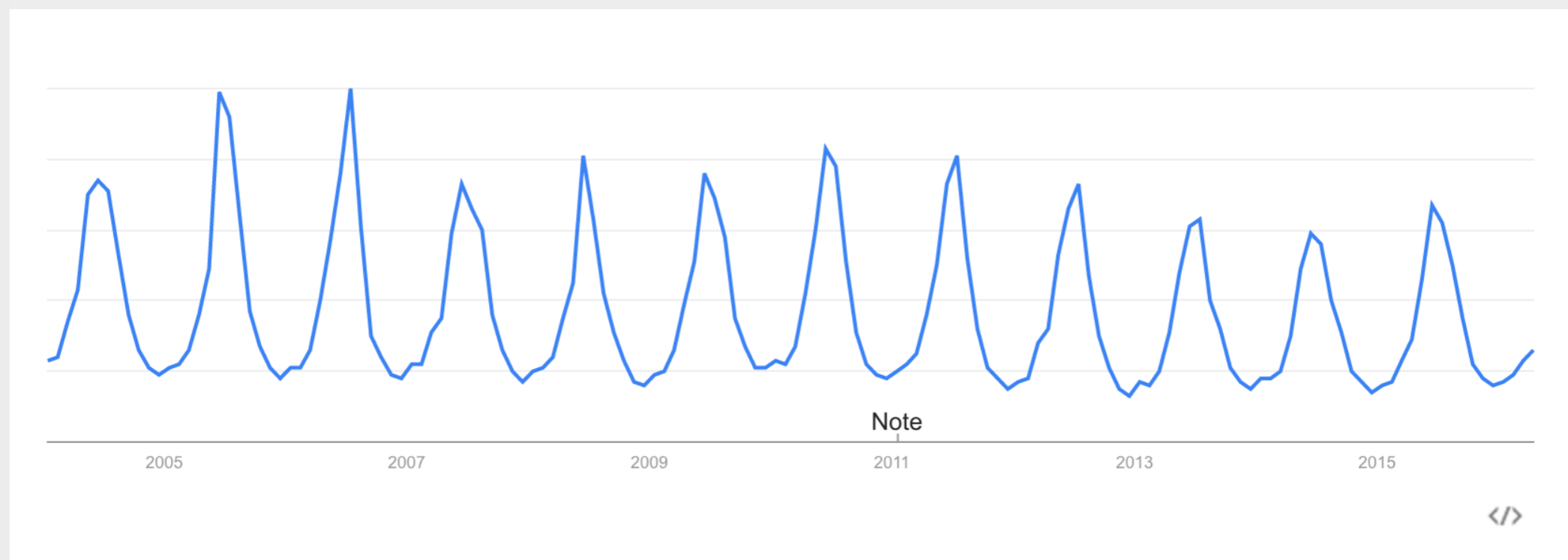
Air Conditioning

air conditioning
Search term

+ Add term

Interest over time ?

News headlines ? Forecast ?



Heating & Cooling

● air conditioning
Search term

● furnace
Search term



+ Add comparison

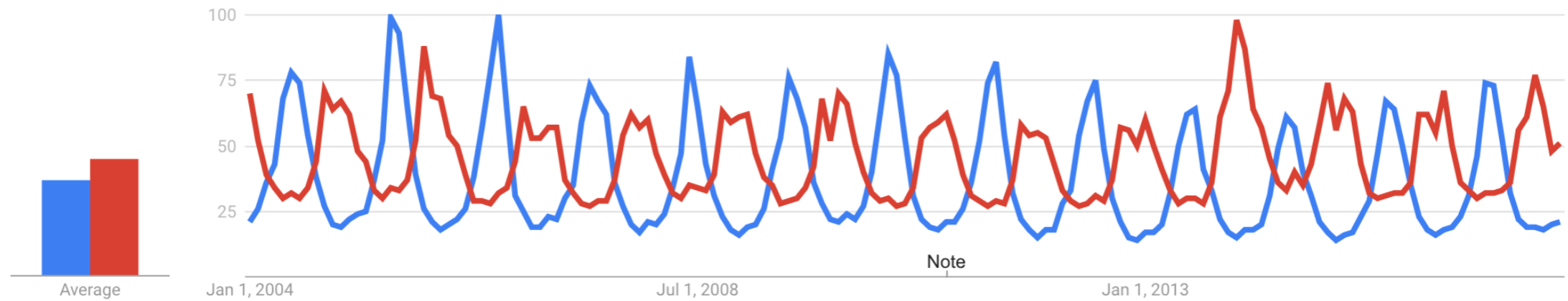
United States ▾

2004 - present ▾

All categories ▾

Web Search ▾

Interest over time ?



