



THE DIGITAL MARKETING LANDSCAPE IN 2022 FOR HVAC, HOME PERFORMANCE & SOLAR

Peter Troast, Founder & CEO

Energy Circle Webinar Series

December 8, 2021

Recent & Upcoming Webinars

~~**Nov. 3** – Recruiting Success Stories from Contractors in the Field with Hal Smith of Halco and Elise Brown of Evergreen Home Performance~~

~~**Nov 17** – The Paid Search Marketing Landscape as 2021 Winds Down – What’s Changed? What’s Working Best?~~

~~**Dec 1** – Successful Business Models in IAQ & Healthy Home~~


Dec 8 - PT'S View of the Marketing Landscape for 2022

Dec 15 - Looking Ahead to 2022 with Kevin Brenner, Matt Hargrove and Keith O'Hara



Energy Circle FREE Educational Resources

Weds Webinars 30 min



RECRUITING SUCCESS STORIES FROM THE FIELD WITH:
ELISE BROWN, EVERGREEN HOME PERFORMANCE, ME
HAL SMITH, HALCO ENERGY, NY

Peter Troast, Founder & CEO
Energy Circle Webinar Series
November 3, 2021

Insights Newsletter & Blog, Weekly



INSIGHTS NEWSLETTER

Where IAQ Monitoring Devices Are Headed and Why You Should Care

Hear what Healthy Building Scientist Joe Medosh has to say about the upcoming roster of IAQ monitoring devices, and why your HVAC or home performance business should be paying attention.

READ HERE

Join our next **webinar** Wednesday, November 17 at 5 pm ET!


Register for our next **webinar** on Wednesday, November 17th, at 5pm ET. **Energy Circle's** Founder and CEO Peter Troast will be joined by Senior Paid Search Strategist Cassandra Hutcheson to discuss what's changed in the paid search (PPC and Google Ads) marketing landscape over the course of this year. He'll also share data about what's working best for the HVAC, solar, better building, and home performance industries as well as what the next year may hold!



THE PAID SEARCH MARKETING LANDSCAPE AS 2021 WINDS DOWN—WHAT'S CHANGED? WHAT'S WORKING BEST?

REGISTER FOR OUR WEBINAR

YouTube Highlights 2-5 min



IS YOUR WEBSITE READY FOR MARKETING HEAT PUMPS?

WEBINAR HIGHLIGHTS

Marketing Heat Pumps: Website Content
1 view · Sep 21, 2021

Marketing Heat Pumps: Keyword Data
Energy Circle · 3 views · 5 days ago · New

The Interconnected House
Energy Circle · 4 views · 2 weeks ago

How To Sell Heat Pumps
Energy Circle · 14 views · 11 months ago

Overcoming the Hiring Challenge: HVAC, Solar &...
Energy Circle · 2 views · 4 weeks ago


An Update to the Sales Process for the Better Buildin...
Energy Circle · 15 views · 6 days ago · New

Search Data Around Solar Battery & Electric Vehicle...
Energy Circle · 6 views · 1 week ago

SEARCH VOLUME GROWTH IN SOLAR STORAGE & EV
Energy Circle · 2 views · 1 week ago

LIVE CHAT VS INSTANT MESSAGING FOR HVAC, Solar &...
Energy Circle · 5 views · 1 week ago

Encircled Podcast biweekly



EnCircled: An Energy Circle Podcast

"Google's Local Services Ads: What Are They and Should You Be Running Them?" - Ep. 5

23:28

Comprehensive Guides



GUIDE TO HOME PERFORMANCE DIGITAL MARKETING FUNDAMENTALS



What We'll Discuss



KEY TACTICS & STRATEGIES FOR 2022

- Content
- Websites
- Google My Business
- Reviews
- Images
- New, Affordable Ad Options
- Recruiting

