



MARKETING HEAT PUMPS: WHAT KEYWORD SEARCH DATA TELLS US ABOUT THE CONSUMER MINDSET

Peter Troast, Founder & CEO

Energy Circle Webinar Series

February 24, 2021



Streaming Advertising Part 3: Not All Streaming Ads Are Created Equal!



By Jake VP | February 17, 2021

In [Part 1 of our series on streaming advertising](#), we covered the generalities of advertising opportunities on streaming services like Hulu, YouTube TV, Spotify, and Pandora. In [Part 2](#), we talked about integrating and utilizing streaming ads in your digital marketing strategy. But does it matter which streaming services you use to enhance the digital marketing portfolio of your HVAC, solar, or home performance business?

This third chapter in our ongoing series will take a peek into the complicated and murky waters of the differences between each streaming ad service, and how our industries can use this advertising medium to increase the overall effectiveness of an integrated digital marketing strategy.

The Difference Between Streaming Ad Services

There is not, nor will there be, any kind of shortage of content streaming services in the near future. How many times have you been talking about a show with someone and asked, “Which subscription service can I watch/listen to that on?”

Netflix, Hulu, HBO Max, Amazon Prime, YouTube TV, Apple TV Plus, Paramount Plus, Crackle, Tidal, Pandora, Spotify, Apple Music—the list goes on and on, and it continues to change day by day.

DIY or Ad Reps?

Not all streaming services offer advertising, and some only allow ads on certain subscription levels. What may

Upcoming Webinars

~~February 17 - What Makes Effective Video Content? - a Live Critique~~

February 24 - Marketing Heat Pumps: What Keyword Search Data Tells Us About the Consumer Mindset

March 3 - The State of Third Party Reviews in 2021

March 10 - Understanding How Google Sees E-A-T (Expertise, Authority, Trust)


March 17 - Should Bing Be Part of Your Search Marketing Program?

March 24 - Search Volume Growth in Battery Storage and EV Charging

March 31 - Maximizing Review Content on Your Website

What We'll Discuss

- 1 HEAT PUMPS, MINI SPLITS & DUCTLESS OH MY!**
- 2 SEARCH VOLUME TRENDS, SEASONALITY & REGIONALITY**
- 3 WHICH TERMS ARE DRIVING MORE BUSINESS?**
- 4 ACTIONS YOU CAN TAKE**

A white building with a sign and American flags. The sign reads "Welcome to Damariscotta" and "DON'T GET A DIVORCE GET A MINI SPLIT". There are two American flags on the building. The building has a chimney and a cupola on the roof.

*Welcome to
Damariscotta*

**DON'T GET A DIVORCE
GET A
MINI SPLIT**

Heat Pump

Mini Split

Ductless

Cold Climate Heat Pump

Heat Pump Water Heater

Geothermal Heat Pump

Air Source Heat Pump

Heat Pump System

Mini Split AC

Split AC Unit

Mini Split AC Unit

Mini Split System

Mini Split Heat Pump

Heat Pump

Mini Split

Ductless

Ductless Heat Pump

Ductless Mini Split

Ductless Air Conditioner

Split Air Conditioner



POLL

General Search Volume/Month (US)

Mini Split

Volume *i*

60.5K 

Keyword Difficulty *i*

77% 

CPC *i*

\$1.89

Com. *i*

1.00

Heat Pump

Volume *i*

49.5K 

Keyword Difficulty *i*

77% 

CPC *i*

\$2.76

Com. *i*

1.00

Ductless

Volume *i*

22.2K 

Keyword Difficulty *i*

81% 

CPC *i*

\$3.36

Com. *i*

1.00

SEM Rush Keyword Research Tool, Feb 2021







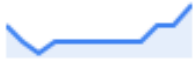

Google Keyword Planner

<input type="checkbox"/> Keyword	↓ Avg. monthly searches
<input type="checkbox"/> mini split	60,500
<input type="checkbox"/> heat pump	49,500
Keyword ideas	
<input type="checkbox"/> mini split ac	49,500
<input type="checkbox"/> ductless air conditioner	33,100
<input type="checkbox"/> mini split air conditioner	33,100
<input type="checkbox"/> mitsubishi mini split	27,100
<input type="checkbox"/> ductless ac	22,200
<input type="checkbox"/> ductless mini split	22,200
<input type="checkbox"/> split ac unit	22,200
<input type="checkbox"/> mini split heat pump	18,100
<input type="checkbox"/> mitsubishi air conditioner	14,800
<input type="checkbox"/> mr cool mini split	14,800
<input type="checkbox"/> geothermal heating	12,100