Heating, Cooling & Insulation

● air conditioning
Search term

● furnace
Search term

● insulation
Search term



+ Add comparison

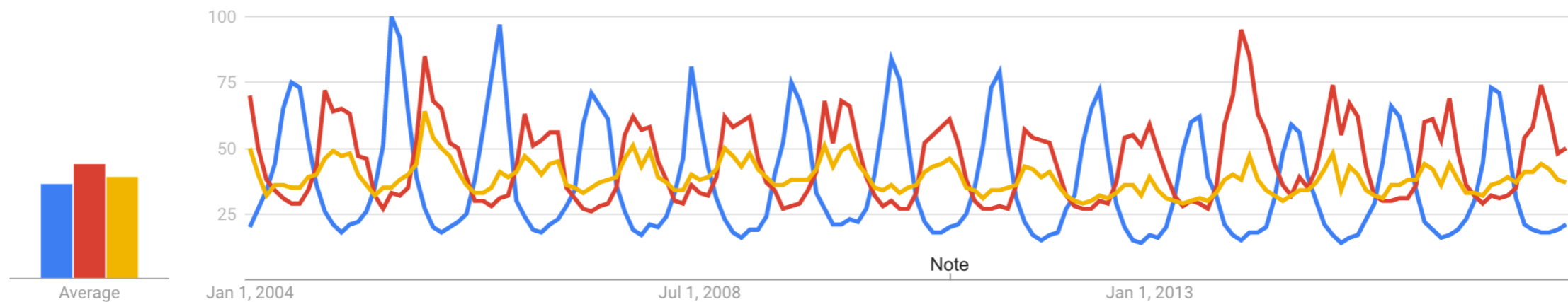
United States ▾

2004 - present ▾

All categories ▾

Web Search ▾

Interest over time ?



The Notch in the Peak

● insulation
Search term

● furnace
Search term

+ Add comparison

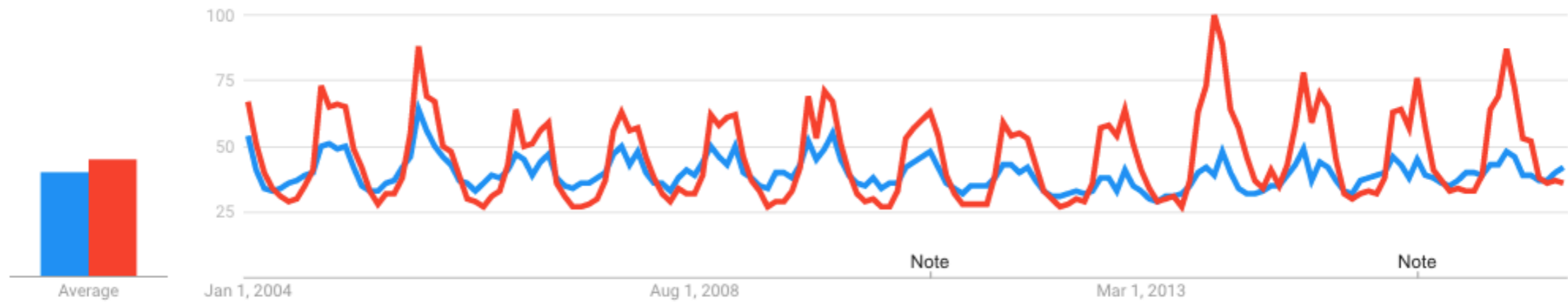
United States ▾

2004 - present ▾

All categories ▾

Web Search ▾

Interest over time ?



