



# **Contractor Toolbox: Boosting Market Share for a New or Existing Service**

Peter Troast, Energy Circle

Energy Circle Webinar Series

*November 14, 2018*

## TECH

CYBERSECURITY | ENTERPRISE | INTERNET | MEDIA | MOBILE | SOCIAL MEDIA | VENTURE

## Yelp craters as much as 32% as advertisers abandon the site

- The company added zero net new advertising customers during the quarter.
- In light of lower-than-expected net adds and corresponding advertising revenue, Yelp slashed its full-year revenue guidance.
- Friday's plunge sends Yelp to a 52-week low and makes for the stock's worst day of trading since going public in 2012.

Sara Salinas | @saracsalinas

Published 9:31 AM ET Fri, 9 Nov 2018 | Updated 6:58 PM ET Fri, 9 Nov 2018



Michael Nagle | Bloomberg | Getty Images



# Google My Business 4+

Google LLC

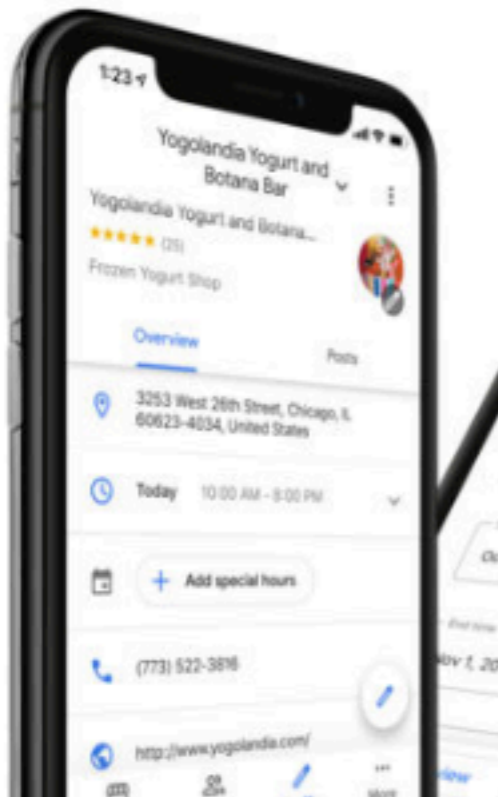
#92 in Business

★★★★☆ 4.7, 8.8K Ratings

Free

## Screenshots [iPhone](#) [iPad](#)

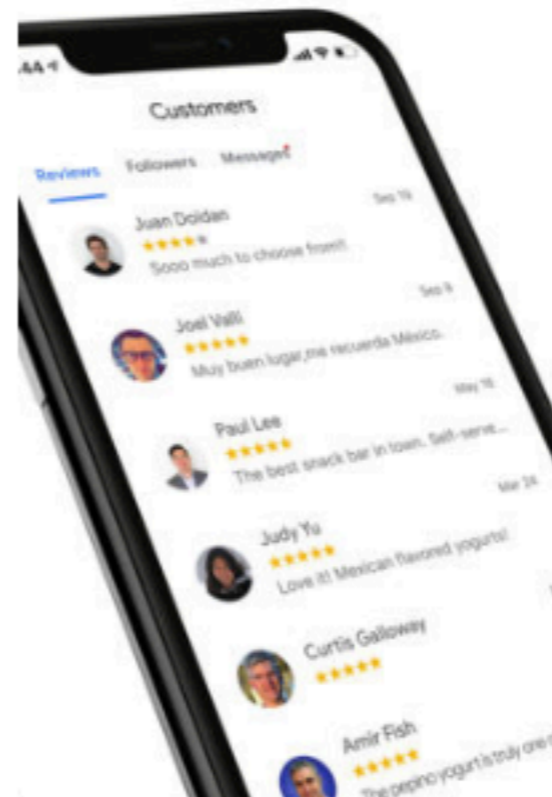
Manage your Business Profile on Google



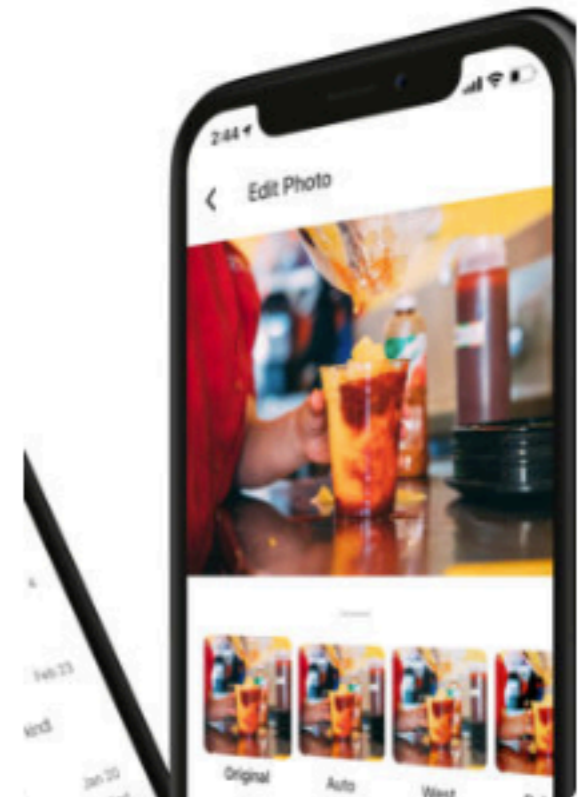
Attract customers by sharing offers and events



Engage with customers on the go



Help your Business Profile stand out with photos





# The Role of Facebook (& other social media) for HVAC, Home Performance, and Solar



By [Jake Van Paepeghem](#) | November 6, 2018

If you are a business owner, no matter the industry, you've likely heard armchair marketing advice akin to "Oh, you've got to be active on social media these days." And while this isn't entirely false for HVAC, home performance and solar companies (we still strongly recommend it and manage social media campaigns for our clients), it's time to "put Facebook advertising in its place."

If you caught our latest [Webinar Wednesday](#) series, you may have heard Energy Circle CEO Peter Troast going into the details of Facebook's role as a digital channel, and how to best use the strengths of this powerful tool for your HVAC, solar or home performance business.

## Cambridge Analytica: The Sky Didn't Fall!

It used to be that FB was a powerful tool for targeting audiences, down to the more granular details of your audience (like actual income or homeownership). But in the wake of the Cambridge Analytica scandal, access to third party data is now obsolete. (You can read more about that [here](#)).



# Why Are Images Important for SEO? Optimizing Your Website's Images for GKP and SERP



By [Maurine Hainsworth](#) | November 13, 2018

If you caught [our webinar a couple weeks back](#), then you probably heard us hinting at how the images on your website and in your Google Knowledge Panel can have a major impact on how potential customers view you as a business. If you want to attract the eye of your target audience and even get a bump in SEO, it's crucial to optimize these images — and not in the way that you're used to.

This may have you asking: Is there really more to image optimization besides alt text and sizing images properly to improve site speed? The answer is a resounding yes, and here's why.

## Google's New Algorithm Update: Images Matter

Optimizing your images for Mobile, Google Knowledge Panel (GKP), Search Engine Results Page (SERP) and Search Engine Optimization (SEO) is a more refined game with [Google's new image algorithm](#) update at the end of September. According to Google, the update will put more emphasis on images and their context, and even take into account the placement of an



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# What We'll Discuss

- 1 ASSESSING YOUR CURRENT SITUATION**
- 2 THE ROLE OF DIFFERENT TACTICS**
- 3 CORE MARKETING TACTICS FOR GROWING SHARE FOR A NEW OR EXISTING SERVICE**

AWARENESS BUILDING  
CONTENT &  
ADVANCED LANDING PAGES  
PAID SEARCH

PAID FACEBOOK & EMAIL  
GOOGLE MY BUSINESS

# Examples

**Crawlspace Repair**

**Solar PV**

**Insulation Services**

**Aeroseal**

**Ductless Heat Pumps**

**Generators**

**Battery Storage**

**Car Charging**

**Whole House Electrification**

**Heat Pump Hot Water Heaters**

**Healthy Home**





# **OBJECTIVELY EVALUATING YOUR STARTING POINT**

**(How Far/How Hard is the Climb?)**

# Where Are You Starting From?



How Steep, How Long is the Climb?

