



HEAT PUMPS: THE IMPORTANCE OF MARKETING REBATES & INCENTIVES

Peter Troast, Founder & CEO

Energy Circle Webinar Series

September 22, 2021

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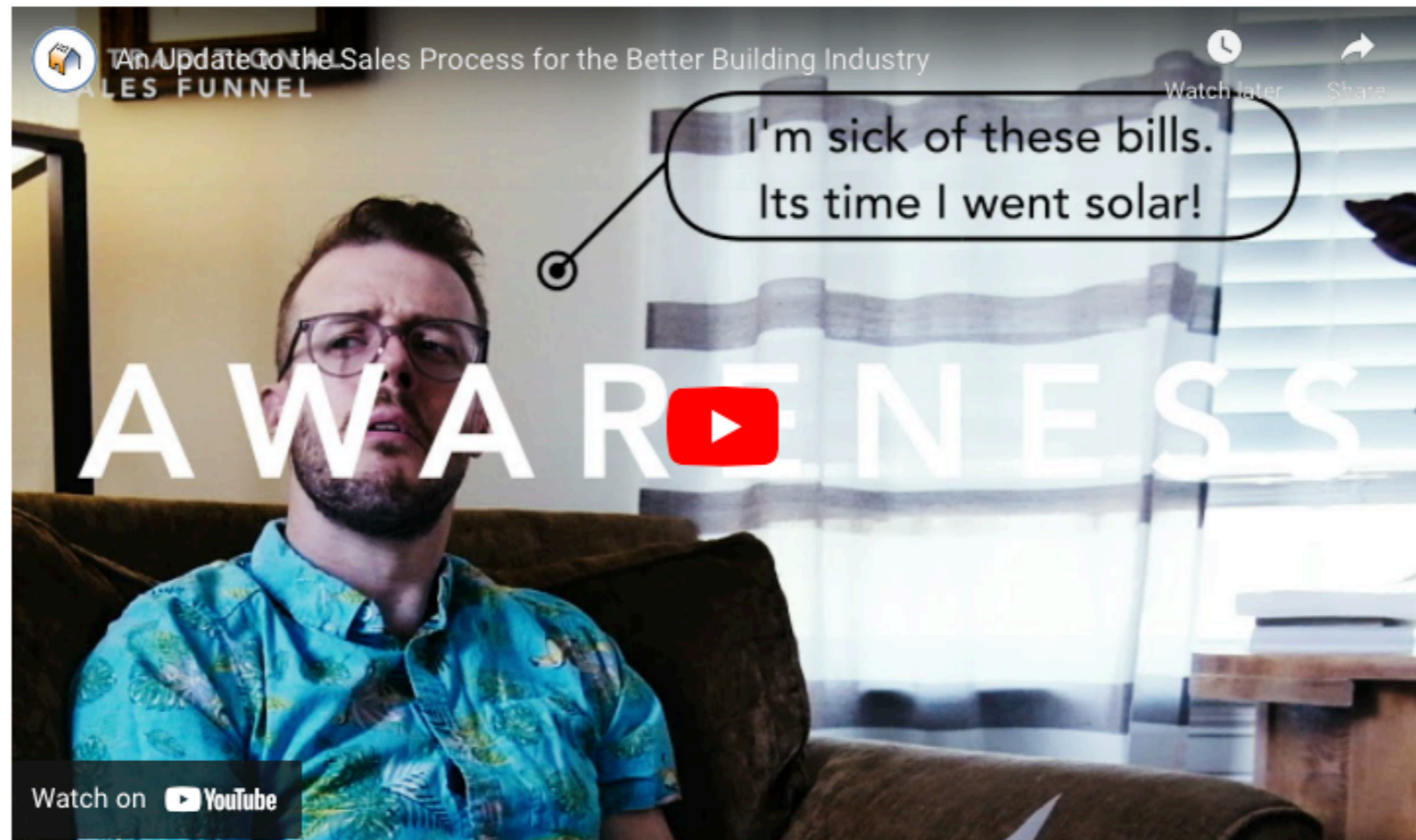
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An Update to the Sales Process for the Better Building Industry



By Jake VP | September 15, 2021

The visual concept of a "sales funnel" has been around since the dawn of time (or, at least, it often feels like it). Is it time to reimagine the sales funnel for the digital age? In our latest video, Energy Circle Senior Media Producer Jake Van Paepeghem breaks down the differences between the traditional sales funnel and the new "sales continuum," and lists our biggest takeaways for adapting your company's sales and marketing strategies into the future.



