



# **The Seasonality Challenge: How to Maximize the Early Fall**

Peter Troast, Founder & CEO

Energy Circle Webinar Series

*October 25, 2017*



# The Shift to HTTPS



By [Maurine Anderson](#) | October 3, 2017

You've probably seen recent stories in the news about online data breaches, even among big players like Equifax. A data breach is dangerous for any business, and it can be especially dangerous for you as an HVAC, home performance or solar contractor. If your site uses forms to collect leads or client information, then it could be vulnerable to data breaches involving customer data. One basic step you can take to protect your business from this type of problem is to implement HTTPS on your site.

Why are we writing about this? Well, a major change to how Google Chrome and other browsers handle HTTP sites is just around the corner. If your business' website hasn't yet made the shift from HTTP (Hypertext Transfer Protocol) to HTTPS (Hypertext Transfer Protocol Secure), it could be harder for potential clients to reach starting this month.

## What Does HTTPS Do?

HTTPS emerged several years ago as a means for protecting sensitive information, such as payment information, being transferred over the web. In the past decade or so, more and more websites have been adopting HTTPS in order to make all communications through their site secure — that is, safe from hackers attempting to steal that information upon transfer from the client's computer browser to the web server. Switching from HTTP to HTTPS offers a number of benefits for website owners:

- Helps to prevent data from being intercepted, modified, or corrupted by hackers
- Builds user trust — users will see the lock icon and trust your website



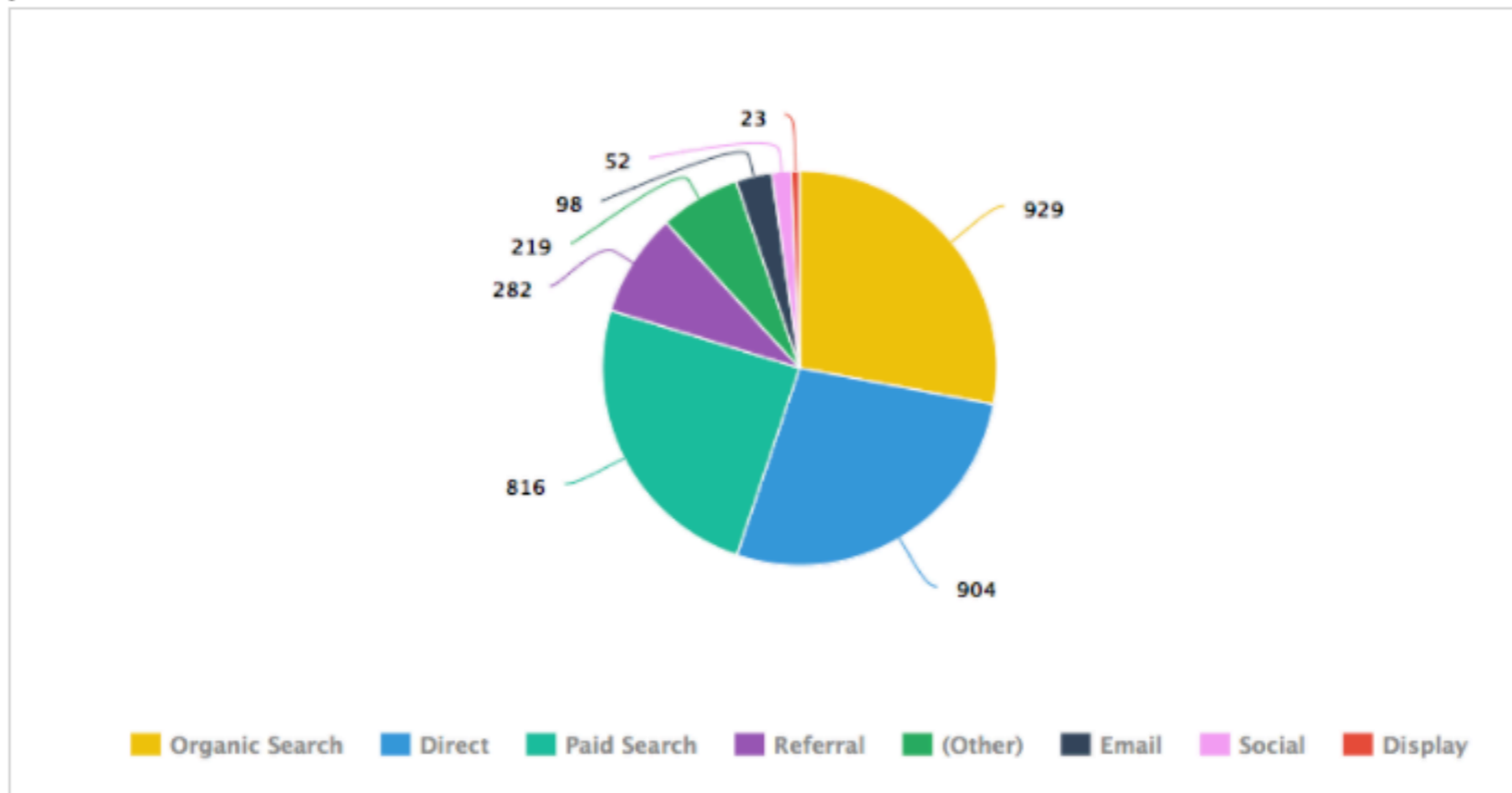
# How to Allocate Your Marketing Budget — For Contractors



By [Anna Adamczyk](#) | October 11, 2017

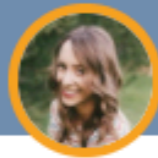
As a contractor, you know that marketing is important. Maybe you've already invested in print advertising or TV spots in the past, or purchased leads through various services, but what was the return on that investment? Kind of hard to know exactly, right?

Well, with digital marketing it's much easier to track the results of your investments. But where do you start?





# Why You Shouldn't Buy Email Lists — and What You Should Do Instead



By [Maurine Anderson](#) | October 20, 2017

With email still reigning as one of the most effective ways to convert people into customers, it's essential to put some serious focus on email marketing for your HVAC, home performance or solar business. But before you go out and buy an email list to jumpstart your email marketing campaigns, you should know a thing or two about the hidden dangers of third-party email lists.

## The Pitfalls of Purchased Email Lists

If you're a contractor looking to generate leads quickly, purchasing an email list may sound enticing. With one purchase, you could have access to thousands of potential local leads — and all you have to do to convert them into customers is send out a mass marketing email. Unfortunately, the story with third-party email lists is not that simple.

### **There are regulations.**

Did you know there are laws against sending out unsolicited bulk email? Sending out commercial emails using a purchased email list won't necessarily get you in trouble; however, you could face fines of up to \$16,000 per email if any email addresses on the list were harvested illegally or if recipients on the list have already opted out of receiving email from your company. In addition to these legal restrictions, many email service providers like MailChimp explicitly prohibit the use of third-party email lists under their Terms and Conditions. Whenever you send out unsolicited emails, you also run the risk of getting your IP address or domain blacklisted, which will cause email providers to start blocking your emails. This could keep your emails from reaching your recipients for years. In short, the only way to send out commercial emails without running into



# The Most Important Page on the Internet for Contractors



By [Dan Paradee](#) | October 24, 2017

What's the most important page on the internet? For some, it might be their Twitter feed, a certain news site or even their fantasy football team's page.


For service area businesses, the most important page on the internet is their brand name search on Google. You might think that your homepage is the most important, but I'd say it finishes second compared to your brand's search engine result page (SERP). Here's why: your brand search on Google is most likely the single largest driver of traffic to your site, and depending on how your company looks on that page can have a big effect on how people interact with your website.

The Google SERP is made up of lots of different moving parts, some of which you have total control over and others that require lots of work to change. In life, the serenity prayer is a good motto and asks for the ability to "accept the things I cannot change, the courage to change the things I can, and the wisdom to know the difference." However, for your brand's SERP, this just rings of laziness — if there is something negative on your brand's SERP page you should be doing everything in your power to change or remove it.

## Why is this SERP page so important?








When you do any kind of advertising, online or off, brand recognition is almost always one of the main goals. You want people to remember your name when their furnace breaks down, or the room over their garage is freezing, or they are ready to install solar panels. (Kind of how that one


# In the Wild: Paid Ads in Local Pack



Map data ©2017 Google

Rating ▾ Hours ▾

<b>Home Energy Medics</b> <b>Ad</b> 5.0 ★★★★★ (11) · Insulation Contractor 817 22nd St S · (703) 447-5379 Open until 5:00 PM	 WEBSITE	 DIRECTIONS
<b>Max Insulation</b> 5.0 ★★★★★ (3) · Insulation Contractor 611 Pennsylvania Ave SE · (202) 341-6015 Open until 6:00 PM	 WEBSITE	 DIRECTIONS
<b>Dave's Insulation of Washington DC</b> 5.0 ★★★★★ (5) · Insulation Contractor (202) 849-5900 Open until 8:00 PM	 WEBSITE	
<b>American Roofing and Spray Foam</b> No reviews · Roofing Contractor 325 Pennsylvania Ave SE · (202) 362-4243 Open until 6:00 PM	 WEBSITE	 DIRECTIONS

 [More places](#)



# Energy Circle On The Road

~~09/12 - 09/14: Contractor Leadership Live~~ | Cleveland, OH

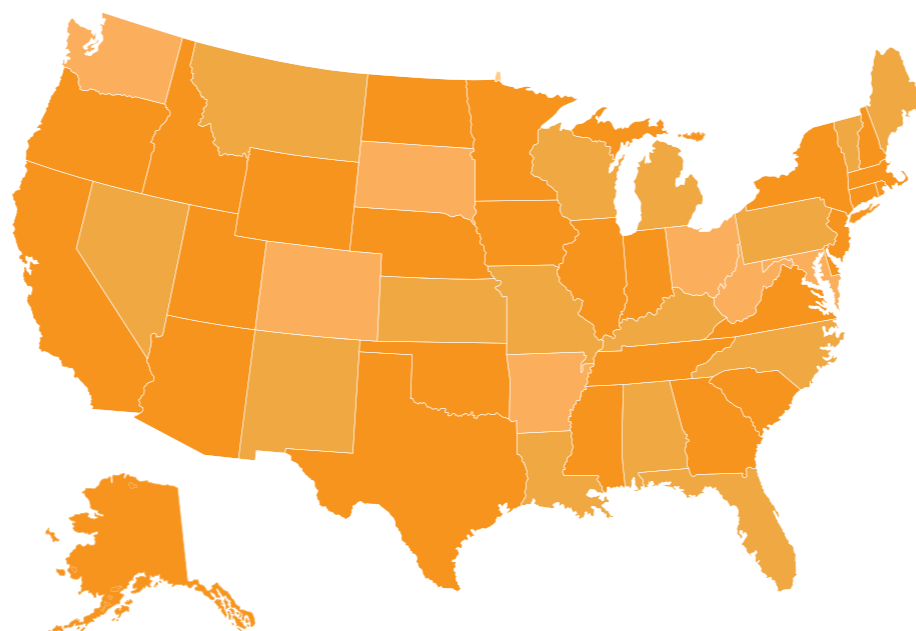
~~09/27 - 10/01: PHIUS Annual Conference~~ | Seattle, WA

~~09/07 - 11/14: Home Performance Coalition Business Workshops~~ | Columbus & Long Beach