Moz Keyword Suggestions

<input type="checkbox"/> Keyword	Monthly Volume
<input type="checkbox"/> mini split ac	43,923
<input type="checkbox"/> mini split	36,347
<input type="checkbox"/> ductless air conditioner	26,485
<input type="checkbox"/> mitsubishi mini split	23,853
<input type="checkbox"/> ductless mini split	22,761
<input type="checkbox"/> ductless ac	17,346
<input type="checkbox"/> mini split air conditioner	16,040
<input type="checkbox"/> mini split heat pump	15,502
<input type="checkbox"/> mini split system	12,893
<input type="checkbox"/> mitsubishi electric	10,121
<input type="checkbox"/> daikin mini split	9,155
<input type="checkbox"/> ductless ac unit	8,885
<input type="checkbox"/> ductless heat pump	8,868

Beware "Industry Speak"

<input type="checkbox"/> Keyword	↓	Avg. monthly searches
Keywords you provided		
<input type="checkbox"/> air source heat pump		2,900 
Keyword ideas		
<input type="checkbox"/> air to water heat pump		1,300 
Keywords you provided		
<input type="checkbox"/> cold climate heat pump		880 
Keyword ideas		
<input type="checkbox"/> ducted heat		880 
<input type="checkbox"/> electric ducted heating		720 
<input type="checkbox"/> geothermal cooling and heatin...		720 
<input type="checkbox"/> air to air heat pump		590 
Keywords you provided		
<input type="checkbox"/> ducted heat pump		480 



