



STRIKE WHILE THE IRON (AND TEMPERATURE) IS HOT: GETTING READY FOR FALL

Peter Troast, Founder & CEO

Energy Circle Webinar Series

July 31, 2019

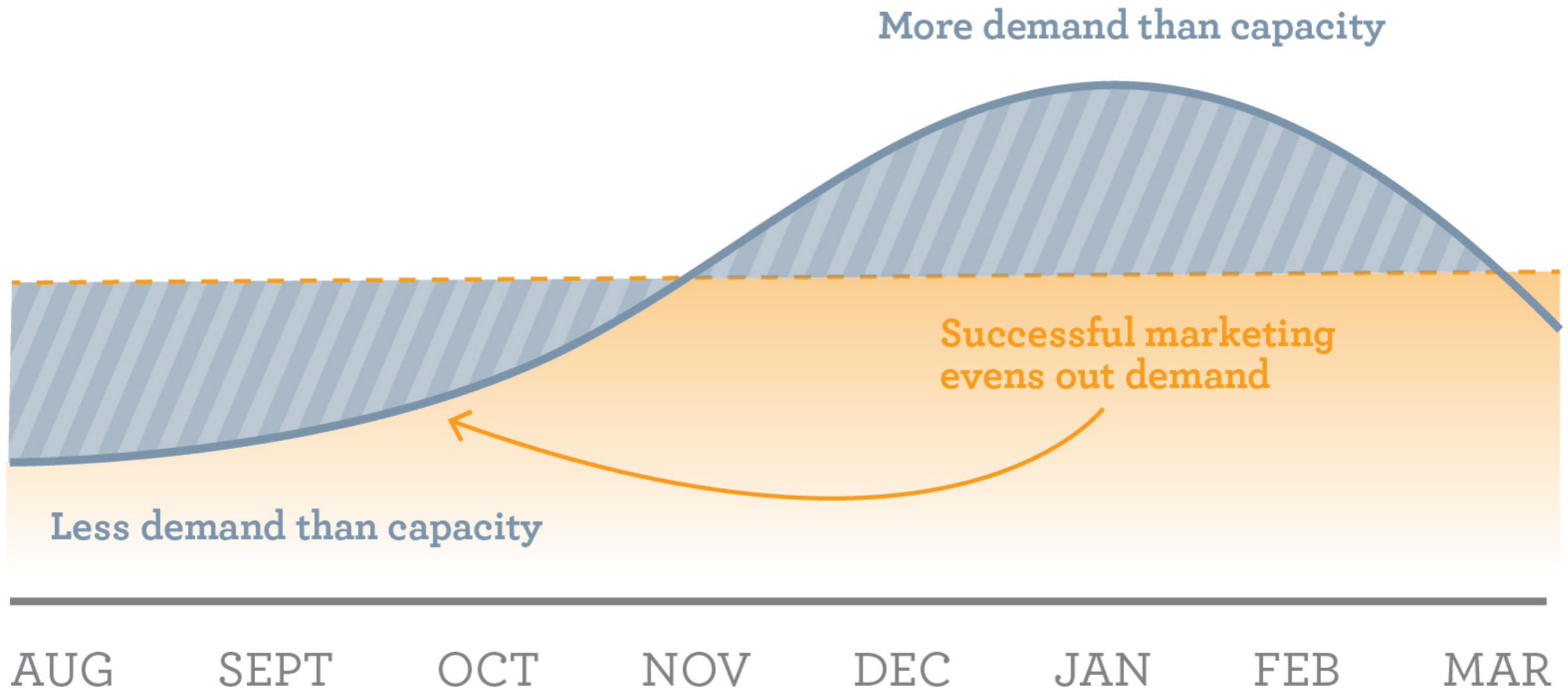
What We'll Discuss

- 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

BRACE YOURSELVES

**POSTS ABOUT WINTER COMING
ARE COMING**

FALL / WINTER DEMAND TRENDS





DATA ON SEASONAL TRIGGERS (National)

