



## **PREPARING FOR FALL: SEASON PROOF YOUR MARKETING**

Peter Troast, Founder & CEO

Energy Circle Webinar Series

*June 29, 2022*



Register for our next FREE Webinar

# 9 Components of a Strong Careers Page

It's no secret that recruiting is one of the top challenges for businesses in the solar, home performance, and HVAC industries. With the help of a well-put-together careers page, you can attract talent that will integrate nicely into your team and positively contribute to your operations for years to come, so you can stop worrying about recruiting, and focus on running your business.

**Make Applying Easy**  
Do you have a link to your careers page on your homepage, or is it hard to find your job postings? Do you ask candidates to submit a pre-application, or take other non-essential steps? The easier you make the process, the more candidates you'll have.



**Video**  
Video is a highly compelling and increasingly popular tool that can be used to provide a behind-the-scenes look at a day on the job, the employee experience, company culture, and more.

**Photos**  
The old adage is true—a picture says a thousand words. You can convey friendliness, professionalism, and teamwork through a few strategic professional photographs.



**Benefit Details**  
Be up-front about the benefits you offer your employees, and include only the benefits that every single member of your company will be able to enjoy.



**Leave The Door Open**  
Make a brief statement that you're always looking to connect with hard-working, like-minded individuals, even if you aren't actively hiring. This welcomes candidates who are interested in your company and its mission and can help generate a steady stream of applications.



**Calls To Action**  
One of the best ways to achieve your goals is by communicating clearly. Let candidates know how to connect with you through clear calls to action throughout your careers page.

# Recent & Upcoming Webinars

~~May 4 — Preparing for a Summer Like No Other~~

~~May 18 — Is Google the Only Search Engine Worth Thinking About?~~

~~June 15 — Videos for Recruiting — Live Critique~~

~~June 22 — The Value of Peer Groups — Panel Discussion~~

June 29 — Preparing for Fall — Season Proof Your Marketing

**On Break Until August**



# What We'll Discuss

- 1 Seasonality Triggers—What the Data Says**
  - Heating and Insulation related*
  - Emerging categories*
- 2 The Compressed Fall Calendar**
  - Readiness is essential*
- 3 2022/2023 & the Impact of Energy Prices**
  - A return to energy efficiency?*
  - Inflation and economic malaise*
- 4 Narratives & Tactics**