# Assessing the Situation

Service	Competitive Landscape	Audience Knowledge	Market Demand	External Factors

# Assessing the Situation



Service	Competitive Landscape	Audience Knowledge	Market Demand	External Factors
Ductless Heat Pumps	H	L	M	H
Battery Storage	L-M	L	L	M
Crawlspace Repair	M-H	L	M-H	M
Insulation/Envelope	H	M	H	H
Healthy Home/IAQ	M	L	L	L
























# Google Analytics Site Content Data

Overview	<input type="checkbox"/>	Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?
<ul style="list-style-type: none"> <li>▼ All Traffic</li> <li>Channels</li> <li>Source/Medium</li> <li>Referrals</li> <li>▶ AdWords</li> <li>▶ Search Engine Optimization</li> <li>▶ Social</li> <li>▶ Campaigns</li> </ul>			<b>26,053</b> % of Total: 100.00% (26,053)	<b>21,293</b> % of Total: 100.00% (21,293)	<b>00:05:06</b> Avg for View: 00:05:06 (0.00%)	<b>12,166</b> % of Total: 100.00% (12,166)
<input type="checkbox"/>	1.	/	<b>3,051</b> (11.71%)	2,361 (11.09%)	00:07:22	2,192 (18.02%)
<input type="checkbox"/>	2.	/heating-cooling/convert-oil-gas	<b>1,172</b> (4.50%)	846 (3.97%)	00:01:43	532 (4.37%)
<input type="checkbox"/>	3.	/convert-oil-gas	<b>985</b> (3.78%)	775 (3.64%)	00:18:47	640 (5.26%)
<input type="checkbox"/>	4.	/about	<b>629</b> (2.41%)	490 (2.30%)	00:01:42	84 (0.69%)
<input type="checkbox"/>	5.	/employment	<b>627</b> (2.41%)	371 (1.74%)	00:01:05	59 (0.48%)
<input type="checkbox"/>	6.	/contact-us	<b>523</b> (2.01%)	457 (2.15%)	00:01:59	166 (1.36%)
<input type="checkbox"/>	7.	/heating-cooling/air-conditioning	<b>487</b> (1.87%)	381 (1.79%)	00:01:22	214 (1.76%)
<input type="checkbox"/>	8.	/financing-incentives	<b>432</b> (1.66%)	382 (1.79%)	00:09:43	181 (1.49%)
<input type="checkbox"/>	9.	/heating-cooling	<b>411</b> (1.58%)	296 (1.39%)	00:00:55	78 (0.64%)
<input type="checkbox"/>	10.	/energy-audits	<b>405</b> (1.55%)	307 (1.44%)	00:01:59	111 (0.91%)
<input type="checkbox"/>	11.	/financing	<b>367</b> (1.41%)	307 (1.44%)	00:02:03	68 (0.56%)
<input type="checkbox"/>	12.	/solar	<b>366</b> (1.40%)	274 (1.29%)	00:05:20	30 (0.25%)
<input type="checkbox"/>	13.	/gas-water-heaters	<b>352</b> (1.35%)	278 (1.31%)	00:18:03	244 (2.01%)
<input type="checkbox"/>	14.	/heating-cooling/boilers	<b>345</b> (1.32%)	271 (1.27%)	00:01:20	90 (0.74%)
<input type="checkbox"/>	15.	/convert-oil-gas-0	<b>343</b> (1.32%)	300 (1.41%)	00:16:15	283 (2.33%)
<input type="checkbox"/>	16.	/service-area	<b>333</b> (1.28%)	288 (1.35%)	00:02:10	76 (0.62%)
<input type="checkbox"/>	17.	/home-performance/insulation-services	<b>302</b> (1.16%)	202 (0.95%)	00:01:09	72 (0.59%)

# Do You Rank Currently?

## Rankings Table

[+ Add Keyword\(s\)](#)  Google  Maps

☆ home insulation long island, NY  		1  + Loc 1 
		8  Org
		9  Org
☆ attic insulation long island, NY 		2  + Loc 2 
		6  Org
		7 + Org
☆ heat pump long island, NY 		4  + Loc 3 +
☆ furnace install long island, NY 		6  Org 8 +
☆ mini-split long island, NY 		7  Org
☆ insulation long island, NY 		10 + Org

BrightLocal Search Ranking Report




**INDUSTRY-SPEAK**

**VS**

**THE REAL WORLD**

**(Keyword Research to the Rescue!)**

A photograph of a white building with a sign. The sign has two parts: a top part with cursive text and a bottom part with a yellow background and blue border containing bold, sans-serif text. There are two American flags on the building. The building has a gabled roof with a chimney and a cupola.

*Welcome to  
Damariscotta*

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



# Industry Speak

US
Broad Match
Phrase Match
Exact Match
Related new

By num of keywords
  By volume

All keywords	90
> air	19
> source	16
> split	7
> duct	6
> water	6
> mini	5
> heater	5
> system	5
> review	5
> ductless	5
> neeps	5
> best	5
> mitsubishi	5

## All keywords

Total volume **1,490** | Average difficulty **6.10%**

Keyword	Volume	Trend	KD	CPC	Com.	SERP Feat.	Results in SERP
<input type="checkbox"/> cold climate heat pump	480		52.81	1.72	1	1	12.6M
<input type="checkbox"/> cold climate air source heat pump	140		57.64	2.54	1	1	6.8M
<input type="checkbox"/> best cold climate heat pump	110		n/a	1.4	1	n/a	n/a
<input type="checkbox"/> single compressor cold climate air source heat pump	90		59.79	0	0	0	406K
<input type="checkbox"/> heat pump water heater cold climate	90		69.89	0	0.53	0	4.6M
<input type="checkbox"/> heating with heat pump in cold climate	70		60.78	4.35	0.52	2	8.1M
<input type="checkbox"/> best cold climate air source heat pump	50		n/a	1.49	1	n/a	n/a
<input type="checkbox"/> high efficiency heat pump cold climate	50		64.18	2.55	1	0	6M
<input type="checkbox"/> ecologix cold climate heat pump	30		n/a	0	0	n/a	n/a
<input type="checkbox"/> mini split heat pump cold climate	30		n/a	1.65	1	n/a	n/a

## SEM Rush Keyword Tool



# Volume in the Real World

Keyword	Group	Seed Keyword	Volume	Trend	KD %	CPC (USD)	Com.	SERP Feat.	Click Pot.
heat pump	heat pump	heat pump	33,100		76.58	3.97	1	3	20
mini split	mini split	mini split	14,800		74.64	2.35	1	4	20
mini split heat pump	mini split	mini split	9,900		75.04	3.09	1	2	20
heat pump water heater	heat pump	heat pump	9,900		75.13	1.89	1	2	50
geothermal heat pump	heat pump	heat pump	8,100		72.52	3.4	1	4	20
ductless heat pump	heat pump	heat pump	6,600		75.57	4.43	1	3	20
ductless mini split air conditioner	mini split	mini split	1,900		79.35	4.77	1	3	20
ducted mini split	mini split	mini split	1,600		66.15	1.62	1	2	50
ductless mini split heat pump	mini split	mini split	1,000		74.33	3.96	1	2	20
ductless mini split system	mini split	mini split	1,000		76.45	3.7	1	3	20
cold climate heat pump	cold climate heat pump	cold climate heat pump	480		58.24	1.72	1	1	90
cold climate air source heat pump	cold climate heat pump	cold climate heat pump	140		60.47	2.54	1	3	50
mini split heat pump cold climate	cold climate heat pump	cold climate heat pump	30		62.49	1.65	1	3	50
cold climate ducted air source heat pump	cold climate heat pump	cold climate heat pump	30		60.44	0	1	2	100

SEM Rush Keyword Tool

# Question Volume

heat pump Apply US

Broad Match Phrase Match Exact Match Related NEW

All Questions Advanced filters

By num of keywords By volume

All keywords	4,289
> much	389
> work	342
> air	278
> can	253
> use	222
> install	205
> cost	190
> system	178
> size	177
> water	172
> thermostat	167
> pool	157
> geothermal	139
> run	136
> electric	132
> ton	131
> need	121

## All keywords

Total volume **49,690** | Average difficulty **5.39%**

Export Add to Keyword Analyzer

Keyword	Volume	Trend	KD	CPC	Com.	SERP Feat.	Results in SERP
<input type="checkbox"/> how does a heat pump work	5,400		67.19	2.74	0.25	1	166M
<input type="checkbox"/> what is a heat pump	5,400		69.64	3.83	0.27	1	199M
<input type="checkbox"/> how a heat pump works	1,300		69.06	4.03	0.24	1	81.7M
<input type="checkbox"/> what size heat pump do i need	720		58.57	1.81	1	1	132M
<input type="checkbox"/> how much does a heat pump cost	720		63.48	5.1	1	0	109M
<input type="checkbox"/> how much is a heat pump	480		62.45	3.15	1	1	136M
<input type="checkbox"/> what does a heat pump look like	480		64.22	2.55	1	1	89.5M
<input type="checkbox"/> what is a heat pump system	390		66.36	3.23	0.38	1	114M
<input type="checkbox"/> who makes the best heat pump system	320		n/a	1.42	1	n/a	n/a
<input type="checkbox"/> how does a geothermal heat pump work	320		63.48	2.64	0.26	2	3.9M
<input type="checkbox"/> how to install a heat pump	320		61.63	3.64	0.48	2	46.8M
<input type="checkbox"/> what is a geothermal heat pump	260		76.33	2.7	0.3	1	19.8M
<input type="checkbox"/> how do i know if i have a heat pump	260		58.69	0	0.05	0	123M

**SEM Rush Keyword Tool**







# **KEY ELEMENTS OF A NEW PRODUCT LAUNCH OR RELAUNCH**

# Contractor Marketing Landscape

## Old & Struggling

Yellow Pages  
Print  
TV  
Telemarketing  
Radio  
Outdoor

## Old & Living

Referrals  
Word of Mouth  
Vehicles  
Lawn Signs  
Direct Mail  
Canvassing  
Door Hangers  
Presentations  
Home Shows  
Open Houses  
Purchased Leads

## New & Thriving

Primary Website  
Google My Business  
Organic Search  
Paid Search  
Online Display  
Facebook  
Twitter  
Email Newsletters  
Pinterest  
Houzz