2 Minute Webinar Highlights on YouTube

energy circle

IS YOUR WEBSITE READY FOR MARKETING HEAT PUMPS?

WEBINAR HIGHLIGHTS

Marketing Heat Pumps: Website Content

1 view • Sep 21, 2021

0:02 / 2:05

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All Sales Related From Energy Circle

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Massachusetts should be converting 100,000 homes a year to electric heat. The actual number: 461

By [Sabrina Shankman](#) Globe Staff, Updated August 21, 2021, 2:36 p.m.

✉️ 250



What We'll Discuss

- 1 Key Messages & Target Audiences**
- 2 Incentives & Rebates are Popular: Some Data**
- 3 Key Tactics to Maximize Awareness**





KEY MESSAGES & TARGET AUDIENCES

Customer Journey: Heat Pump Curious

Interested in Heat Pumps

CURIOUS & WANT TO KNOW MORE
HEARD ABOUT INCENTIVES

Getting Comfortable

THEY WORK FOR HEAT
THEY SAVE MONEY
AMAZING TECHNOLOGY
INCENTIVE DETAILS—THE MATH

Ready to Move

DESIGN & PRODUCT SELECTION
PRICING INCLUSIVE OF INCENTIVES



Key Messages: The Big 6

- New Technology Provides Heat at Low Temperatures
- Very Efficient at AC (Big Summer Cost Savings)
- A More Comfortable Source of Heating/Cooling
- Strip (Resistance) Heat Backup is Rare
- Your Path Off Fossil Fuels
- Exceptional Rebates May Not Last Forever



#1 Message for Some. Attractive to All.

Techie Tom

Overall Goal: To save energy and make his house more efficient because it's the smart thing to do, and (secondarily) because it's the right thing to do.

Level of knowledge: Very high. Knows what products are out there, and has an opinion. Up to date on consumer reviews and reports.

What he wants: More information - details, practical experience, proof that they are the experts, and the product will do what I need it to do.

Age: 35

Profession: Software developer

Location: Downtown



Heather the Greenie

Overall Goal: Wants to feel a part of the green movement.

Level of knowledge: Low. Was researching solar and a friend told her about heat pumps.

What She Wants: An easy way to do the right thing and a contractor relationship she can brag about.

Age: 29

Profession: Former professional in banking industry, now a stay at home mom.

Location: Suburbs



Last-Home William

Overall Goal: A healthy, efficient home where he and his wife can spend their retirement years living well, at low operational cost.

Level of knowledge: High, but willing to take new input. He has done his homework. It's not his first time working with contractors or building a new home.

What he wants: A home for family reunions, now including grandkids. Freedom from high monthly bills.

Age: 62

Profession: Retired Doctor

Location: Suburbs



Rhonda and Roger Rebate

Overall Goal: To take advantage of SMUD's rebate program.

Level of knowledge: Relatively low.

What they want: To take advantage of the deal.

Age: 50's

Profession: Realtor, School Teacher

Location: Carmichael



Homeowner Personas

Rhonda and Roger Rebate

Overall Goal: To take advantage of rebate program.

Level of knowledge: Relatively low.

What they want: To take advantage of the deal before it's too late or expires.