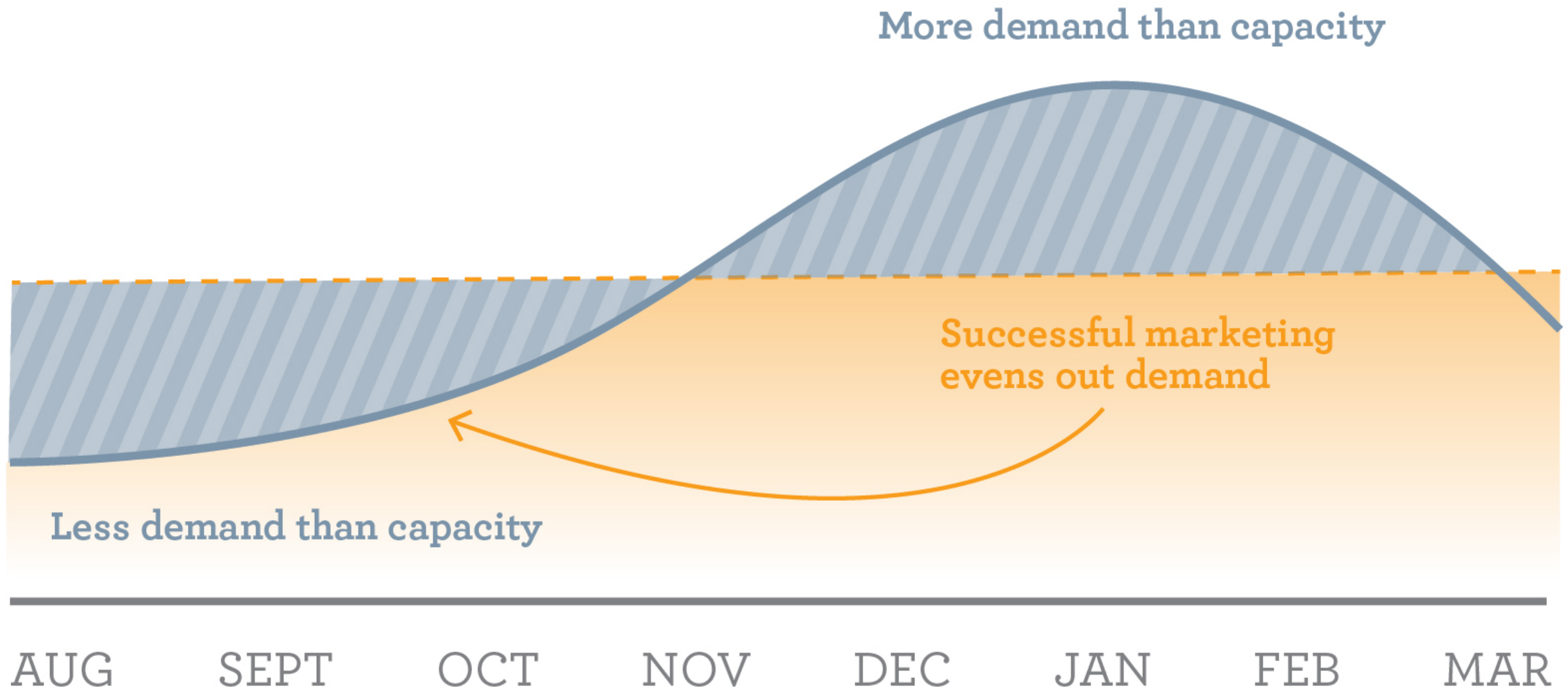


# Key Principles of Fall Marketing Readiness

- **Strategy, Planning, Campaign Preparation in July & August**
- **Labor Day is Go Time**
- **Anticipate Slow-to-Activate Categories**  
Everything temperature-based
- **Weight Marketing to Move the Market**
- **Be Ready for Events**  
Wildfire Smoke  
Extreme Weather  
Power Outages & Grid Unreliability  
Ice Dams



# FALL / WINTER DEMAND TRENDS







# **DATA ON SEASONAL TRIGGERS**

## **(National)**

# Air Conditioning

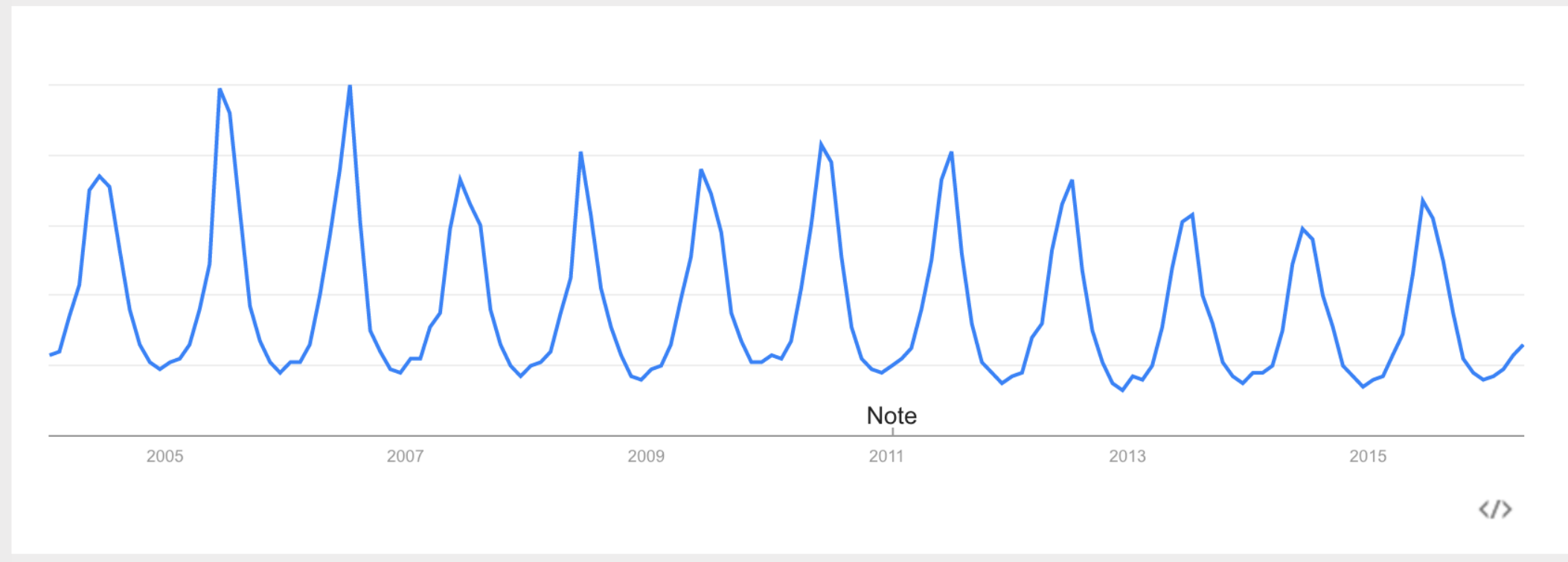
air conditioning

Search term

+ Add term

Interest over time ?

News headlines ? Forecast ?





# Heating & Cooling

● air conditioning  
Search term

● furnace  
Search term



+ Add comparison

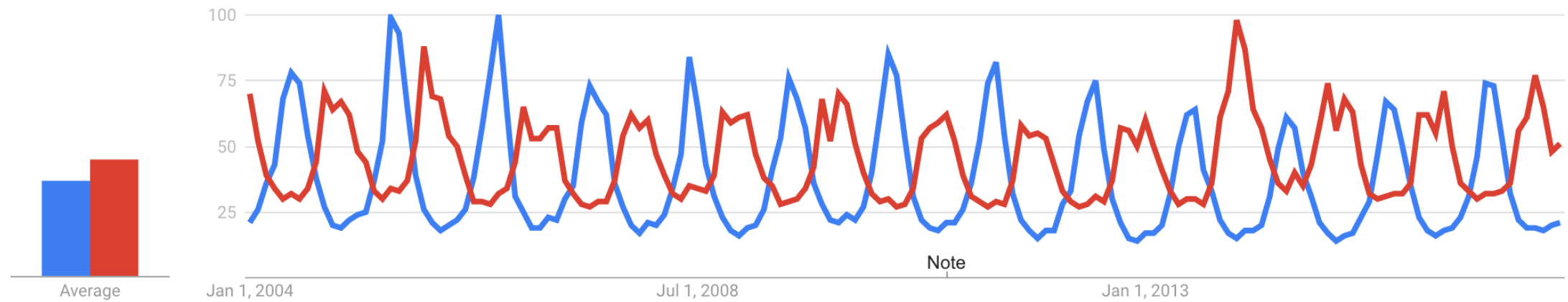
United States ▾

2004 - present ▾

All categories ▾

Web Search ▾

Interest over time ?