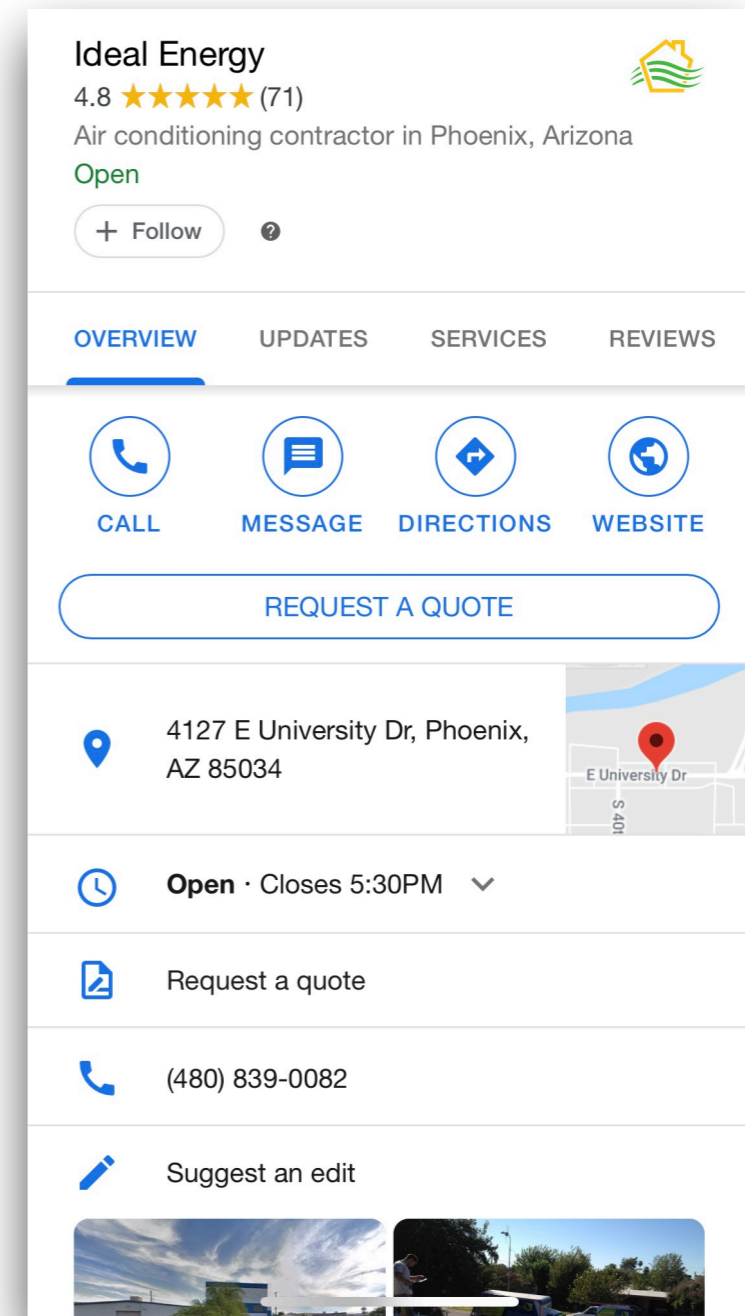




KEY TACTICS & STRATEGIES FOR THE COMING YEAR

Google Business Profile aka Google My Business

- Lead and traffic volume continues to grow
- Ranking optimization options limited
- Conversion should be the new focus
- Use message and quote features, promotional posts, image excellence, active Q&A