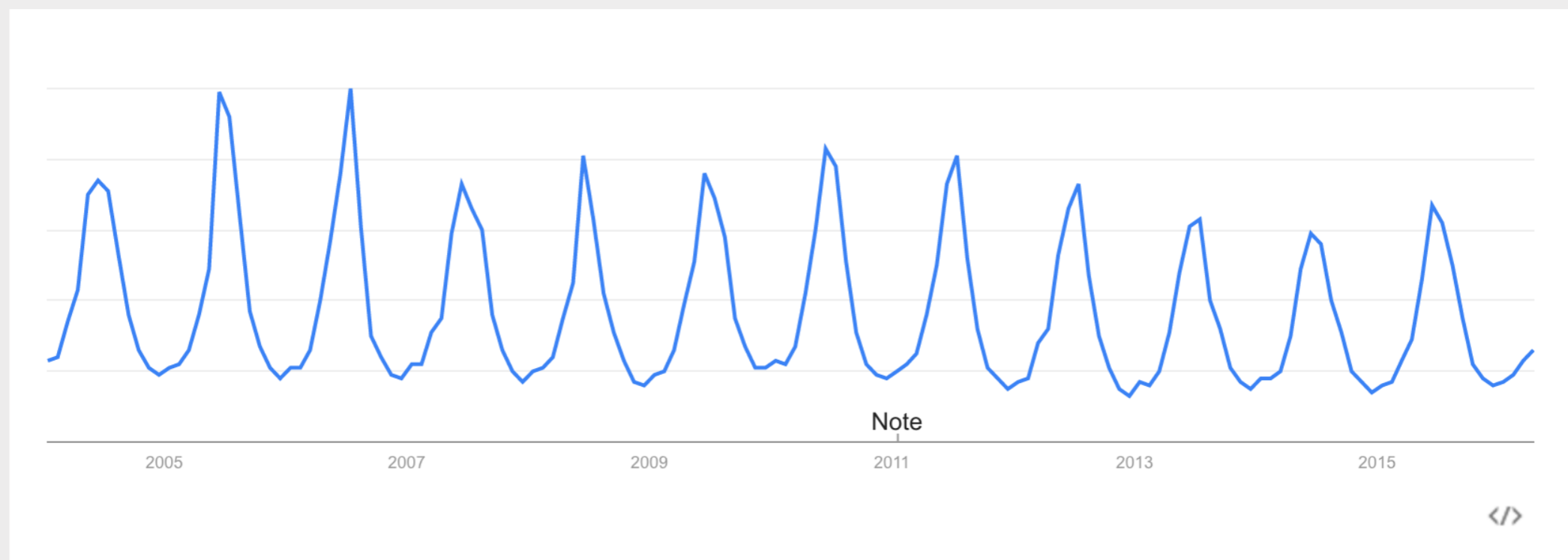
Air Conditioning

air conditioning
Search term

+ Add term

Interest over time ?

News headlines ? Forecast ?