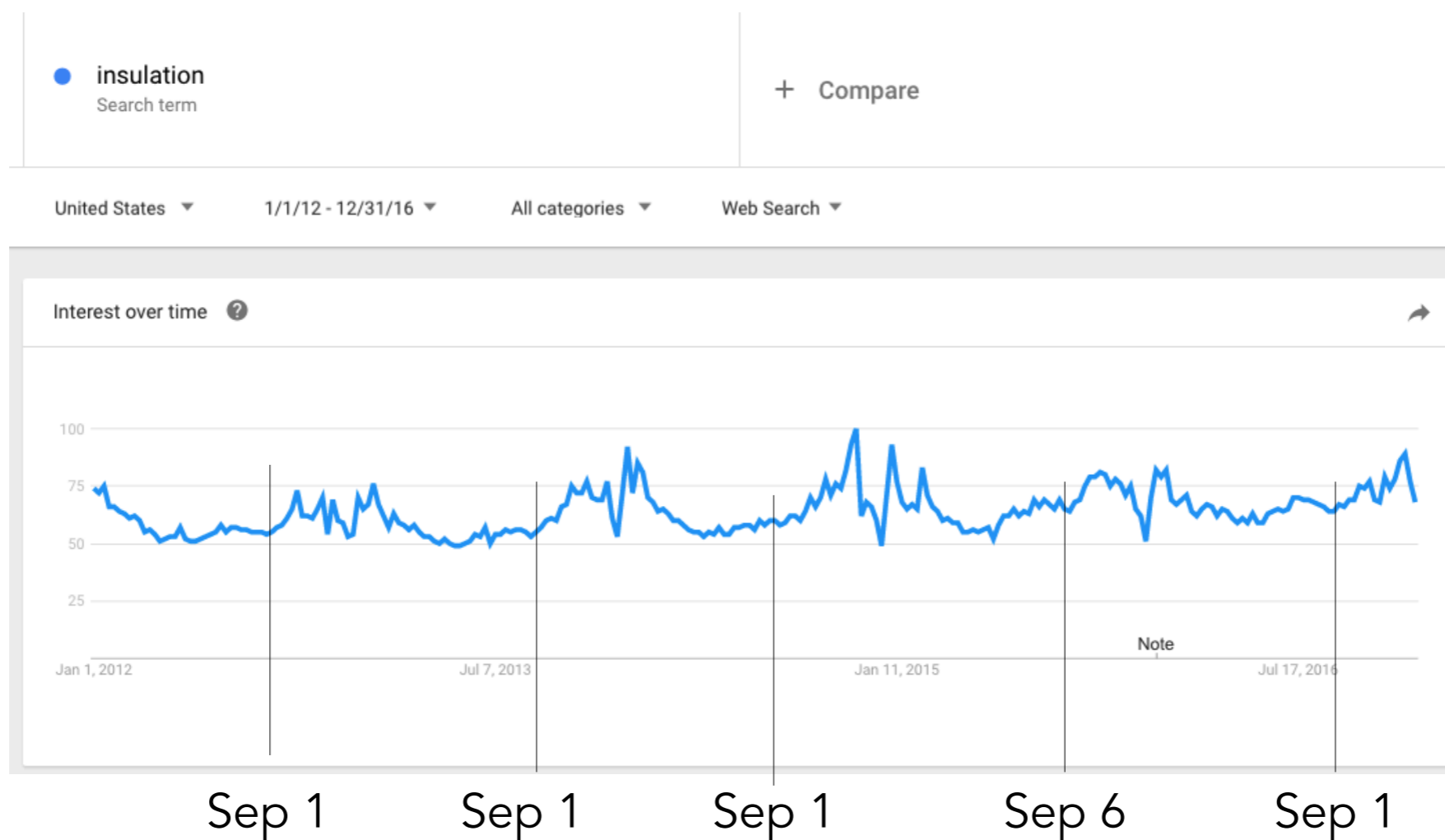
Remarkable Consistency—Furnace Repair



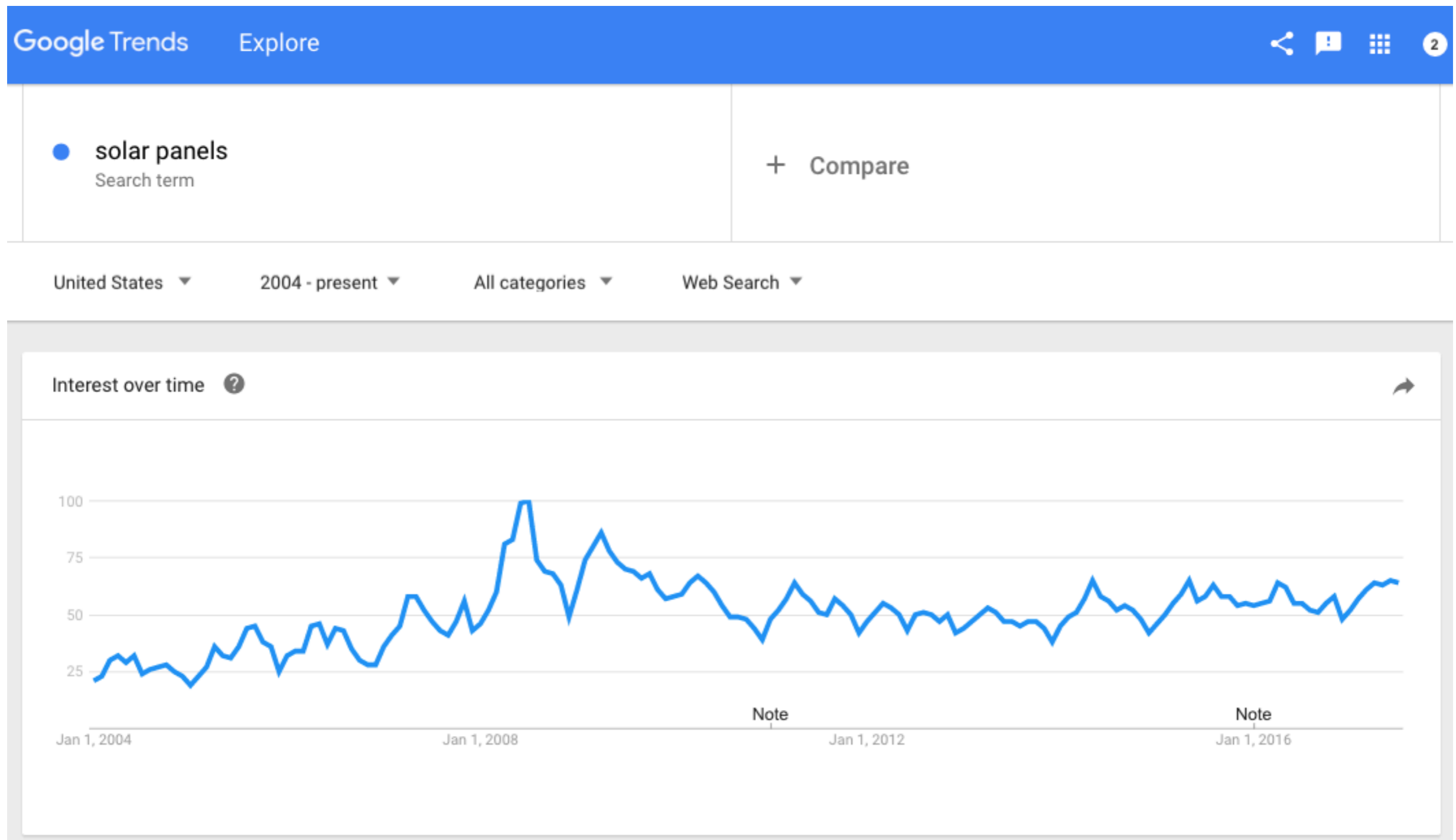
Air Conditioning is More Variable



