



MARKETING HEAT PUMPS: HOW TO HANDLE COMMON CONSUMER OBJECTIONS

Energy Circle Webinar Series
Peter Troast, Founder & CEO
May 26, 2021

Upcoming Webinars

~~May 19 - Call Tracking: A Hidden Source of Value for Customer Insights~~

May 26 - Marketing Heat Pumps: How To Handle Common Consumer Objections

June 2 - Marketing Electrification: How to Target the Anti-Fossil Fuel Audience


June 9 - Update from Washington on Hope for Homes Legislation with Kara Saul-Rinaldi

June 16 - Overcoming the Hiring Challenge: The Role Marketing Can Play

June 23 - How the New Apple iOS Privacy Update May Impact Marketing



Heat Pump Marketing Series



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

Peter Troast, Founder & CEO
Energy Circle Webinar Series
February 24, 2021



CAPITALIZING ON HEAT PUMP POPULARITY: IS YOUR WEBSITE CONTENT READY?

Energy Circle Webinar Series
Peter Troast, Founder & CEO
April 28, 2021

5/26/21





7 Free and Easy Tools You Can Use to Evaluate Your Online Competition



By Emily Silverman | May 12, 2021

It's always good to know what your competition is up to, especially when it comes to their digital marketing efforts. By evaluating your contractor competitors online, you can glean valuable information about:

- What products and services they're focusing on
- Whether they're prioritizing specific geographic areas
- What keywords they're using
- What branding and messaging they're using
- What their pricing strategy may be

Note: Online Competition Isn't the Same as Real World Competition

Before we dive into exploring these tools, it's important to note that the businesses you define as your competition in the real world might not be the same as the ones you're going up against online.

It's not uncommon to have a few online competitors who you might not be getting quoted against for jobs, but are competition nonetheless. This could be a new competitor who you haven't heard much about but is gaining traction online.

This isn't to say that you should ignore your real-world competitors and put your focus entirely online, however. Online and real-world competitors are equally important—they just tend to be a little different.

The Best Free Tools for Evaluating Your Online Competition

We use a lot of different tools here at Energy Circle, and we've compiled a list of what we believe are the best,

What We'll Discuss

- 1 THE MOST COMMON OBJECTIONS TO HEAT PUMPS AND POSSIBLE RESPONSES**
- 2 SOLUTIONS FOR INCORPORATING OBJECTION RESPONSES IN MARKETING COMMUNICATIONS**



Different Prospects. Different Concerns.

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



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



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.