Evolving Strategies for Reviews

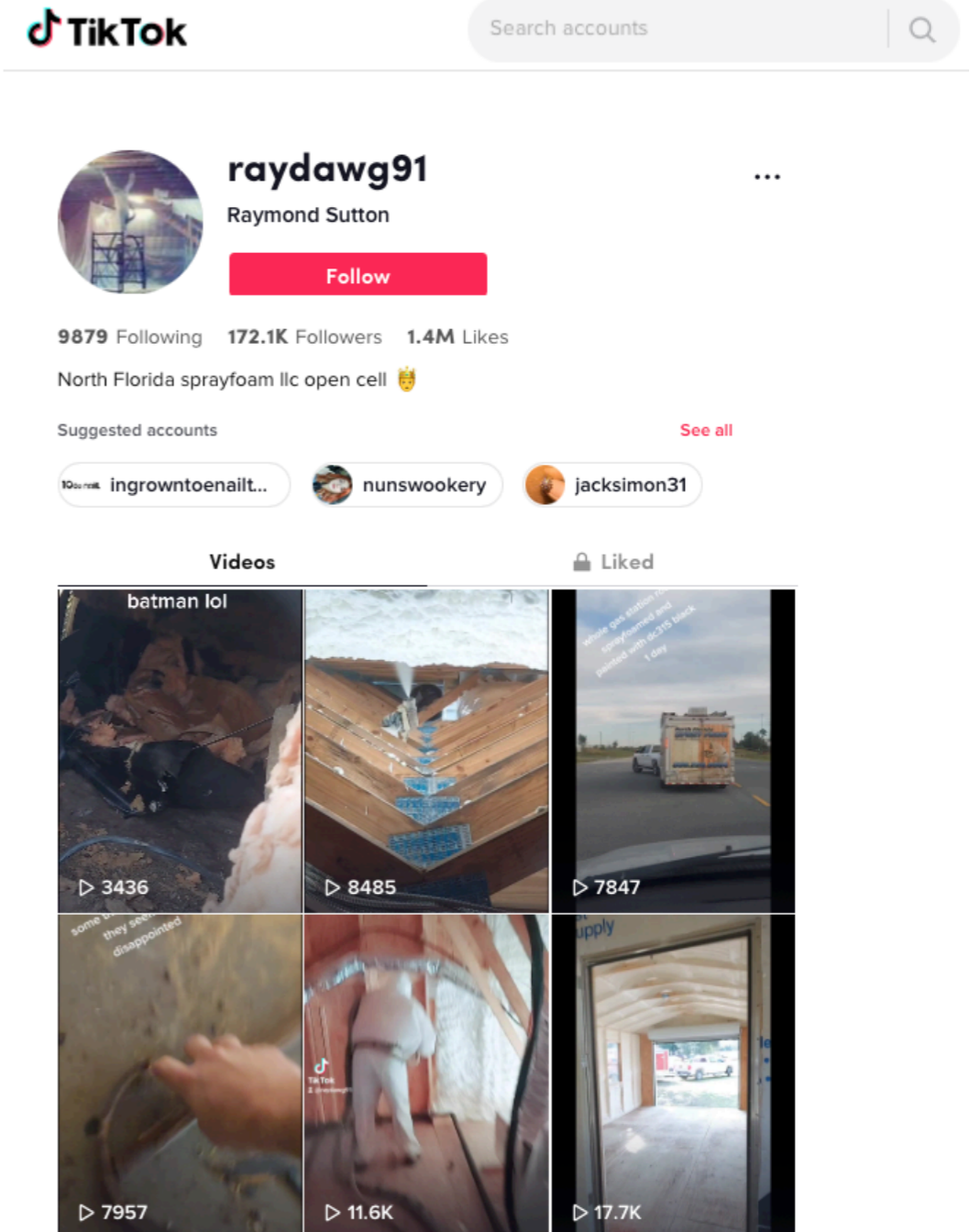
- Review quantity & average still important BUT increasingly undifferentiated
- Content of reviews matters more
- Becoming a key ranking strategy
- Prompts are the way to get keyword specific reviews