Remarkable Consistency—Insulation

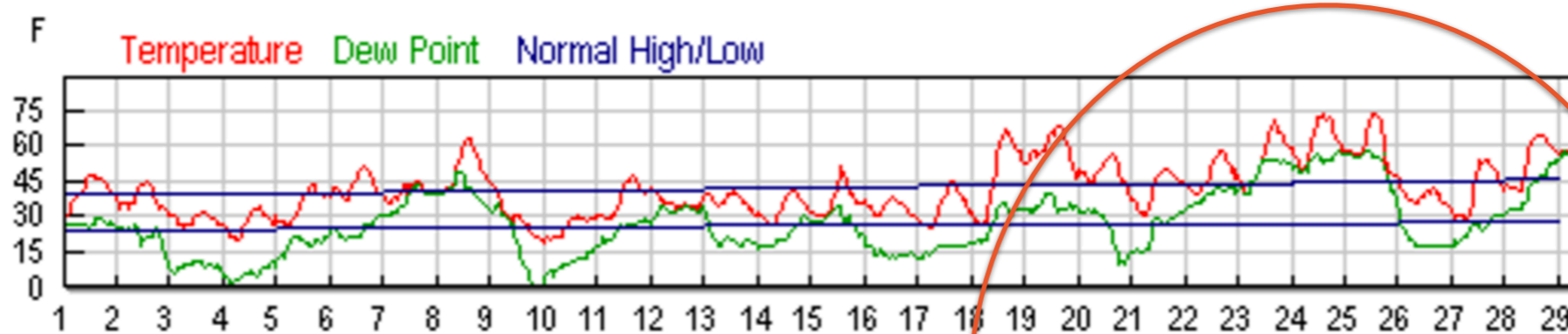


Solar Seasonality—Summer & Year End

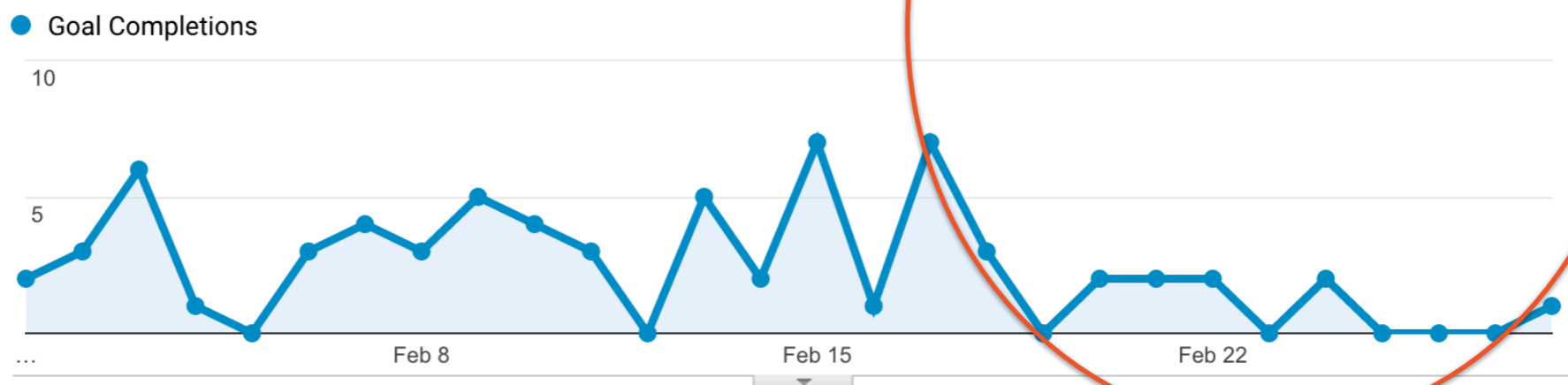


Insulation's Temperature Correlation

Temp

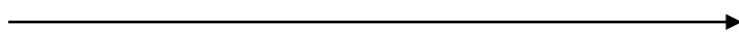


Leads

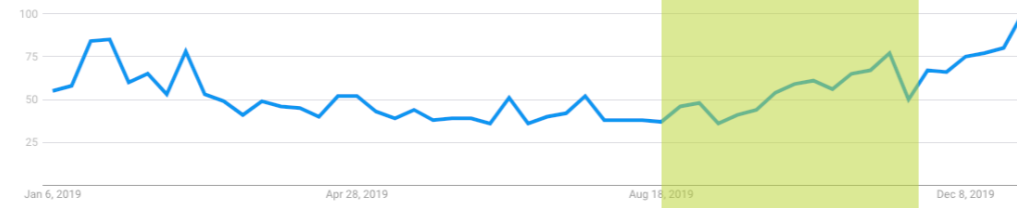


"Furnace Repair"

