



GETTING READY FOR FALL POST COVID: A DIFFERENT KIND OF SEASON?

Peter Troast, Founder & CEO

Energy Circle Webinar Series

July 14, 2021



Register for our next FREE Webinar

VIDEO: Overcoming Customer Heat Pump Objections



By Jake VP | June 30, 2021

Does your sales team know how to respond when a customer brings up common objections to heat pump upgrades? Watch in our latest video as the Energy Circle team reenacts some of the most familiar myths and misconceptions about this energy efficient technology, giving you actual examples your business can use to overcome homeowner hesitancy and successfully market and sell heat pumps.

1 Current furnace needs electricity

2 Stability of electricity prices

LOCAL UTILITY GRIEVANCES

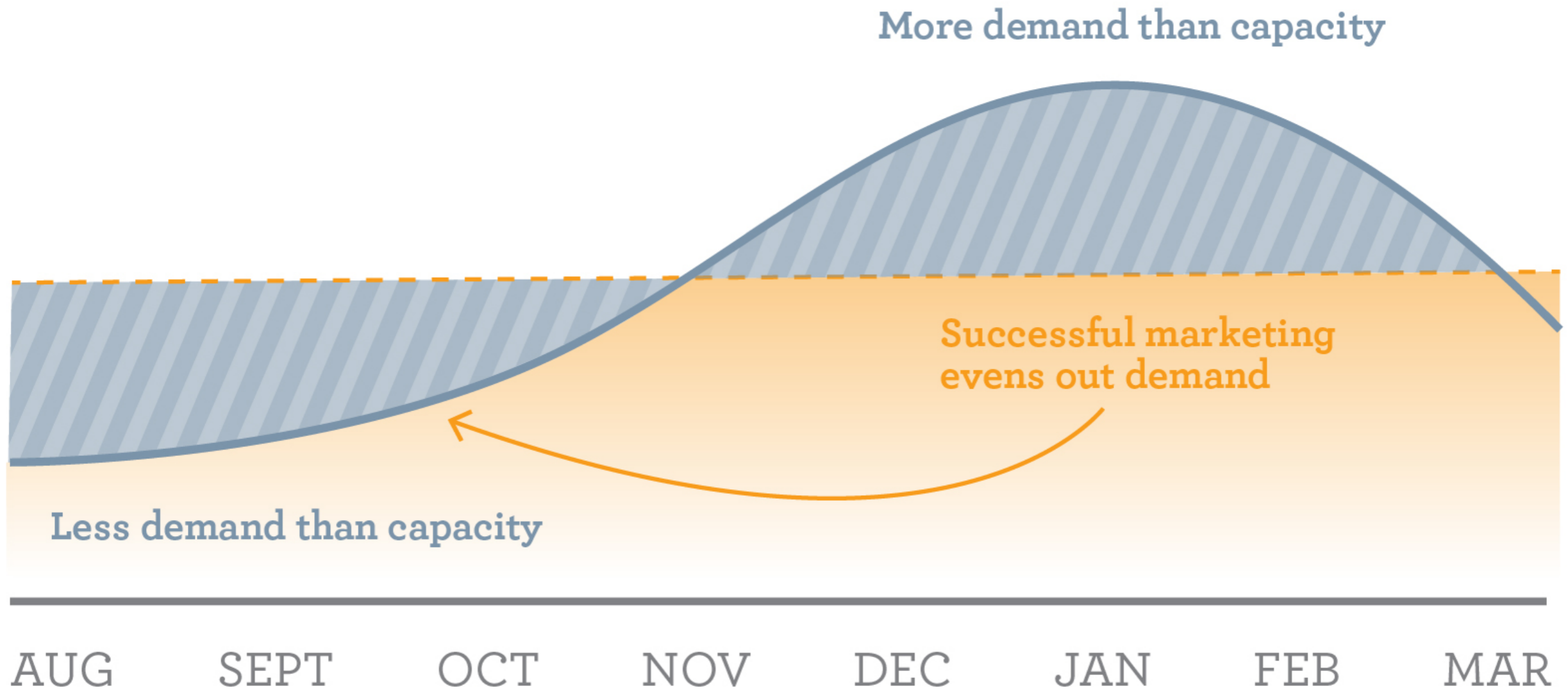
3:12

What We'll Discuss

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



FALL / WINTER DEMAND TRENDS





DATA ON SEASONAL TRIGGERS

(National)

Air Conditioning

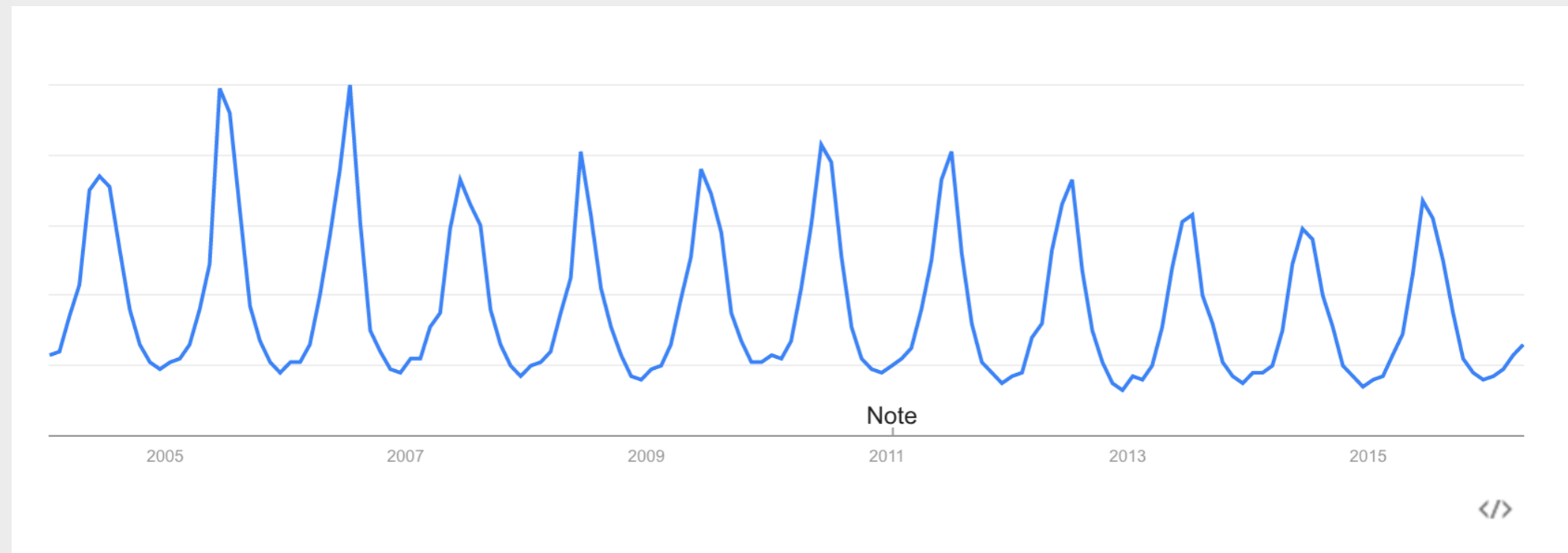
air conditioning

Search term

+ Add term

Interest over time ?