# Heating, Cooling & Insulation

● air conditioning  
Search term

● furnace  
Search term

● insulation  
Search term



+ Add comparison

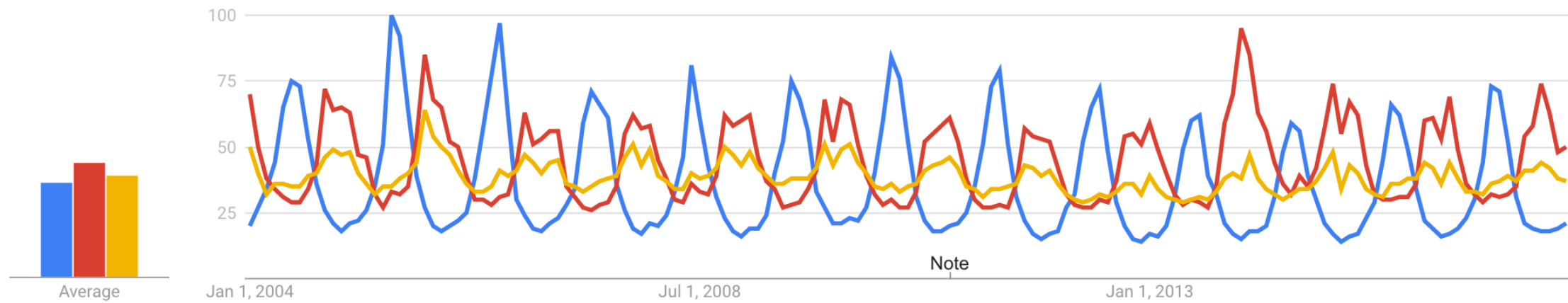
United States ▾

2004 - present ▾

All categories ▾

Web Search ▾

Interest over time ?