TRENDS, SEASONALITY & REGIONALITY

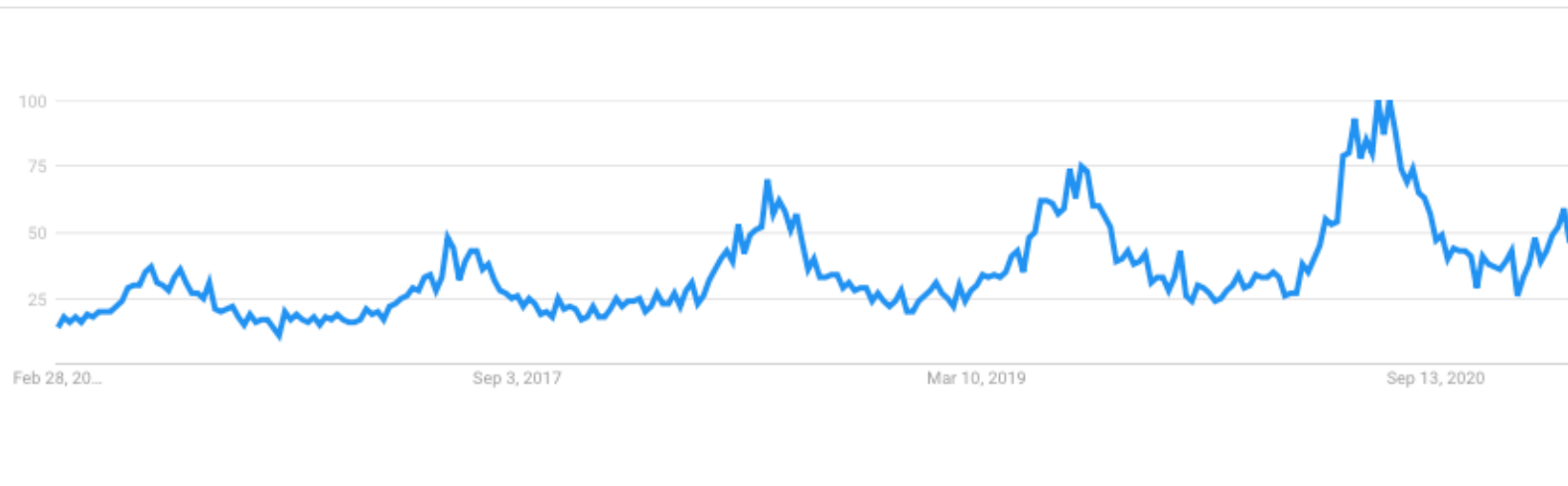
● mini split
Search term

+ Compare

United States ▼ Past 5 years ▼ All categories ▼ Web Search ▼

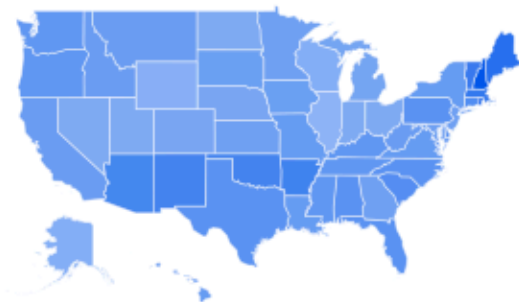
Interest over time ?

Download, Full Screen, Share icons



Interest by subregion ?

Subregion ▼ Download, Full Screen, Share icons



1	New Hampshire	100	<div style="width: 100%;"></div>
2	Rhode Island	90	<div style="width: 90%;"></div>
3	Maine	77	<div style="width: 77%;"></div>
4	Massachusetts	71	<div style="width: 71%;"></div>
5	Vermont	68	<div style="width: 68%;"></div>



● ductless
Search term

+ Compare

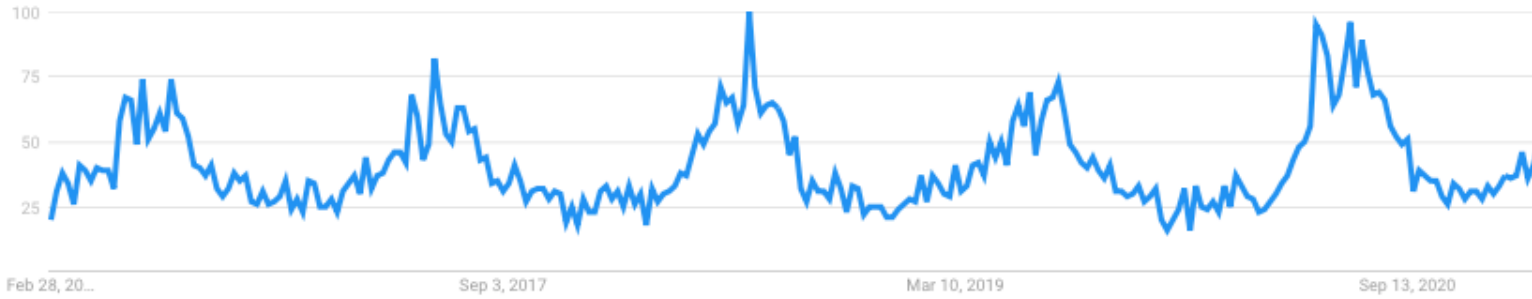
United States ▾

Past 5 years ▾

All categories ▾

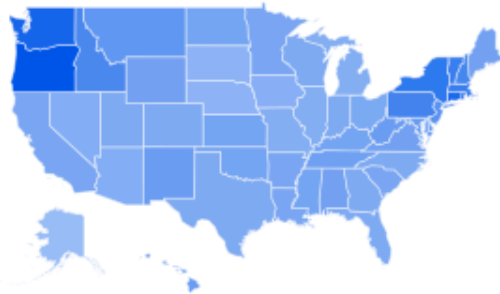
Web Search ▾

Interest over time ?



Interest by subregion ?

Subregion ▾



1	Oregon	100	<div style="width: 100%;"></div>
2	Washington	87	<div style="width: 87%;"></div>
3	Connecticut	82	<div style="width: 82%;"></div>
4	Rhode Island	77	<div style="width: 77%;"></div>
5	New York	72	<div style="width: 72%;"></div>