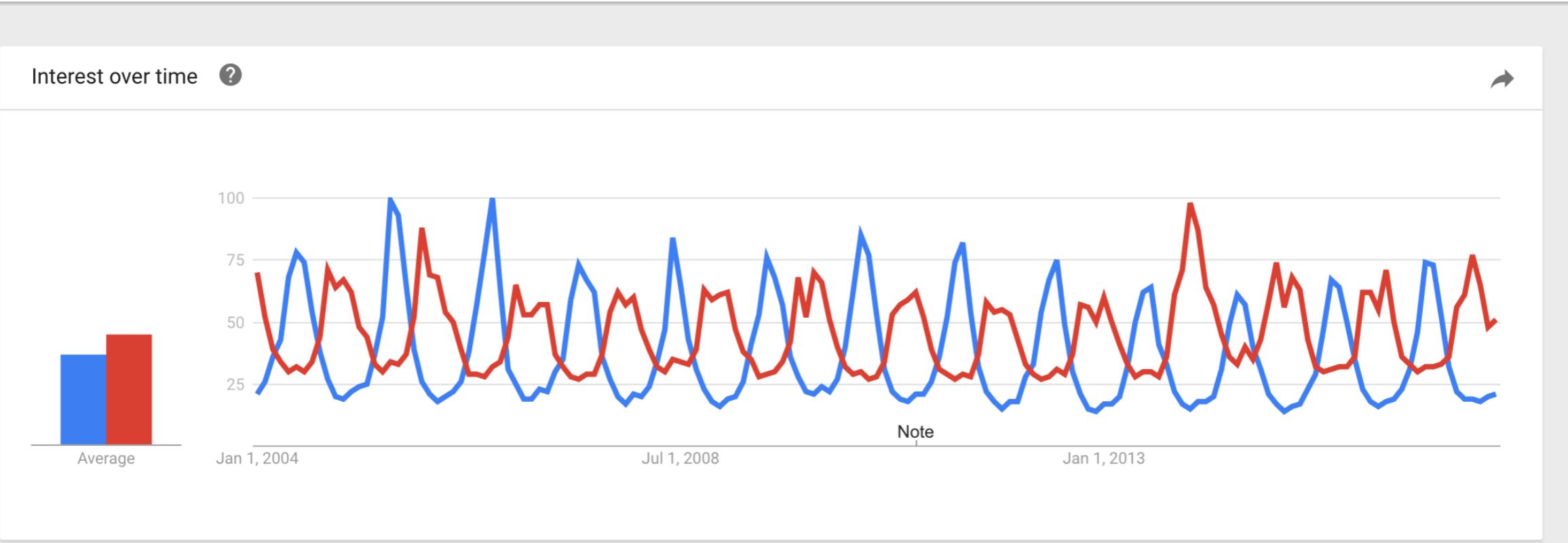
13 Years of Heating & Cooling

● **air conditioning**
Search term

● **furnace**
Search term

+ Add comparison

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



13 Years of Heating, Cooling & Insulation

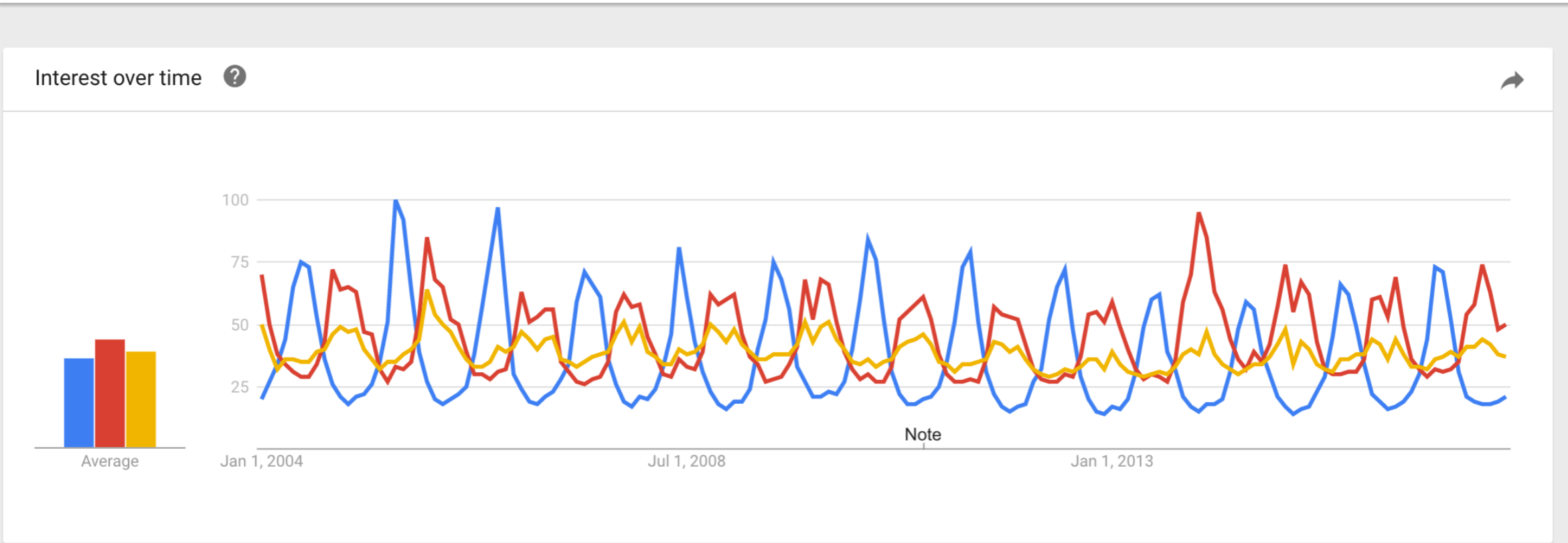
● **air conditioning**
Search term

● **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 ?