Note



# The Notch in the Peak

● insulation  
Search term

● furnace  
Search term

+ Add comparison

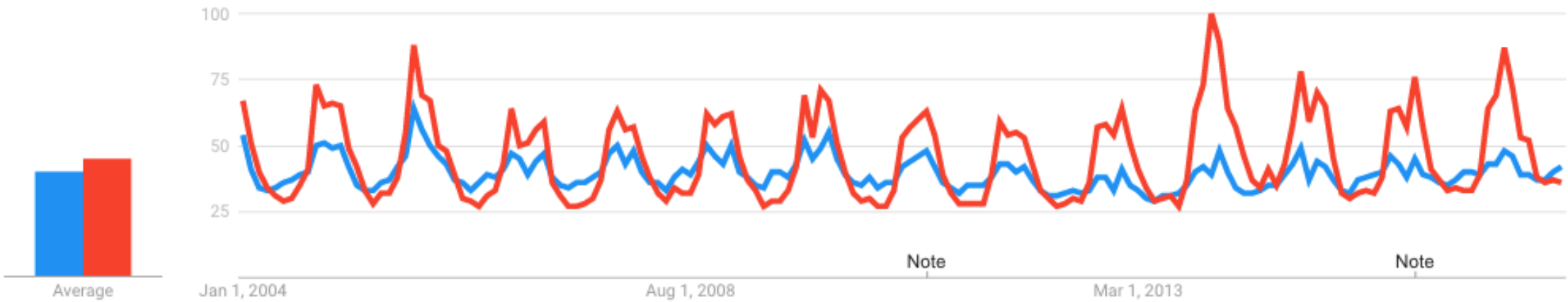
United States ▾

2004 - present ▾

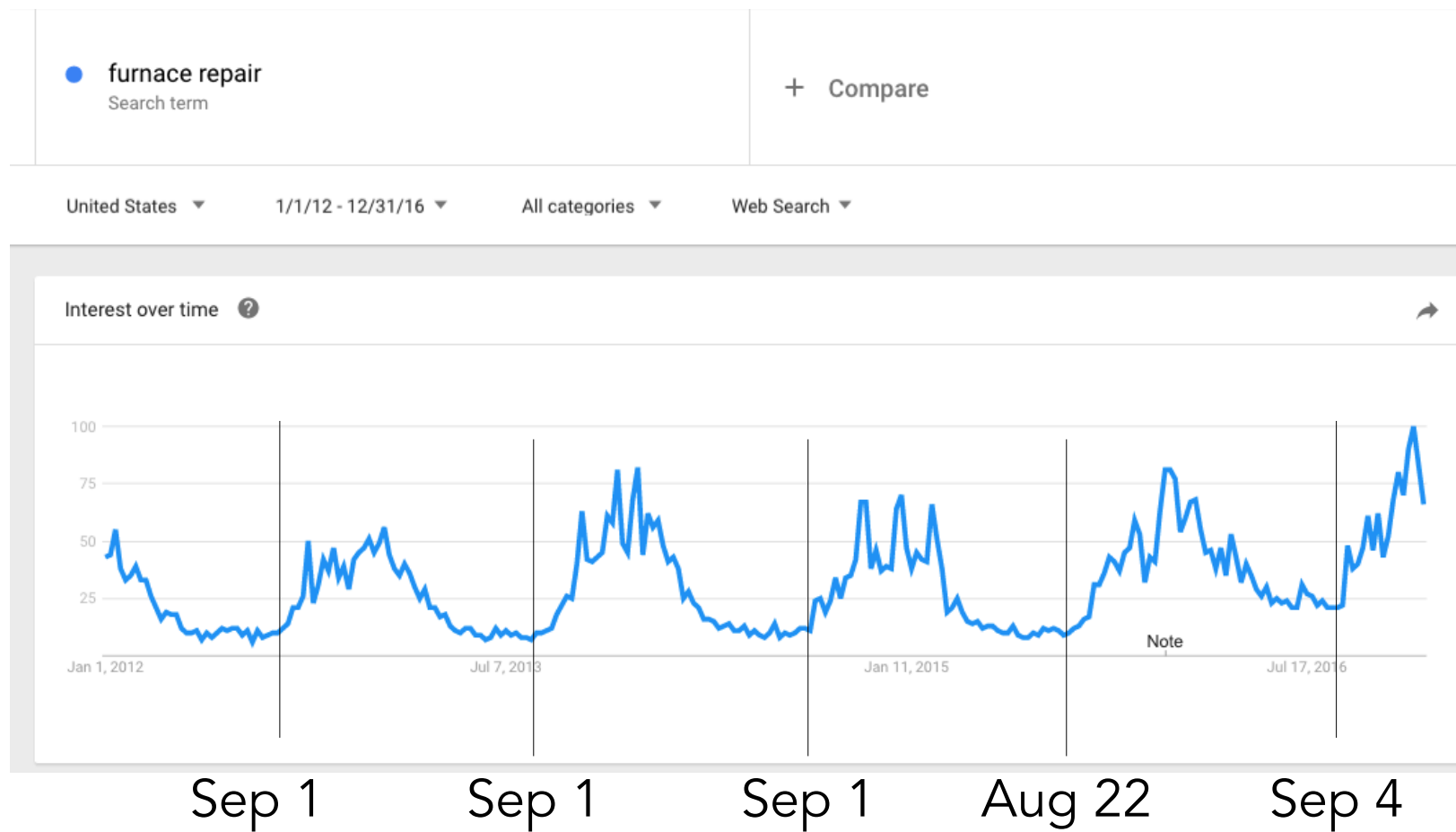
All categories ▾

Web Search ▾

Interest over time ?