ductless
Search term

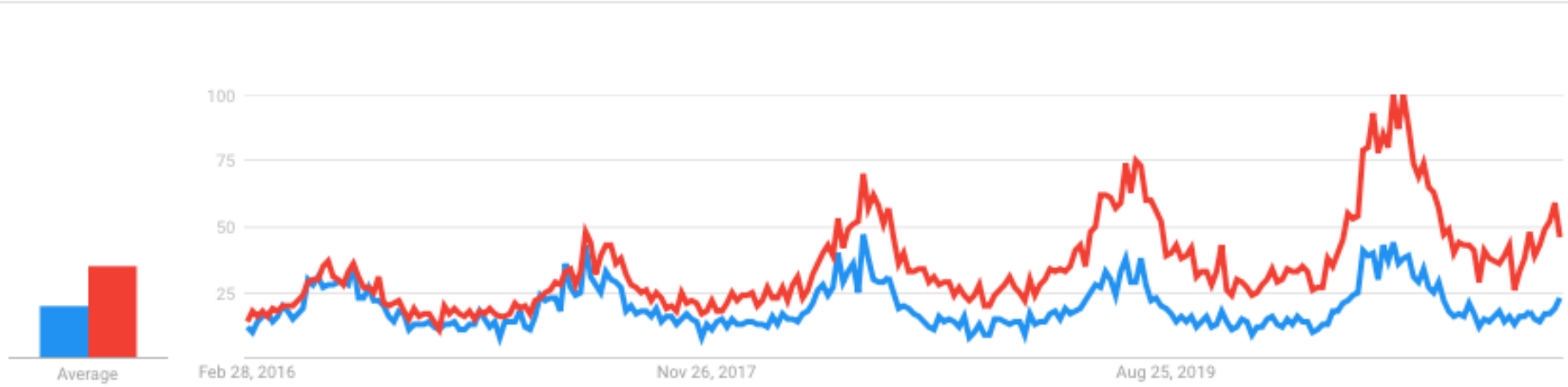
mini split
Search term

+ Add comparison

United States ▼ Past 5 years ▼ All categories ▼ Web Search ▼

Interest over time ?

Download, Zoom, Share icons





● **heat pump**
Search term



+ Compare

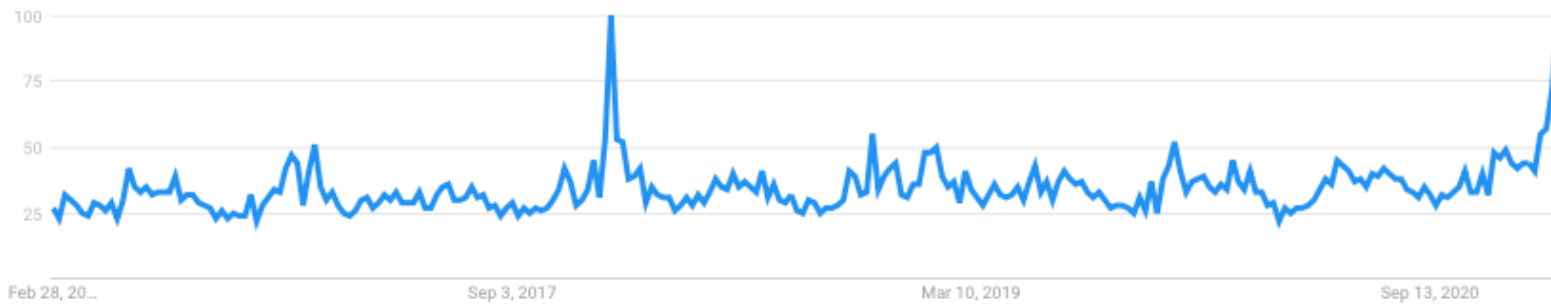
United States ▾

Past 5 years ▾

All categories ▾

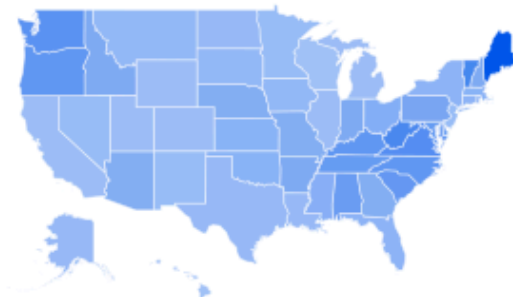
Web Search ▾

Interest over time ?



Interest by subregion ?