News headlines ? Forecast ?



Heating & Cooling

● air conditioning
Search term

● furnace
Search term



+ Add comparison

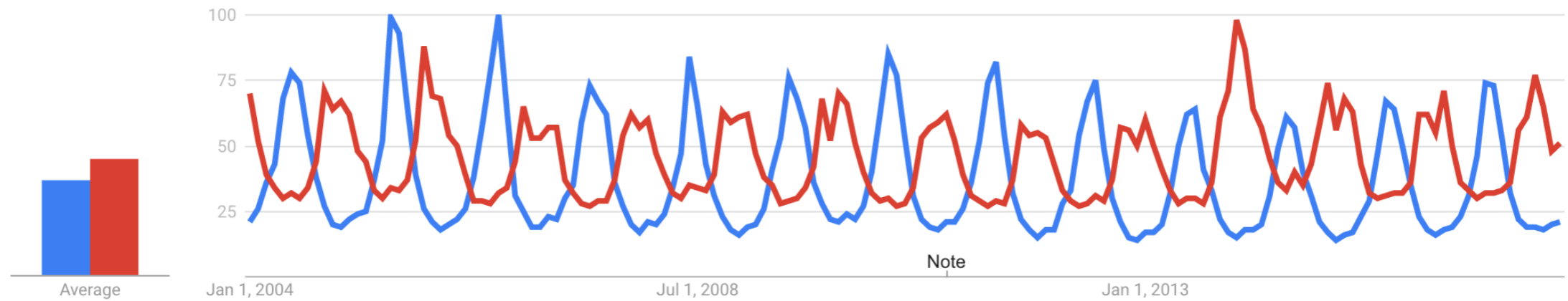
United States ▾

2004 - present ▾

All categories ▾

Web Search ▾

Interest over time ?