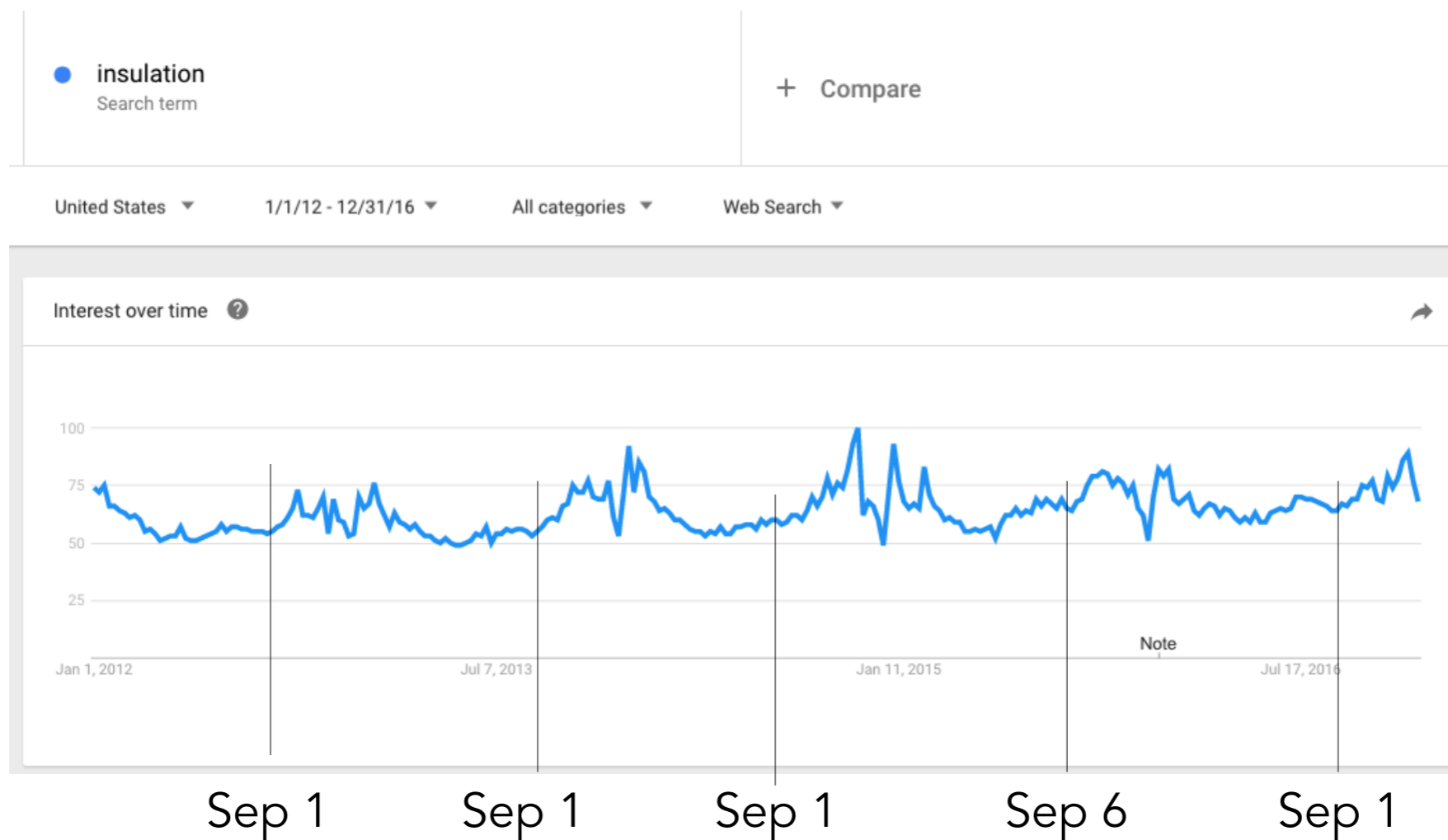
Remarkable Consistency—Furnace Repair



Air Conditioning is More Variable



Remarkable Consistency—Insulation