Subregion ▾



1	Maine	100	<div style="width: 100%;"></div>
2	Vermont	59	<div style="width: 59%;"></div>
3	West Virginia	57	<div style="width: 57%;"></div>
4	Virginia	51	<div style="width: 51%;"></div>
5	Washington	49	<div style="width: 49%;"></div>



● **heat pump**
Search term

● **ductless**
Search term

● **mini split**
Search term

+ Add comparison

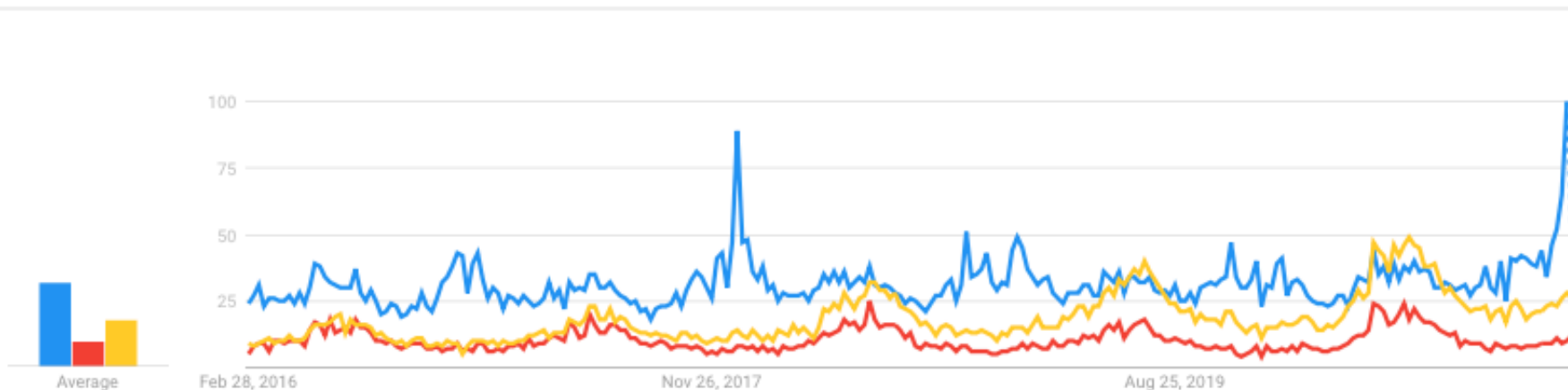
United States ▾

Past 5 years ▾

All categories ▾

Web Search ▾

Interest over time ?





WHICH TERMS ARE DRIVING BUSINESS?

Keyword Rule #1

VOLUME

≠

BUYING INTENT

Mini Split

Keyword Variations ⁱ

41.9K | Total volume: **847.6K**

Keywords	Volume
mini split	60.5K
mini split ac	49.5K
mini split air conditioner	33.1K
mitsubishi mini split	27.1K
ductless mini split	22.2K

[View all 41,891 keywords](#)

Questions ⁱ

4.0K | Total volume: **32.5K**

Keywords	Volume
what is a mini split	1.6K
how to install a mini split	1.3K
how does a mini split work	880
what is a mini split air conditioner	720
what size mini split do i need	720

[View all 3,997 keywords](#)

Related Keywords ⁱ

3.9K | Total volume: **1.2M**

Keywords	Volume
mini split unit	5.4K
a mini split	20
ductless mini split	22.2K
mini split ac	49.5K
mini split ac system	1.3K

[View all 3,922 keywords](#)

Heat Pump

Keyword Variations ⁱ

114.9K | Total volume: **1.0M**

Keywords	Volume
heat pump	49.5K
heat pump water heater	18.1K
mini split heat pump	18.1K
geothermal heat pump	9.9K
heat pump system	9.9K

[View all 114,857 keywords](#)

Questions ⁱ

13.6K | Total volume: **94.0K**

Keywords	Volume
what is a heat pump	8.1K
how does a heat pump work	6.6K
what is a heat pump system	1.6K
how a heat pump works	1.3K
how much does a heat pump cost	1.0K

[View all 13,592 keywords](#)

Related Keywords ⁱ

1.9K | Total volume: **286.2K**

Keywords	Volume
heat hump	90
heatpumps	260
heat pump heat pump	70
heat pump system	9.9K
heat pump systems	8.1K

[View all 1,886 keywords](#)

Ductless

Keyword Variations *i*

21.2K | Total volume: **320.4K**

Keywords	Volume
ductless air conditioner	33.1K
ductless ac	22.2K
ductless mini split	22.2K
ductless ac unit	9.9K
ductless range hood	8.1K

[View all 21,241 keywords](#)

Questions *i*

1.8K | Total volume: **14.5K**

Keywords	Volume
how do ductless air conditioners work	880
what is ductless air conditioning	590
how does ductless ac work	390
how to install a ductless air conditioner	390
how to install ductless ac	390

[View all 1,797 keywords](#)