Heating, Cooling & Insulation

● air conditioning
Search term

● furnace
Search term

● insulation
Search term



+ Add comparison

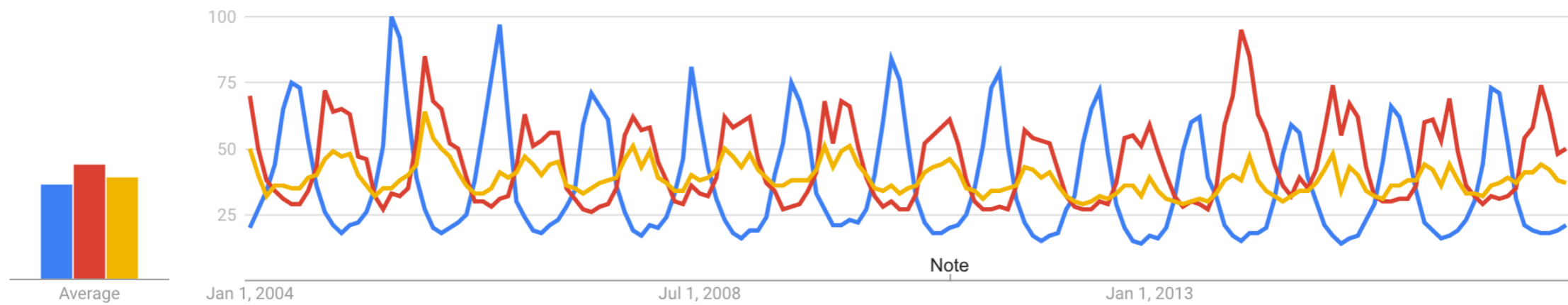
United States ▾

2004 - present ▾

All categories ▾

Web Search ▾

Interest over time



The Notch in the Peak

● insulation
Search term

● furnace
Search term

+ Add comparison

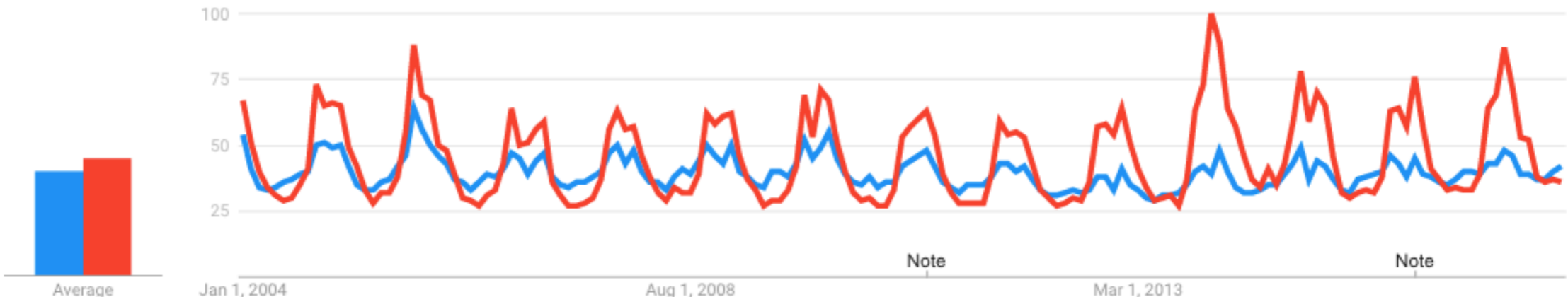
United States ▾

2004 - present ▾

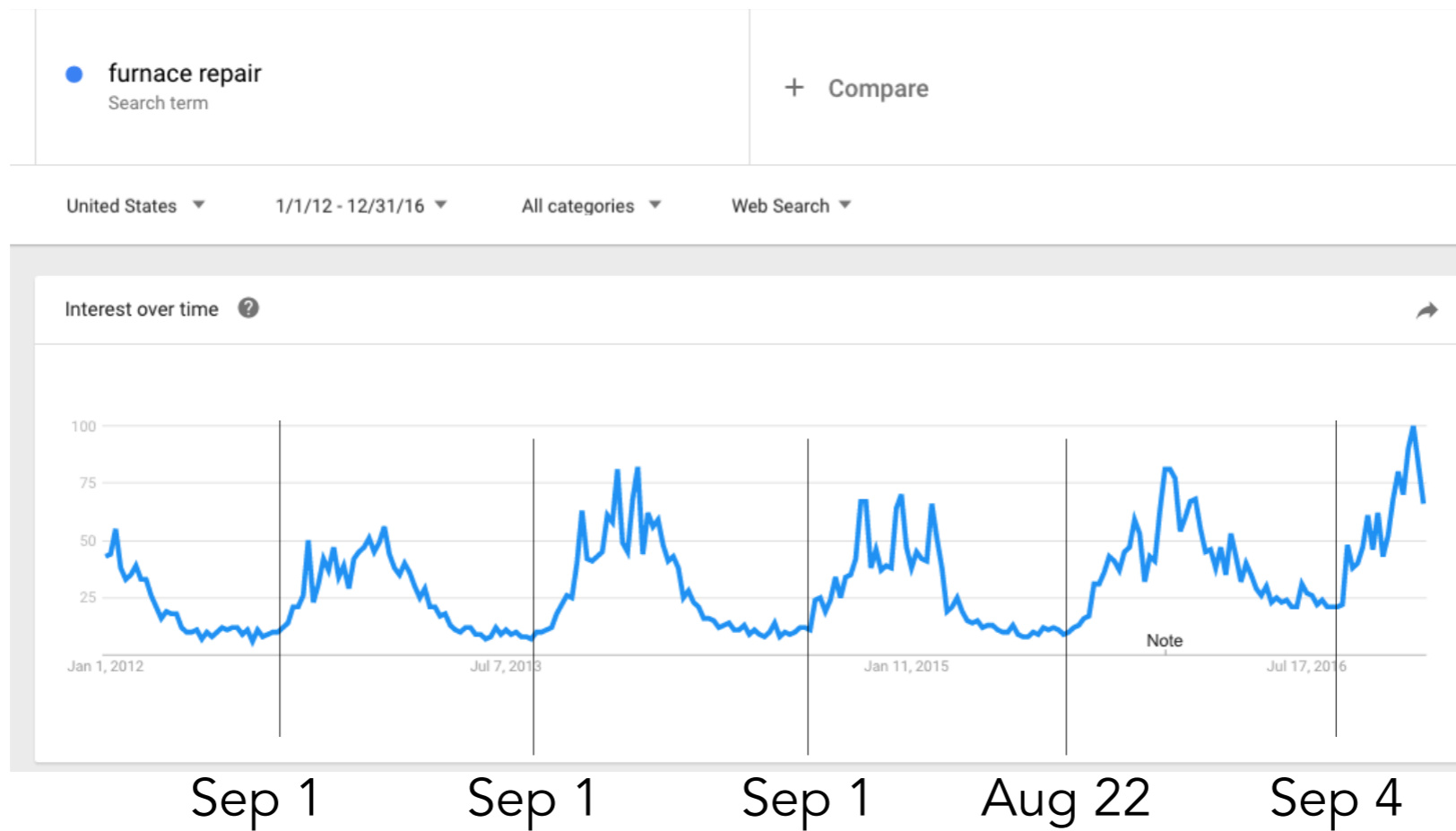
All categories ▾

Web Search ▾

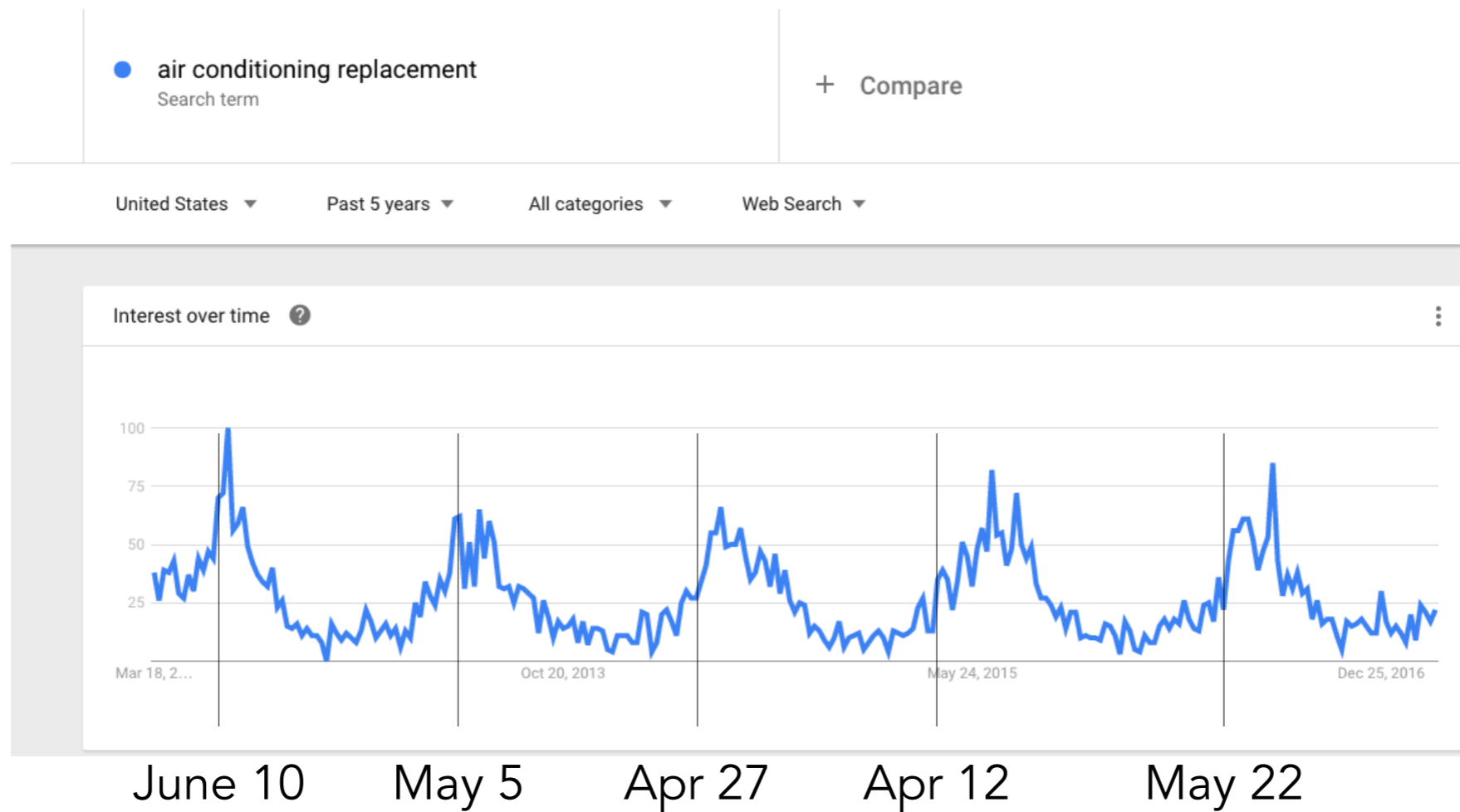
Interest over time ?