~~10/19 - 10/20: Home Performance Coalition SE~~ Southeast Regional | Greenville, SC

11/14 - 11/15: **Home Performance Coalition CA** | Long Beach, CA

11/14: **Home Performance Coalition Business Workshops** | Long Beach

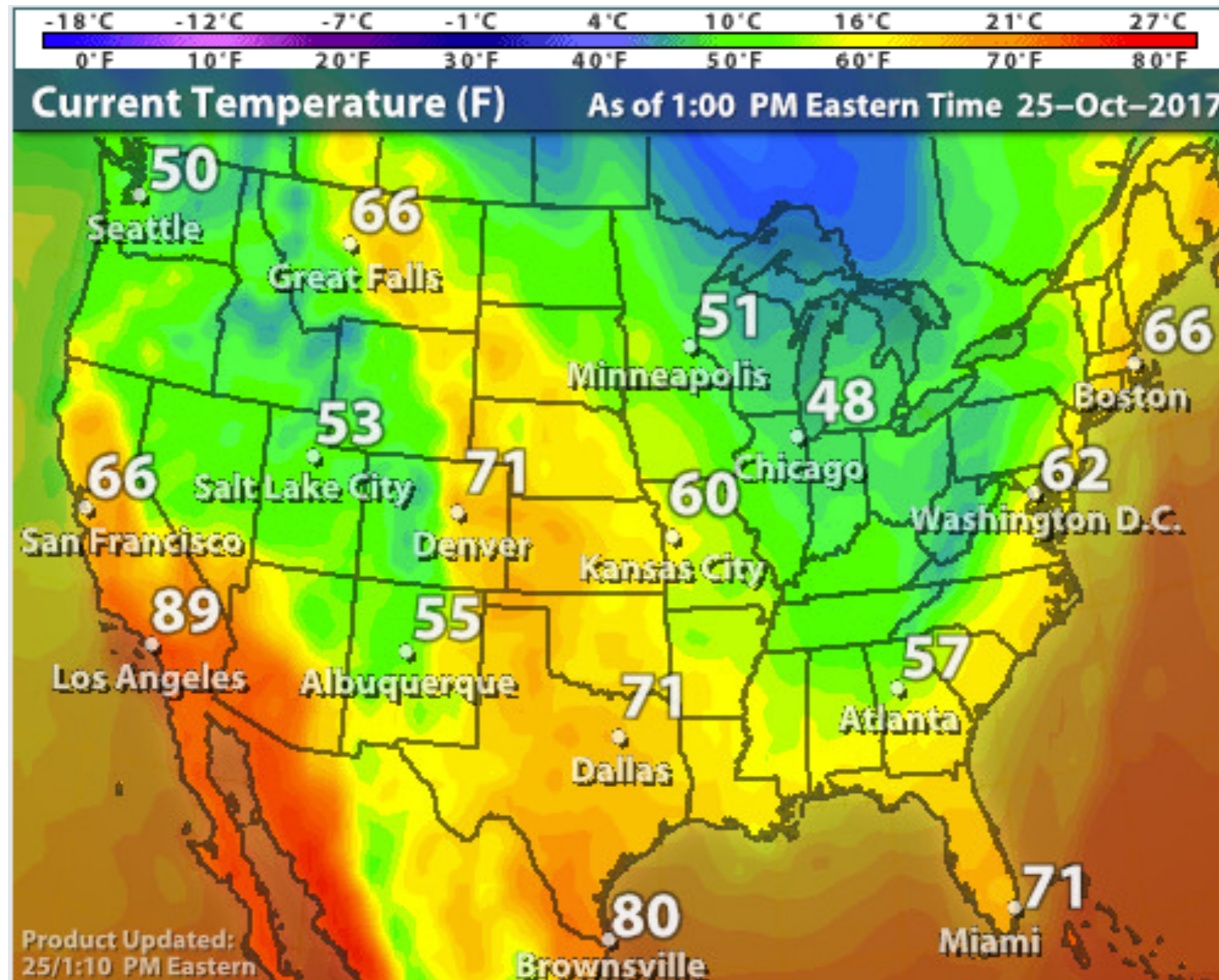


# What We'll Discuss

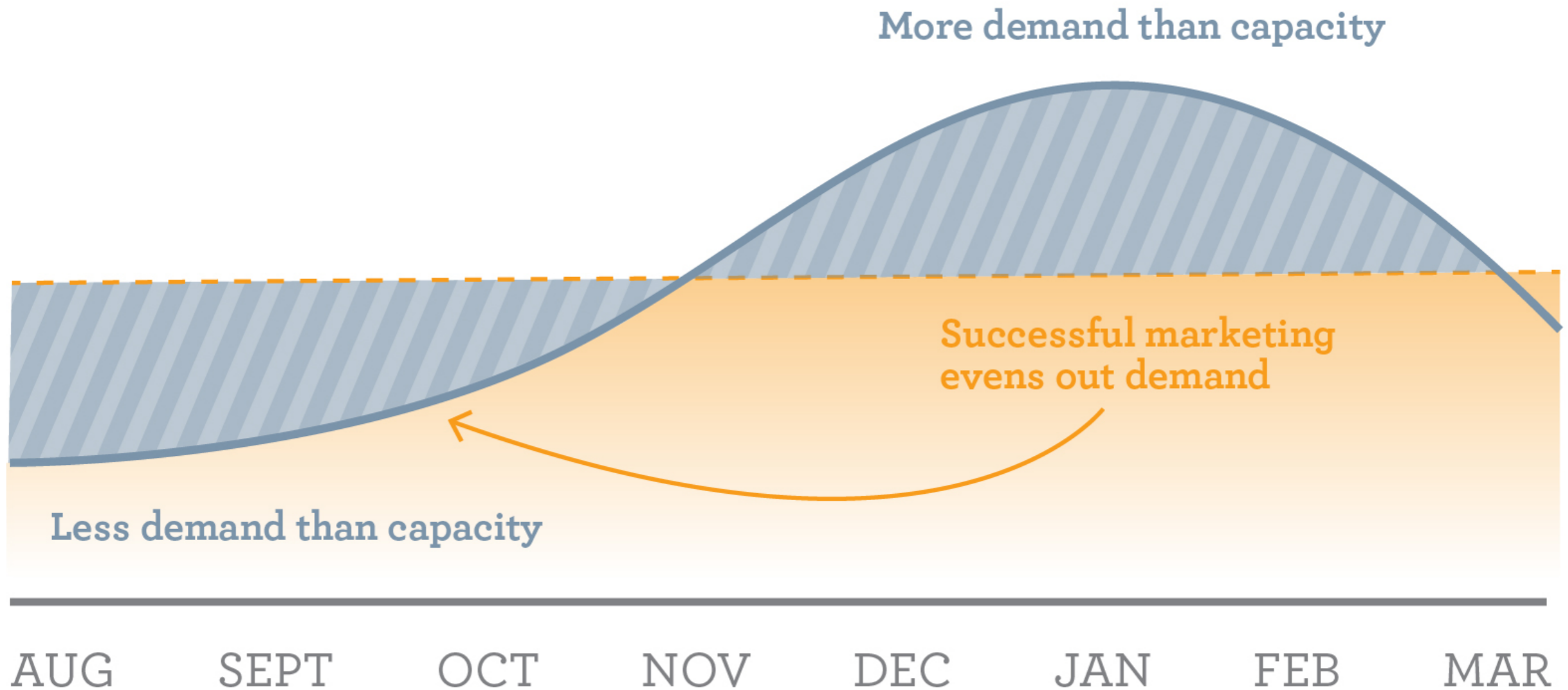
- 1 Seasonality Triggers—What the Data Says**
- 2 The Compressed Fall Calendar**  
*—Made Worse by Mild Temperatures*
- 3 Fundamental Tactics for Fall Marketing**
- 4 Aggressive Tactics When Temperatures Stay Mild**  
*—That Can Be Implemented Quickly*



# It's October 25th.



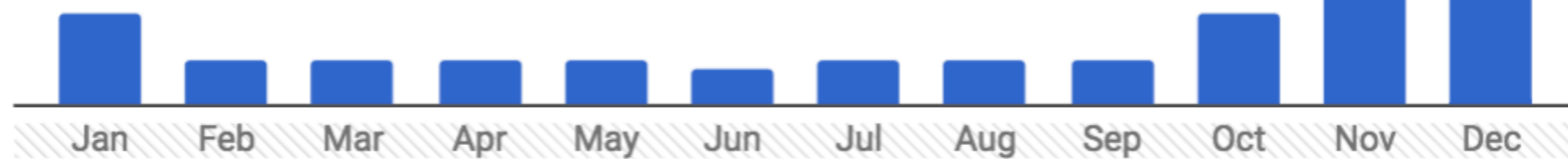
# FALL / WINTER DEMAND TRENDS



# Think We've Got it Bad?

**L.L.Bean**

**\$1.6 Billion**





# **DATA ON SEASONAL TRIGGERS (National)**

# Air Conditioning

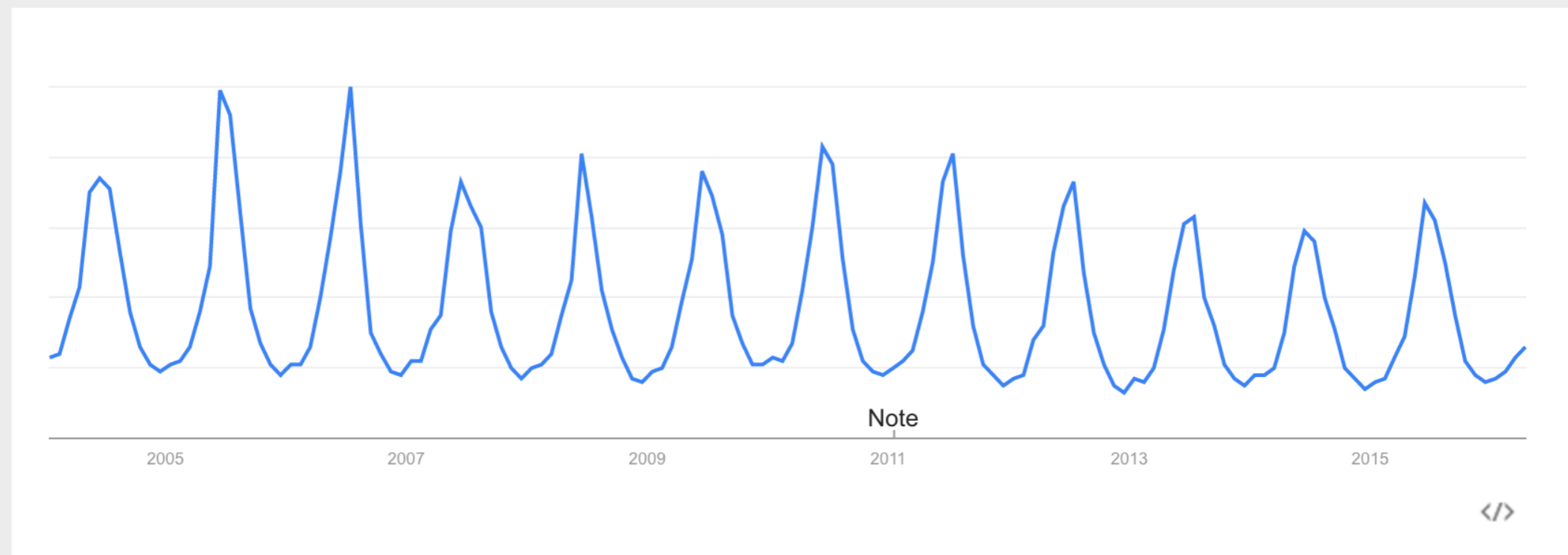
air conditioning

Search term

+ Add term

Interest over time ?