# Key Elements of a New Product Launch

**THE AWARENESS CHALLENGE**

**CONTENT, INTERNAL LINKING,  
ADVANCED LANDING PAGES**

**PAID SEARCH**

**FACEBOOK ADVERTISING, AUDIENCE  
BUILDING & EMAIL**

**GOOGLE MY BUSINESS**



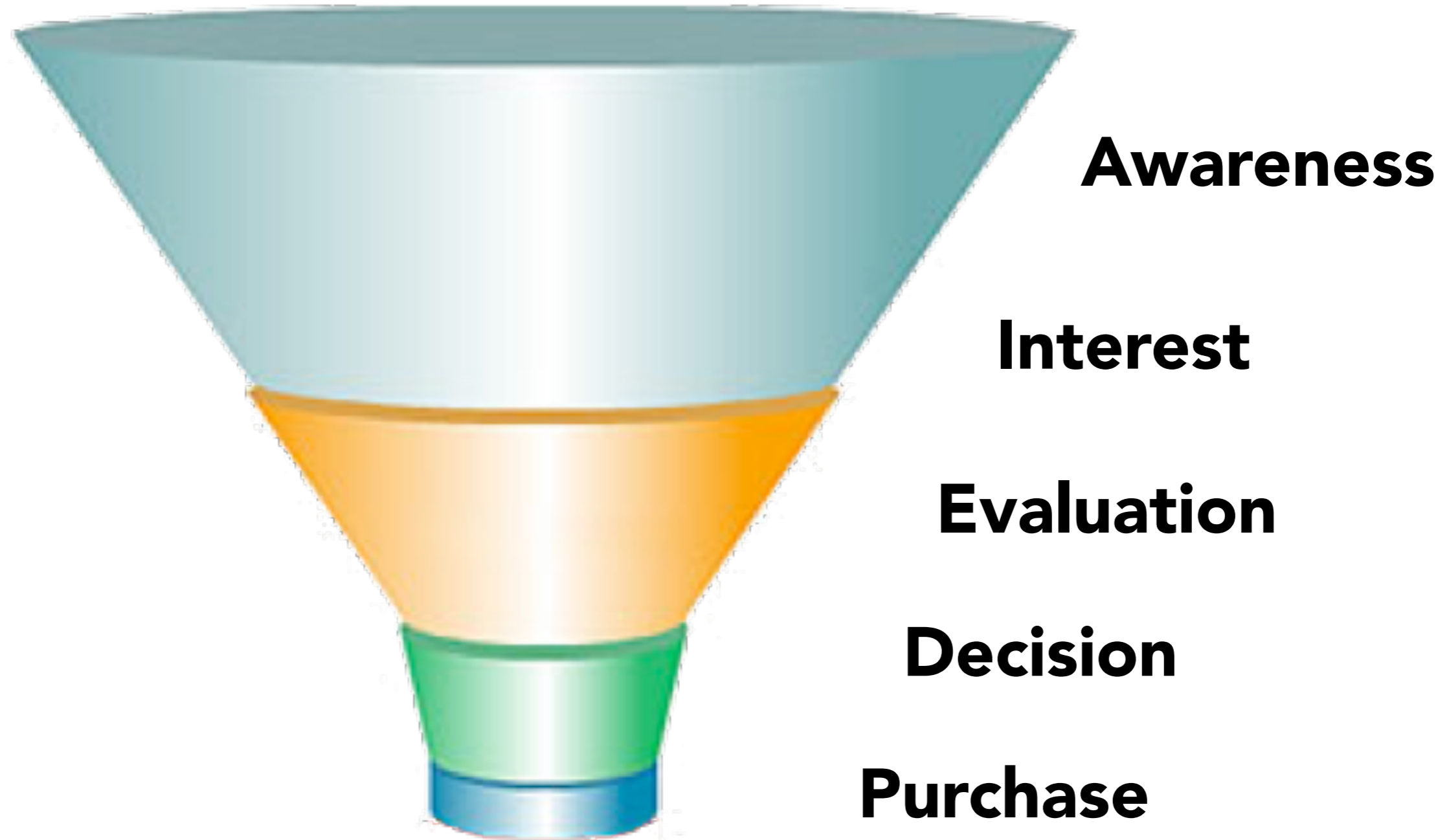
1

# **AWARENESS BUILDING**

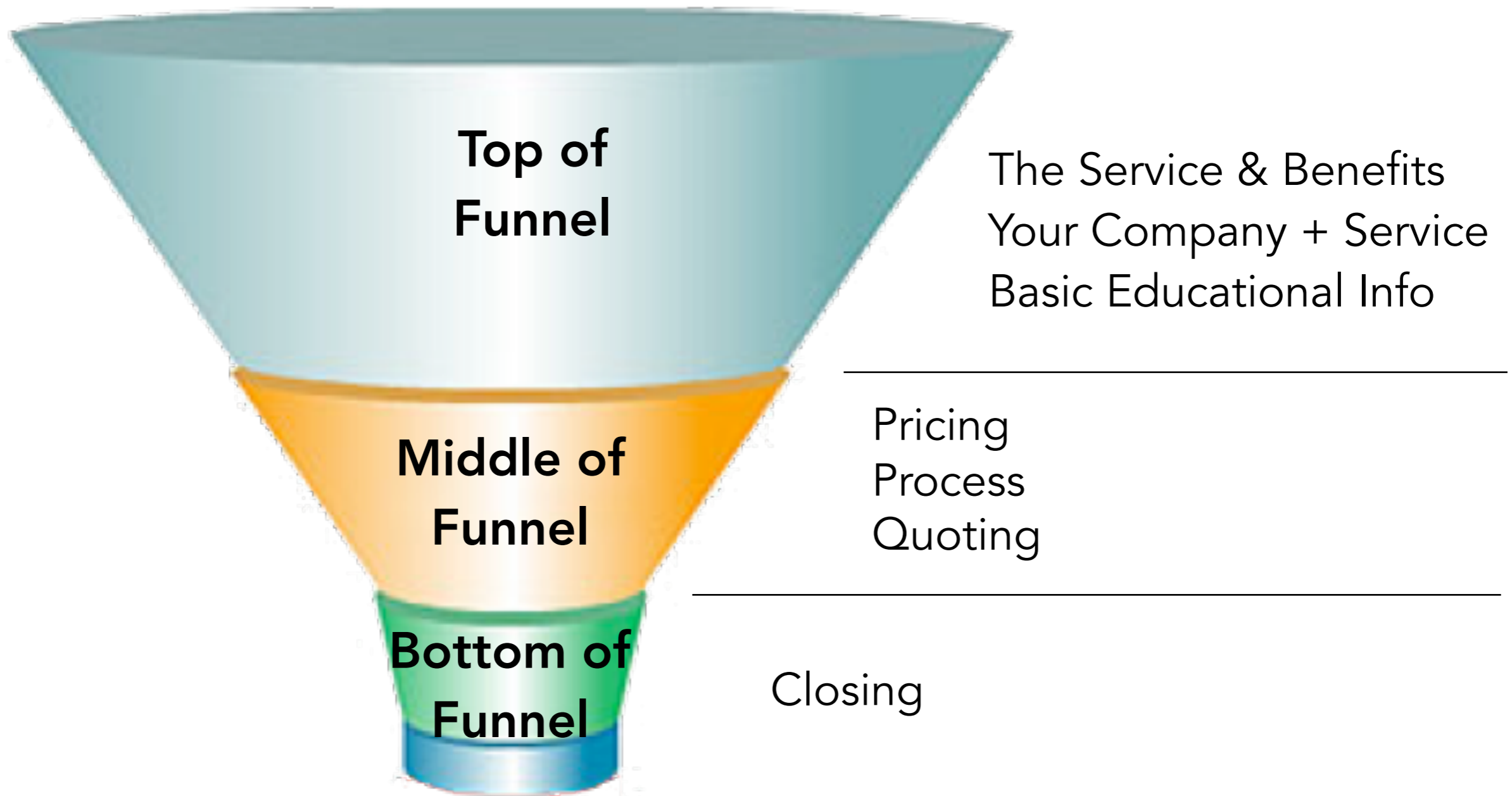
**(#1–the Service. #2–Your Company)**



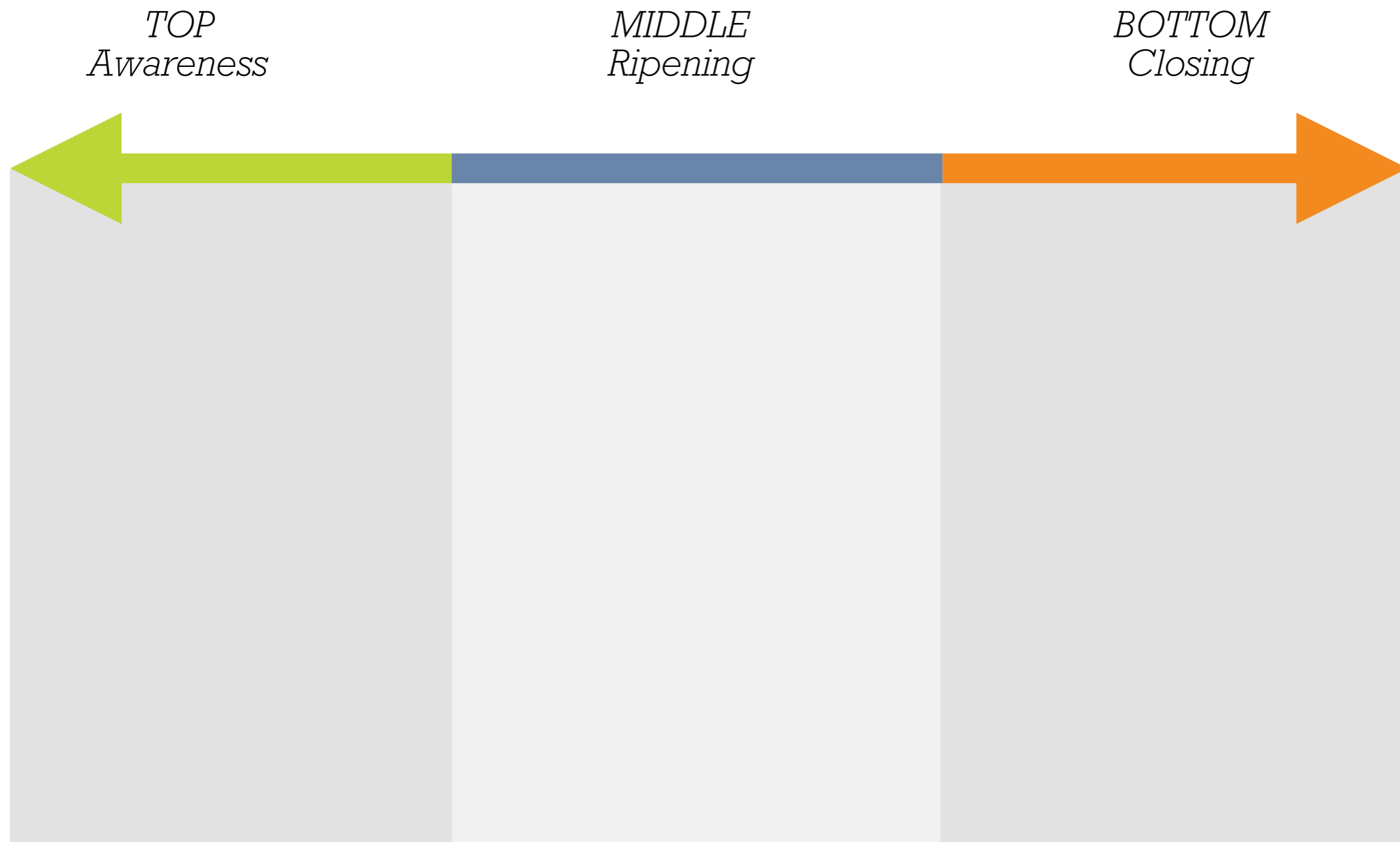
# Stages of the Buying Cycle



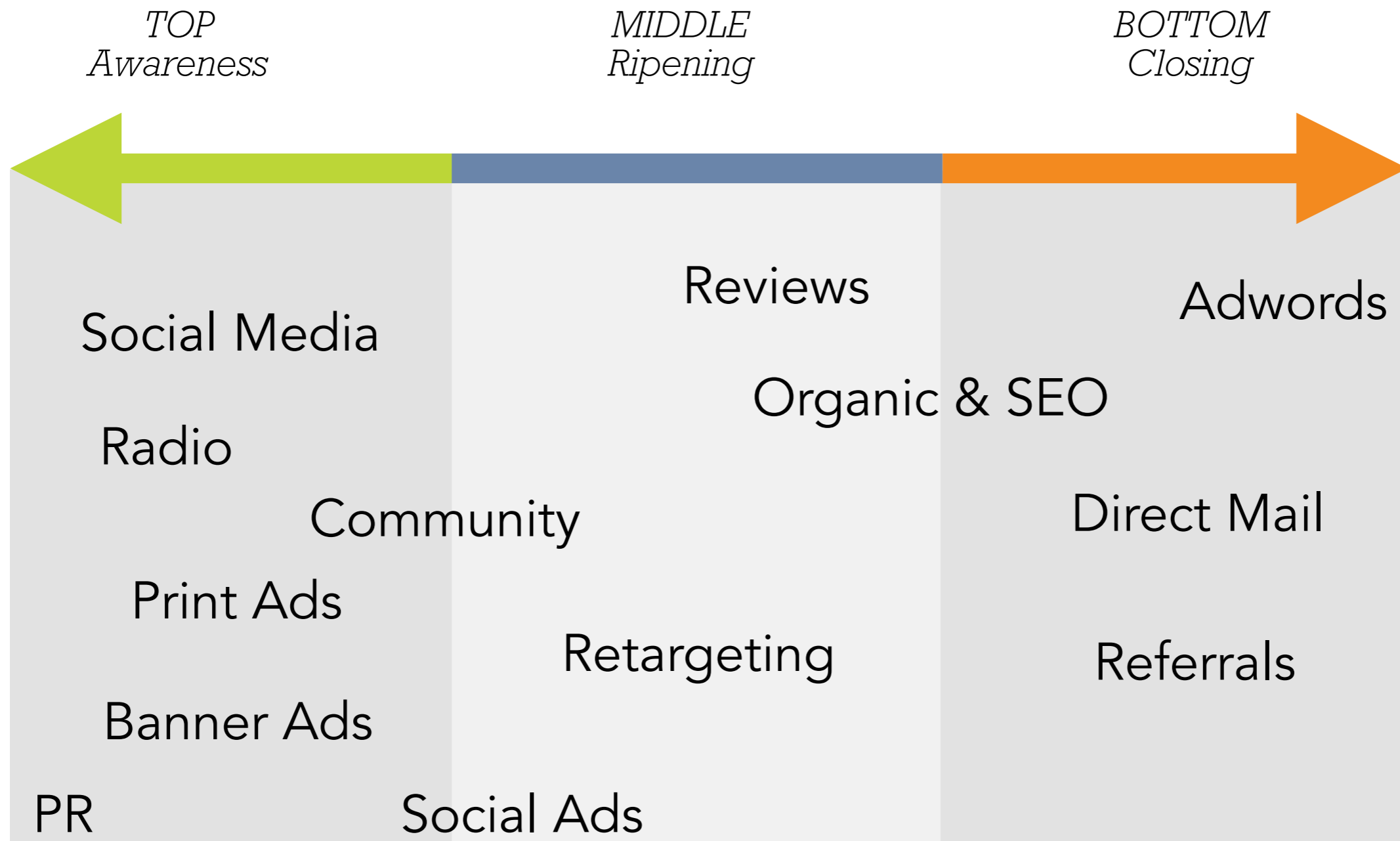
# Awareness: A Top of the Funnel Challenge



# The Role of Various Tactics



# The Role of Various Tactics





2

# **CONTENT & ADVANCED LANDING PAGES**

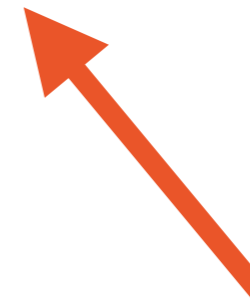
(Conversion on Steroids)

# A Comprehensive Content Strategy

## #1 Service Page (Preferably an Advanced Landing Page)

Prominent in Site Architecture

Deep Content



*Internal Linking*

### Common Problems Leading to Service

Ice Dams

Bonus Room Issues

### Supporting Content Types About Service

FAQ's

Case Studies

Reviews (testimonials)