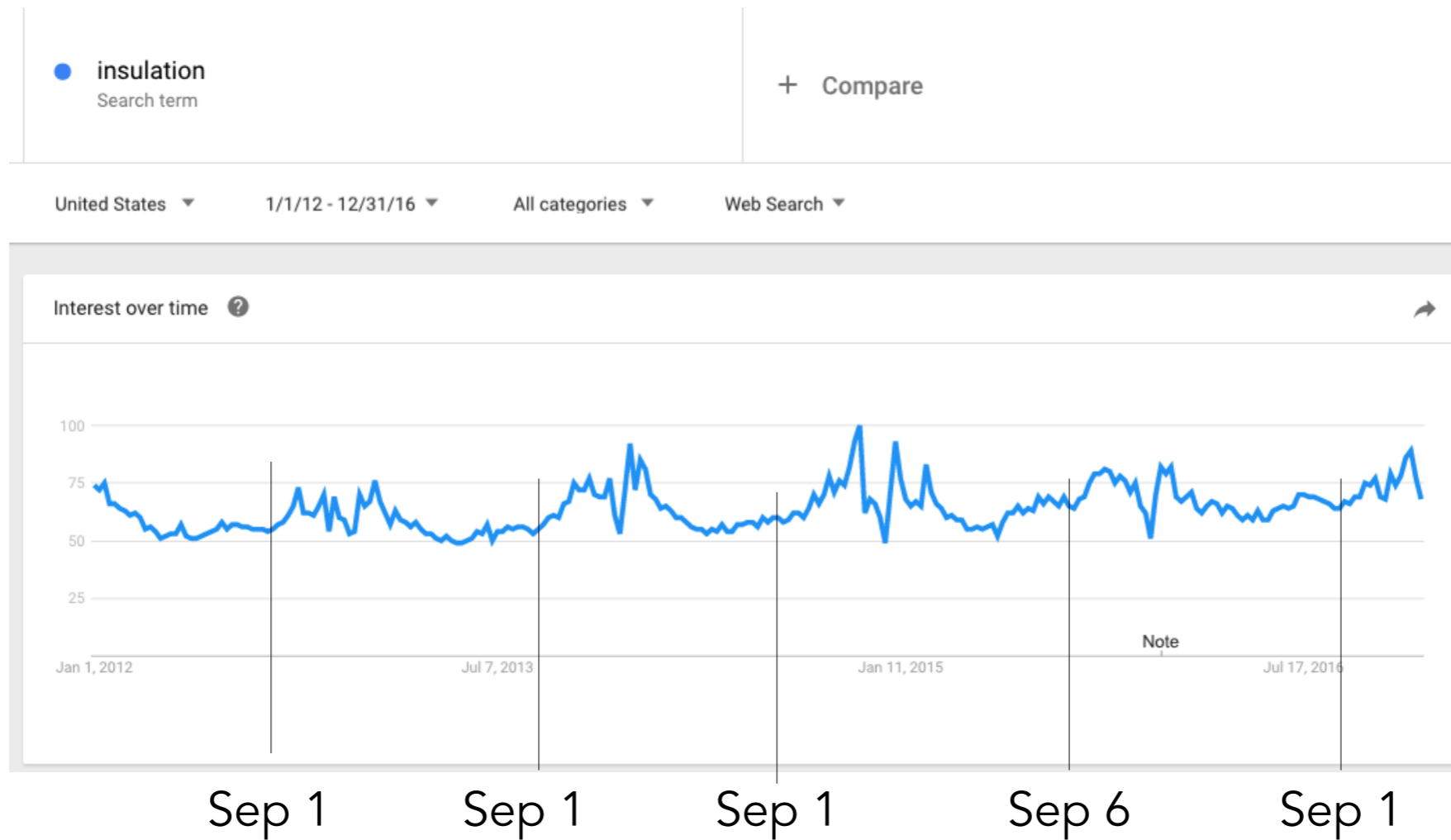
Remarkable Consistency—Furnace Repair



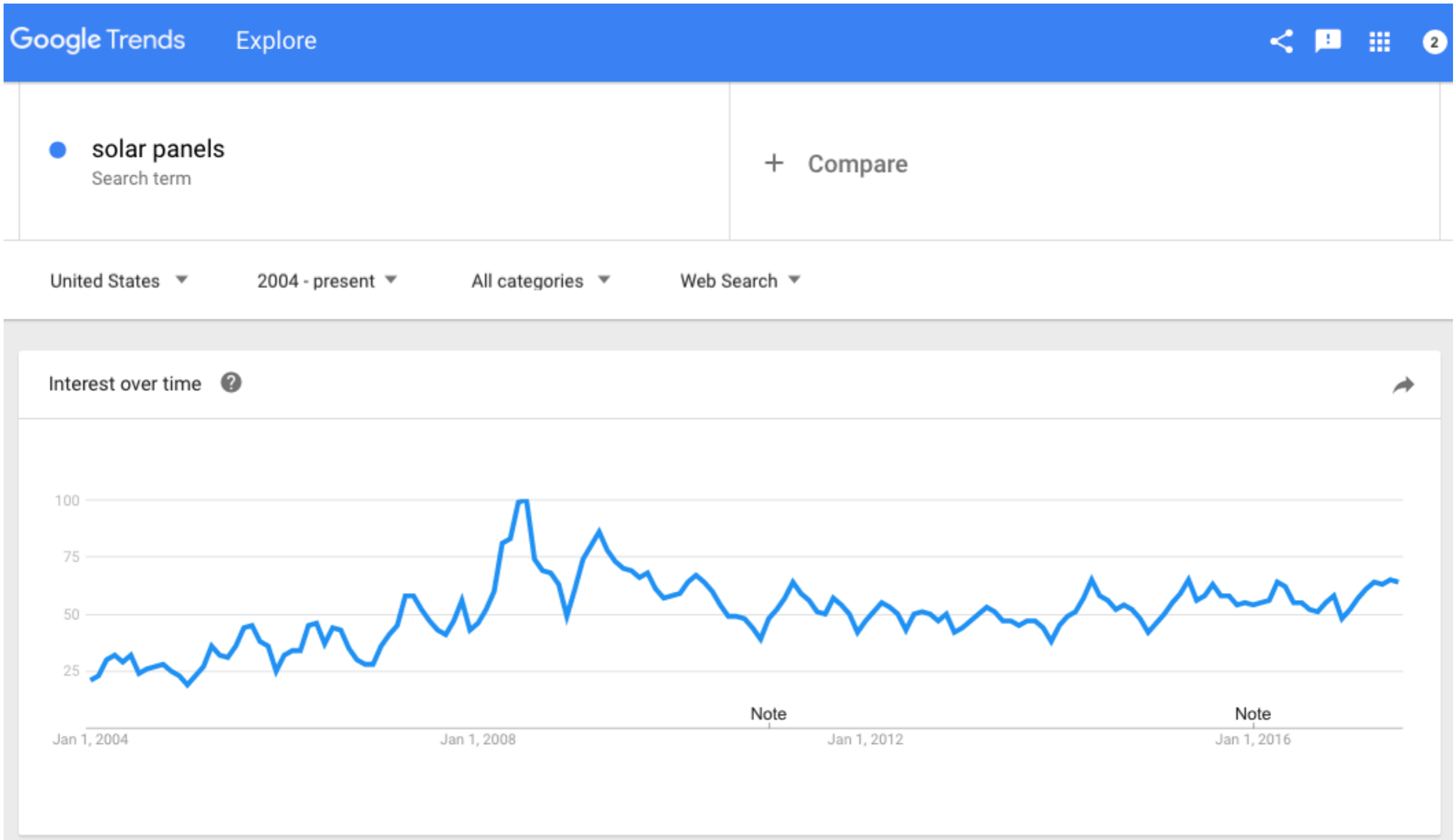
Air Conditioning is More Variable



Remarkable Consistency—Insulation

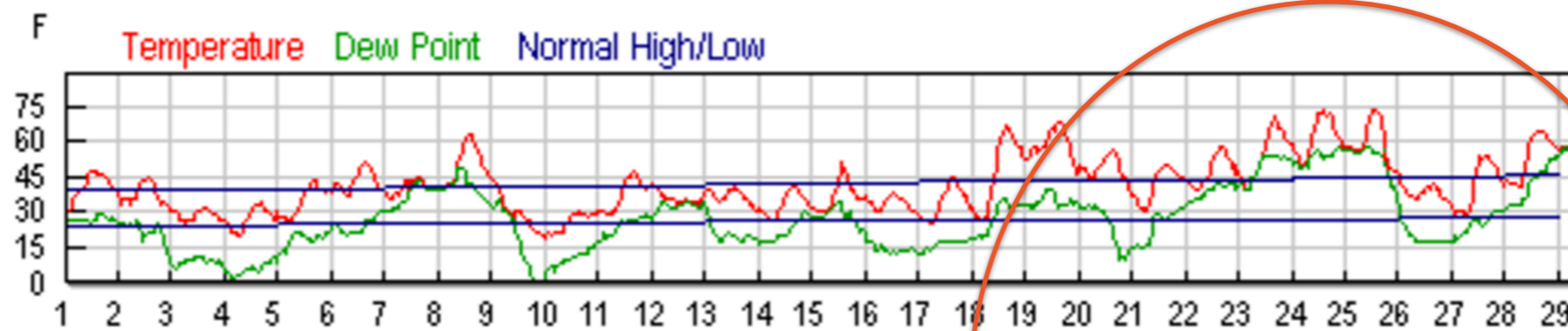