News headlines ?  Forecast ?



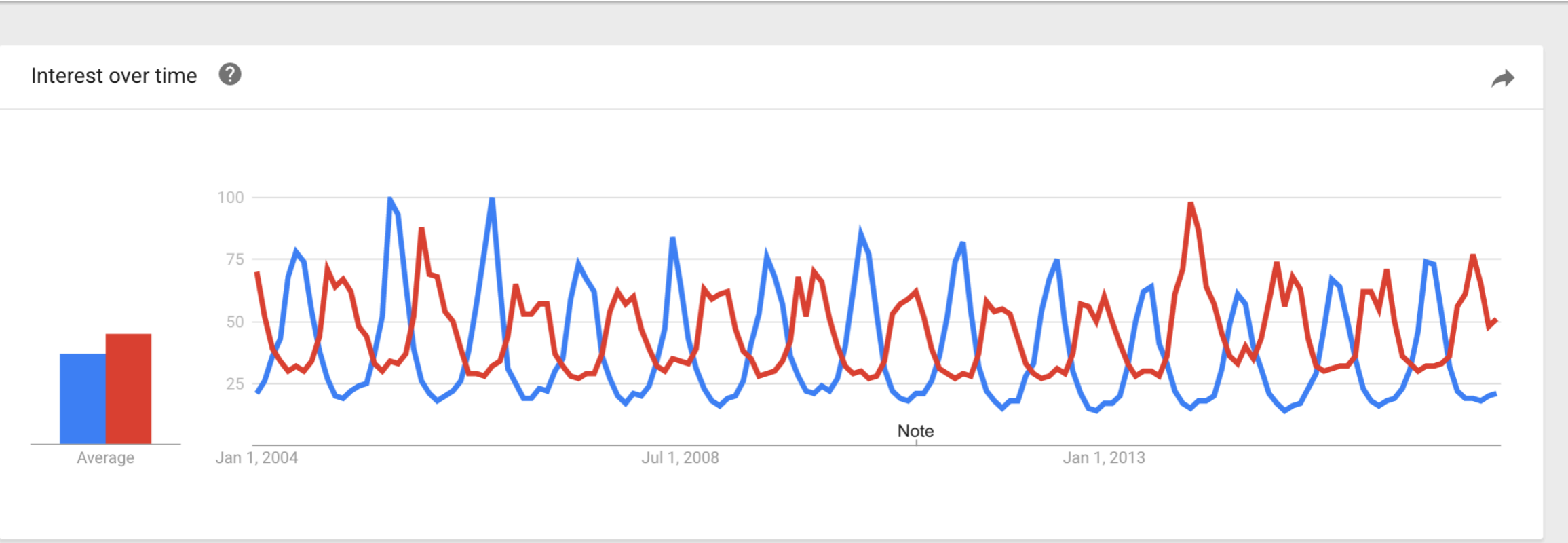
# 13 Years of Heating & Cooling

● **air conditioning**  
Search term

● **furnace**  
Search term

+ Add comparison

United States ▼ 2004 - present ▼ All categories ▼ Web Search ▼



# 13 Years of Heating, Cooling & Insulation

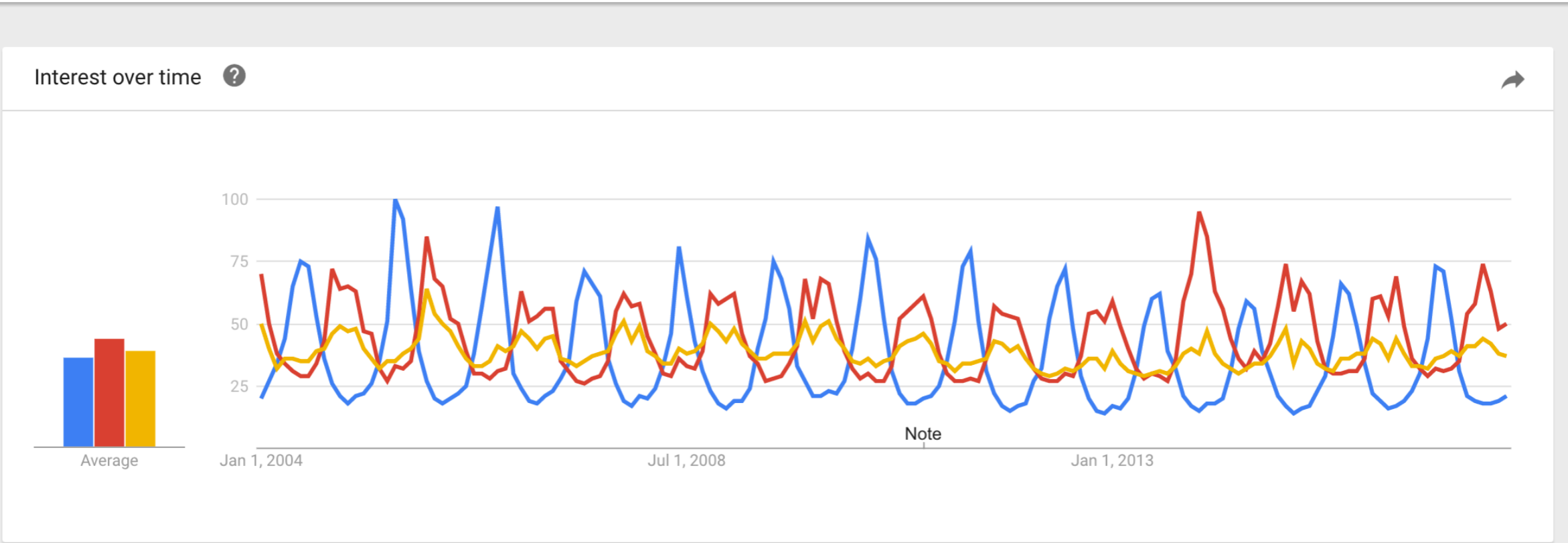
● **air conditioning**  
Search term

● **furnace**  
Search term

● **insulation**  
Search term

⋮ + Add comparison

United States ▾ 2004 - present ▾ All categories ▾ Web Search ▾



# The Notch in the Peak

● insulation  
Search term

● furnace  
Search term

+ Add comparison

United States ▾

2004 - present ▾

All categories ▾

Web Search ▾

Interest over time ?