The screenshot shows a Google search for "attic insulation easton maryland". The search bar is highlighted with a red box. Below the search bar, there are tabs for "All", "Shopping", "Images", "Maps", "News", "More", "Settings", and "Tools". The search results show "About 98,300 results (0.55 seconds)". A map shows the location of "Eco-Pro Construction LLC" and "Total Home Performance LLC" in Ashby Park. Below the map, there are three business listings for "Total Home Performance LLC" and "Eco-Pro Construction LLC". The first listing for "Total Home Performance LLC" is highlighted with a yellow box and includes a "WEBSITE" and "DIRECTIONS" link. The second listing for "Total Home Performance LLC" is highlighted with a green box and includes a "WEBSITE" and "DIRECTIONS" link, along with the text "Their website mentions attic insulation". The third listing for "Eco-Pro Construction LLC" is also highlighted with a green box and includes a "WEBSITE" and "DIRECTIONS" link, along with the text "Their website mentions attic insulation". Below the listings, there are several search results for "Home Insulation & Energy Audit Company in Easton, MD | Spray ...", "Crawl Space Encapsulation & Repair - Eco Pro Construction - Easton ...", "Insulation | Total Home Performance | Eastern Shore Maryland", "Attic Insulation | Total Home Performance | Eastern Shore Maryland", and "2 Best Attic Insulation Companies in Easton MD - HomeAdvisor.com".



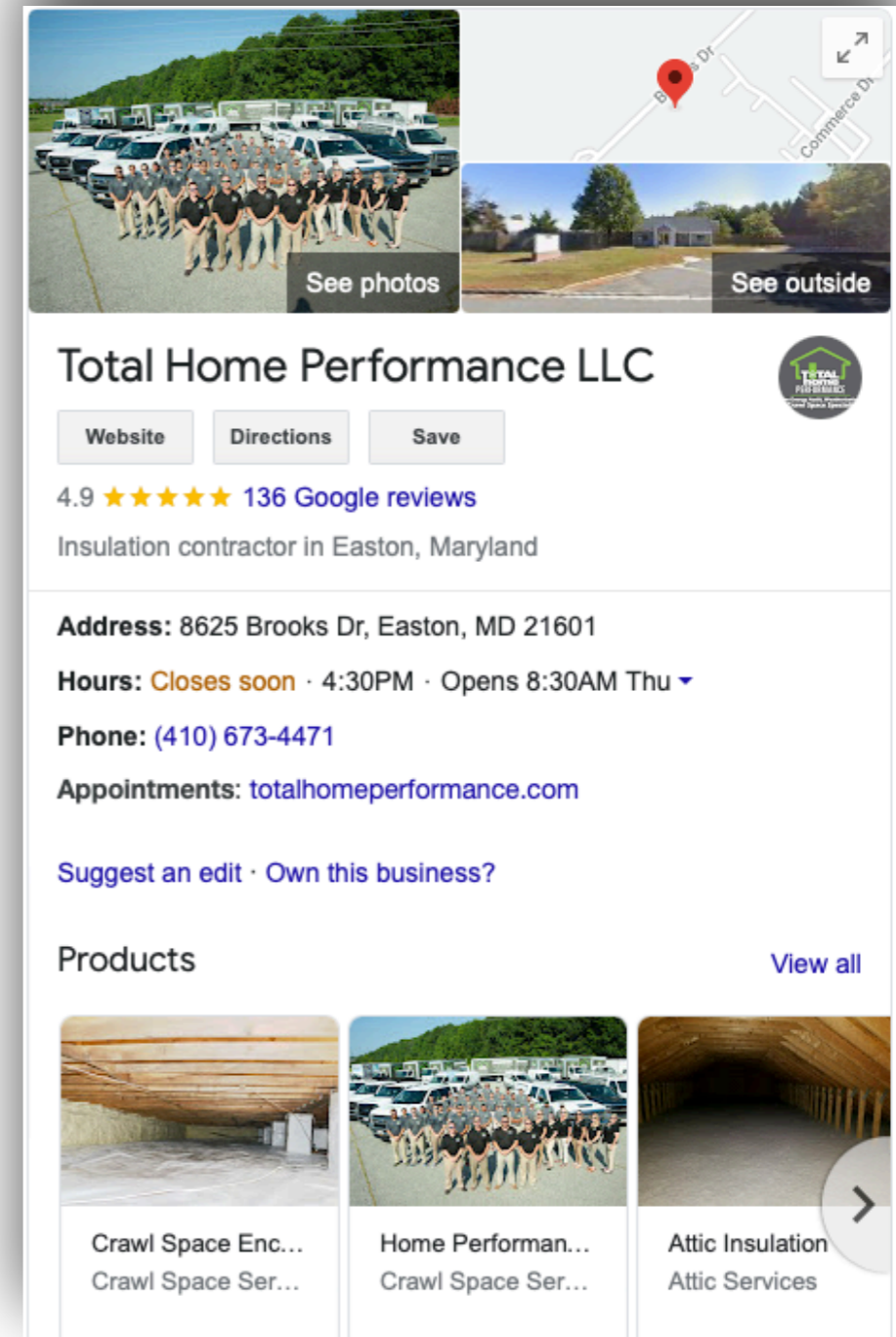
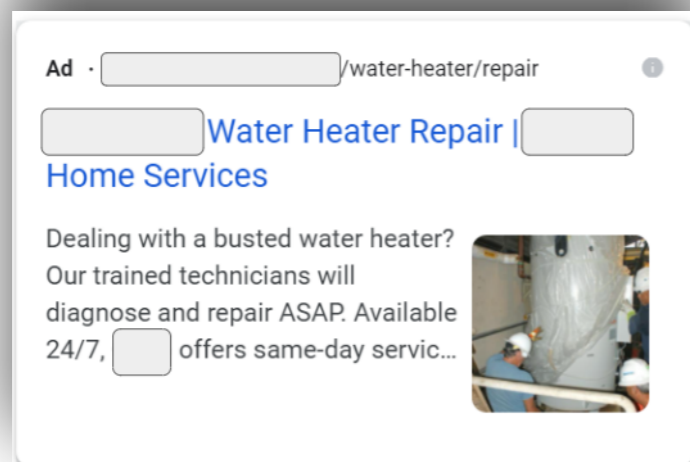
Social Media: Experiments in Virality