Age: 50's

Profession: Realtor, School Teacher





REBATES ARE POPULAR: SOME DATA

Time Tested Seasonal Tactic



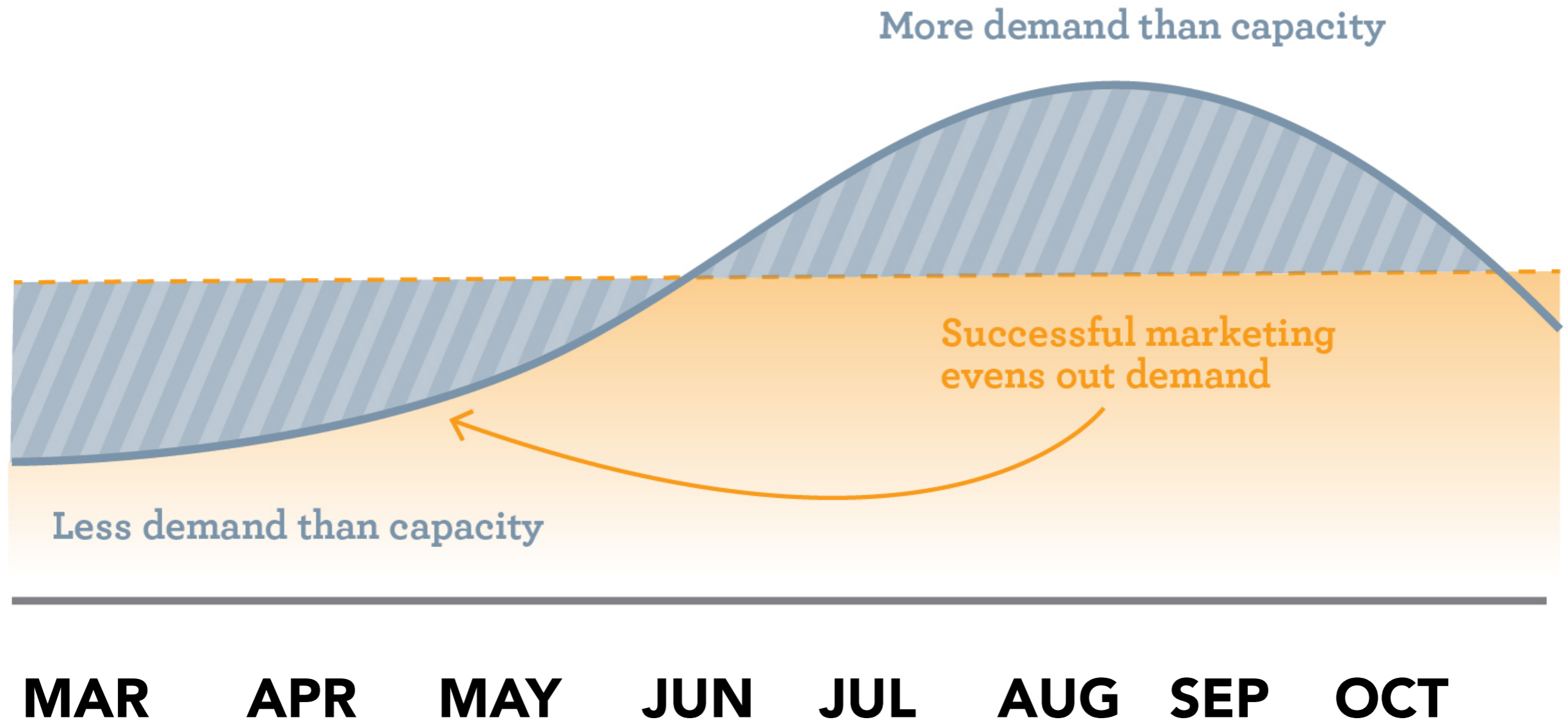
REBATES
— UP TO —
\$1,500*

TRANE
It's Hard To Stop A Trane.

The advertisement features a black Trane furnace unit on the right side, set against a background of purple crocuses and a soft, light-colored sky. The text is prominently displayed in the upper center, with 'REBATES' in large blue letters, 'UP TO' in smaller pink letters, and '\$1,500*' in large blue letters. The Trane logo and slogan are located in the bottom left corner of the image area.