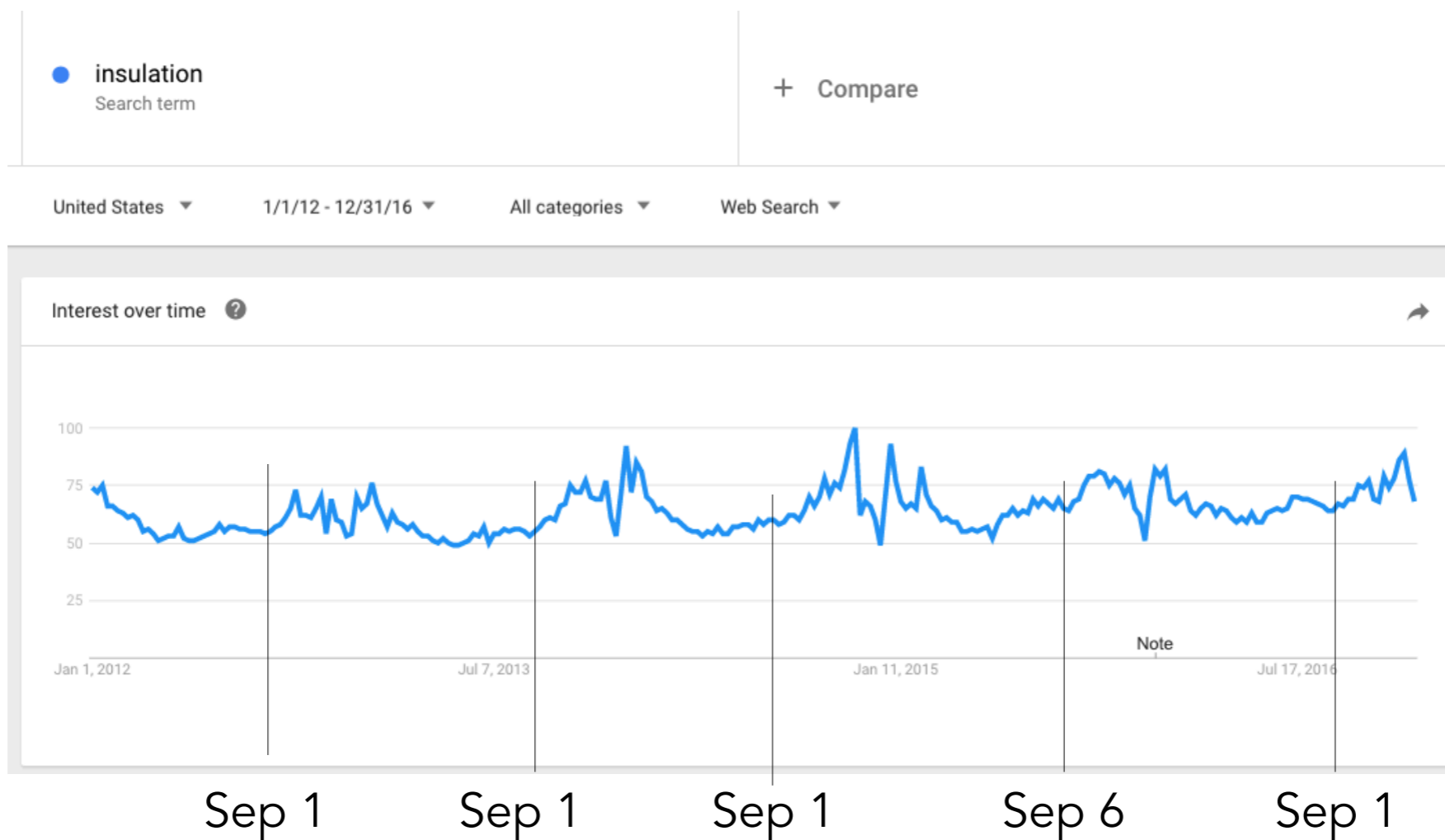
# Remarkable Consistency—Furnace Repair



# Air Conditioning is More Variable

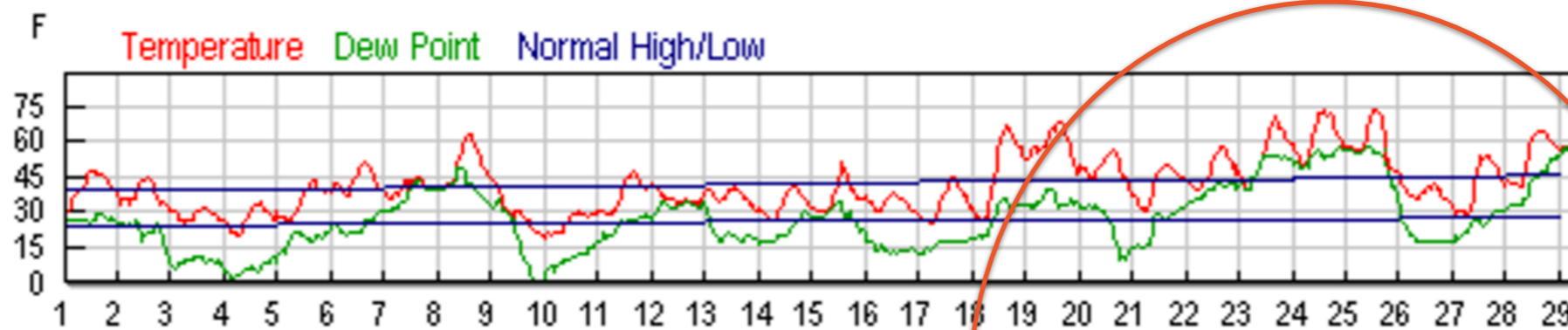


# Remarkable Consistency—Insulation

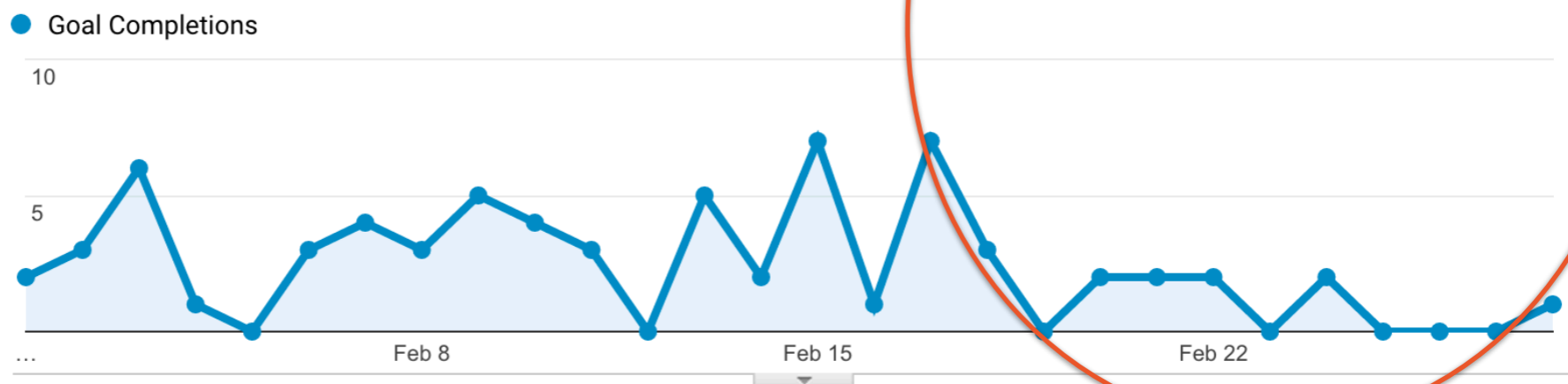


# Insulation's Temperature Correlation

Temp



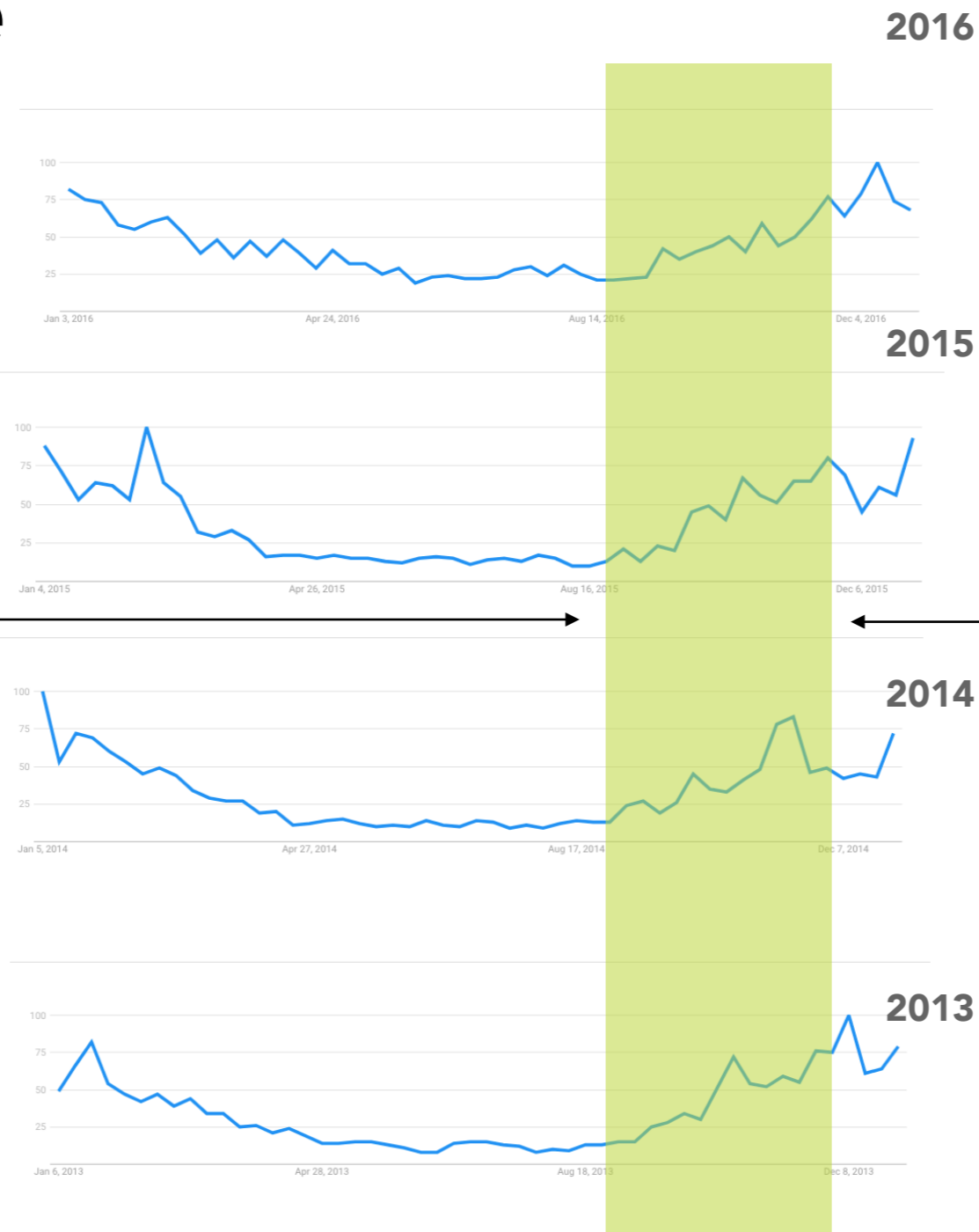
Leads



# "Furnace Repair"

**Sept 1**

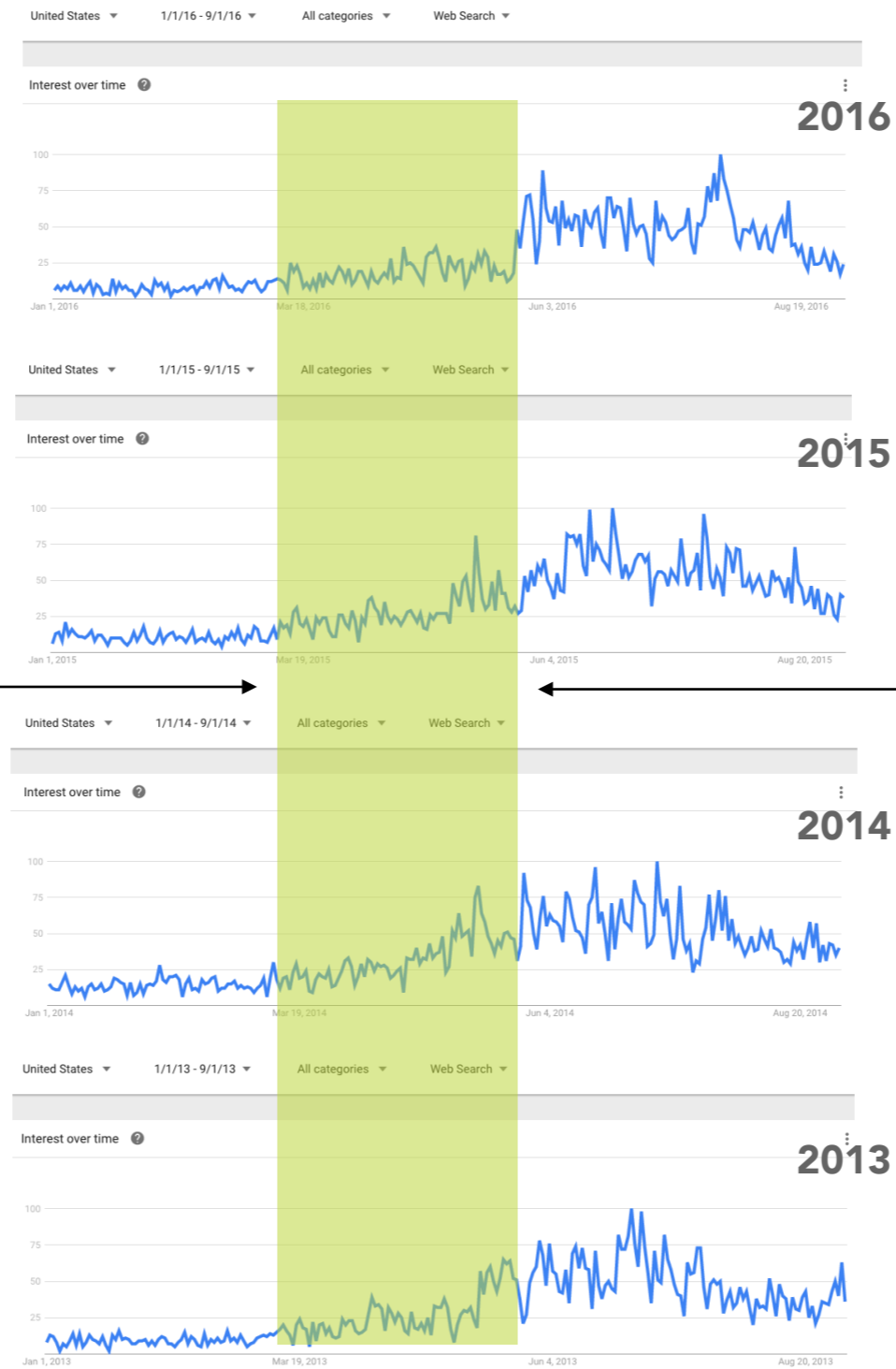
**Nov 28**



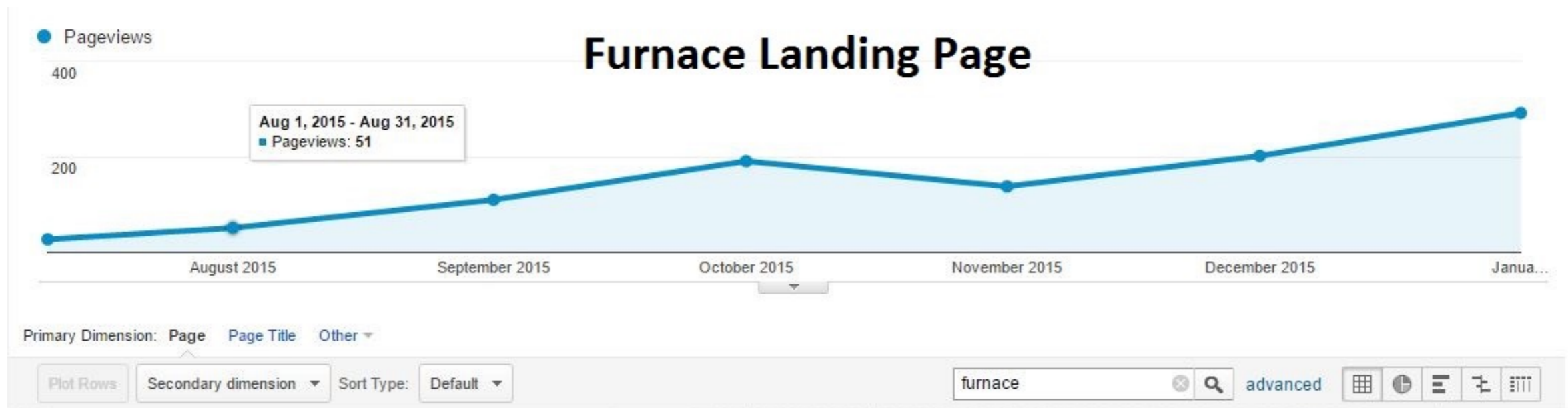
# "Air Conditioning Repair"