Solar Seasonality—Summer & Year End

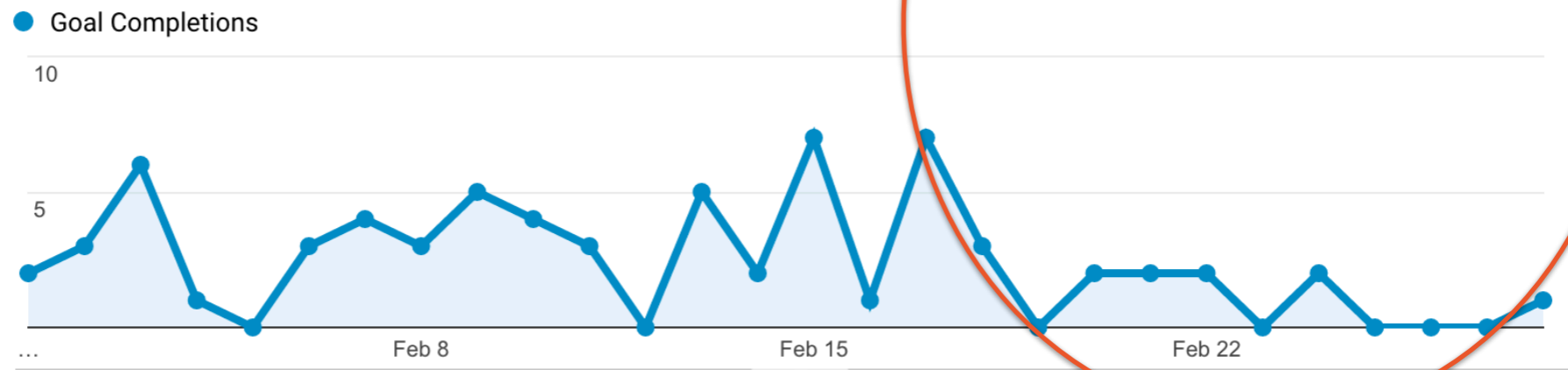


Insulation's Temperature Correlation

Temp

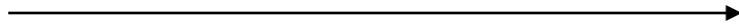


Leads

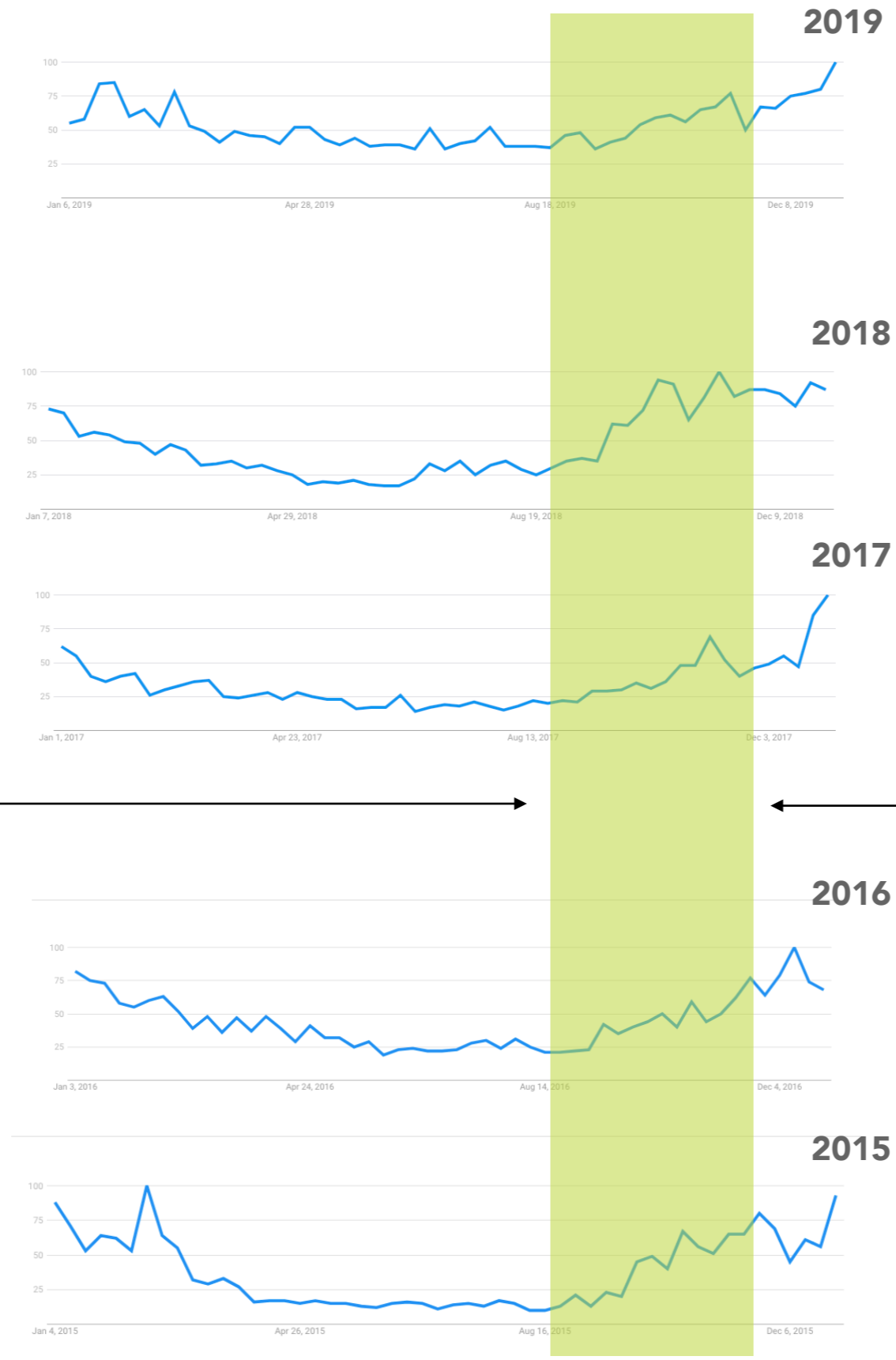


"Furnace Repair"