- FL Spray Foam Employee
- 172,000 Tik Tok Followers
- One Video: 23.8M Views
- Conversion options critical: links, CTA's



Rising Importance of Images

- Google Vision API getting smarter
- Penalty for stock?
- Topical imagery increasingly important
- GMB/GBP, Google Ads, Website



Facebook Ain't Dead Yet

- Privacy changes causing some limitations to targeting
- Custom audience creation via video ads increasingly important and successful
- Continues to be lowest cost form of awareness advertising for company and services



Vermont Foam Insulation, Inc.
Sponsored · 

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

[VERMONTFOAMINSULATION.COM](https://www.vermontfoaminsulation.com) [Learn More](#)

We'll fix your icicle problem!

 4 4.3K Views

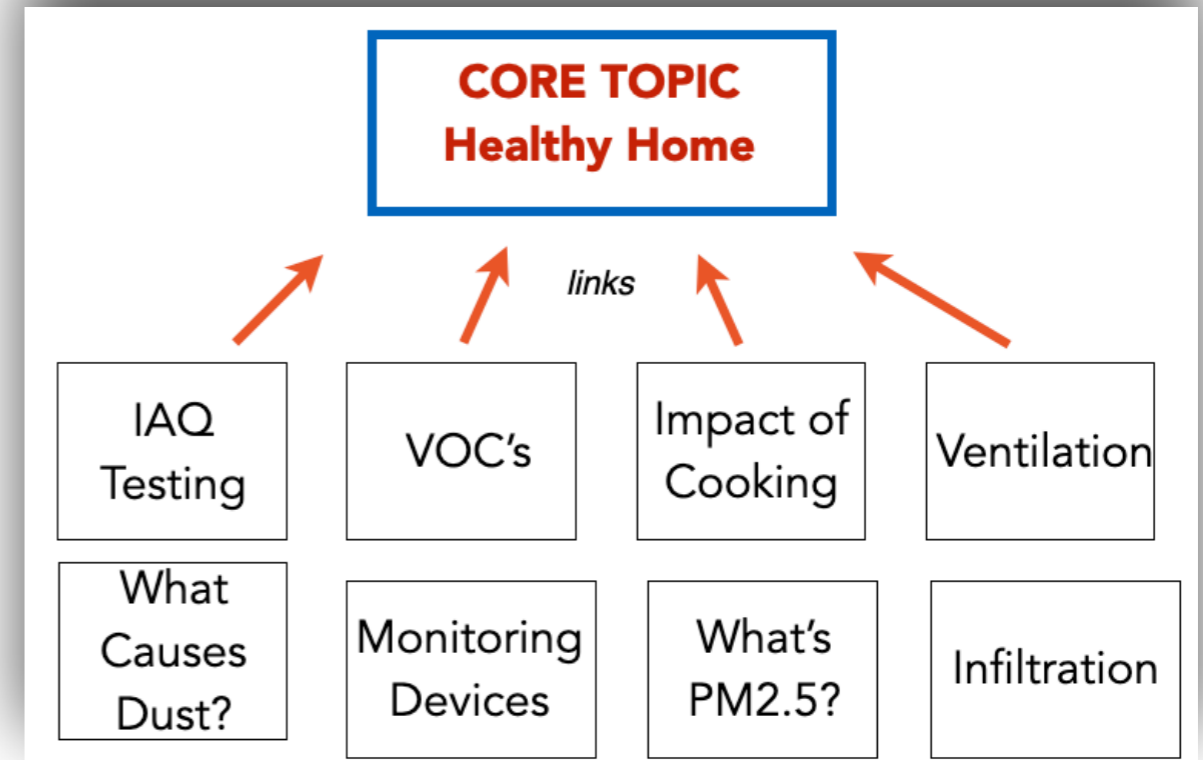
 Like  Comment  Share

The advertisement features a video thumbnail showing a white house with icicles hanging from the roof. A play button is overlaid on the video. The Vermont Foam Insulation, Inc. logo is visible in the bottom right corner of the video area.