March  
1

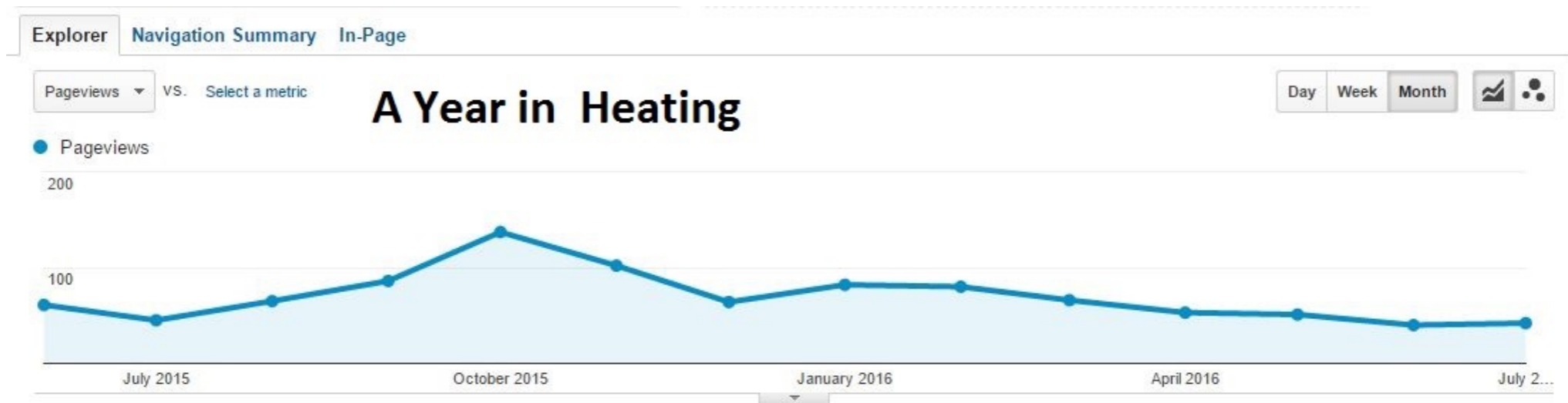
June  
1



# People Start Looking Early

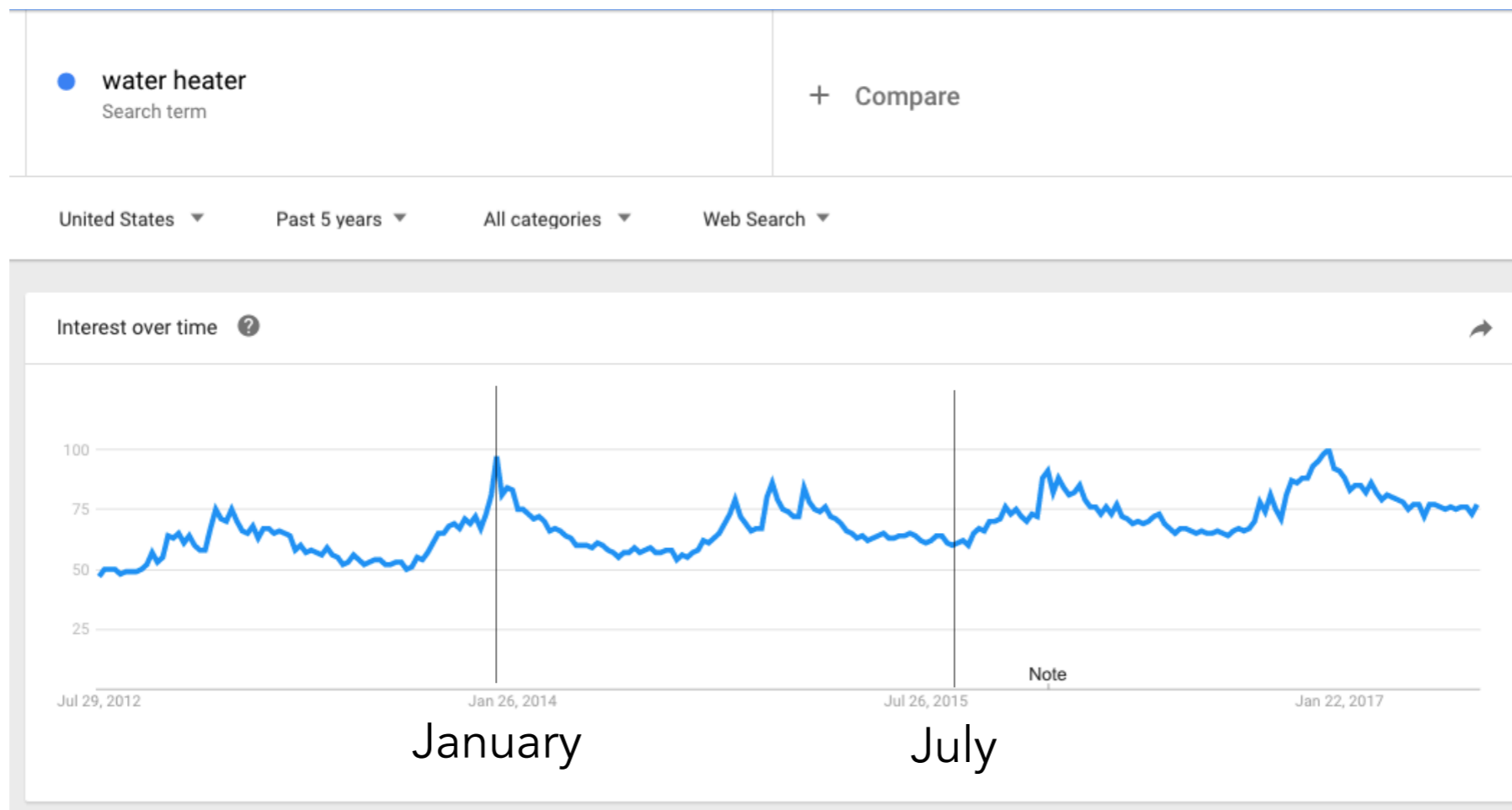


# Heating Peaks in Past Years

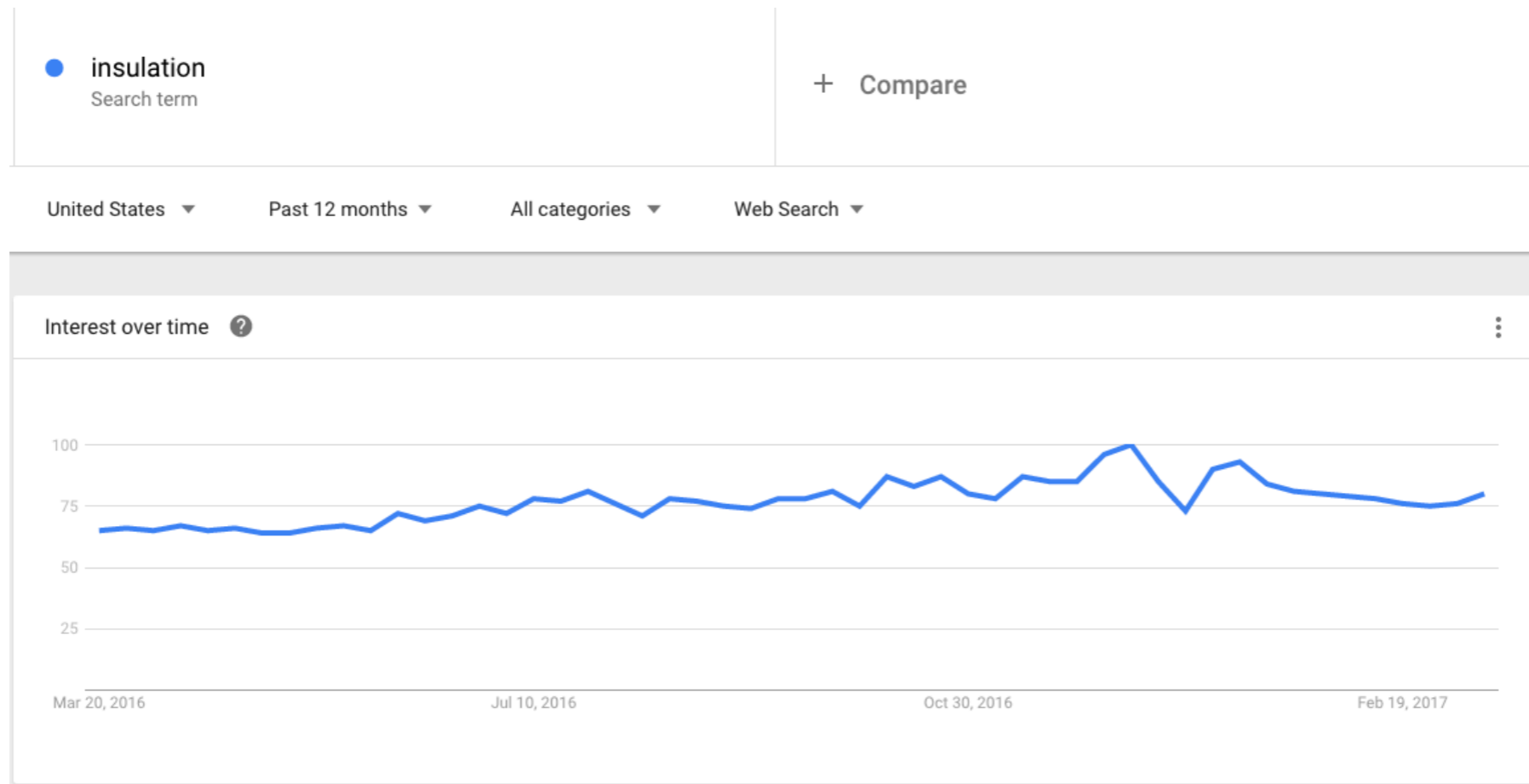