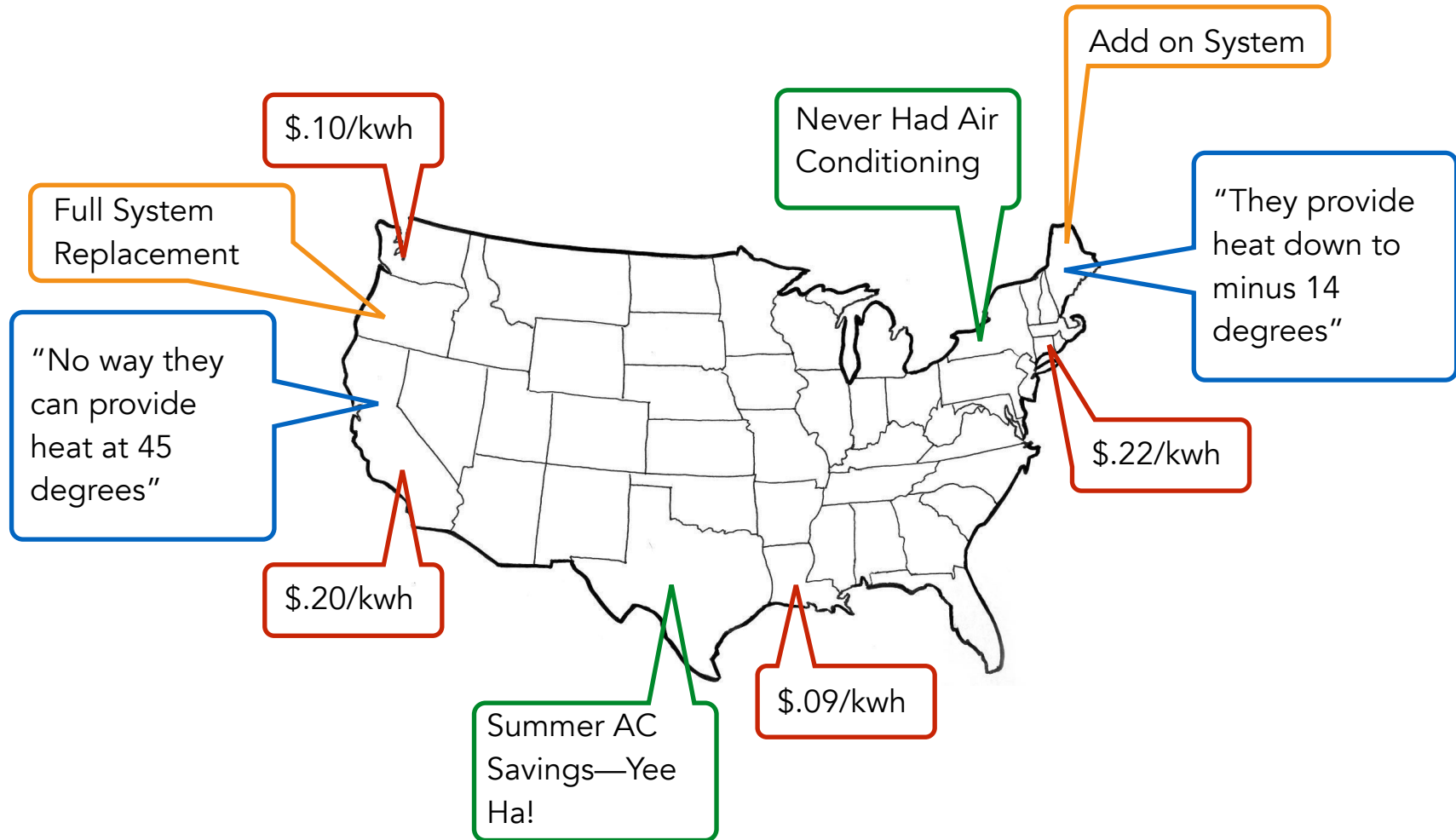
Age: 62

Profession: Retired Doctor

Location: Suburbs



Substantial Regional Differences



Typical Heat Pump Objections

"Operating Costs"

& Electricity vs Gas

"Performance Skepticism"

"Emergency"

"Upfront Expense"

"Aesthetics"



Performance Skepticism Concerns

“No Way That Technology Can Heat at Low Temps”

“Can’t Possibly Heat as Well as Gas”

“Gas Has Kept Us Warm for Years”

RESPONSE TACTICS

- **Emphasize Technology Advancement & Efficiency**
- **Lean on Trust Indicators—Energy Star, Respected Brands**
- **Lean on Proof—Happy Past Customers, Reviews, “in my house too”**
- **Push Comfort Message—More Advanced Controls & Zoning**



Operating Expense Concerns

"They're High Cost in Winter"

"Can't Prevent Switch to Strip Heat"

"Gas is Cheap. Electricity is Expensive."