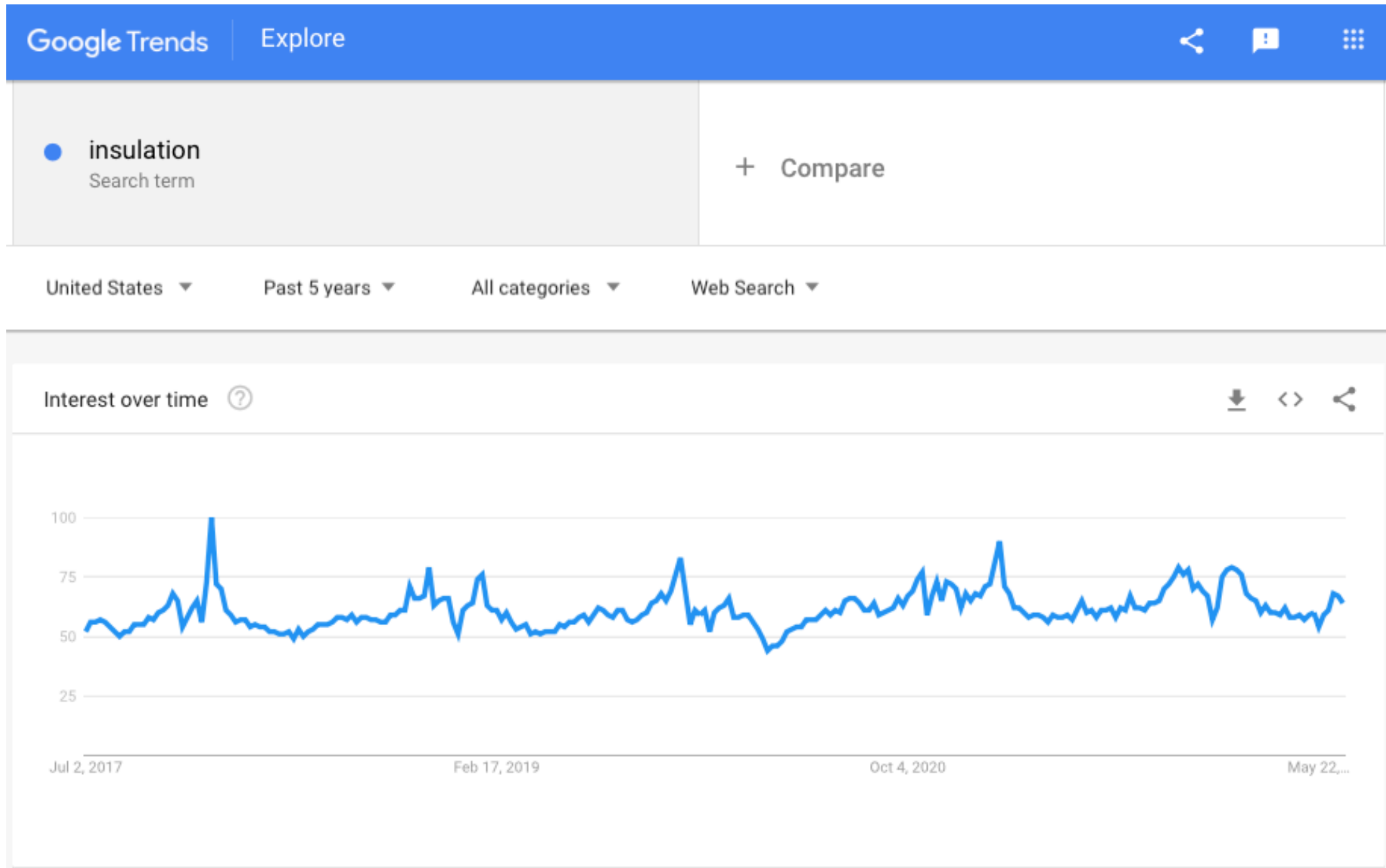
# Remarkable Consistency—Furnace Repair



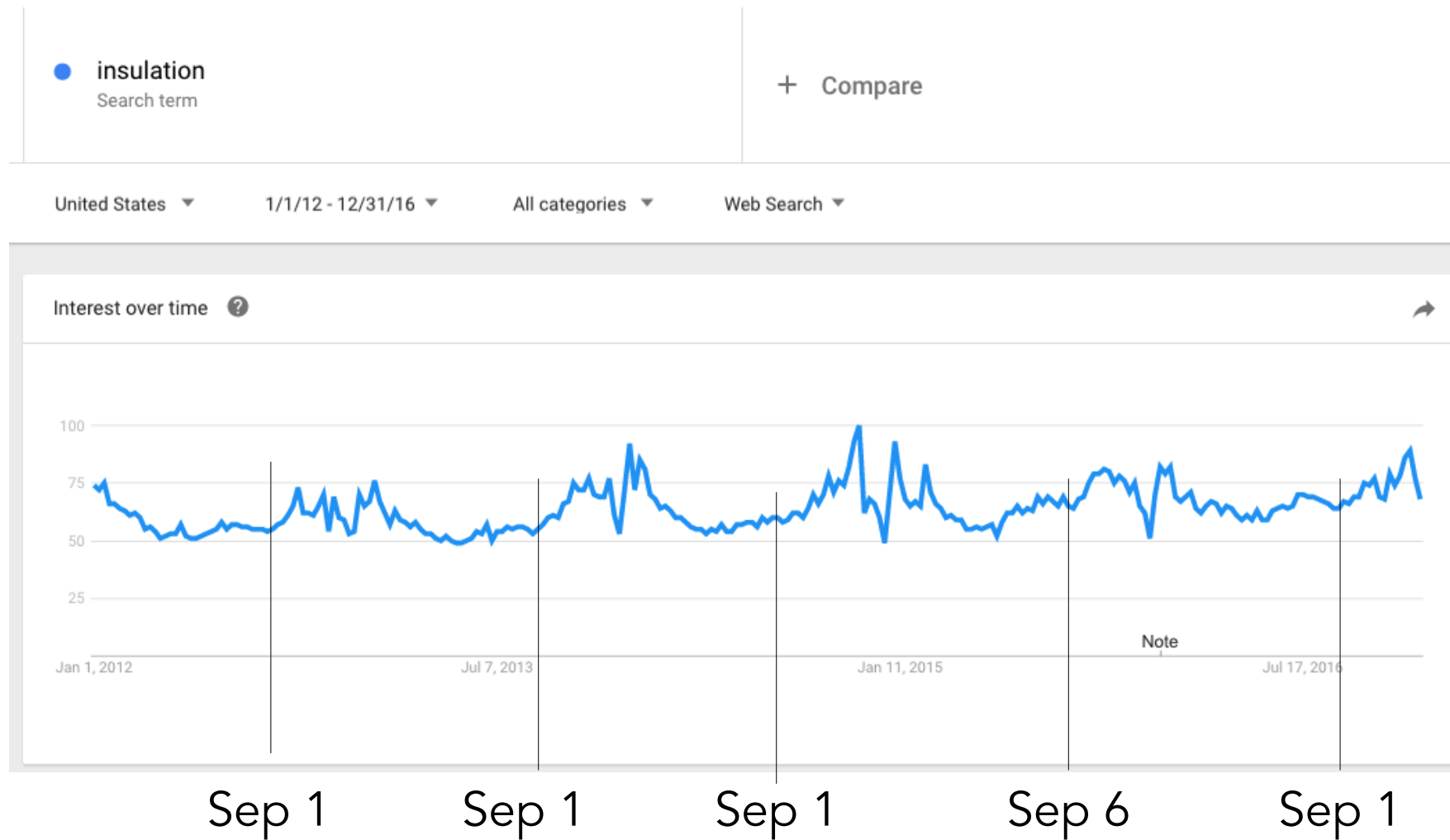
# Air Conditioning is More