Sept 1



2019



2018



2017



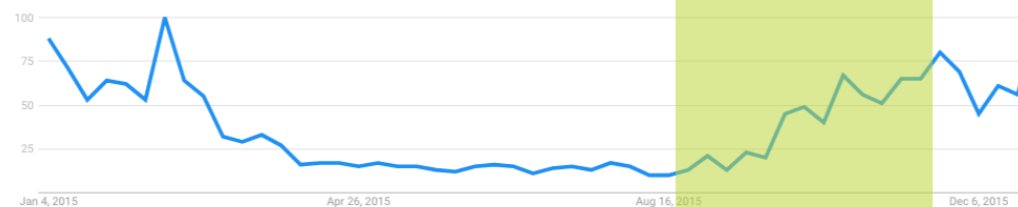
**Nov
28**



2016



2015



Key Dates & Events in Fall/Winter

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

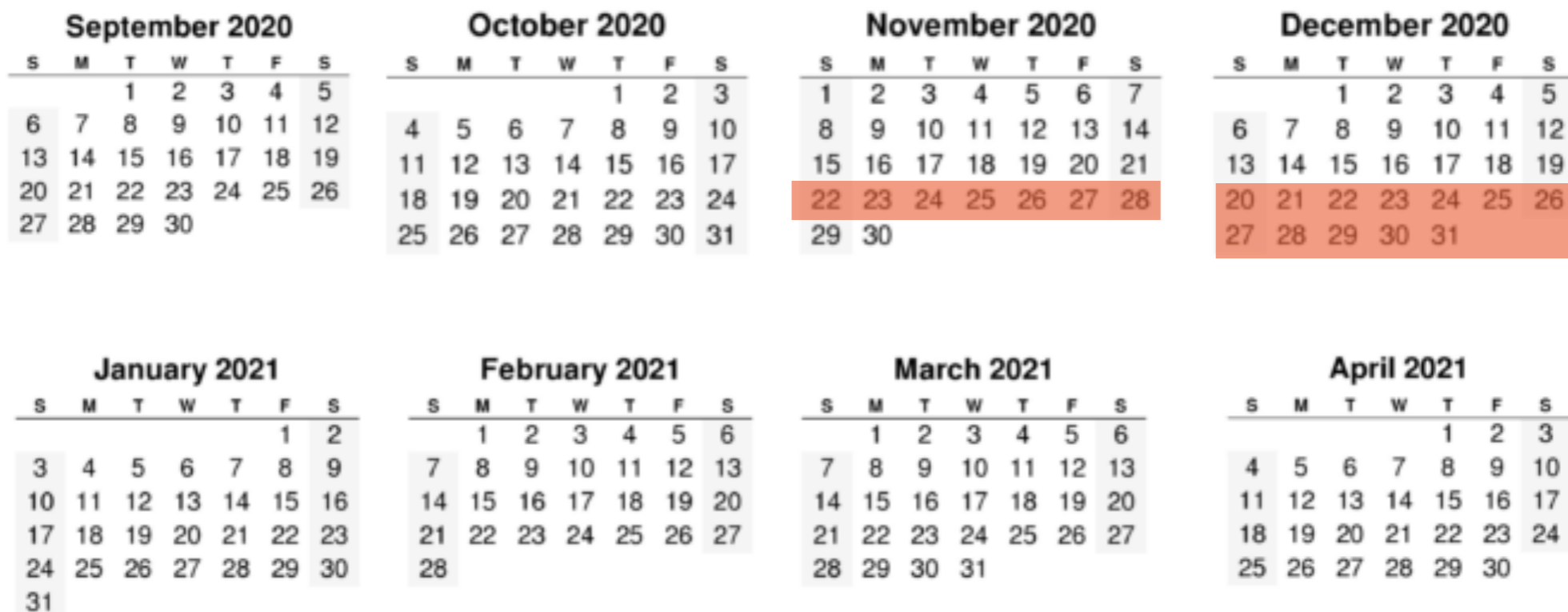
EVENT First Temperature Swing

DATE Dead Zone: Last Two Weeks of December

EVENT Events: Ice Dams, Severe Cold

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

Time is Tight...with Interruptions



~74 Marketing Days Sept—Year End
 Without Sept & Oct = 30
 (-59%)



SPECULATING ABOUT COVID'S IMPACT ON THE FALL

What May Be Different About This Fall

- **Widespread Concern About a Fall Resurgence**

Homes closing up

Convergence with flu season

- **People at Home = More Attention to the Home**

A potentially stronger than usual buttoning up priority?