RESPONSE TACTICS

- **Emphasize Technology Advancement & Efficiency**
- **Bust Strip Heat Myth**
- **Efficient Electric Heat Has Comparable Cost to Traditional Gas**
- **Counter with Summer AC Savings**
- **Environmental Value of Electrification/Clean Grid***



Gas Good/Electricity Bad

“Electric rates are way higher”

“Not relying any more on that @\$% utility”

“Blackouts are the new reality”

RESPONSE TACTICS

- **Equipment Efficiency Across Seasons**
- **Relative Stability of Electric Rates vs Natural Gas & Oil**
- **Furnace Doesn't Run Without Electricity**
- **Backup Power Options—Storage and Generators**
- **Environmental Value of Electrification/Clean Grid***



Upfront Expense Objections

"High Efficiency Products are Expensive"

"I'm Skeptical About the Operational Savings"

"Just Can't Afford it Right Now"

RESPONSE TACTICS

- **Local Incentives May Bridge the Cost Gap**
- **No Better Time Than Now to Upgrade**
- **Financing Options**



Aesthetic Concerns

"They're Ugly"

"No Wall Warts in My House"

"They're Noisy"

RESPONSE TACTICS

- **Not All Heat Pumps Are Wall Mount Ductless**
- **Can Be Ducted, Floor Mounted, In-Ceiling**
- **Emphasize Quiet Operation of Condensing Units**
- **Design Workarounds**



Emergency Need Concerns

"I Just Need the Fastest Solution to...Heat, AC, Hot Water"

"This Isn't the Time to Be Talking About New Technology"

RESPONSE TACTICS

- **This is the Ideal Time to Make an Upgrade**
- **Depending on the Job, No More Time to Install Upgraded Equipment**
- **Incentives Make the Opportunity Very Attractive**
- **We Have Solutions for the Immediate Need**



Anticipating Objections

Homeowner Personas

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.

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Age: 62

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Operating Cost
Upfront Cost
Performance Skepticism



Comprehensive Content Strategy

MASTER PAGE
Heat Pump Landing Page



Deep Service Pages
Ductless
Ducted
Electrify Your Home
Key Brands

Educational Pages
FAQ's
Problems They Solve
How They Work Video

Incentives/Rebates
SMUD Program
Financing Options
Savings Estimator

Blog Posts
How They Work
Heat When It's Cold
Why They're Efficient
How They Save \$