Variable



# Insulation



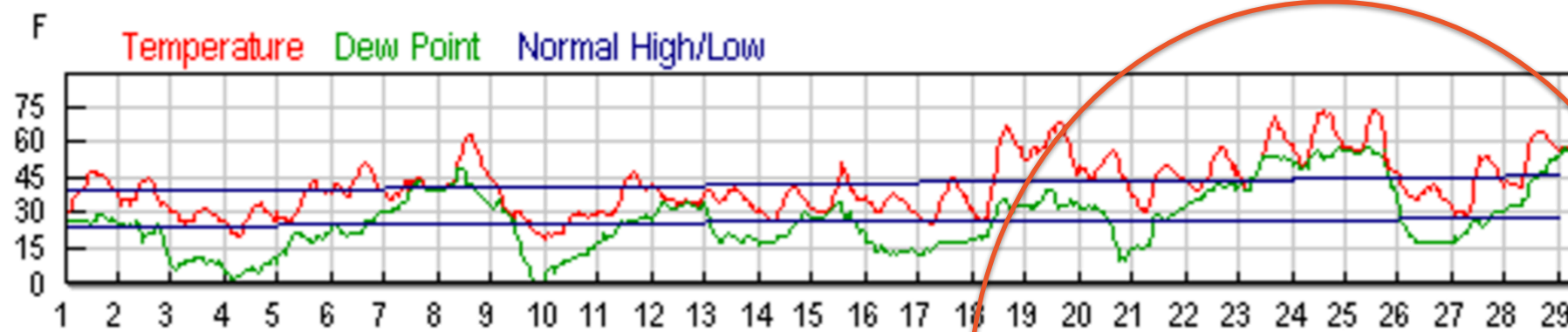
# Some Consistency—Insulation



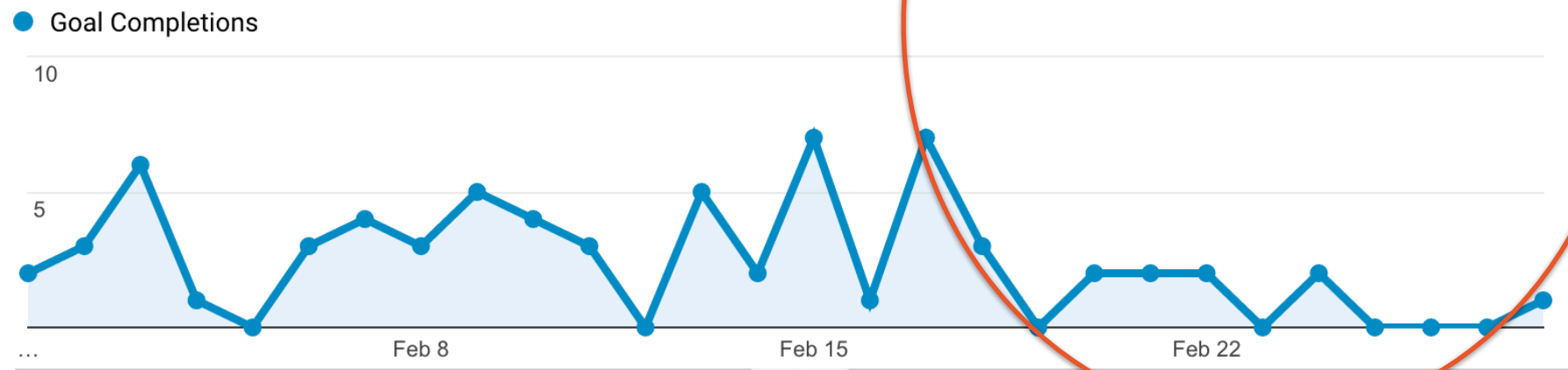