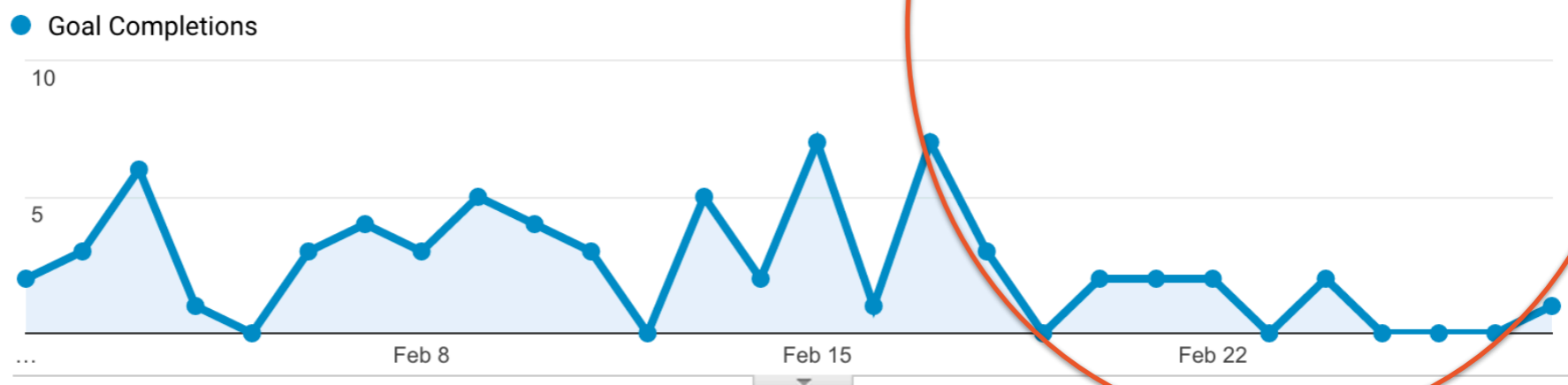


Insulation's Temperature Correlation

Temp



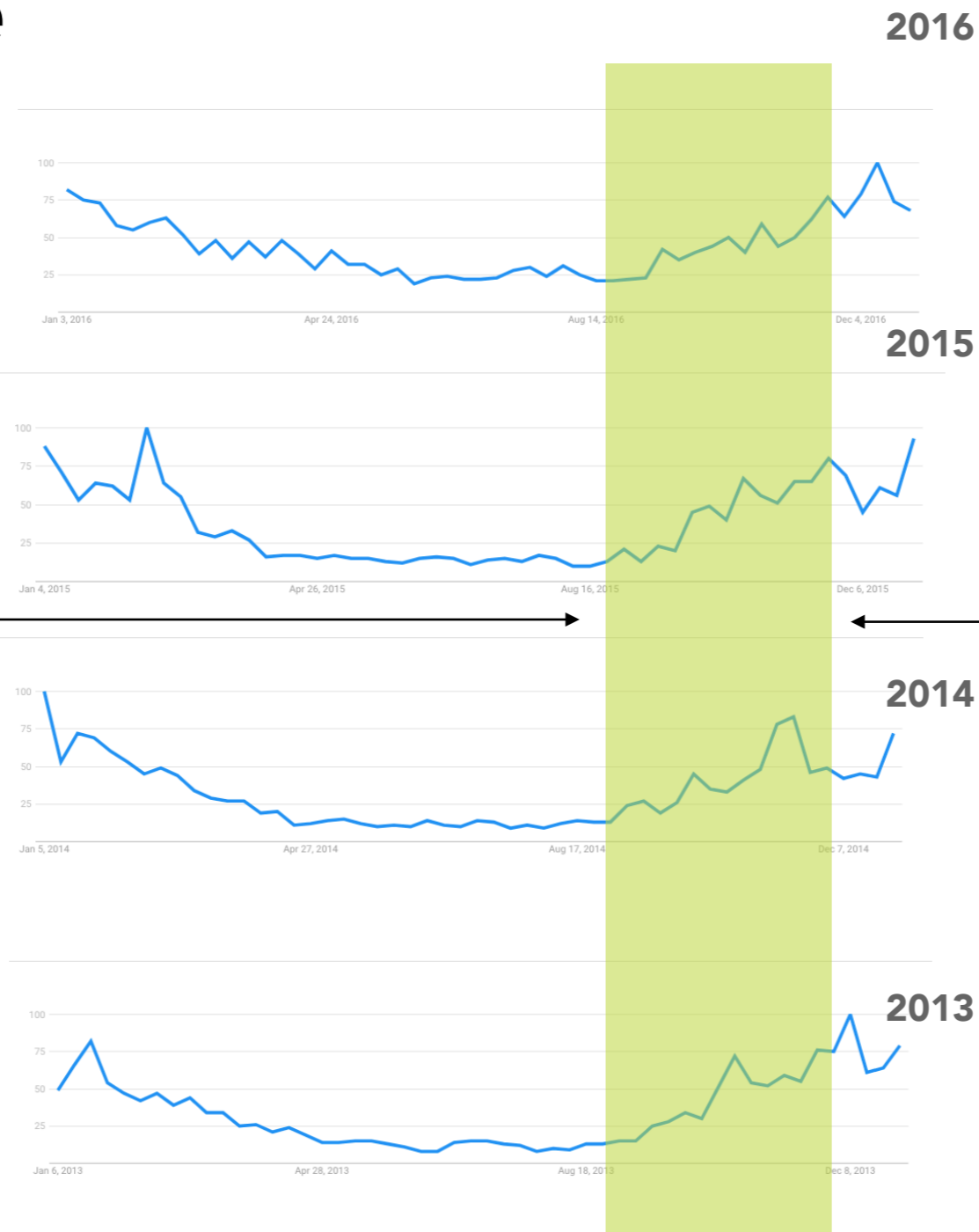
Leads



"Furnace Repair"