More urgency in the market?

- **Healthy Home Awareness Continues to Rise (if slowly)**

Indoor air quality on people's minds

Fresh air ventilation continues to get attention

- **Chaos & High Stress in Homes with Kids**

- **Continued Economic Uncertainty**

Emphasize financing options



MARKETING FUNDAMENTALS TO MAXIMIZE THE SEASON

Separate Seasonal Services!

Residential
Heating and Air Conditioning, Inc.

408-377-4073 | [About](#) | [Specials](#) | [Rebates/Financing](#) | [Products](#) | [Blog](#) | [Contact](#) | [Reviews](#)

[COOLING](#) [HEATING](#) [HOME PERFORMANCE](#) [INDOOR AIR QUALITY](#)

When recommending a system for your home, we start with the building science.

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Improve Your Home's Comfort And Energy Use.

Get Your California Rebates, Too! Start Today.

408-377-4073

Residential Heating and Air Conditioning, Inc. raises the standard for home comfort system design and installation, ensuring a healthier indoor environment at the lowest possible cost of operation. By

Deepening Your Fall/Winter Content

Furnace Repair Services

Furnace Installation Services

Oil to Gas Conversion

Heating Products

Heat Pumps

Gas Furnaces

Insulation

Cellulose

Spray Foam

Air Sealing

Frequently Asked Heating Questions

Blog Content Ideas

- **4 Reasons It's Not Too Early for Heating Maintenance**
- **Why It's Not Too Early to Start Thinking About Your Heating System**
- **5 Reasons Why Heating Maintenance is KEY**
- **Making Sure your Boiler is Ready for Winter**
- **Is Your Furnace Ready for Winter?**
- **Infographic: Our Heating System Maintenance Checklist**
- **Promotion: \$50 off a fall energy audit/furnace tune-up**
- **Newsletter: Strategies to Save on Heating this Fall**
- **Infographic: Is Your Home Ready for Winter?**
- **Newsletter: 5 Benefits of Scheduling Heating Maintenance Today**
- **3 Ways to Winterize Your Home That You May Not Have Thought Of**

Change Up Your Google Categories

☰ Google My Business

LOCATIONS BRAND PAGES ADWORDS ACCOUNTS



Categories

- Air Conditioning Contractor (Primary)
- Air Conditioning Repair Service
- Air Duct Cleaning Service
- Fiberglass Repair Service
- Furnace Repair Service
- Heating Contractor
- HVAC Contractor
- Insulation Contractor

Paid Search (PPC)—Google Adwords

#1 Richmond Heat Repair - mawilliams-services.com

Ad www.mawilliams-services.com/Richmond
\$30 Off Repair/Service. Call Today! Your Local, Reliable HVAC Experts.
24/7 Emergency Service · Cost Effective Solutions · Satisfaction Guaranteed
\$69.95 Heater Tune-Up - Geothermal Experts - \$50 Off New Heater

Richmond Furnace Repairs - OneHourRichmond.com

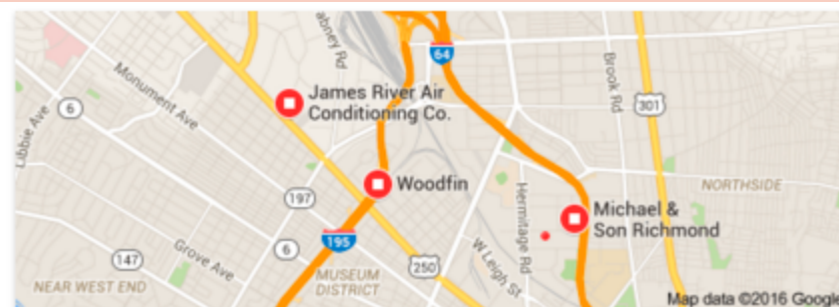
Ad www.onehourrichmond.com/Richmond
Save On Your Next Energy Bill With Expert Furnace Repair Repairs.
Heat Pump Installation - Total Comfort Guarantee - Indoor Air & Ductwork