# Insulation's Temperature Correlation

Temp

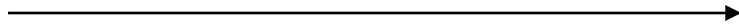


Leads

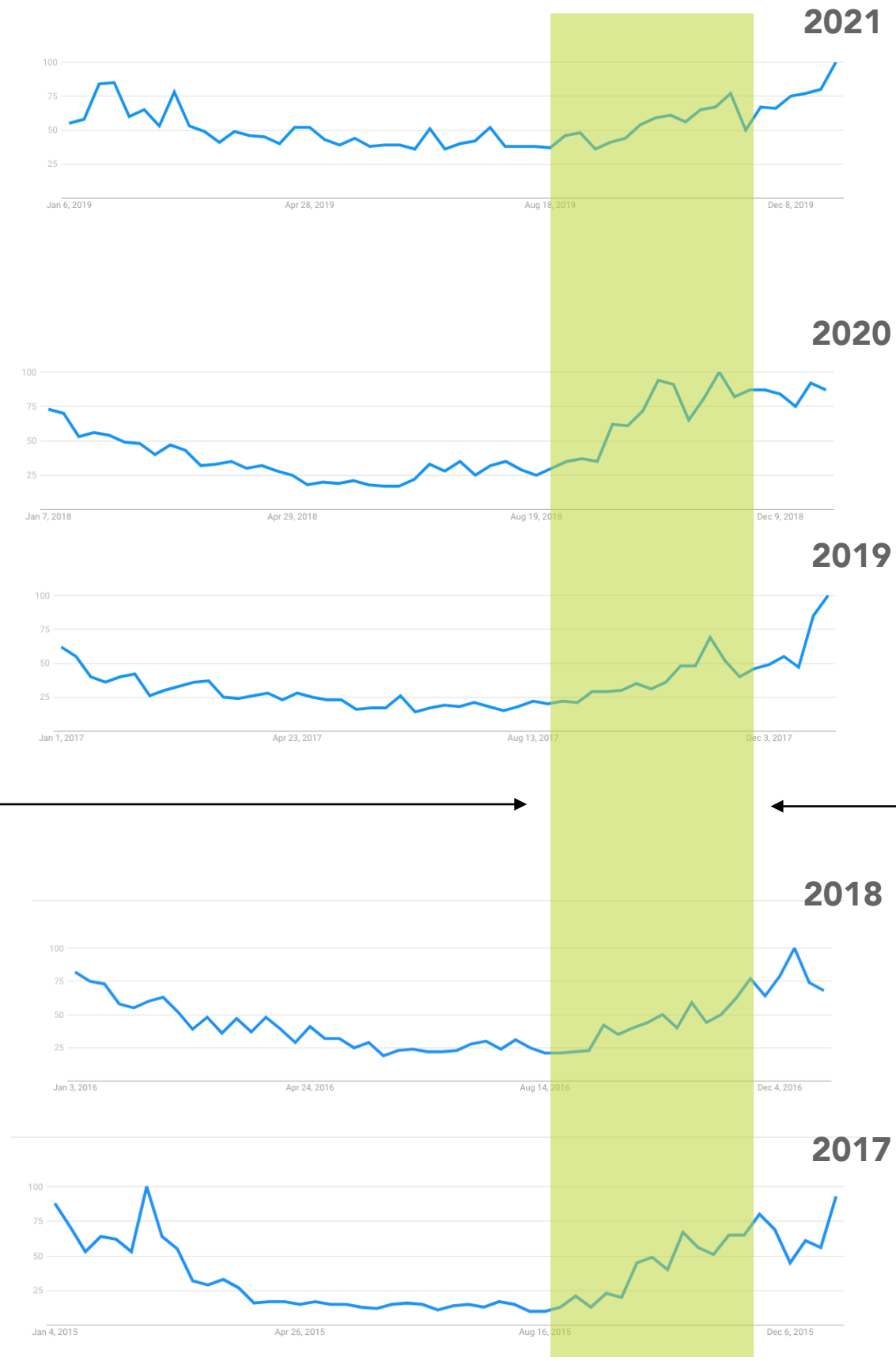


# "Furnace Repair"

**Sept 