Related Keywords *i*

2.5K | Total volume: **906.7K**

Keywords	Volume
ductless air system	110
air condition ductless	50
ductless air	390
ductless split system hvac	110
air conditioning wall units ductless	140

[View all 2,490 keywords](#)



Heat Pump Keyword Research (January 1, 2020 - January 31, 2021) ☆ 🗺️ 📄

File Edit View Insert Format Data Tools Add-ons Help Last edit was seconds ago

100% | \$ % .0 .00 123 | Arial | 12 | **B** *I* U **A** | | |

F:F | *fx* | Impressions

	C	D	E	F	G	H	I	J
1	Campaign	Ad group	Search term	Impressions	Clicks	CTR	Conversions	Conv. rate
2	Search Trane CoOp	Hybrid Heat Pumps	heat pump	22,569	719	3.19%	14	1.95%
3	NB HVAC Beta	Heat Pumps	+heat +pumps	19,489	605	3.10%	50.66	8.37%
4	Mini Split	Ductless Mini Split	+mini +split	7,985	307	3.84%	11	3.58%
5	Search Trane CoOp	Hybrid Heat Pumps	+mini +split	7,451	123	1.65%	1	0.81%
6	Search Trane CoOp	Hybrid Heat Pumps	mini split	6,161	104	1.69%	0	0.00%
7	NB HVAC Beta	Heat Pumps	+heating +pump	4,314	180	4.17%	15.18	8.43%
8	_Heat Pumps Beta	Ductless Heat Pump	heat pump	4,259	61	1.43%	0	0.00%
9	NB HVAC Beta	Mini Split	mini split	4,045	143	3.54%	3.5	2.45%
10	Heat Pumps_Alpha	Mitsubishi Heat Pump	mitsubishi heat pump	3,974	246	6.19%	10	4.08%
11	_Heating Beta	Heat Pump Service	heat pump	3,757	58	1.54%	3	5.17%
12	HVAC Install Beta	Mini-Split	+mini+split +system	3,407	88	2.58%	2	2.27%
13	_Cooling Beta	Mini Split	+mini +split +systems	3,240	126	3.89%	5	3.97%
14	NB HVAC Beta	Mini Split	mini split system	3,130	45	1.44%	1	2.22%
15	NB HVAC Call-Only	Mini Split	+mini +split	3,067	20	0.65%	5	25.00%
16	Heat Pumps_Beta	Mini Split Install	+mini +split	2,920	87	2.98%	7	8.05%
17	NB Cooling System Be	Mitsubishi Mini Split	+mitsubishi +mini +split	2,402	73	3.04%	6	8.22%
18	Heat Pumps	Mitsubishi Heat Pump	+mitsubishi +mini +split	2,349	80	3.41%	3	3.80%
19	HVAC Install Beta	Mini-Split	+split +system	2,303	53	2.30%	2	3.77%
20	NB HVAC Beta	Ductless Mini Split	ductless mini split	2,290	51	2.23%	1	1.96%
21	HVAC Install Beta	Mini-Split	mini split ac	2,276	53	2.33%	6	11.32%
22	_Heating Beta	Mini Split Systems	mini split system	2,273	69	3.04%	4	5.80%
23	NB Cooling System Be	Ductless Mini Split	+ductless +mini +split	2,215	22	0.99%	2	9.09%
24	_Heat Pumps Beta	Ductless Heat Pump	mini split	2,101	20	0.95%	0	0.00%
25	NB HVAC Beta	Ductless Air Conditioner	ductless air conditioner	2,026	90	4.44%	8	8.89%
26	HVAC Install Beta	Mini-Split	+ductless +mini +split	1,973	27	1.37%	2	7.41%
27	NB Heat Pumps	NB Heat Pumps	+heat +pumps	1,885	32	1.70%	0	0.00%
28	_Heating Beta	Heat Pump Service	+mini +split	1,850	61	3.30%	1	1.64%
29	Heat Pumps_Beta	Mitsubishi Heat Pump	+mitsubishi +heat +pumps	1,834	59	3.22%	6	10.17%
30	NB HVAC Call-Only	Heat Pumps	+heat +pumps	1,826	14	0.77%	6.31	45.09%
31	NB Heat Pumps	NB Heat Pumps	heat pumps	1,774	41	2.31%	0	0.00%
32	NB Cooling System Be	Mini Split	+mini +split +ac	1,723	32	1.86%	2	6.25%
33	Heat Pumps_Alpha	Mini Split Heat	heat pump	1,657	152	9.17%	2	1.32%
34	Heat Pumps_Beta	Heat Pump Installer	+hvac +installer	1,608	10	0.62%	0	0.00%
35	_Heating Beta	Heat Pump Service	mini split	1,607	43	2.68%	1	2.33%
36	NB Cooling System Be	Mini Split Systems	+mini +split +systems	1,604	34	2.12%	0	0.00%
37	Search_Heating_Beta	Heat Pump	ductless ac	1,455	122	8.38%	6	4.92%