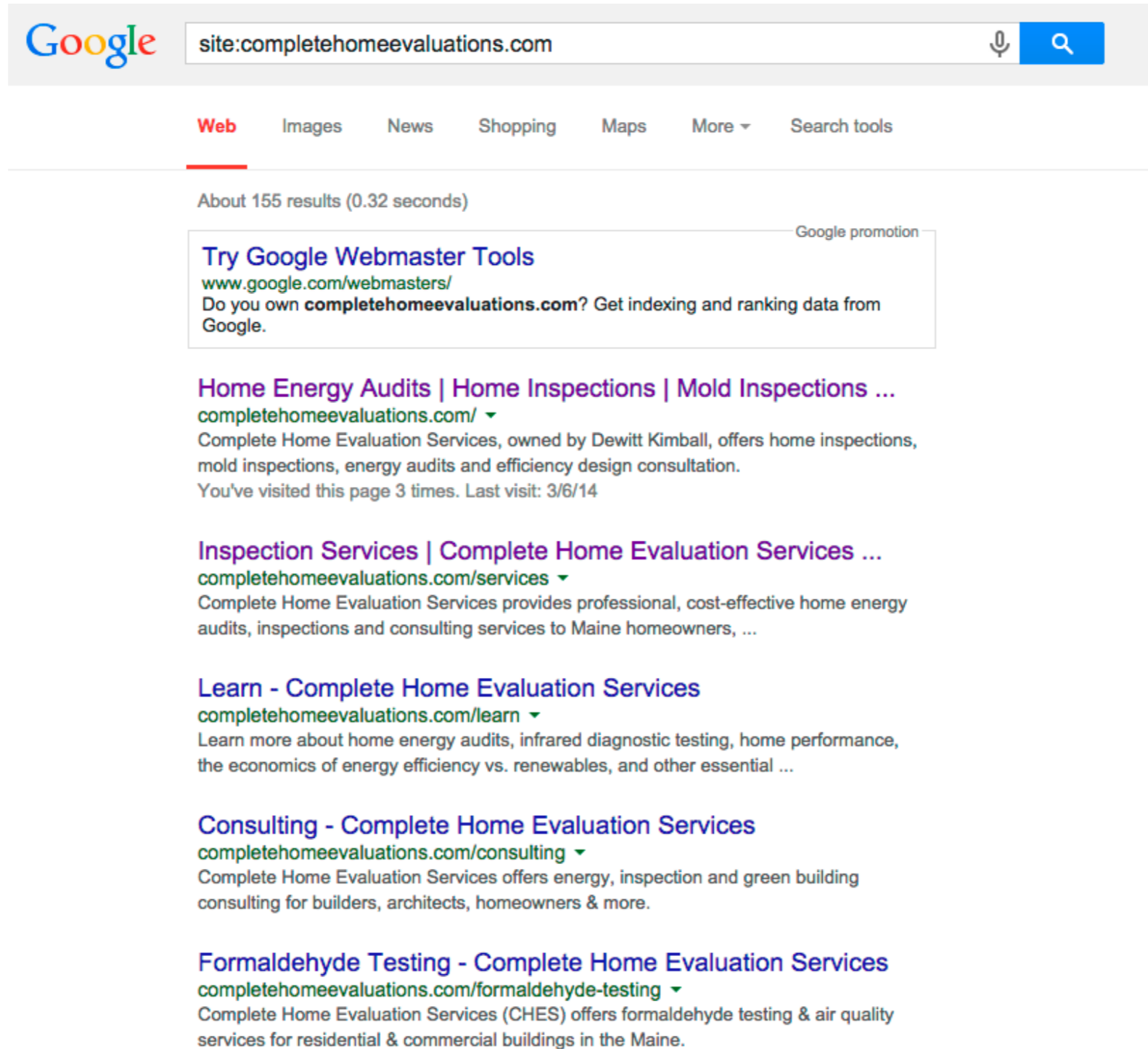
### Blog Posts Related to Service

Stories & Support for Service

### & Promotions!

Especially for Not Well Understood Services

# Meta Data



The screenshot shows a Google search interface. The search bar contains the text "site:completehomeevaluations.com". Below the search bar, there are navigation tabs for "Web", "Images", "News", "Shopping", "Maps", "More", and "Search tools". The "Web" tab is selected. Below the navigation tabs, it says "About 155 results (0.32 seconds)". There is a "Google promotion" box that says "Try Google Webmaster Tools" and provides a link to "www.google.com/webmasters/". Below the promotion box, there are five search results, each with a title, a URL, and a brief description. The results are: 1. "Home Energy Audits | Home Inspections | Mold Inspections ..." with URL "completehomeevaluations.com/"; 2. "Inspection Services | Complete Home Evaluation Services ..." with URL "completehomeevaluations.com/services"; 3. "Learn - Complete Home Evaluation Services" with URL "completehomeevaluations.com/learn"; 4. "Consulting - Complete Home Evaluation Services" with URL "completehomeevaluations.com/consulting"; 5. "Formaldehyde Testing - Complete Home Evaluation Services" with URL "completehomeevaluations.com/formaldehyde-testing".

Google

site:completehomeevaluations.com

Web Images News Shopping Maps More Search tools

About 155 results (0.32 seconds)

Google promotion

**Try Google Webmaster Tools**  
www.google.com/webmasters/  
Do you own **completehomeevaluations.com**? Get indexing and ranking data from Google.

**Home Energy Audits | Home Inspections | Mold Inspections ...**  
completehomeevaluations.com/  
Complete Home Evaluation Services, owned by Dewitt Kimball, offers home inspections, mold inspections, energy audits and efficiency design consultation.  
You've visited this page 3 times. Last visit: 3/6/14

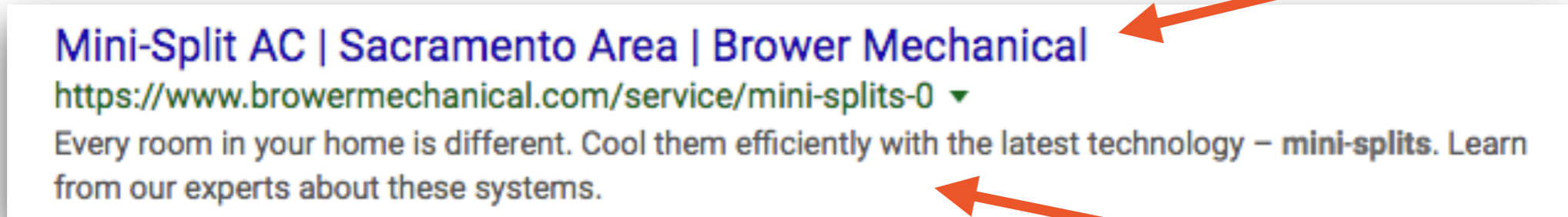
**Inspection Services | Complete Home Evaluation Services ...**  
completehomeevaluations.com/services  
Complete Home Evaluation Services provides professional, cost-effective home energy audits, inspections and consulting services to Maine homeowners, ...

**Learn - Complete Home Evaluation Services**  
completehomeevaluations.com/learn  
Learn more about home energy audits, infrared diagnostic testing, home performance, the economics of energy efficiency vs. renewables, and other essential ...

**Consulting - Complete Home Evaluation Services**  
completehomeevaluations.com/consulting  
Complete Home Evaluation Services offers energy, inspection and green building consulting for builders, architects, homeowners & more.

**Formaldehyde Testing - Complete Home Evaluation Services**  
completehomeevaluations.com/formaldehyde-testing  
Complete Home Evaluation Services (CHES) offers formaldehyde testing & air quality services for residential & commercial buildings in the Maine.

# Meta Titles & Descriptions



Mini-Split AC | Sacramento Area | Brower Mechanical  
<https://www.browermechanical.com/service/mini-splits-0> ▼  
Every room in your home is different. Cool them efficiently with the latest technology – mini-splits. Learn from our experts about these systems.

**Title**

**Description**

**Titles: Up to 70 Characters Max (try to use every darn one)**

Keyword 1, Keyword 2 | Brand Name | Geography


such as: Energy Audits | Horizon Residential Energy | Portland, ME

**Descriptions: 300-320 Characters**

Complete sentence ending in a period. Write for humans first. Smart use of keywords. Unique and relevant to the content on the particular page.



# Local Pack Ranking



Map data ©2018 Google

Rating ▾ Hours ▾ Your past visits ▾

<b>CARJON Air Conditioning and Heating, Inc.</b> 4.3 ★★★★★ (30) · Heating Contractor Smithfield, RI · (401) 232-9400 🌐 Their website mentions mini-split	🌐 WEBSITE	📍 DIRECTIONS
<b>MPG Mechanical LLC</b> 4.5 ★★★★★ (2) · HVAC Contractor Charlestown, RI · (401) 626-6091 Open 24 hours	🌐 WEBSITE	📍 DIRECTIONS
<b>Carjon</b> No reviews · Heating Contractor North Providence, RI · (401) 404-5322 🌐 Their website mentions mini-split	🌐 WEBSITE	

☰ More places

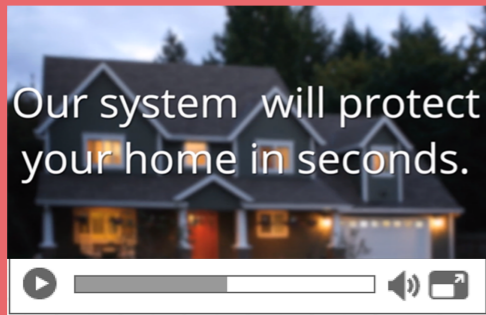


# SMART HOME

Technology to Make Life Easier



The technology to control your home is at your fingertips. Find Out More»



Our system will protect your home in seconds.

Make Your Life Easier & Safer. Turn Your House into a Smart Home

Call (302) 600-1131 or complete the form below

Form fields for contact information: Name, Email, Phone, Address.

**GET STARTED »**

Your Smart Home Automation is here!

Be **Connected** and Stay **Protected!**

Connected Solutions. Integrate with Alexa or Google Home voice control devices.



Protected Solutions. Superior cyber security that keeps you online, even when the power goes out... unlike vulnerable WiFi connected systems.



## Discover The Benefits of Smart Home Technology



### SAVINGS

By taking control and setting schedules for your thermostat, lights and appliances, you'll save both energy and money.



### CONVENIENCE

You can easily monitor and adjust your home's devices through your smartphone, computer or tablet.



### SECURITY

Protect your home from damage and intruders by receiving automatic alerts from sensors throughout your home.

[Learn More](#) ↓

## The Sobieski Difference

How are the solutions you offer better than a device that doesn't include a monthly fee?

- 1 Professional-grade installation..... [Learn More »](#)
- 2 Ongoing Support & Services..... [Learn More »](#)
- 3 Superior Cyber Security..... [Learn More »](#)
- 4 Compatibility with Smart Home Voice Devices... [Learn More »](#)

## Why Sobieski?

Need more reasons to choose Sobieski for your Smart Home Solution? Check out our FAQ's.