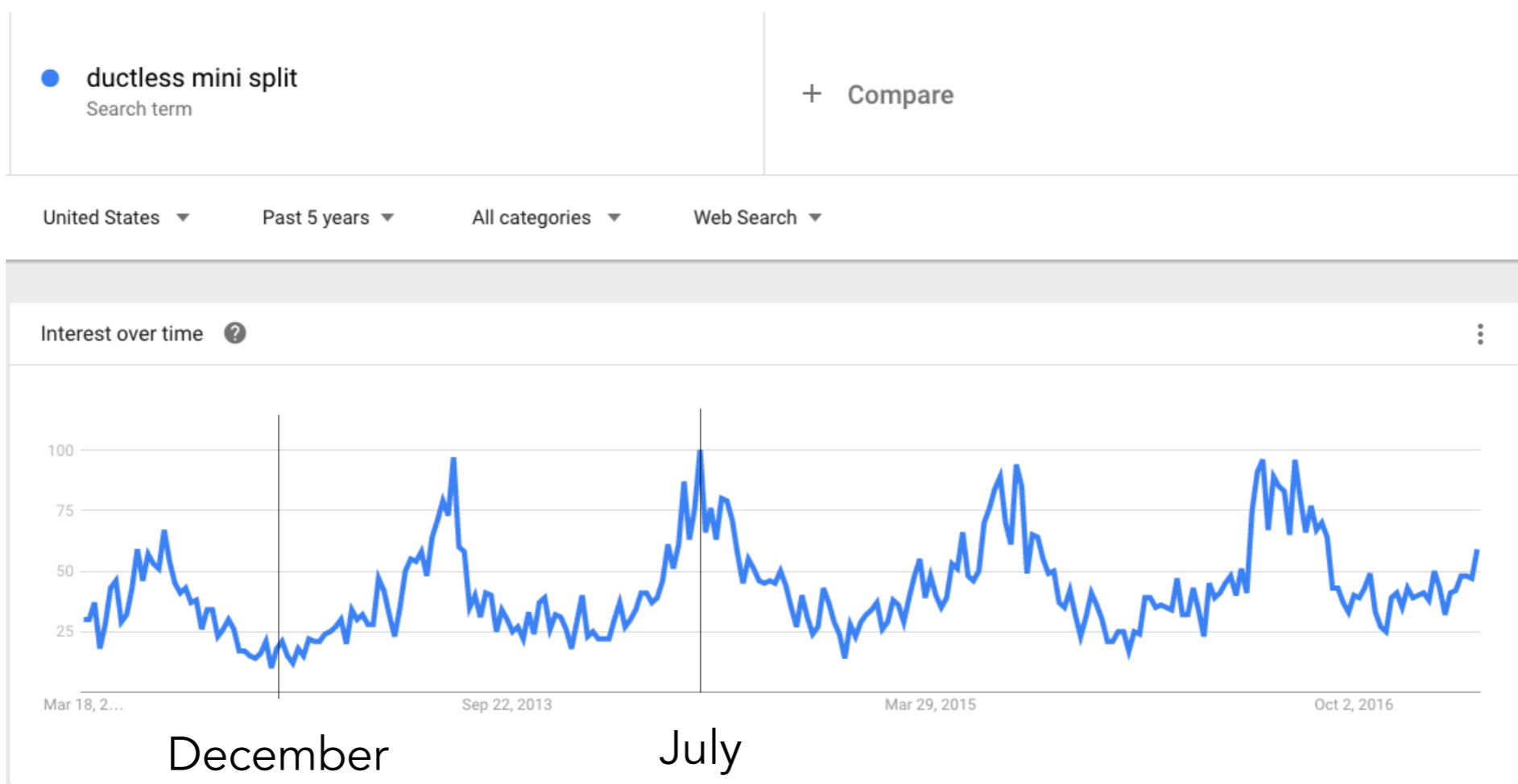
# Why is Water Heater Seasonal?



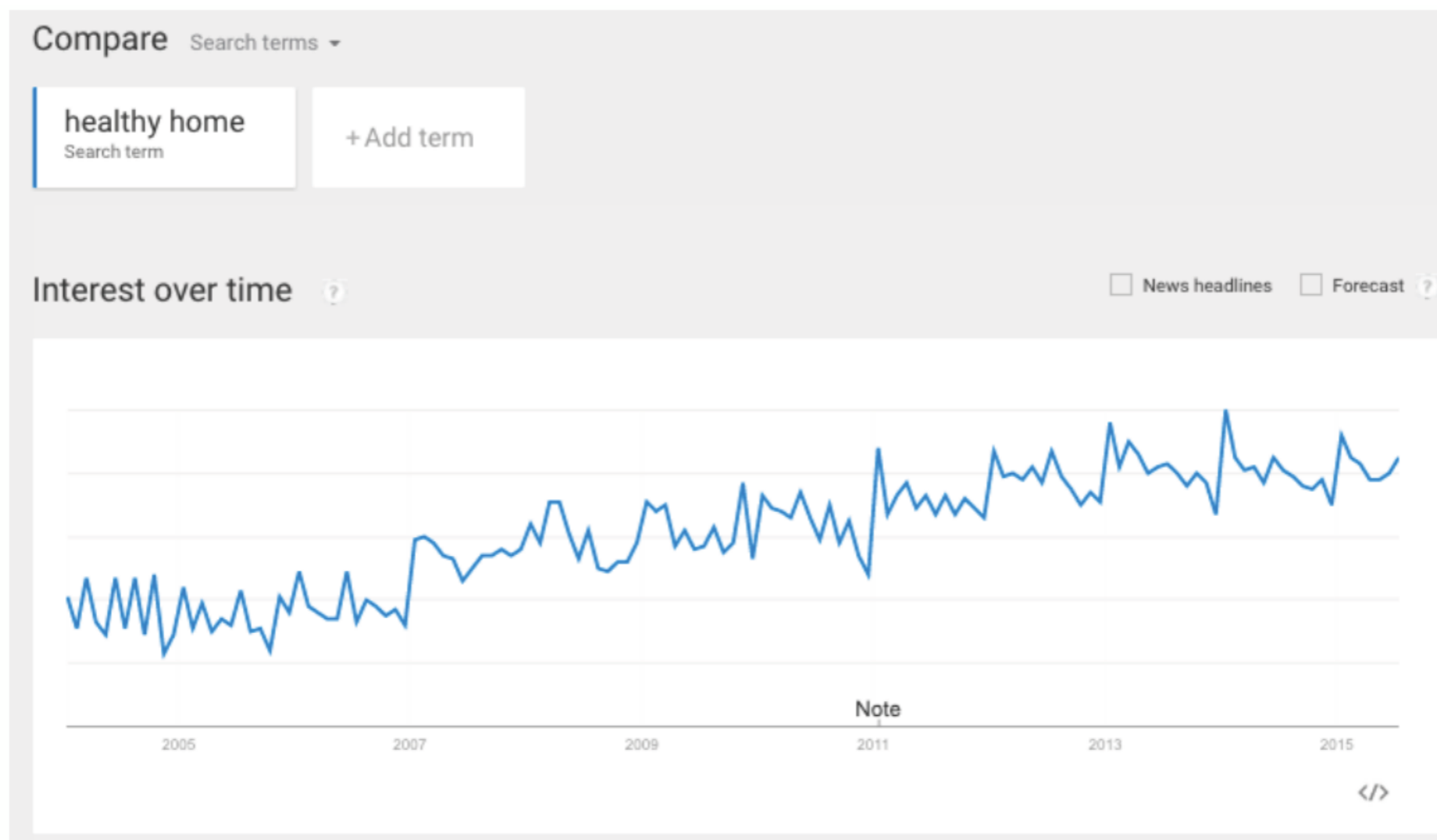
# Insulation: Surprisingly Unseasonal?