Sept 1



Nov 28



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

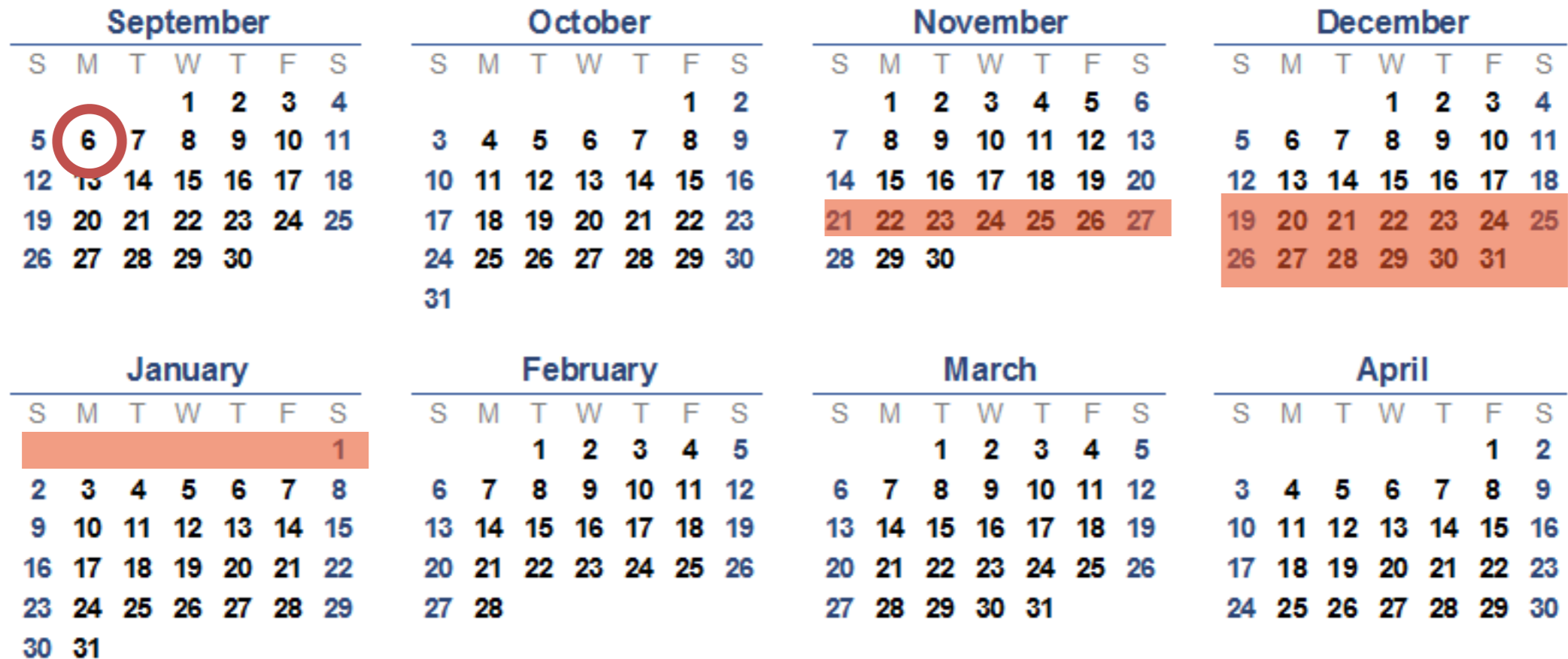
EVENT

Events: Ice Dams, Severe Cold

DATE

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

Time is Tight...with Interruptions



~78 Marketing Days Sept—Year End
 Without Sept & Oct = 30
 (-62%)





SPECULATING ABOUT THIS PARTICULAR (POST-COVID?) FALL

What May Be Different About This Fall

- **Healthy Home Awareness on the Rise**

2021 ramp up of Indoor Air Quality attention

Focus remains on testing

Continued hope for ventilation awareness

- **Growing Number of Episodic Triggers**

Wildfire Smoke

Extreme Weather

Power Outages & Grid Unreliability

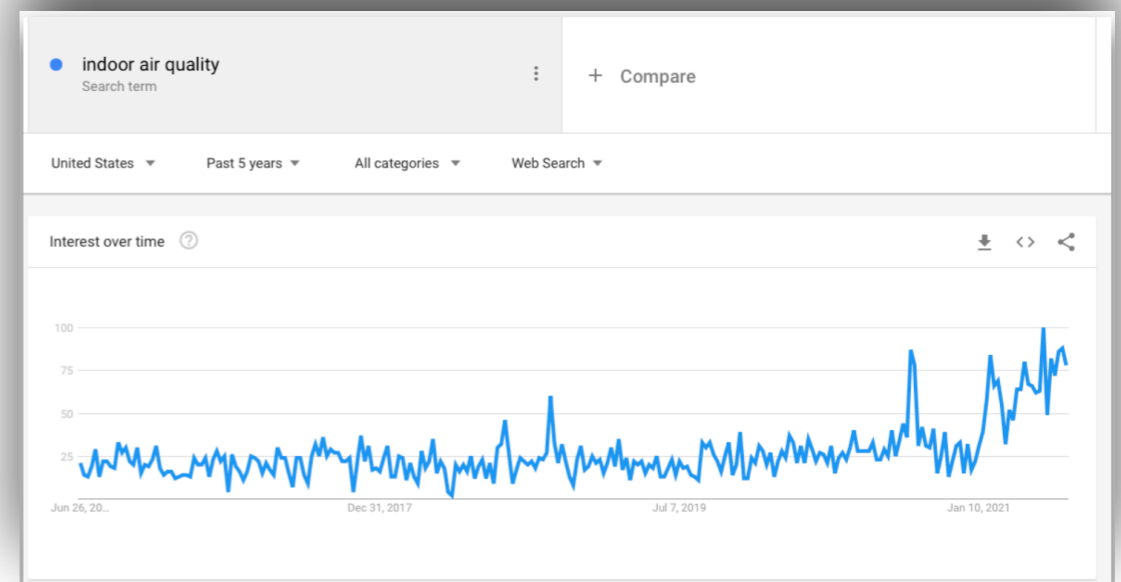
Ice Dams (when winter hits)

- **Housing Shortage and Prices**

Overpaying = Under-remodeling?