Ongoing Content

Product & Model Pages
Duct Replacement
Duct Cleaning
Maintenance

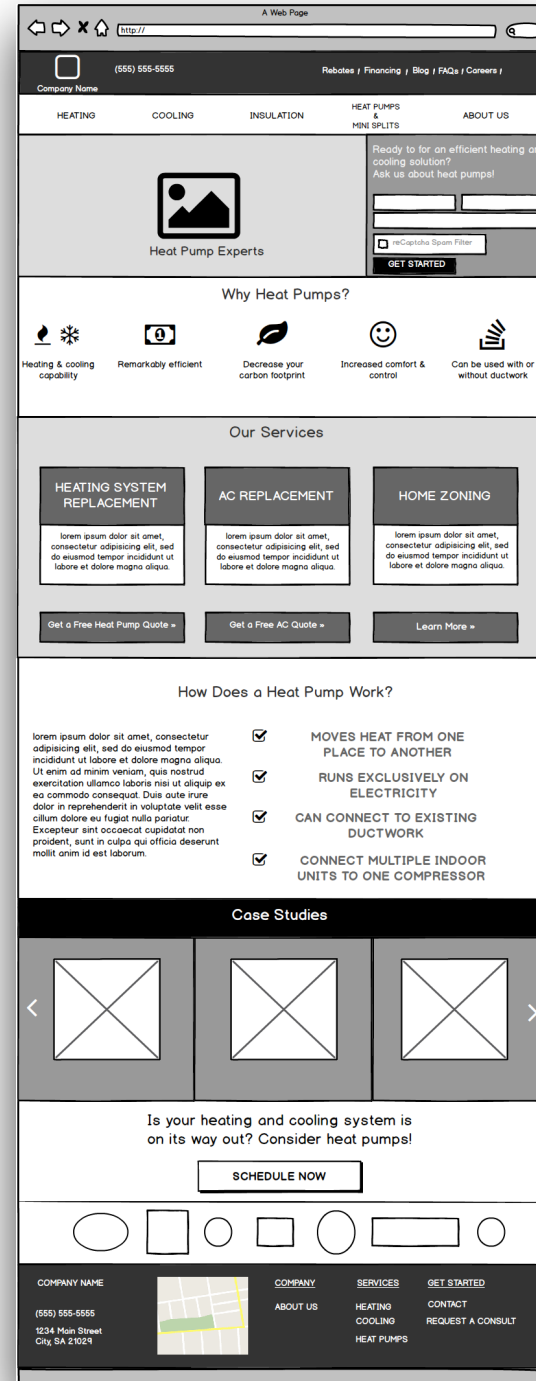
More FAQ's
More Video
Infographics

Promotions
Manufacturer Specials
Program Changes

Service/Maintenance
Design
Operational Questions



Objection Handling: Key Purpose of the Long Form Landing Page



reCaptcha Spam Filter

Why Heat Pumps?

- Heating & cooling capability
- Remarkably efficient
- Decrease your carbon footprint
- Increased comfort & control
- Can be used with or without ductwork

Our Services

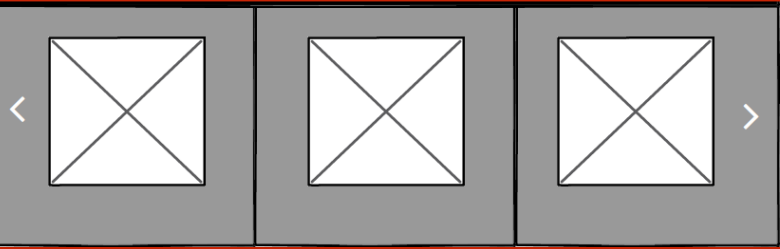
HEATING SYSTEM REPLACEMENT <p>lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p> Get a Free Heat Pump Quote »	AC REPLACEMENT <p>lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p> Get a Free AC Quote »	HOME ZONING <p>lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p> Learn More »
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How Does a Heat Pump Work?

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- MOVES HEAT FROM ONE PLACE TO ANOTHER
- RUNS EXCLUSIVELY ON ELECTRICITY
- CAN CONNECT TO EXISTING DUCTWORK
- CONNECT MULTIPLE INDOOR UNITS TO ONE COMPRESSOR

Case Studies



Is your heating and cooling system is on its way out? Consider heat pumps!

[SCHEDULE NOW](#)



Benefits:

Counter the objections

Education:

Address known questions

Proof:

Show real examples

Frequently Asked Questions

FUNCTION/BENEFIT

How do heat pumps/mini splits work?
Are heat pumps the same as mini splits?
What is the lifespan of a heat pump?
How is a heat pump different from an air conditioner?
Do heat pumps provide ventilation?
Do heat pumps work in the (GEO) climate?
Are heat pumps quiet?
What is a heat pump?
How energy efficient are heat pumps?
Do heat pumps need ductwork?
What are the benefits of heat pumps?
What size heat pump do I need?
For ductless mini splits, how many heads do I need?
Can I cool my house with a heat pump?
Are new heat pumps more efficient?
What are the best places in a home for mini splits?
Do mini splits have to be mounted on the wall?
Can I really eliminate the need for gas or oil?

COST/SAVINGS/FINANCING

Do heat pumps really save money?
How much does it cost to run a heat pump?
Will a heat pump affect my electric bills?
How much do heat pumps cost?
What incentives and rebates are available?

HEATING

Do heat pumps provide heat at low outside temperatures?
Do heat pumps work in cold weather?
Can a heat pump replace your boiler or furnace?
Why does a heat pump blow cool air while in heating mode?
Can you prevent HP's from going in to strip heat mode?

SERVICE & MAINTENANCE

Do heat pumps need maintenance?
How often do heat pump filters need to be replaced?
Should I be worried about refrigerants?





**THANK YOU!
QUESTIONS?**

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