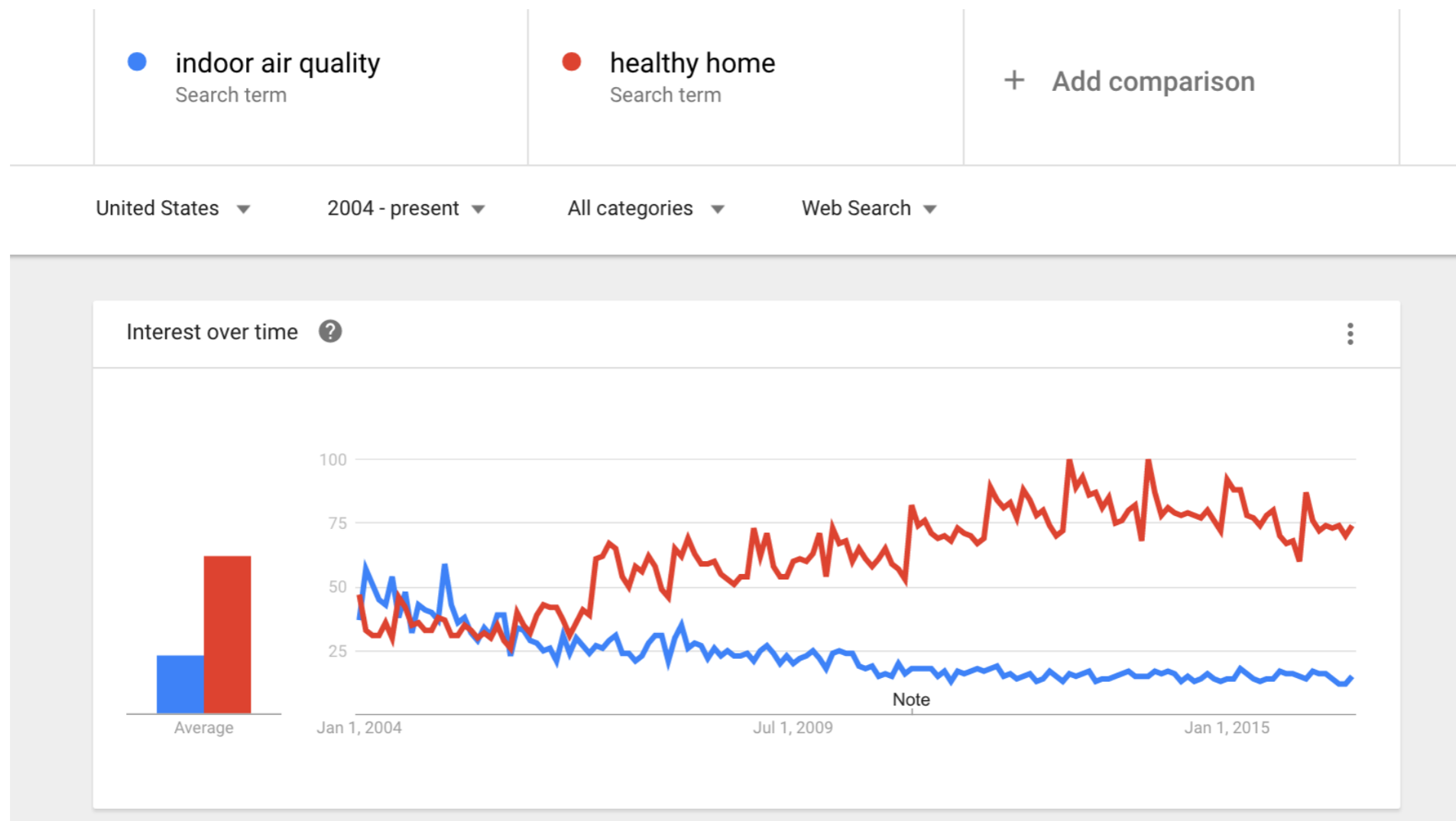
# Ductless Mini Split



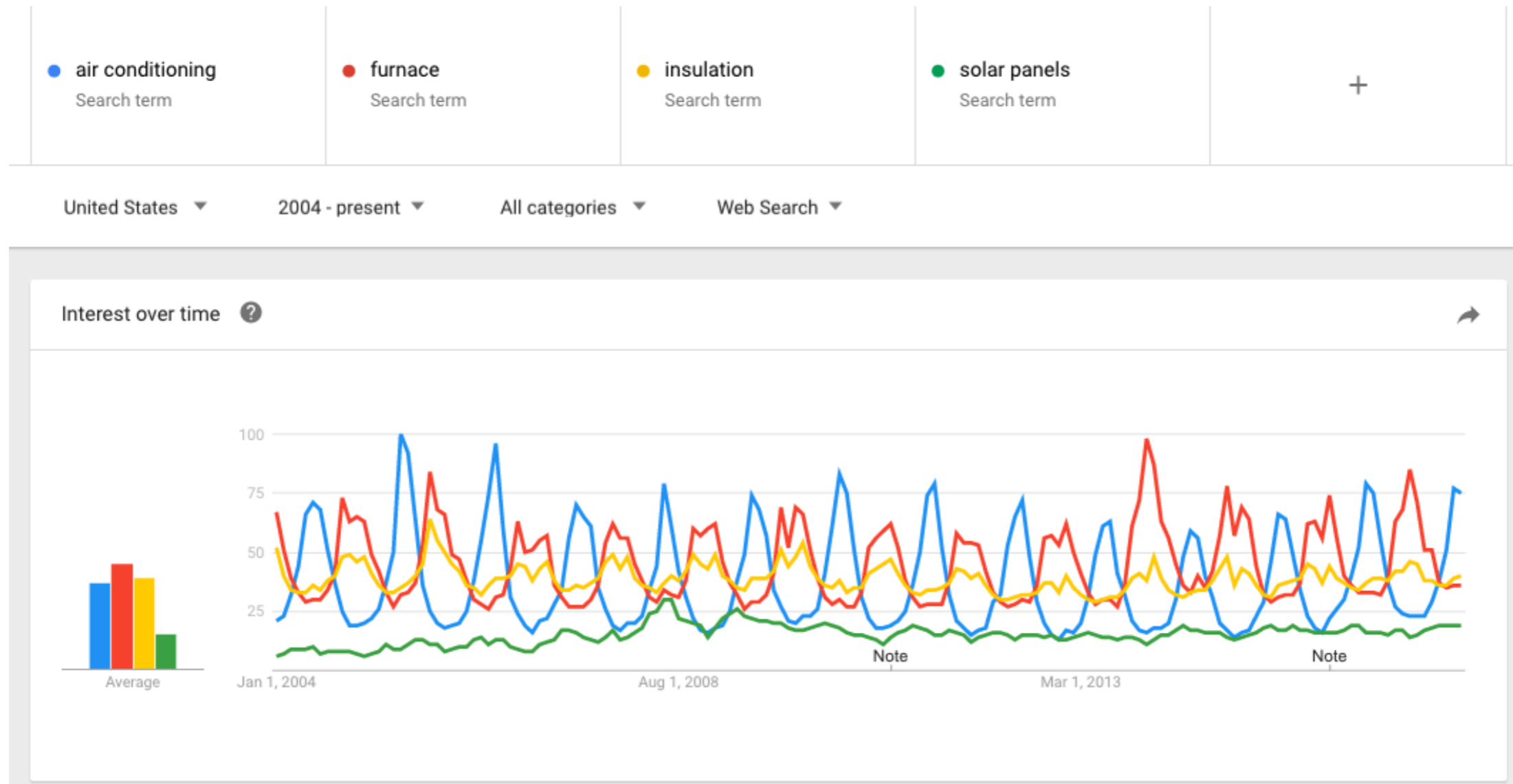
# “skate to where the puck is going to be”



# Healthy Home vs IAQ



# Beauty of the Whole House Business Model



# 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



~70 Marketing Days Sept—Year End  
 Without Sept & Oct = 30  
 (-57%)





# **MARKETING FUNDAMENTALS TO MAXIMIZE THE SEASON**

# Manage the Seasonal Transition

Not  
Good on  
Day of  
First  
Frost

Facebook Twitter Google+ LinkedIn YouTube

ABOUT CAREERS JACK'S CORNER CONTACT **REQUEST SERVICE**

**555-5555**

7AM TO 7PM, 7 DAYS A WEEK  
**WITH NO OVERTIME**  
24 HR SERVICE IS AVAILABLE

PLUMBING HEATING AND COOLING DUCT CLEANING WATER TREATMENT EXCAVATION PRODUCTS

Don't let the heat get you down. Call us we can help

**CLICK FOR SERVICE**

# Not Suitable for...Fall & Winter



# Generic "Services" Navigation



Service Areas

[Home](#) [Services](#) [Rates](#) [About](#) [Blog](#) [Contact](#)



## Furnaces. Boilers. Air Conditioning. We do it all!

At Maine Heating and Cooling we install and service a wide variety of systems from most manufacturers. Whether you need service on your current system or need to upgrade to a newer system, we are here to help.



[Learn More](#)



## Featured Services



# No Separation = Thin Content



## Heating and Cooling Services

**Grand Rapids, MI, needs local EXPERTS!**

has been serving the greater Grand Rapids area for over 105 years. We know our heating and cooling systems and everything in between. Our philosophy is simple--we will take care of your home like it's our own. From a service call to the installation of a new system, we will ensure that you have a positive experience with us. For quality heating and AC repair in the greater Grand Rapids, MI area, homeowners should choose Schaafsma Heating and Cooling. Customers depend on us for the following:



- NATE certified technicians
- 100% Money Back Guarantee
- We care about your home--we use drop clothes and wear protective booties
- Free quotes on new equipment
- Better Business Bureau Member
- Fully Licensed and insured
- We provide a Quality Inspection and Precision Start Up for your new equipment
- 24/7 Emergency Service Available--we're here when you need us!
- We serve residential, commercial and industrial customers.

### Services:

Furnaces \* Geothermal \* Radiant Floor Heating \* Boilers \* Water Heaters \* Central Air Conditioners \* Unico Air Conditioning \* Ductless Air Conditioning \* Zoning Systems \* Customer Design \* Indoor Air Quality Products \* Carbon Monoxide Detectors \* Duct Sealing \* Duct Cleaning \* Insulation \* Service ALL makes & models of equipment

# 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.

[LEARN MORE](#)

**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

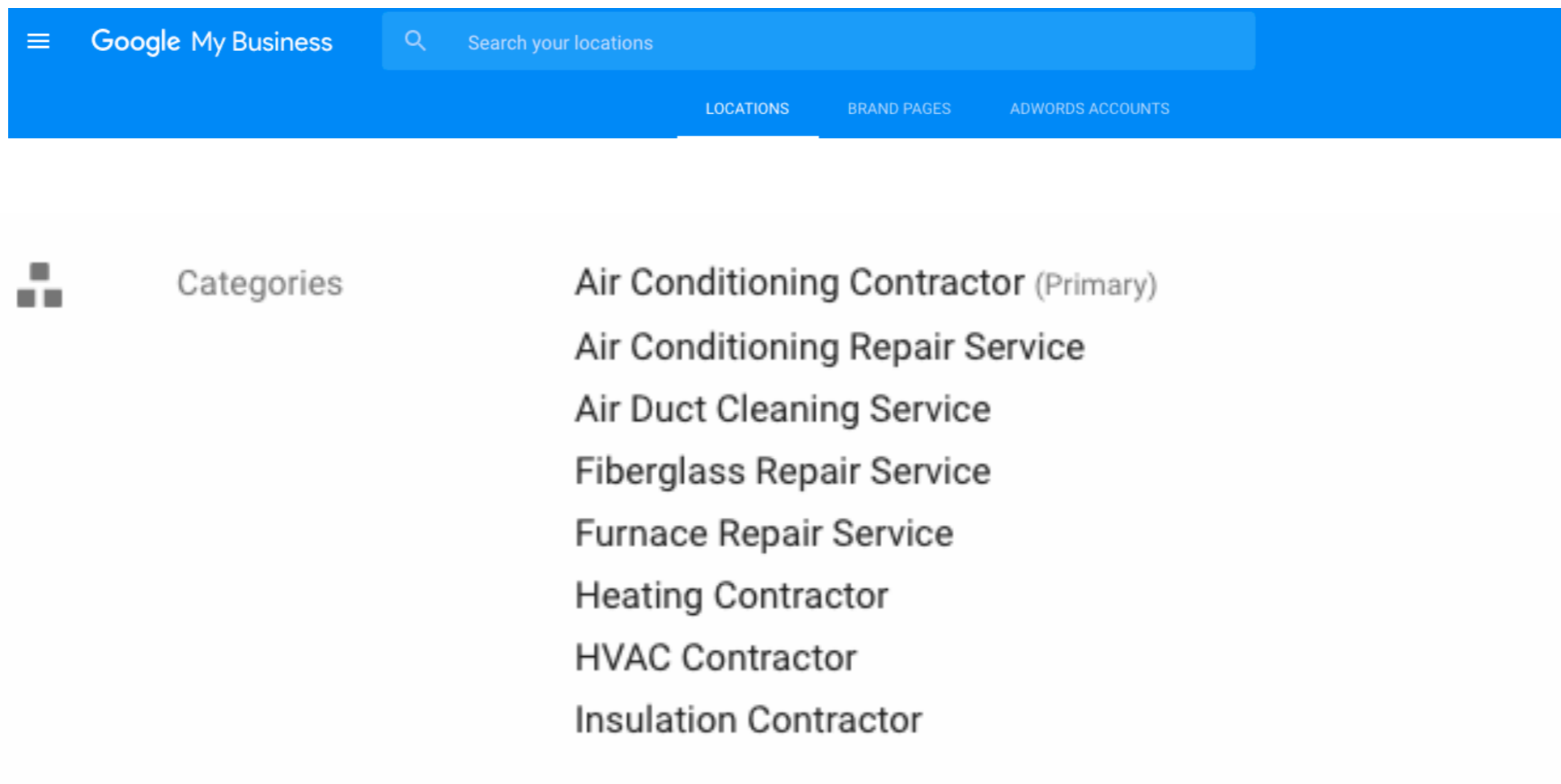
## **Frequently Asked Heating Questions**

# 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



The screenshot shows the Google My Business interface. At the top, there is a blue navigation bar with the text "Google My Business" on the left, a search bar with the placeholder "Search your locations" in the center, and three menu items: "LOCATIONS", "BRAND PAGES", and "ADWORDS ACCOUNTS" on the right. Below the navigation bar, the "Categories" section is visible, indicated by a grid icon and the word "Categories". A list of category options is displayed, with "Air Conditioning Contractor (Primary)" selected.