2020 Paid Search Results

	Impressions		
Ductless	17.1%		
Heat Pump	31.1%		
Mini Split	51.8%		

2020 Data
26 Energy Circle Accounts
Nationwide

2020 Paid Search Results

	Impressions	Click Through Rate
Ductless	17.1%	5.03%
Heat Pump	31.1%	3.22%
Mini Split	51.8%	2.70%

2020 Data
26 Energy Circle Accounts
Nationwide

2020 Paid Search Results

	Impressions	Click Through Rate	Conversions
Ductless	17.1%	5.03%	14.8%
Heat Pump	31.1%	3.22%	48.6%
Mini Split	51.8%	2.70%	36.6%

2020 Data
26 Energy Circle Accounts
Nationwide

Our Recommendations

- You need a comprehensive content and keyword strategy for the whole category
- Understand your regional variations and nuances
- Long tail keywords—and questions—must be in the mix
- Monitor performance like a hawk, and course correct

peter@energycircle.com

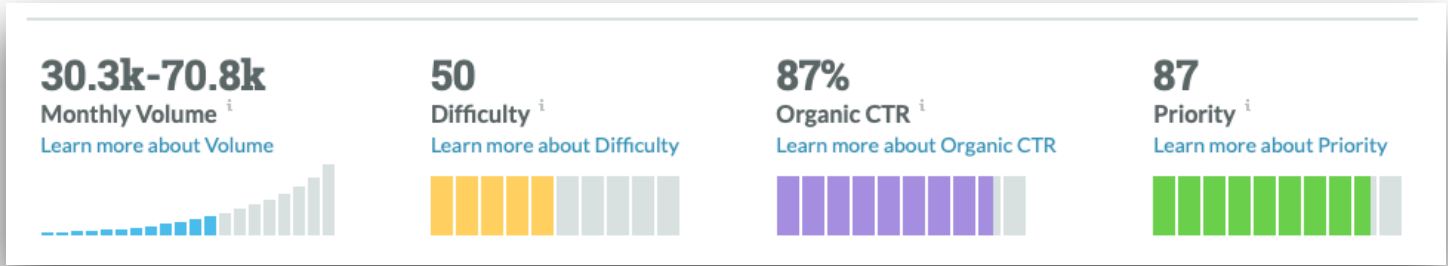


QUESTIONS?

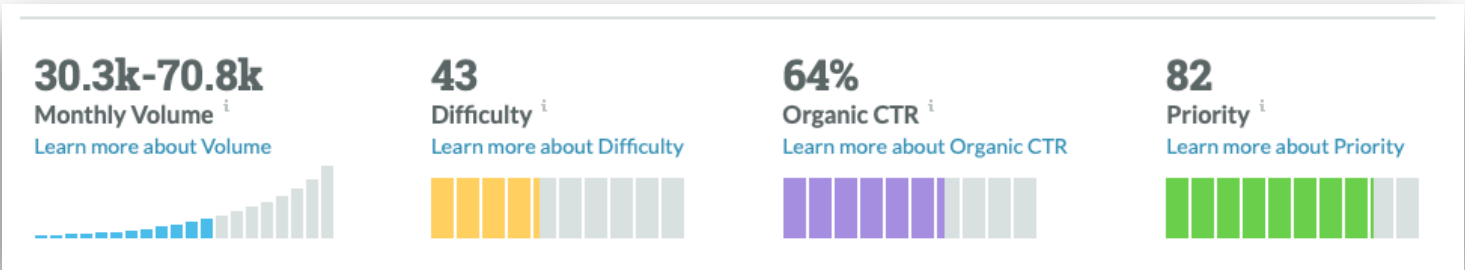
Peter Troast

peter@energycircle.com

Heat Pump



Mini Split



Ductless