[SMART HOME FAQ's »](#)

## It's Free for a Reason!

*"A few years ago, users of Internet services began to realize that when an online service is free, you're not the customer. You're the product"*

- Tim Cook, CEO, Apple

## Learn more about all the Smart Home solutions Sobieski has to offer!

Click on the solution you're looking for to download FREE informational guides.

- [Water Solutions »](#)
- [Access Solutions »](#)
- [Video Solutions »](#)
- [Comfort Solutions »](#)
- [Energy Solutions »](#)





**3**

**FASTEST PATH TO LEADS:  
PAID SEARCH  
(Google Ads, PPC)**

Google  
Paid

Google  
Local  
3 Pack

Organic

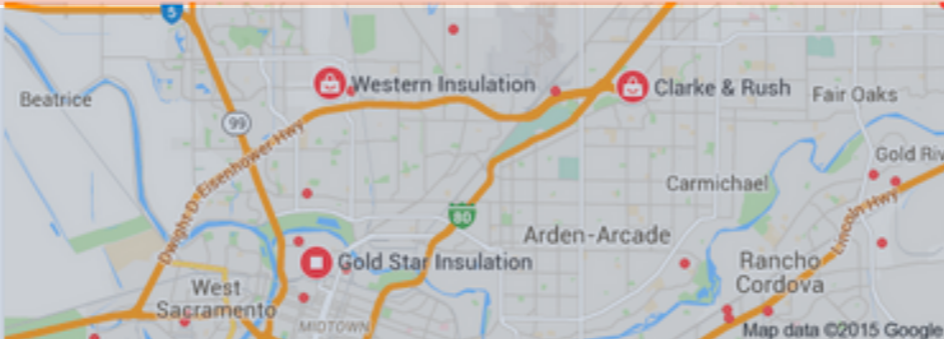
Web Maps Shopping News Images More Search tools

About 151,000 results (0.47 seconds)

**Insulation/Air Sealing - semhq.net**  
alcal.semhq.net/ Improve Your Home Energy Efficiency 10% Off All Products & Services  
Contact Us Now Our Services  
Get Instant Quote About Us

**Sacramento CA Insulation - Professional Quality Contractors**  
www.goldstarinsulation.com/ (916) 229-6712  
Free Estimates. Call Us Today!  
About Our Company - Contact Us

**Insulation Contractors - cespro.net**  
www.cespro.net/ (916) 764-3780  
Make Sure Your Home Is Properly Air Sealed First. Give Us A Call Today!  
High Energy Bill Solution · CES Home Energy Audits · Home Air Sealing Services



**Gold Star Insulation**  
No reviews · Insulation Contractor  
N 10th St Website Directions

**Clarke & Rush**  
4.4 ★★★★★ 10 reviews · HVAC Contractor  
Open 24 hours Website

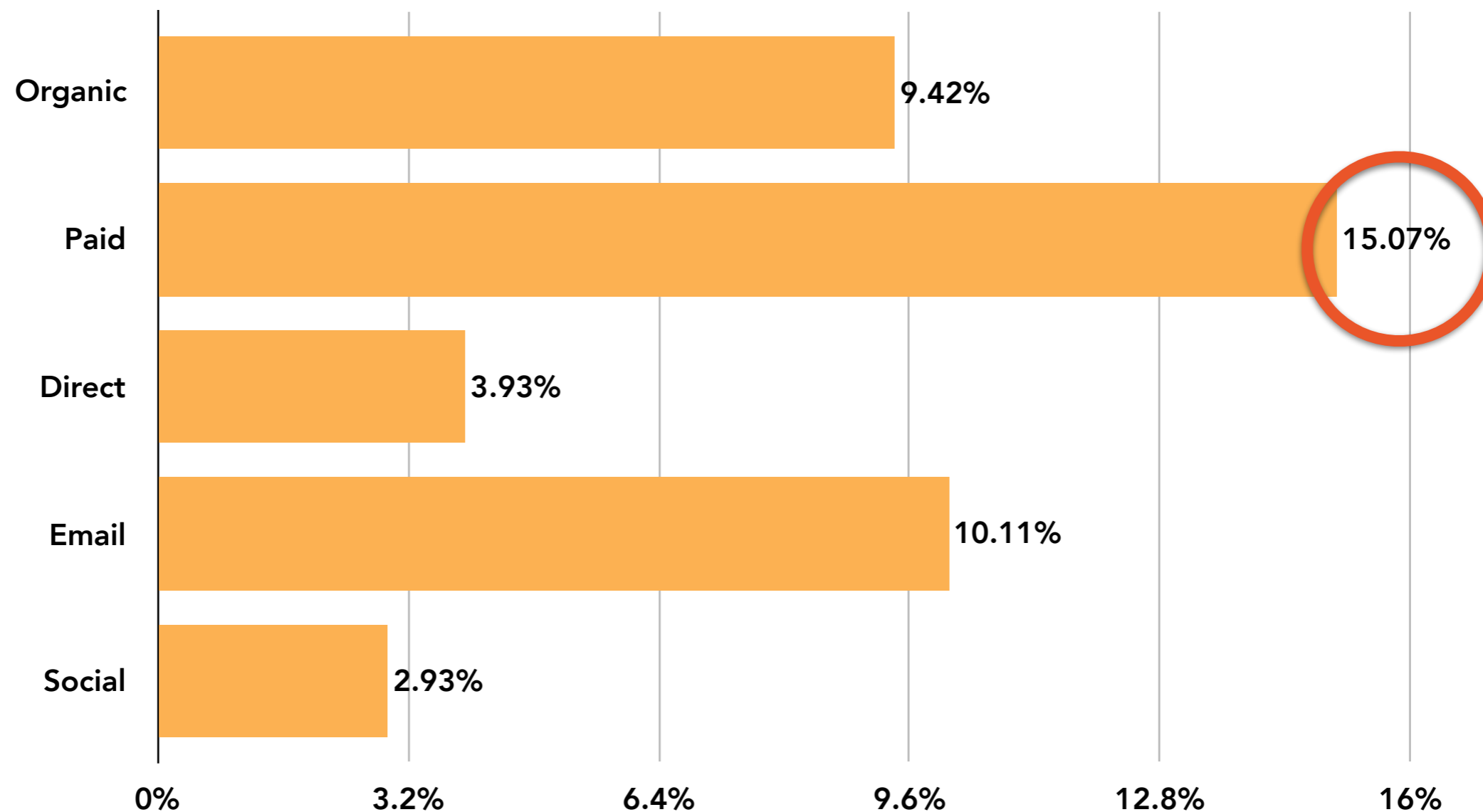
**Western Insulation**  
4 reviews · Insulation Contractor  
N Market Blvd Directions

More insulation contractors

**Home & Commercial Insulation Sacramento, California ...**  
www.goldstarinsulation.com/ Insulation Contractors in Sacramento, CA. Do you need an insulation company in the Sacramento, California area? Call Gold Star Insulation. Our team serves ...

**Best Attic insulation in Sacramento, CA - Yelp**  
www.yelp.com/search?find...Insulation...Sacramento%2C+CA Yelp  
Reviews on Attic Insulation in Sacramento, CA Carlos Insulation, Ruiz Insulation, Ecoattics, ... After carefully talking with many companies I went with Clarke...

# Average Conversion Rates by Channel



Data from 65 Energy Circle Clients, 12 months of 2017

# Information Rich Ads

## Install Solar Save Money | Pro Solar Installers in Maine

[Ad](#) [www.revisionenergy.com/](http://www.revisionenergy.com/) ▼ (207) 221-6342

Own Your **Solar Power** & Control Energy Cost with **Maine's Leading Solar Installers**. Socially Responsible. Employee-Owned Company. Types: LG **Solar** Electric Panels, Mitsubishi Heat Pumps, 2.99% Fixed Rate Loans, Battery Backup inc. Tesla, Heat Pump Water Heaters.

[Solar Financing & Loans](#) · [Solar Power Blog](#) · [Solar Power Facts](#) · [Solar Power Calculator](#)

📍 142 Presumpscot St, Portland, ME - Closing soon · 9:00 AM – 5:00 PM ▼

## ABC Cooling & Heating | Schedule Your Service Today

[Ad](#) [www.abccoolingheating.com/](http://www.abccoolingheating.com/) ▼ (510) 246-3476

Your Source For Fast **Furnace Repair**. For A Limited Time Offer Get \$25 Off Your AC Service. Our Certified, Experienced, And Friendly Technicians Can Get Your System Working Again. Certified Technicians. Financing Available. Services: **Furnace Repair**, **Furnace Tune Up**, **Furnace Installation**.