Powerful Tool to Trigger the Market



Consistently Popular Pages

Analytics

Try searching "Top countries by users"

Primary Dimension: Page Page Title Other

Plot Rows Secondary dimension Sort Type: Default

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances
	116,759 % of Total: 100.00% (116,759)	105,610 % of Total: 100.00% (105,610)	00:01:42 Avg for View: 00:01:42 (0.00%)	80,279 % of Total: 100.00% (80,279)
1. /	26,808 (22.96%)	23,484 (22.24%)	00:01:34	23,140 (28.82%)
2. /blog/adding-second-return-almost-always-good-idea	26,171 (22.41%)	25,187 (23.85%)	00:05:57	25,176 (31.36%)
3. /contact	3,964 (3.40%)	3,446 (3.26%)	00:02:34	1,616 (2.01%)
4. /?keyword=	2,934 (2.51%)	2,580 (2.44%)	00:03:09	2,580 (3.21%)
5. /specialsrebates	2,928 (2.51%)	2,486 (2.35%)	00:00:55	692 (0.86%)
6. /blog/why-my-water-lukewarm	2,768 (2.37%)	2,669 (2.53%)	00:04:14	2,668 (3.32%)
7. /about	2,236 (1.92%)	2,004 (1.90%)	00:00:56	722 (0.90%)
8. /maintenance-value-plan	2,148 (1.84%)	1,847 (1.75%)	00:02:25	709 (0.88%)
9. /service-category/air-conditioning	2,045 (1.75%)	1,712 (1.62%)	00:01:35	435 (0.54%)
10. /reviews-testimonials	1,763 (1.51%)	1,415 (1.34%)	00:00:52	636 (0.79%)
11. /pge-rebates	1,730 (1.48%)	1,599 (1.51%)	00:01:25	890 (1.11%)
12. /team	1,353 (1.16%)	1,205 (1.14%)	00:01:53	191 (0.24%)
13. /service-category/heating	1,286 (1.10%)	1,183 (1.12%)	00:01:04	816 (1.02%)
14. /financingtax-credits	1,261 (1.08%)	1,099 (1.04%)	00:01:35	561 (0.70%)
15. /service/central-air-conditioning	1,096 (0.94%)	933 (0.88%)	00:01:23	152 (0.19%)
16. /service/mini-split-ductless-air-conditioners	1,031 (0.88%)	912 (0.86%)	00:02:37	599 (0.75%)



**Highest
Rankings
After the
Program
Generates
Significant
Traffic and
Presence**



smud heat pump rebates



<https://www.smud.org> › Improve-Home-Efficiency › H... ⋮

Heat pump water heaters - SMUD

Heat Pump Water Heaters, rebates up to \$2,500. Choosing a more efficient heat pump water heater can help you reduce your monthly water heating bills and ...

<https://www.smud.org> › Documents › Rebates › h... PDF ⋮

Heat it up with SMUD's High Efficiency Heat Pump Program!

SMUD is offering rebates to customers who install ENERGY STAR® heat pumps at the highest efficiency levels. The rebate amount is based on the minimum efficiency ...

<https://www.smud.org> › Rebates-for-My-Home › Home... ⋮

Appliance rebates - SMUD

Heat pump water heater, rebates up to \$2,500 ... Rebates need to be submitted by a qualified participating contractor through SMUD's Contractor Network. Questions ...

[Heating and cooling](#) · [Rebates for my home](#) · [Residential contractors](#) · [Recycling](#)

<https://www.smud.org> › Improve-Home-Efficiency ⋮

Home Performance Program - SMUD

There are 4 available options: Heating and Cooling Package – rebates up to \$3,000; Go-Electric Bonus Package – rebates up to \$2,500; Heat Pump Water Heaters ...

<https://www.airmechhvac.com> › smud-rebates ⋮

SMUD HVAC Rebates in Sacramento & Surrounding Areas ...

SMUD is offering up to \$4,000 rebate for replacing your current HVAC unit with one that is more energy efficient. If you currently own an old-fashioned furnace ...

<https://www.foxfamilyhvac.com> › smud-sacramento-hv... ⋮

Are there Still SMUD Air Conditioner HVAC Rebates? Yes!