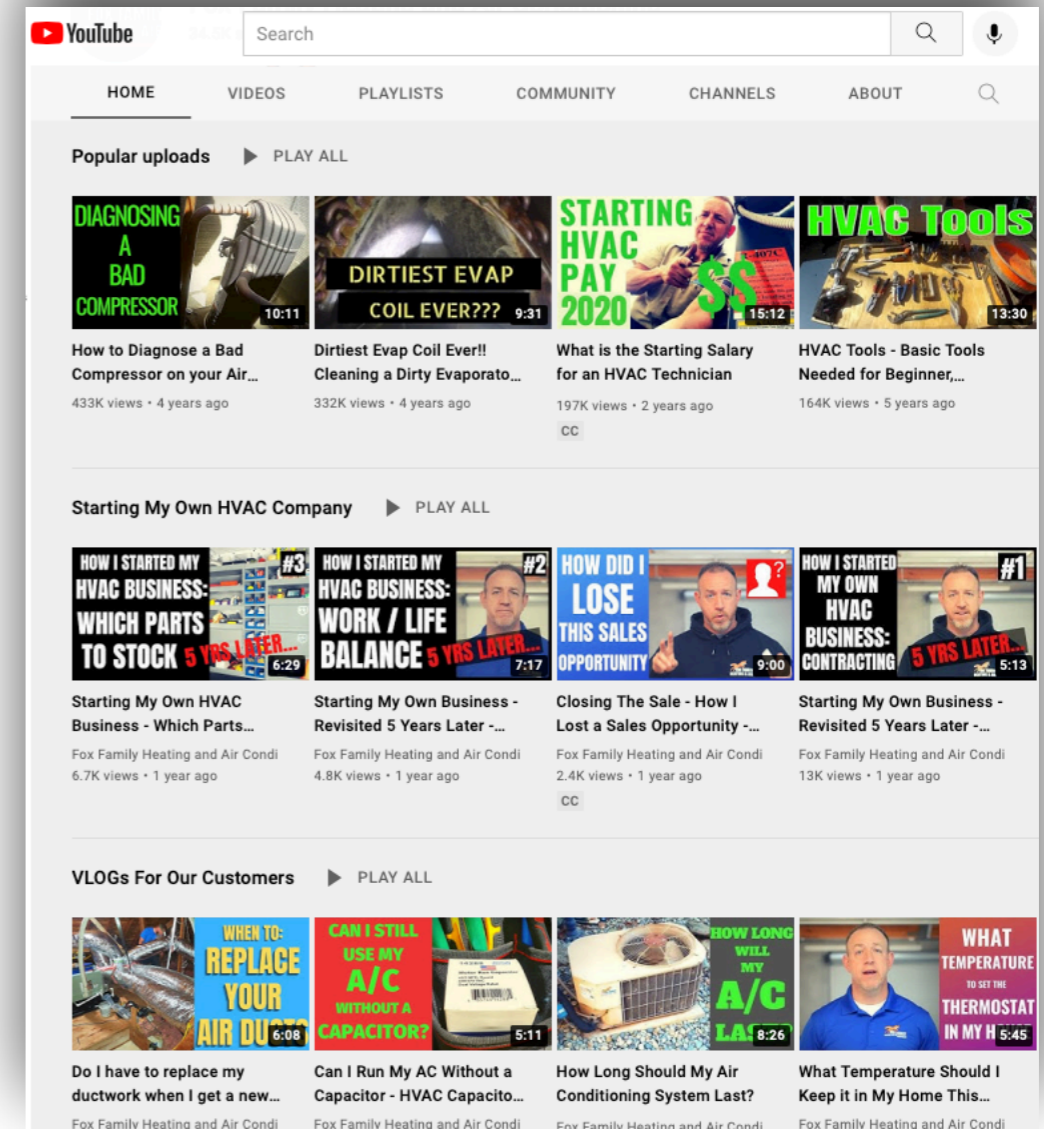
Evolution of Content: Topic Clusters

- Especially successful for educationally intensive topics
- Healthy Home/IAQ, Energy Audit, Heat Pumps



Evolution of Content: Video, Video, Video

- The format consumers want
- The most versatile form for multiple channels: Facebook, YouTube, Website
- Production quality expectations increasingly reasonable
- Production tools proliferate



More Accessible Streaming Opportunities

- Inching towards self service
- Primarily brand awareness oriented
- Creative quality important
 - Spotify
 - Pandora
 - Hulu
 - YouTube TV
 - Spectrum Reach
 - Podcast Ads



Recruiting as a Core Marketing Function

- Exceptional Career Pages
- Culture videos
- More Marketing \$\$ to Recruiting Advertising
- Job sites, Facebook, Google Ads, Display
- An orientation towards conversion—lots of A/B testing

The screenshot shows the 'Careers' page for Evergreen Home Performance. The page features a navigation bar with links for 'Insulation', 'Energy Audits', 'Basement Encapsulation', 'Windows & Doors', 'How We Can Help You', and 'Financing & Rebates'. A prominent 'JOIN OUR TEAM' call-to-action is displayed over a background image of a person working on a laptop. Below this, a section titled 'The Benefits of a Career with Evergreen Home Performance' lists various perks such as competitive pay, vacation, and training. A 'WE ARE ALWAYS LOOKING FOR TALENTED PEOPLE' section includes a 'CONTACT US' button. The page also lists 'Current Opportunities' for 'Window Installer' and 'Weatherization Technicians', each with a 'LEARN MORE' button. At the bottom, a testimonial from a team member is featured with a 'READ MORE' link.



More Functional, Integrated Websites

- Mobile First is essential
- Operations improvement
- CRM
- Online Scheduling
- Recruiting and Candidate Management





QUESTIONS?

Peter Troast