[Services](#) · [Learn About Us](#) · [Reviews](#) · [Air Conditioning Repair](#) · [Contact Us](#)

📍 3266 Investment Blvd, Hayward, CA - Open today · Open 24 hours ▼

# Competitive Assessment

CAMPAIGNS		AUCTION INSIGHTS		Custom Sep 1 – Oct 26, 2018			
Display URL domain		↓ Impression share	Avg. position	Overlap rate	Position above rate	Top of page rate	Outranking share
You		55.74%	2.6	–	–	65.39%	–
wecareteamca.com		28.54%	1.6	22.03%	91.22%	86.90%	44.54%
nexgenairandheat.com		21.05%	3.0	17.93%	63.91%	51.01%	49.35%
ontimehomeservices.com		16.79%	2.1	8.83%	69.73%	81.06%	52.31%
rightime-riverside-hvac.com		12.36%	3.2	6.92%	65.86%	46.07%	53.20%
plumbinganddrainsolution.com		10.83%	3.7	8.90%	42.36%	39.56%	53.64%
shieldmech.com		10.30%	3.4	10.84%	50.22%	46.25%	52.71%
rkmair.com		< 10%	3.3	9.81%	40.63%	50.33%	53.52%
hvac-temecula-murrieta.com		< 10%	2.4	4.63%	49.48%	69.97%	54.46%
coolairsolutions.com		< 10%	2.5	10.12%	50.47%	70.66%	52.89%



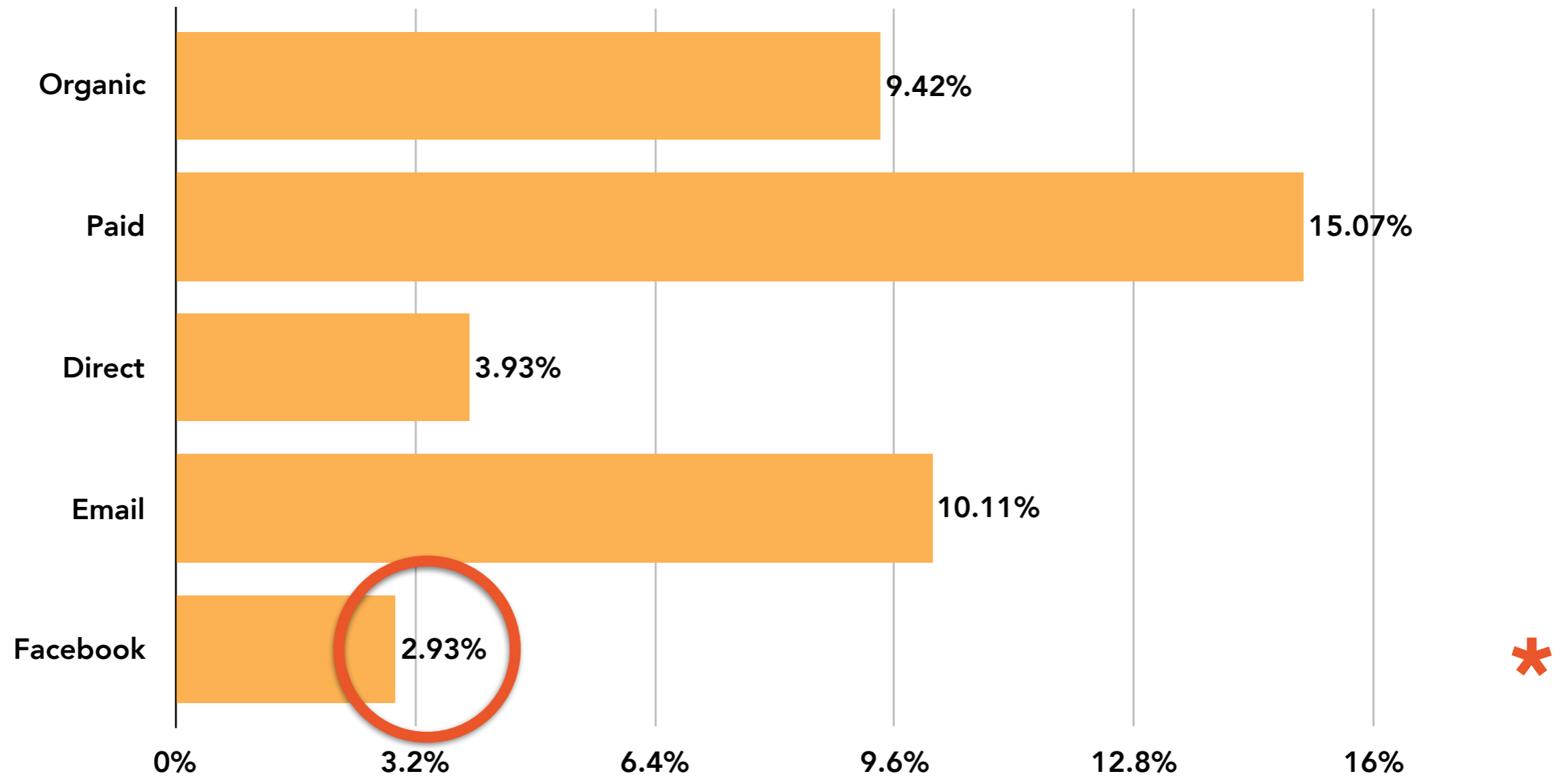
**4**

# **FACEBOOK ADVERTISING, AUDIENCE BUILDING & EMAIL**

**(Awareness Powerhouse)**



# Role of Facebook: 1. Awareness; 2. Conversion



Data from 65 Energy Circle Clients, 12 months of 2017

# Amazing Targeting = Low Cost

Account: Peter Troast > Campaign: New Campaign

**Interests** ⓘ Additional Entries


- Acute severe asthma
- Asthma and Allergy Friendly
- Asthma Awareness
- Duct (HVAC)
- Indoor air quality
- Mold growth, assessment, and remediation
- Mold health issues
- Sick building syndrome

Search interests | [Suggestions](#) | [Browse](#)

**Behaviors** ⓘ Search behaviors | [Browse](#)

**Connections** ⓘ Add a connection type ▾

**Audience Definition**

 Your audience is defined.

**Audience Details:**

- Location:
  - United States: Oregon
- Interests:
  - Indoor air quality, Mold growth, assessment, and remediation, Mold health issues, Asthma and Allergy Friendly, Asthma Awareness, Acute severe asthma, Sick building syndrome or Duct (HVAC)
- Age:
  - 18 - 65+

Potential Reach: 4,700 people

# Great Targeting Without 3rd Party Data

## Interests

Ventilation  
Sick Bldg Syndrome  
Mold Growth  
Radon Mitigation  
SEER  
ASHRAE Handbook  
R-Value  
SIPs  
HRV  
Allergen  
Thermal Comfort

## Behavioral

~~Length of Residence~~  
~~Recent Homebuyer~~  
~~New Mover~~  
~~Charities~~—Enviro  
Home Renovation  
Green Cleaners  
AOL email  
Gmail email  
~~Primarily Cash~~  
Like Home  
Improvement

## Demographic

Expectant Parents  
Recently Moved  
Very Liberal  
Donate to Liberal  
Conservative  
~~Year Home Built~~  
~~Square Footage~~  
~~Home Value~~  
Friends of Recently Moved  
~~Liquid Assets~~  
~~Net Worth~~



# **Facebook for Audience Building & Refining**

# Audience Building & Refining

**facebook**

Custom Audiences  
Lookalike Audiences

---

# Custom Audience From Your Lists



Upload List  
(email or phone)



Matches in  
Facebook



Lookalikes

# Real World Match Experience

	Case 1	Case 2
<b>Orig Email List</b>	6232	3800
<b>Facebook Match</b>	3100	2700
<b>Match %</b>	50%	71%
<b>Lookalikes</b>	140,000	350,000

# Video Ads as Audience Builders

 **Boston Solar**  
Sponsored · 🌐

Did you know your #1 local solar installer can also replace your roof? Boston Solar has completed over 3,600 solar panel roof installations and now offers professional roof replacement year-round. We install... [More](#)



As your #1 local solar company

[solar.bostonsolar.us](http://solar.bostonsolar.us)  
**Be certain with a CertainTeed roof**

[LEARN MORE](#)

👍 Like    💬 Comment    ➦ Share

 **Vermont Foam Insulation, Inc.**  
Sponsored · 🌐

Had an icicle problem last winter? Get the right attic insulation!



 VERMONT FOAM INSULATION, INC.

VERMONTFOAMINSULATION.COM  
**We'll fix your icicle problem!**

[Learn More](#)

👍 4    4.3K Views

👍 Like    💬 Comment    ➦ Share



# Facebook Video for Audience Building

<input type="checkbox"/>	<input type="checkbox"/>	Ad Set Name	Amount Spent	Impressions	10-Second Video Views	Cost per 10-Second	Reach	Landing Page Views	Unique Link Clicks	Video Watches at 25%	Video Watches at 50%	Video Watches at 75%	Video Watches at 95%	Video Watches at 100%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Video Two - Fall18 - Reach	\$89.41	54,772	432	\$0.21	25,182	12	57	415	152	75	50	47
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Video Two - Fall18 - Traffic	\$89.55	5,232	111	\$0.81	3,930	45	76	106	51	30	23	20
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Video Two - Fall18 Vid Views	\$89.20	22,331	1,685	\$0.05	15,255	4	20	1,641	1,187	1,042	958	936
▶ ⚠ Results from 3 ad sets ⓘ			<b>\$268.16</b> Total Spent	<b>82,335</b> Total	<b>2,228</b> Total	<b>\$0.12</b> Per Action	<b>42,564</b> People	<b>61</b> Total	<b>153</b> Total	<b>2,162</b> Total	<b>1,390</b> Total	<b>1,147</b> Total	<b>1,031</b> Total	<b>1,003</b> Total

# Audience Building Power of Video

<b>Orig Email List</b>	1904
<b>Lookalikes</b> (Geo & Age)	75,000
<b>Video Views</b> (> 3 seconds)	10,271
<b>Time Period</b>	2 Weeks
<b>Investment</b>	\$200

# Growing Importance of Quality Lists

- Do they separate prospects from customers?
- Can you identify those that are your CORE customers?
- What they bought and when?