Because of COVID-19, SMUD's well known dual fuel HVAC upgrade and their air conditioner with gas furnace upgrade have both been discontinued for 2020. But you ...

<https://projects.smudenergystore.com> › projects › heatin... ⋮

Heating & Cooling Projects - SMUD Energy Store

Get instant rebates on ENERGY STAR® smart thermostats. Rebate Available ... Heat pump HVAC systems can deliver greater comfort and reduce your energy bills.



Google Ads Performance

	Click Through Rate CTR	Conversion Rate CR
Ads WITH Rebates/Incentives	7.10%	5.39%
Ads WITHOUT Rebates/Incentives	4.46%	0.04%

*16 Aggregated Energy Circle PPC Clients
with Aggressive Heat Pump Campaigns
8/1/20 to 8/31/21*





KEY TACTICS TO MAXIMIZE REBATE & INCENTIVE AWARENESS

Primary Website Messaging

The image shows the top portion of the SmartHouse website. At the top left is the logo, which consists of a stylized house with glasses and the text "SmartHouse HEATING AND COOLING". To the right of the logo is a navigation menu with links: "About Us", "Service Area", "Our Products", "Financing, Rebates & Specials", "Blog", "Reviews", and "Contact Us". Below the navigation menu are contact options: "Call Us: 314-270-1545" and "Text Us: 314-310-2242", followed by a red button that says "Schedule an Appointment". A secondary navigation bar contains the following categories: "HEATING", "COOLING", "INSULATION", "ENERGY EFFICIENCY", "HEAT PUMPS", "INDOOR AIR QUALITY", and "MAINTENANCE". The main content area features a large background image of a young child crawling on a floor. Overlaid on the left side of this image is a white box with blue text that reads: "Save \$1,000 on a new, efficient, Daikin System." Below this headline, it says "6 months zero interest, zero payments, and more." and "Ten year loan begins at 9.99% after initial 6/mo period. 12 year warranty". At the bottom of this box is a red button labeled "LEARN MORE". Below the main image is a blue banner with the text "The Trusted St. Louis HVAC Contractor". At the bottom of the page are four blue buttons with white text: "Heating Service or Repair", "Improve My Comfort", "Lower My Energy Bills", and "Ask An Expert Today!". Each button has a corresponding small image below it: a house, a technician working, a living room, and a smiling man in a blue shirt.

SmartHouse
HEATING AND COOLING

About Us | Service Area | Our Products | Financing, Rebates & Specials | Blog | Reviews | Contact Us

Call Us: 314-270-1545 | Text Us: 314-310-2242 | Schedule an Appointment

HEATING | COOLING | INSULATION | ENERGY EFFICIENCY | HEAT PUMPS | INDOOR AIR QUALITY | MAINTENANCE

Save \$1,000 on a new, efficient, Daikin System.

6 months zero interest, zero payments, and more.

Ten year loan begins at 9.99% after initial 6/mo period. 12 year warranty

LEARN MORE

The Trusted St. Louis HVAC Contractor

Heating Service or Repair | Improve My Comfort | Lower My Energy Bills | Ask An Expert Today!

Rebates, Incentives and Financing Page



About Us | [Rebates & Financing](#) | Blog | Testimonials | Contact | [\(410\) 927-1191](#) 

CRAWLSPACE & BASEMENT SERVICES | ENERGY EFFICIENCY & COMFORT | HEALTHY HOME



Rebates & Financing Options

At Total Home Performance, we take pride in making homes along the Eastern Shore more efficient with upgrades like **attic insulation** and **crawl space encapsulation**. *In fact, in the area served by Delmarva Power, we have helped homeowners save the most kWh each year since 2011!*

As a participating contractor with Home Performance with ENERGY STAR and the Weatherization Assistance Program (WAP) here in Maryland, we help homeowners in the Talbot County area save money when they make energy saving home improvements.



Rebates from \$250 to \$7,500 from the BGE Smart Energy Savers Program®

As a BGE Smart Energy Savers Participating Contractor and Home

Improving your home can be affordable.

Ask us about rebates & financing options.