Sept 1

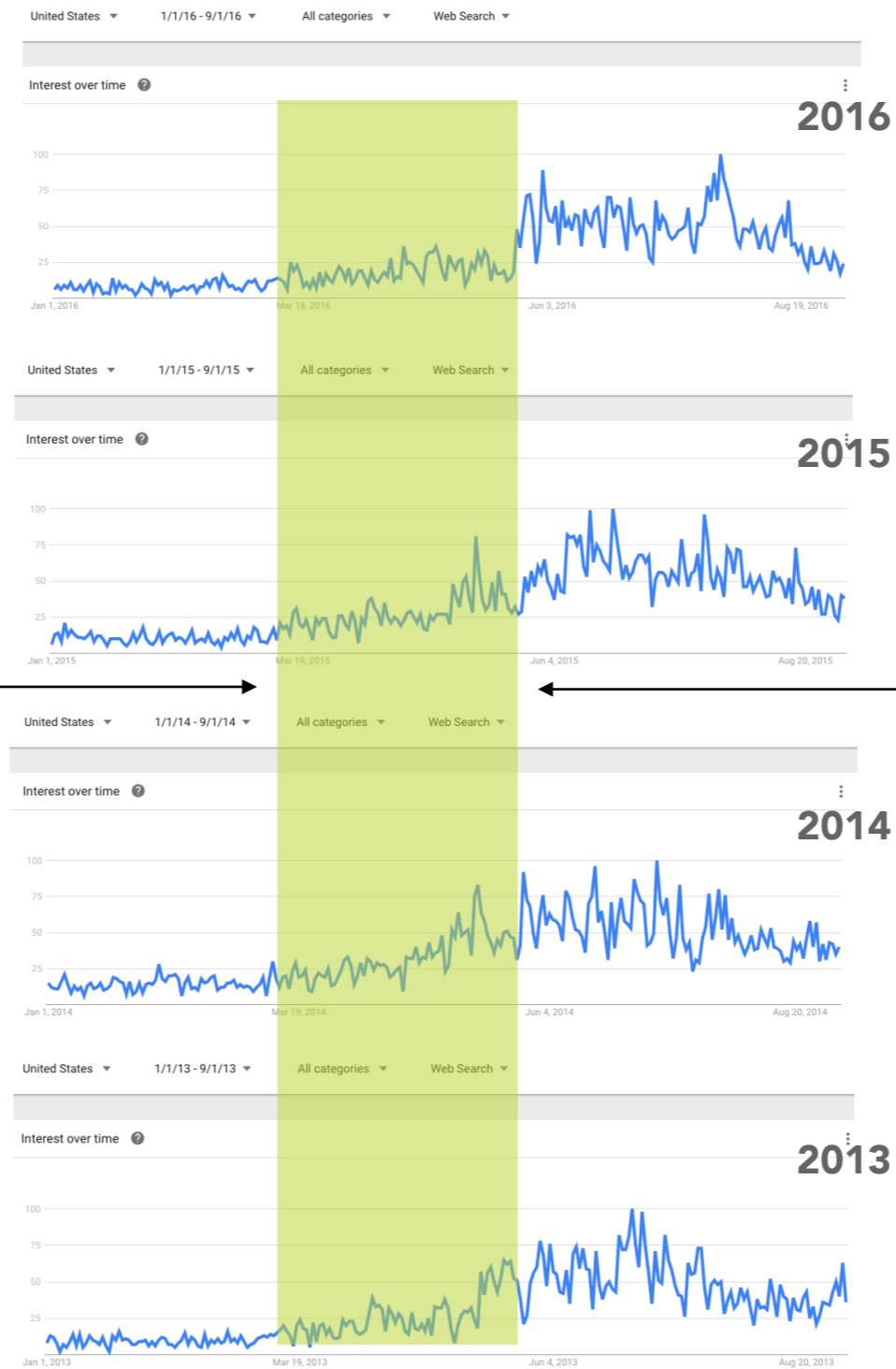
Nov 28



"Air Conditioning Repair"

March
1

June
1



13 Years of Solar—Less Seasonal?

Google Trends

Explore



● solar panels
Search term

+ Compare

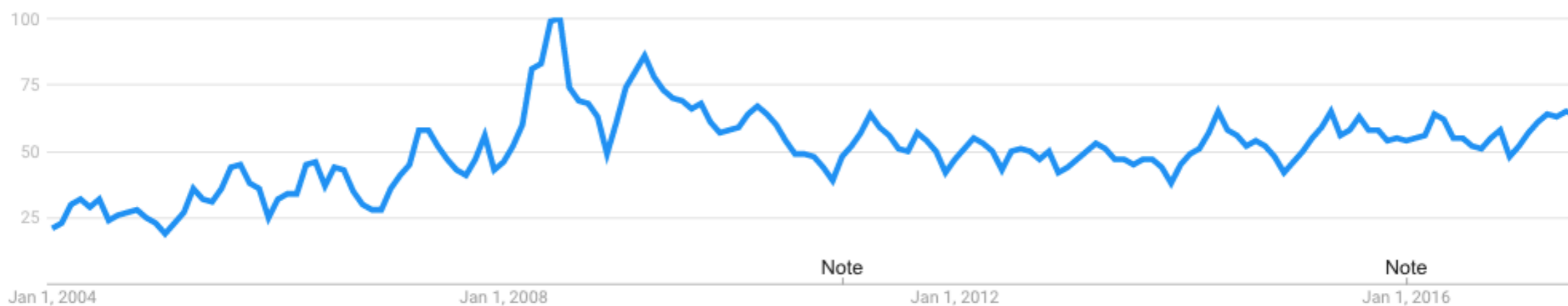
United States ▼

2004 - present ▼

All categories ▼

Web Search ▼

Interest over time ?



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

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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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