- **Economic Outlook**

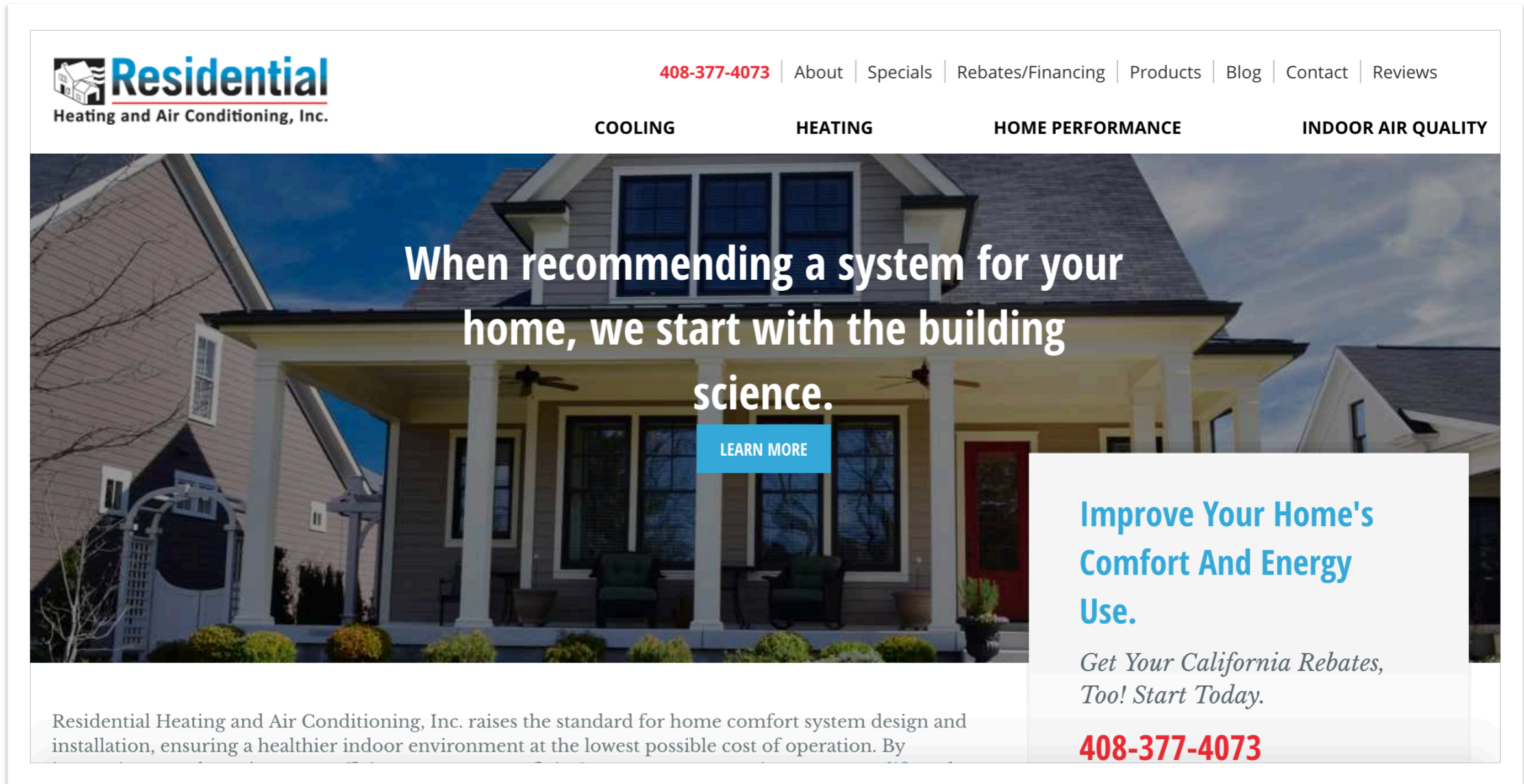
COVID Savings Spent?





MARKETING FUNDAMENTALS TO MAXIMIZE THE SEASON

Separate Seasonal Services!



Residential
Heating and Air Conditioning, Inc.

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

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Deepening Your Fall/Winter Content