(410) 927-1191

Name *

Phone *

Email *

Message

I'm not a robot 

[LEARN MORE](#)

Rebate Content Gets Organic Site Links

https://www.davesworld.com

Dave's World. Awesome! | Dave's World

Dave's World has what you need to make your home comfortable and cost efficient. ... We sell a variety of home-need items that include **heat pumps**, applian ...

You've visited this page 2 times. Last visit: 4/21/21

Maine's Leader in Heat Pumps

Ductless is the New Black Ductless
heat pumps are a cost-efficient ...

Heat Pump Maintenance and ...

You service your car, why not your
heat pump? Once your new ...

Locations & Contact

Serving Maine & Parts of New
Hampshire Thanks for getting in ...

Heat Pumps

Dover-Foxcroft 207.802.1029;
Scarborough 207.289.1170 ...

Rebates on Heat Pumps

Efficiency Maine announced
Double Rebates as an incentive ...

About Us

And proud of it! Dave's World
started as a humble appliance ...



Targeted Facebook Ads

Launched May 2021

ID: 526398358768898



Hometown Heat Pumps, Inc

Sponsored

\$2,000 AHI heat pump rebates are STILL AVAILABLE for those that are eligible, and an up to \$2,000 rebate is available for eligible small businesses. Add an air purifier to turn your heat pump into an air purification system, with technology that's been tested against COVID-19 and is capable of killing viruses and bacteria in the air and on surfaces. To learn more, contact us to schedule a free virtual or in-home...

LARGEST HEAT PUMP REBATE



\$2,000

2 ads use this creative and text

[See Ad Details](#)

ID: 925470144922292



Hometown Heat Pumps, Inc

Sponsored

\$2,000 AHI heat pump rebates are STILL AVAILABLE for those that are eligible, and an up to \$2,000 rebate is available for eligible small businesses. Add an air purifier to turn your heat pump into an air purification system, with technology that's been tested against COVID-19 and is capable of killing viruses and bacteria in the air and on surfaces. To learn more, contact us to schedule a free virtual or in-home consultation.

LARGEST HEAT PUMP REBATE



SINGLE REBATES UP TO

\$2,000



HOMETOWNHEATPUMPS.COM
Schedule a Free Consultation Today!
Virtual or In-Home Consultations

[Book Now](#)

[See Ad Details](#)

Posts in Google My Business

Posted Apr 21, 2021

**UNSTOPPABLE
COMFORT.
UNBELIEVABLE
DEALS.**



PROMOTION

INSTANT REBATE
UP TO **\$500****

BUY QUALIFYING EQUIPMENT AND RECEIVE
AN INSTANT REBATE TO APPLY TOWARD:

AN ELIGIBLE
**INDOOR AIR
QUALITY**
PRODUCT

OR
AN ELIGIBLE
**EXTENDED
LABOR
WARRANTY**



Spring 2021 Trane Unstoppable Event

Apr 21 – Jun 15

If you've been considering an upgrade for your home comfort system, now is the perfect time. This spring, you can take advantage of instant rebates up to \$500 in value.

[REDEEM ONLINE](#)

Valid 4/21/2021 – 6/15/2021

[Terms and Conditions](#)

181 views

4 clicks

[Share post](#)



Retargeting Ads

Facebook Video

Views

Rebate Page

Visitors



Local Home Heat Pump Installs



Save Up To \$500 On A New Mini Split. Kearney Works W/ Mass Save Rebates Helping You Save.



Google Ads That Lead with Rebates

Ad · discover.mitsubishicomfort.com/heatpumps ▾ (855) 987-9415

Mitsubishi Heat Pumps - Get Up To \$1,500 In Rebates

It's Never Been Easier To Keep Everyone Comfortable Without Spending A Fortune. Take Action Now & Upgrade or Replace Your System Before It Breaks When You Need It!

Up To \$1,500 In Rebates

Learn How to Save Up To \$1,500
In Rebates On Your System!

Learn About Kumo Cloud®

Control The Temperature Of Any
Room With Our Smart Phone App





QUESTIONS?

Peter Troast