Emergency HVAC Repairs - wgspeeks.com

Ad www.wgspeeks.com/ (804) 601-4577
Service Technicians On Call 24/7. Proudly Serving Richmond Since 1943
Cold Weather Maintenance · Energy Efficient Systems · 70 Years of Business

HVAC Services Richmond VA

Ad mechanicsvillehvaccontractors.com/
Trust Our Friendly HVAC Experts Serving Greater Richmond. Call!
High quality work · Written estimates · Punctual service · Building Science Inc
Building Science Inc - Contact Us - A/C Installation - HVAC Service



James River Air Conditioning Co.

4.8 ★★★★★ (119) · Air Conditioning Contractor
1905 Westmoreland St · (804) 358-9333
Open until 11:30 PM



Website



Directions

Michael & Son Richmond

4.2 ★★★★★ (91) · HVAC Contractor
1407 Cummings Dr · (804) 360-7373
Open 24 hours



Website



Directions

Woodfin

4.8 ★★★★★ (370) · HVAC Contractor
1823 N Hamilton St · (804) 730-5000
Open until 5:00 PM



Website



Directions

More places

Get Rebates Of Up To \$1,600 On A Qualifying Lennox Home Comfort System!

The Dave Lennox Signature® Collection is the ultimate expression of Lennox® innovation, and that makes it the perfect choice for your home



GET UP TO A
\$1,600 **REBATE**
on a new Lennox® system*

*Offer expires 11/25/2016. See local dealer or lennox.com for details.

GET REBATES OF UP TO \$1,600* ON A QUALIFYING LENNOX® HOME COMFORT SYSTEM.

Find the Lennox® home air conditioner, furnace or system that ideally suits your needs. All of our options are designed for energy savings and comfort, and are built to last. And as best friends do, let us offer you two times the offer with **REBATES UP TO \$1,600* AND LOW MONTHLY PAYMENT FINANCING.**



START WITH UP TO \$1,300 IN REBATES.*

Save on a complete qualifying Lennox® home comfort system that includes air conditioner or heat pump, gas furnace or air handler and thermostat.

GET UP TO A \$100 REBATE ON A WI-FI THERMOSTAT.*



Don't miss out on this limited time offer!

Our team is here to help

The local guys and gals

* Name

* Phone

* Email

* City

How can we help you?

GET STARTED

SPECIALS

Free Second Opinion
Manufacturer Rebates
Fall Lennox Promotion

Create Deadlines (sometimes artificial)

FREE INSULATION QUOTE BY NOVEMBER 15

Strategy:

Urgency play

Actually a standard offer

Builds insulation awareness

Possible Mediums:

Facebook

Paid Search

Website

Direct Mail

Events That May Happen & May Not



Activating a Reluctant Market

READINESS

- **Winter is Coming!**
- **Is Your House Ready for Cold Temperatures?**
- **Cooler Temps on the Way**
- **Don't Wait til the Last Minute**

URGENCY

- **Act now**
- **Free _____ before November 15**

A DEAL

- **Promotions**
- **Flash Sale with Deadline**

FEAR

- **Get Your Generator Before You Need It**
- **Avoid the Cold Shower**

NON-TEMPERATURE/COMFORT OPPORTUNITIES

- **Healthy Home**
- **Smart Thermostats**
- **Efficient Water Heaters**

Tactics that are Fast to Deploy & Deliver Reach

- **Email to Existing Customer Lists**
- **Paid Facebook Advertising**
- **Campaigns to Custom Audiences You've Already Built**
- **Display Advertising**
- **Paid Search Adjustments**
 - Increase geographic reach
 - Increase bids
 - More aggressive competitor campaigns
- **Modest Investment**



THANK YOU!

QUESTIONS OR COMMENTS?

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