Google My Business


Search your locations

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

# Fall Newsletter (Mail & Email)



COMFORT CHRONICLES Spring 2014

## The True Cost of Home Performance Work in New Jersey

### Infographic

*Capit remolorsum ende reicti nem re delzai dolor apeli ipsa venum quibencill andam. It est, necab ipsam quate pel inagrim evertur? Ad si tom lacuereimus avatitibus. Ita cumque quis voluptas.*

Loem ipsum dolor sit amet, consectetur adipiscing elit. Morbi et arzu lacus. Nunc in euismod erat, in portitor mauris. Maecenas convallis et nisl eget posuere. Ut erat purus, elementum nec consequat facilisis, egetas sit amet quam. Ut iaculis nisl et bibendum venenatis. Proin sit amet turpis non libero sollicitudin fringilla. Aliquam eget diam quis nunc dapibus pretium. Nulla congue, sem nec feugiat cursus, sem nisi sodales lectus, sed lobortis purus massa at tellus. Nullam in arcu sed mauris tincidunt egetas. Phasellus massa leo, tincidunt a euismod eget, vulputate eu mi. In in quam vel diam accumsan cursus. Quisque id purus elefend, ornare arcu ac, gravida enim. Interdum et malesuada fames ac ante ipsum primis in faucibus. Ut at ligula vulputate, suscipit libero id, molestie libero. Etiam dignissim ultrices ultrices.

Aliquam laoreet ligula quis nulla accumsan consequat. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Maecenas ultrices fringilla quam, et gravida diam pulvinar eget. Ut placerat lorem sit amet nunc facilisis venenatis. Sed ut mauris lectus. (continued on page two)

### Testimonials

I just wanted to say thank you from the bottom of my heart. Your staff was wonderful. Perry who answered the phone was able to get me service on my heater the same day and Yak was here before 3 PM. He was exceptional. Where do I find the words to really say thank you for helping me so quickly in my time of need. I will spread the word about this company to everyone I know. I will be forever grateful.

*Marianne Rana Maddocks  
Wall Township, NJ*

It's especially comforting to me to know that if I do have a problem, I can get your people here quickly and know the problem will be corrected. Your company stands by its work and I great appreciate that — too many other companies, unfortunately, "run away" when a problem comes up — this why I deal with you. Thanks again to you and your staff.

*Ted Knothe  
Sea Girt, NJ*

A confusing problem became a positive experience. It multiplied our respect for you and your company tremendously. For exhibiting a level of integrity and thoughtfulness we had grown to think was absent in business today, we truly thank you.


*Robert & Jane Wilber  
777, NJ*

Thank you for the outstanding service you provided when we had our new heating and air conditioning units installed. The staff was extremely helpful throughout the process. Thank you all for the prompt delivery, excellent attention to detail, and to Rob who kept our flowers alive in the stifling heat! All your hard work was appreciated and you can be sure that we will highly recommend the Rostron company to our friends and neighbors.

*Dick & Joan Duddett  
Spring Lake Heights, NJ*

732.223.8221 • 888.551.5514 • [www.tomrostron.com](http://www.tomrostron.com)

# Fall Newsletter Amped by Social



COMFORT CHRONICLES Spring 2014

## The True Cost of Home Performance Work in New Jersey

Infographic

*Capit remolorsum ende recti nem re delat dolor apell ipsa venum quibent andam. It est, necab ipsam quate pel inagrim evoratur? Ad si tom lacurentis avatibus. Ita cumque quis voluptas.*

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi et arcu lacus. Nunc in euismod erat, in portitor mauris. Maecenas convallis et nisl eget posuere. Ut erat purus, elementum nec consequat facilisis, egetas sit amet quam. Ut iaculis nisl et bibendum venenatis. Proin sit amet turpis non libero sollicitudin fringilla. Aliquam eget diam quis nunc dapibus pretium. Nulla congue, sem nec feugiat cursus, sem nisi sodales lectus, sed lobortis purus massa at tellus. Nullam in arcu sed mauris tincidunt egetas. Phasellus massa leo, tincidunt a euismod eget, vulputate eu mi. In in quam vel diam accumsan cursus. Quisque id purus elefend, ornare arcu ac, gravida enim. Interdum et malesuada fames ac ante ipsum primis in faucibus. Ut at ligula vulputate, suscipit libero id, molestie libero. Etiam dignissim ultrices ultrices.

Aliquam laoreet ligula quis nulla accumsan consequat. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Maecenas ultrices fringilla quam, et gravida diam pulvinar eget. Ut placerat lorem sit amet nunc facilisis venenatis. Sed ut mauris lectus. (continued on page two)

**Testimonials**

I just wanted to say thank you from the bottom of my heart. Your staff was wonderful. Perry who answered the phone was able to get me service on my heater the same day and Yak was here before 3 PM. He was exceptional. Where do I find the words to really say thank you for helping me so quickly in my time of need. I will spread the word about this company to everyone I know. I will be forever grateful.

Marianne Raza Maddocks  
Wall Township, NJ

It's especially comforting to me to know that if I do have a problem, I can get your people here quickly and know the problem will be corrected. Your company stands by its work and I great appreciate that — too many other companies, unfortunately, "run away" when a problem comes up — this why I deal with you. Thanks again to you and your staff.

Ted Knothe  
Sea Girt, NJ

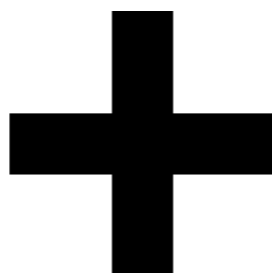
A confusing problem became a positive experience. It multiplied our respect for you and your company tremendously. For exhibiting a level of integrity and thoughtfulness we had grown to think was absent in business today, we truly thank you.

Robert & Jane Wilber  
777, NJ

Thank you for the outstanding service you provided when we had our new heating and air conditioning units installed. The staff was extremely helpful throughout the process. Thank you all for the prompt delivery, excellent attention to detail, and to Rob who kept our flowers alive in the stifling heat! All your hard work was appreciated and you can be sure that we will highly recommend the Rostron company to our friends and neighbors.

Dick & Joan Duddett  
Spring Lake Heights, NJ

732.223.8221 • 888.551.5514 • www.tomrostron.com



Tom Rostron Co. Inc. Heating, Air Conditioning, and Energy Audits posted an offer.  
September 11 at 11:20am · \*

Free Nest Protect with any new Energy Star system installation.



Be the first to save this offer

Save

Like Comment Share

# Retargeting: Annoying but Effective

Secure | <https://www.theringer.com/2017/9/11/16288552/2018-us-open-final-sloane-stephens-rafael-...>


Apps Princeton Hassler Assured CARJON



## The U.S. Open Finals Gave Us a New Champion and an Old One

But the triumphs of Sloane Stephens and Rafael Nadal didn't provide a clear picture about what to expect in 2018

BY CHRIS ALMEIDA | SEP 11, 2017, 12:10PM EDT

TWEET SHARE PIN REC



**Hassler** GET UP TO \$5,500 IN REBATES AND FIND HOME COMFORT WITH HASSLER  
  
START SAVING

Trending

# Paid Search (PPC)—Google Adwords

## #1 Richmond Heat Repair - mawilliams-services.com

**Ad** [www.mawilliams-services.com/Richmond](http://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

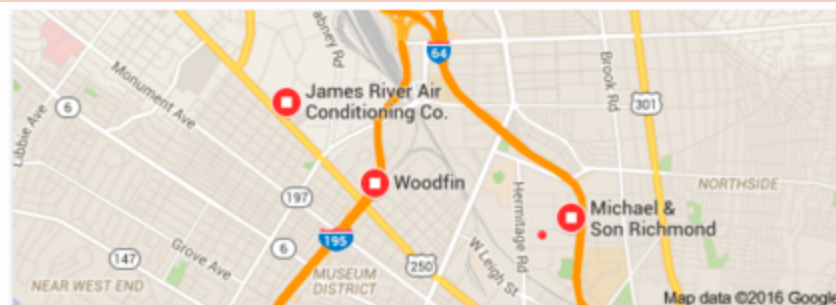
**Ad** [www.onehourrichmond.com/Richmond](http://www.onehourrichmond.com/Richmond)  
Save On Your Next Energy Bill With Expert Furnace Repair Repairs.  
Heat Pump Installation - Total Comfort Guarantee - Indoor Air & Ductwork

## Emergency HVAC Repairs - wgspeeks.com

**Ad** [www.wgspeeks.com/](http://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** [mechanicsvillevahvaccontractors.com/](http://mechanicsvillevahvaccontractors.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

# No Clicks No Cost

#1 Richmond Heat Repair - [mawilliams-services.com](http://mawilliams-services.com)

Ad [www.mawilliams-services.com/Richmond](http://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

Paying \$7.49

Richmond Furnace Repairs - [OneHourRichmond.com](http://OneHourRichmond.com)

Ad [www.onehourrichmond.com/Richmond](http://www.onehourrichmond.com/Richmond)

Save On Your Next Energy Bill With Expert Furnace Repair Repairs.  
Heat Pump Installation - Total Comfort Guarantee - Indoor Air & Ductwork

Paying \$6.20

Emergency HVAC Repairs - [wgspeeks.com](http://wgspeeks.com)

Ad [www.wgspeeks.com/](http://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

Paying \$3.17

HVAC Services Richmond VA

Ad [mechanicsvillevahvaccontractors.com/](http://mechanicsvillevahvaccontractors.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

Paying \$2.76



# **AGGRESSIVE TACTICS THAT CAN MOVE THE NEEDLE FAST**

# Choosing Quick-to-Market Tactics

- **Short Lead Times**
- **Significant Reach—Fast**
- **Less Dependent on Demand**  
Paid search depends on search volume
- **Target Audiences that Can Act Quickly**  
Existing Customers  
Aging Quotes
- **Doesn't Blow Budget**





# **MESSAGING IDEAS WHEN FALL HASN'T ARRIVED**

# Ideas for Aggressive Messaging

## 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**

**BRACE YOURSELVES**

**POSTS ABOUT WINTER COMING  
ARE COMING**



**IT'S SNUG-UP-YOUR-HOME TIME**

Snug up your home this fall and get  
\$500 off projects of \$5,000 or more!



# **MAXIMIZE YOUR PROMOTIONS**

## 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**

# Preparatory Services

## **PUSH ENERGY AUDITS**

*Strategy:*

**Take advantage of winter skew**

**Discount only if you have to**

**Emphasize Preparedness**

*Possible Mediums:*

**Facebook**

**Referrals**

**Website**

**Paid Search**

**Email**



# Flash Sales with Deadlines

## FREE GIVEAWAY WITH NOVEMBER INSTALL

*Strategy:*

**Limited time offer**

**Acceptable cost/acquisition**

*Possible Mediums:*

**Website**

**Direct Mail**

**Facebook**





# **TUNE YOUR MESSAGING**

# Are You Ready for Ice Dam Season?



# Emphasize Preparedness

**STAY COOL WHEN  
A STORM HITS**

**KEEP YOUR AC  
WORKING WITH A  
GENERATOR**

**LEARN MORE**



# **TACTICS WITH INSTANT REACH & POTENTIAL FOR QUICK ACTION**

# Tactics that are Fast to Deploy & Deliver Reach

- **Email to Existing Customer Lists**
- **Paid Facebook Advertising**
- **Display Advertising**
- **Direct Mail (if you are production ready)**
- **Paid Search Adjustments**
  - Increase geographic reach
  - Increase bids
  - More aggressive competitor campaigns
- **Modest Investment**



**THANK YOU!**

**QUESTIONS OR COMMENTS?**

[peter@energycircle.com](mailto:peter@energycircle.com)