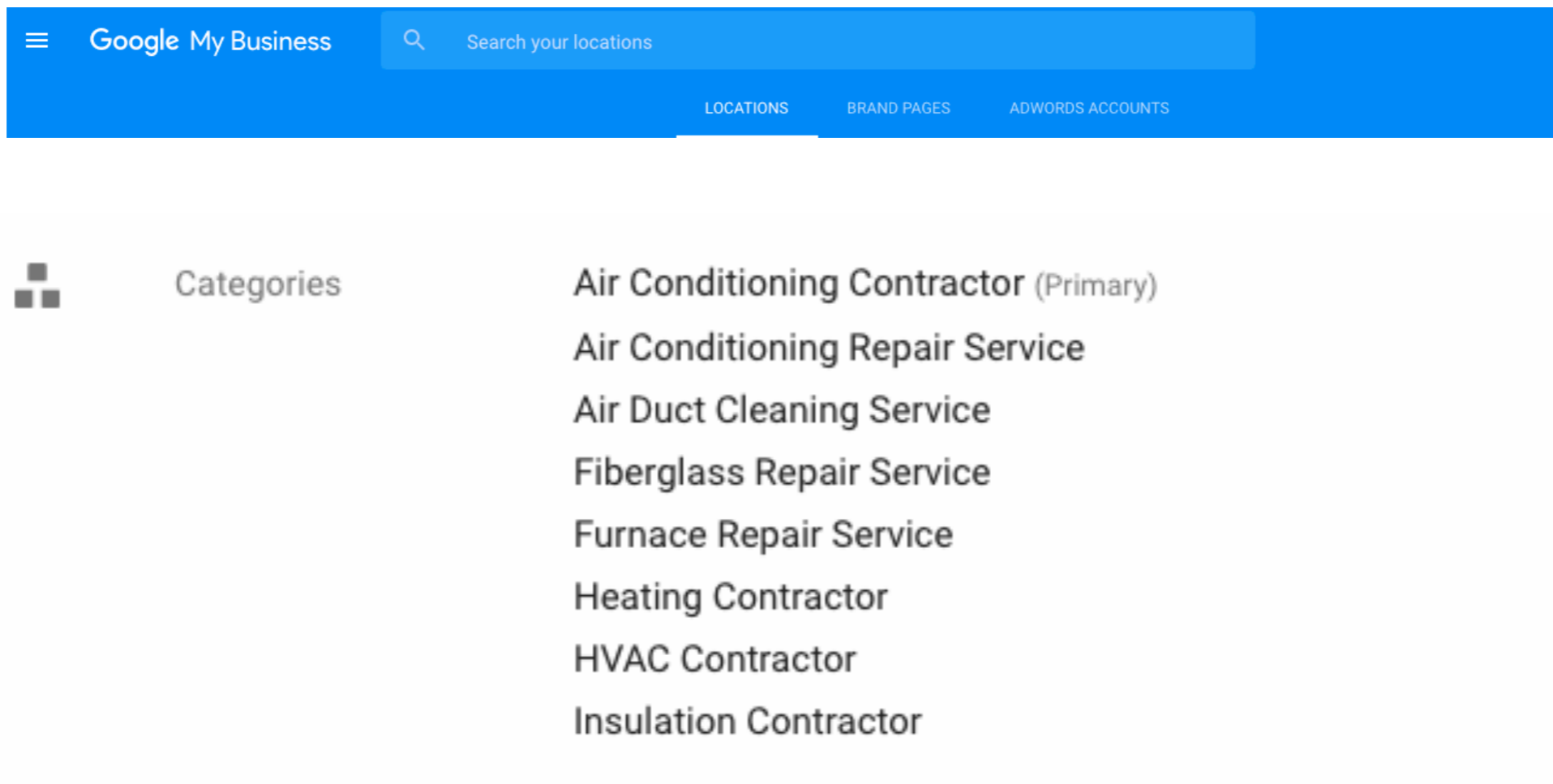
Air Sealing

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 dashboard. At the top, there is a blue navigation bar with the Google My Business logo, a search bar labeled "Search your locations", and three menu items: "LOCATIONS", "BRAND PAGES", and "ADWORDS ACCOUNTS". Below the navigation bar, the "Categories" section is visible, indicated by a grid icon and the word "Categories". A list of categories is displayed, with "Air Conditioning Contractor (Primary)" at the top, followed by "Air Conditioning Repair Service", "Air Duct Cleaning Service", "Fiberglass Repair Service", "Furnace Repair Service", "Heating Contractor", "HVAC Contractor", and "Insulation Contractor".

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

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

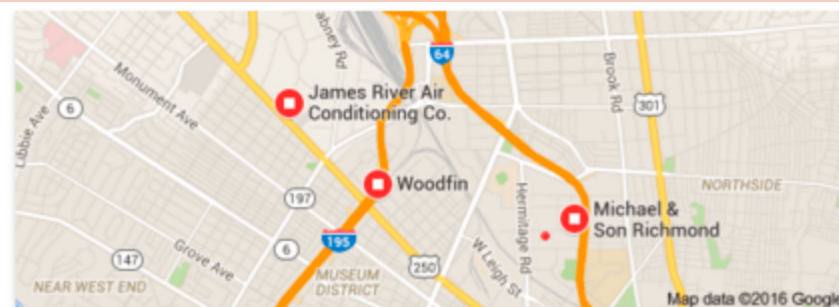
Ad www.onehourrichmond.com/Richmond
Save On Your Next Energy Bill With Expert Furnace Repair Repairs.
Heat Pump Installation - Total Comfort Guarantee - Indoor Air & Ductwork

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

No Clicks No Cost

#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

Paying \$7.49

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

Paying \$6.20

Emergency HVAC Repairs - wgspeeks.com

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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/

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

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



IT'S SNUG-UP-YOUR-HOME TIME

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

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

evoke
solar

GO SOLAR IN 2019: LAST CHANCE FOR 30% SOLAR TAX CREDIT



Events That May Happen & May Not





AGGRESSIVE TACTICS THAT CAN MOVE THE NEEDLE FAST

(or when Fall is Late)

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**

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?

peter@energycircle.com