Furnace Repair Services

Furnace Installation Services

Heating Products

Heat Pumps

Gas Furnaces

Insulation

Cellulose

Spray Foam

Air Sealing

Frequently Asked Heating Questions

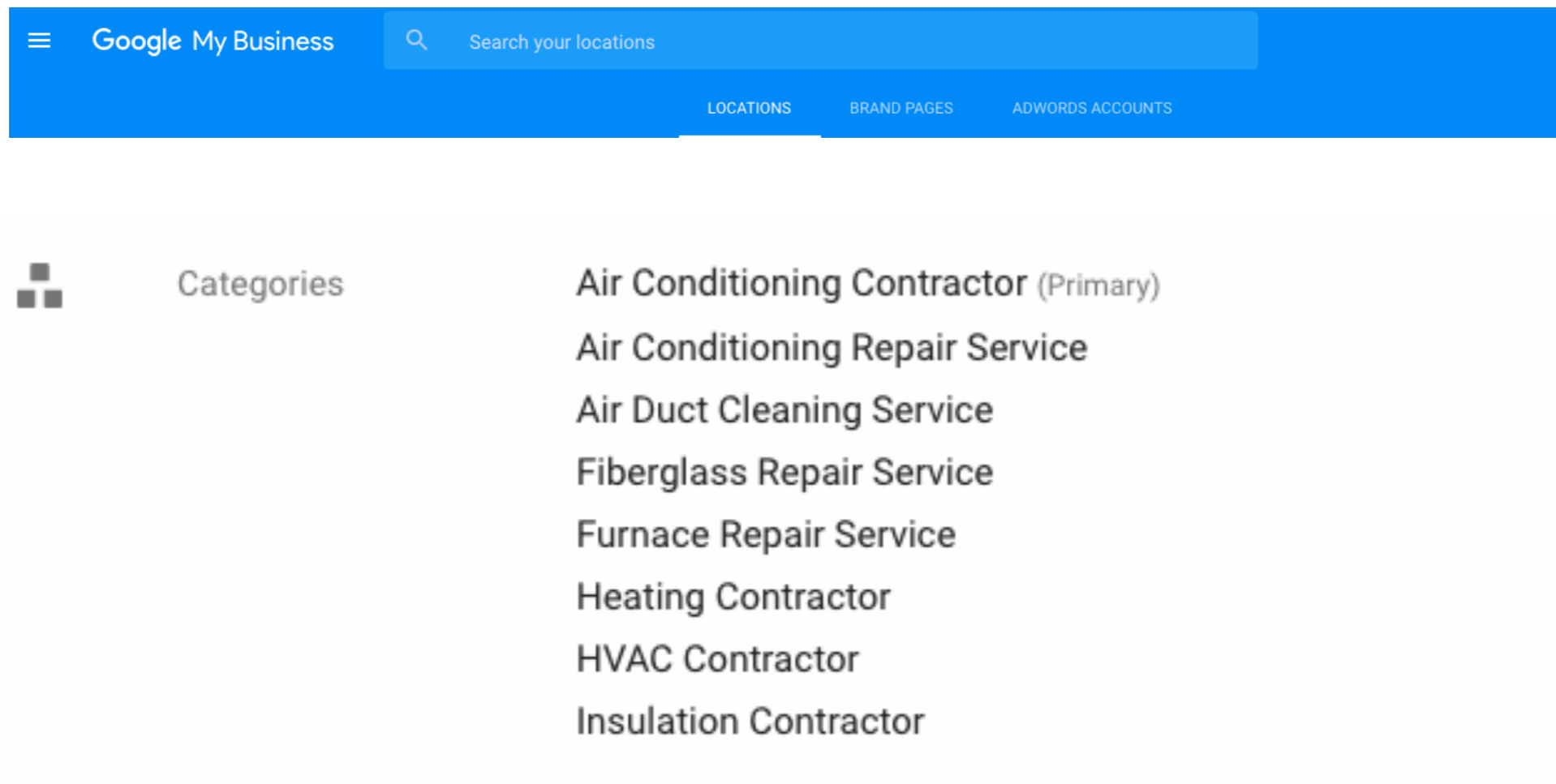


Blog Content Ideas

- **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". Below the navigation bar, there is a section titled "Categories" with a grid icon to its left. To the right of the "Categories" title, a list of category options is displayed:

- 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

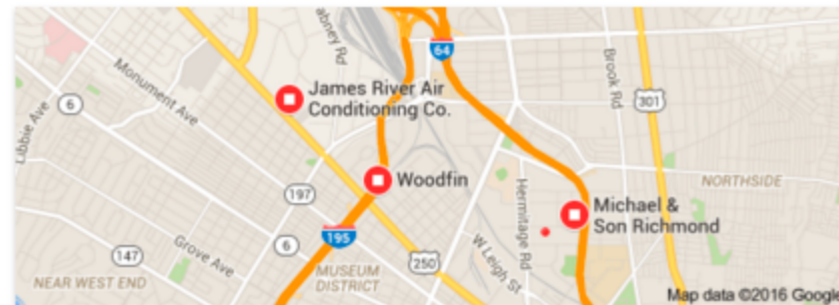
Ad www.onehourrichmond.com/Richmond
Save On Your Next Energy Bill With Expert Furnace Repair Repairs.
Heat Pump Installation - Total Comfort Guarantee - Indoor Air & Ductwork

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



Michael & Son Richmond

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



Woodfin

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



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

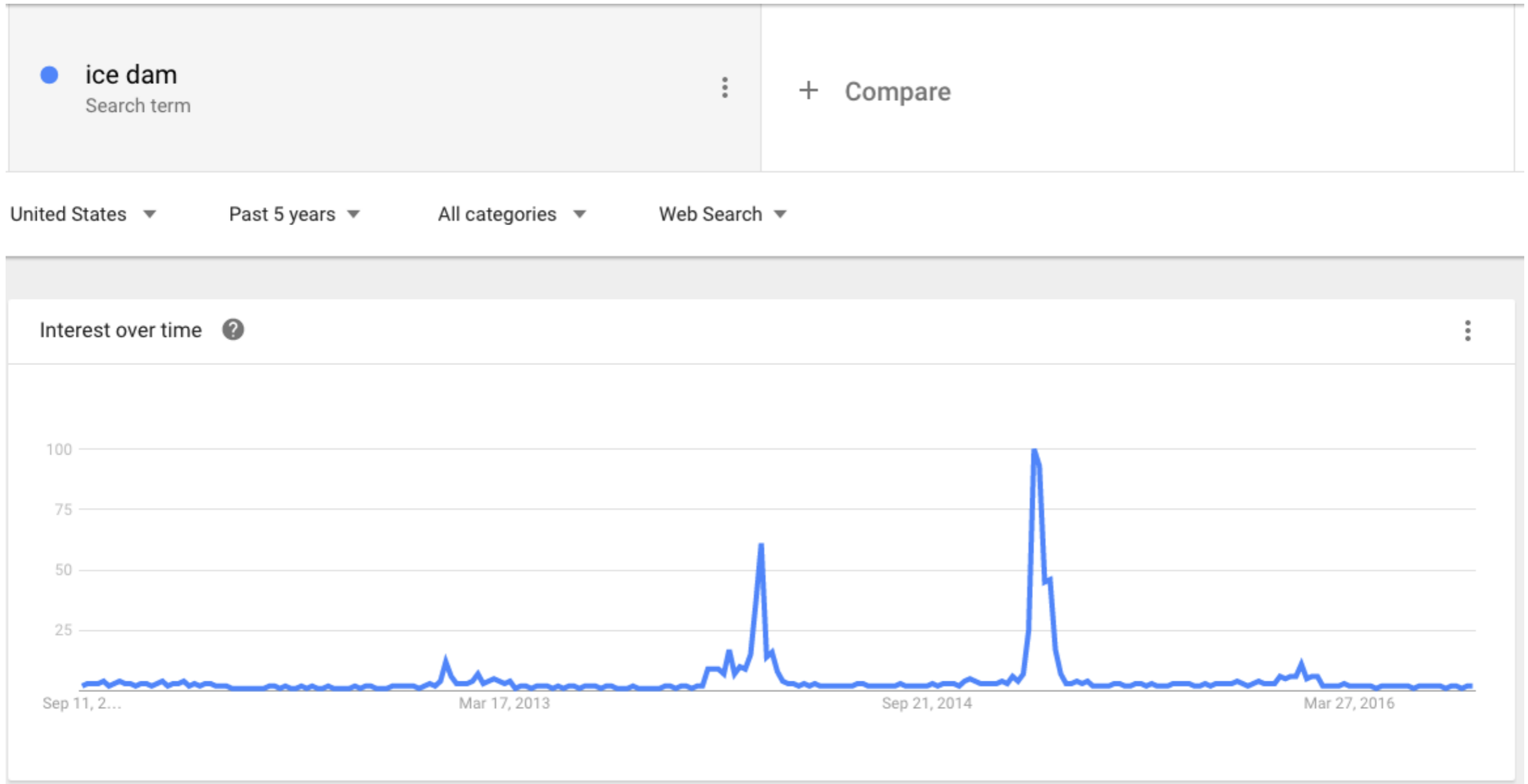
Paid Search

Website

Direct Mail



Episodic Lead Drivers



Readiness for Episodic Events



Emphasize Preparedness

**STAY COOL WHEN
A STORM HITS**

**KEEP YOUR AC
WORKING WITH A
GENERATOR**

LEARN MORE



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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