**Email ↔ Facebook**



5

# GOOGLE MY BUSINESS

# What Story Does This Page Tell?

About 160,000 results (0.49 seconds)

## Homeowner Services | Sobieski | Delaware, Maryland, PA & NJ

<https://www.sobieskiinc.com/homeowner>

Sobieski provides homeowners in the Delaware Valley region with comprehensive solutions for heating, air conditioning, plumbing, water heating & duct cleaning.

### Heating & Air Conditioning

Sobieski offers professional heating and air conditioning ...

### Contact Us

Contact Sobieski, the leader in commercial fire, alarm and ...

### Geothermal

Sobieski offers geothermal installations for homes in ...

[More results from sobieskiinc.com](#)

### Water Heaters

Just like any piece of machinery, water heaters work best when ...

### Sobieski

Sobieski offers comprehensive commercial and residential ...

### Residential Service Agreements

A Residential Service Agreement gives you peace of mind ...

## Sobieski Services, Inc. Reviews - Wilmington, DE 19804

<https://www.customerlobby.com/reviews/11249/sobieski-services-inc>

★★★★★ Rating: 4 - 146 reviews

Consistently Terrific Service. We have used Sobieski Services for Heating, Cooling, & Plumbing work and have been consistently pleased with the professionalism of their technicians and their service. Read More. 5 Stars. Josephine S. Philadelphia, PA. 11/03/2016. 5 ...

## Sobieski Services, Inc. | Wilmington, DE 19804 - HomeAdvisor

<https://www.homeadvisor.com> > ... > Delaware > Wilmington > Plumbers

★★★★★ Rating: 4.2 - 143 reviews

Welcome to Sobieski Services, Inc. Whether you need emergency services or a whole new plumbing, heating or air conditioning system, we will provide you with a quick response, competitive prices, fully qualified and experienced integrity first technicians! Headquartered in Wilmington, Delaware, we have been serving ...

## Sobieski Services - 345 Photos & 27 Reviews - Plumbing - 14 Hadco ...

<https://www.yelp.com> > Home Services > Plumbing

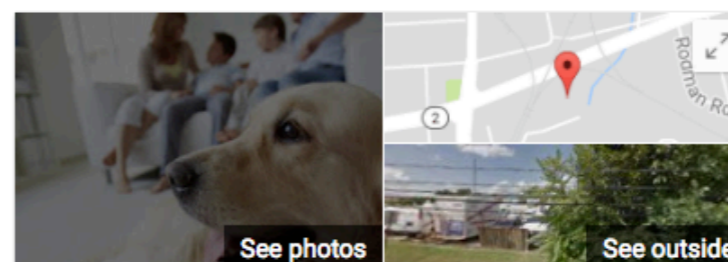
★★★★★ Rating: 3.5 - 27 reviews

27 reviews of Sobieski Services "The entire process with Sobieski was super easy. Called to get an estimate and ... Photo of Sobieski Services - Wilmington, DE, United States. Tally Brothers ..... Donovan came out to service the heating system .. since our heater is so old we talked about updating it .. His customer service ...

## Sobieski - Wilmington, Delaware | Facebook

<https://www.facebook.com> > Places > Wilmington, Delaware > Contractor

Sobieski, Wilmington. 2.5K likes. Welcome to Sobieski Services Inc. Whether you need emergency services or a whole new plumbing, heating or air...



## Sobieski ★

Website

Directions

4.6 ★★★★★ 320 Google reviews

HVAC contractor in Elsmere, Delaware

Address: 14 Hadco Rd, Wilmington, DE 19804

Hours: Open today · Open 24 hours

Phone: (866) 909-1813

[Suggest an edit](#)

Know this place? [Answer quick questions](#)

### Questions & answers

See all questions (2)

[Ask a question](#)

### Reviews from the web

Customer Lobby

4/5

146 reviews

HomeAdvisor.com

4.2/5

143 reviews

ReviewBuzz

5/5

802 reviews

[Send to your phone](#)

[Send](#)

### Reviews

[Write a review](#)

[Add a photo](#)



"The **service** I received when the **technician** arrived at my house was great."



"Once I made my **choice** he moved quickly to get the **work**."



"The problem has been corrected and **family** and I have **piece** of mind..."

# Categories—Primary Signal to Google

Primary Category is Visible

Change Primary Seasonally

Limited to 10

Add All That Apply

Keep an Eye on New  
Categories

The screenshot shows the 'Category' selection interface in a Google Business Profile. At the top, it says 'Category' and 'Categories describe what your business is, not what it does or sells.' Below this, the 'Primary category' is set to 'Heating Contractor'. Under 'Additional categories', there is a list of seven categories, each with a delete 'X' icon: 'HVAC Contractor', 'Air Conditioning Repair Service', 'Insulation Contractor', 'Air Duct Cleaning Service', 'Air Conditioning Contractor', 'Furnace Repair Service', and 'Plumber'. At the bottom of the list is a blue link 'ADD ANOTHER CATEGORY'. At the very bottom of the modal are 'CANCEL' and 'APPLY' buttons. A note at the bottom states: 'Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)'.

# Google My Business Category Expansion

## PRIOR CATEGORIES

Air Conditioning Contractor  
Air Conditioning Repair Service  
Air Duct Cleaning Service  
Bathroom Remodeler  
Building Restoration Service  
Custom Home Builder  
Deck Builder  
Electrician  
Environmental Consultant  
Environmental Engineer  
Furnace Repair Service  
Garage Builder  
Handyman  
Heating Contractor  
Home Builder  
Home Inspector  
HVAC Contractor  
Insulation Contractor  
Kitchen Remodeler  
Siding Contractor  
Solar Energy Equipment Supplier  
Utility Contractor  
Window Installation Service  
Window Tinting Service

## NEW CATEGORIES

General Contractor  
Solar Energy Company  
Solar Energy Contractor  
Solar Hot Water System Supplier  
Air Conditioning System Supplier  
Air Conditioning Store  
Furnace Store  
Heating Equipment Supplier  
Log Home Builder  
Roofing Contractor  
Window Supplier  
Window Tinting Service

# Google Local Services Ads

About 270,000 results (0.86 seconds)

HVAC repairs - 20+ HVAC pros serving Oakland

Sponsored ⓘ

Element Home Solutions

5.0 ★★★★★ · See reviews

✓ Google guaranteed

Oakland

(510) 871-3894

Open now

The Appliance Repair ...

4.6 ★★★★★ · See reviews

✓ Google guaranteed

Alameda

(510) 871-3938

Open now

Service Champions He...

4.8 ★★★★★ · See reviews

✓ Google guaranteed

Pleasanton

(925) 732-6744

Open now

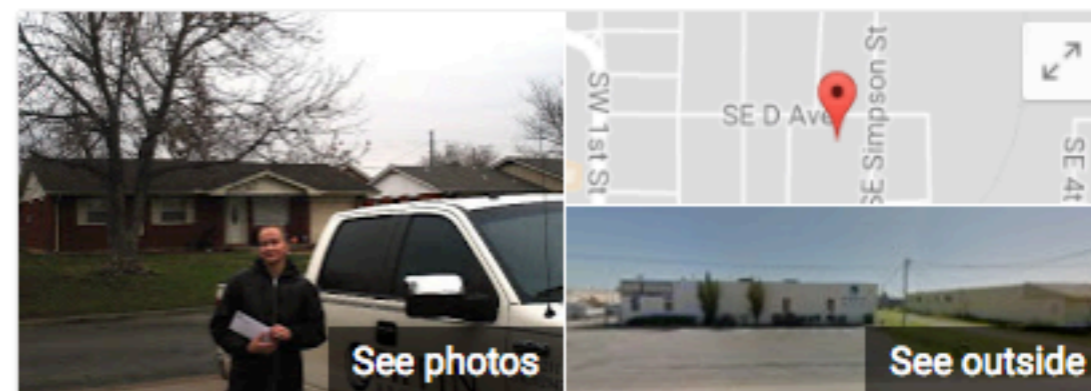
→ [More HVAC pros in Oakland](#)





# Google Posts

**Strong Exposure for New Services & Offers**  
**Expire in 7 Days**



## Pippin Brothers Home Services ★

4.5 ★★★★★ 84 Google reviews

Website

Directions

Heating contractor in the Comanche County, Oklahoma

**Address:** 207 SE D Ave, Lawton, OK 73501

**Hours:** Open today · Open 24 hours ▾

**Phone:** (580) 699-5621

[Suggest an edit](#)



Pippin Brothers Home Services

on Google

Heat pumps are gaining popularity here in the Lawton, Oklahoma, and Wichita Fal...

5 days ago

[Learn more](#)



Tell customers what's new with Posts. [Learn more](#)

# Key Elements of a New Product Launch

**THE AWARENESS CHALLENGE**

**CONTENT, INTERNAL LINKING,  
ADVANCED LANDING PAGES**

**PAID SEARCH**

**FACEBOOK ADVERTISING, AUDIENCE  
BUILDING & EMAIL**

**GOOGLE MY BUSINESS**



# QUESTIONS?

**Peter Troast**

[peter@energycircle.com](mailto:peter@energycircle.com)

207.847.3644