1**



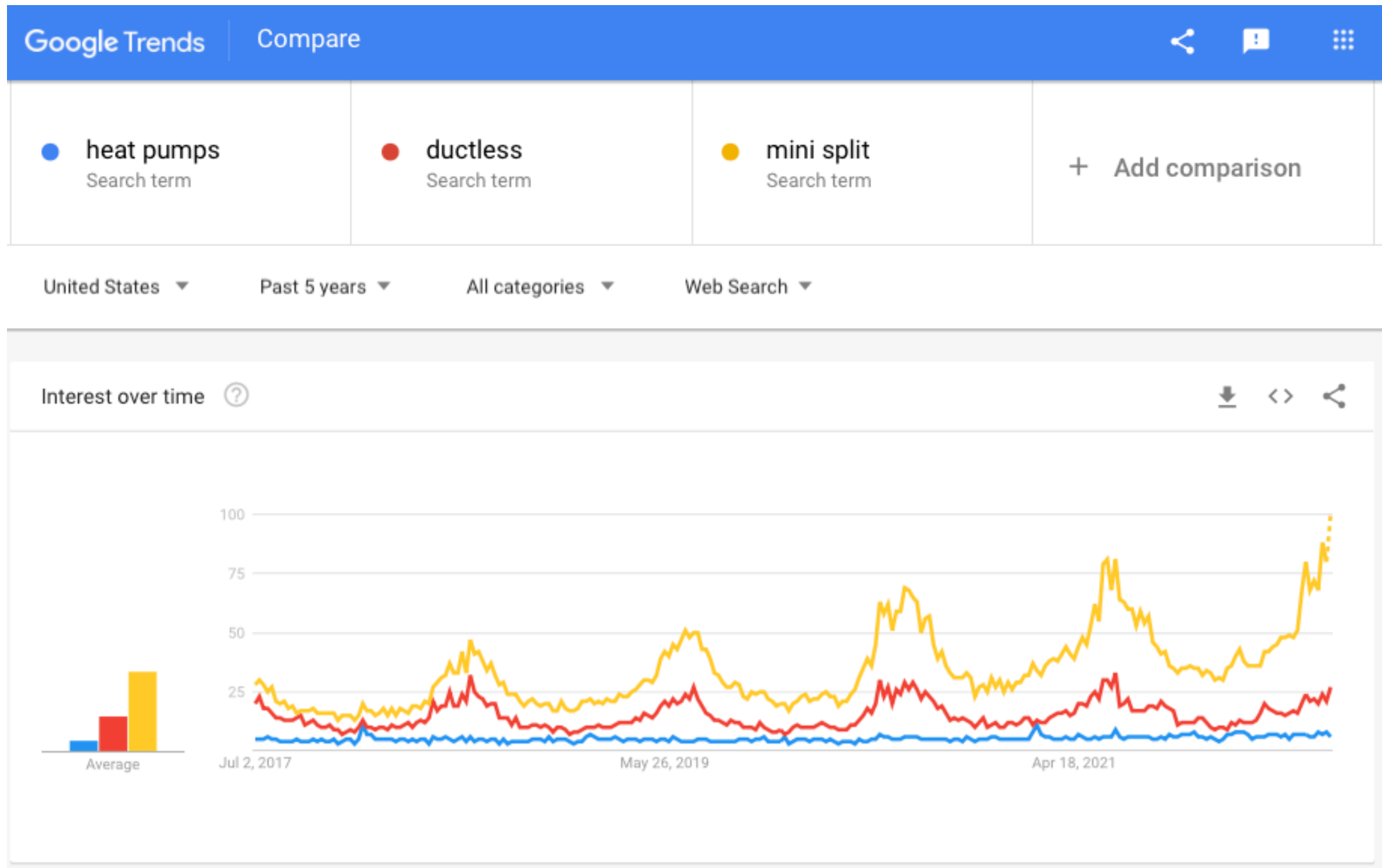
**Nov 28**



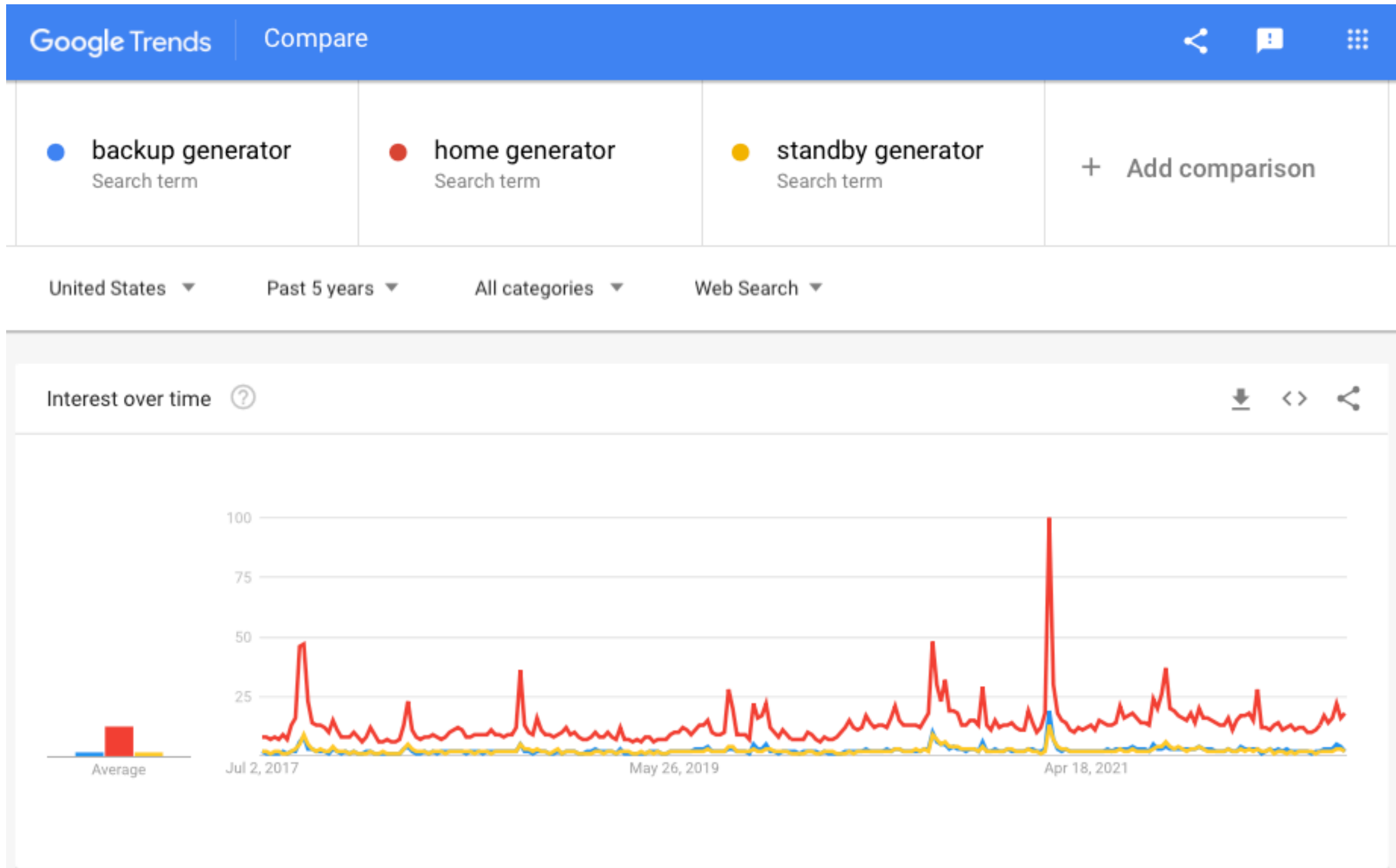


# **OTHER INTERESTING & EMERGING CATEGORIES**

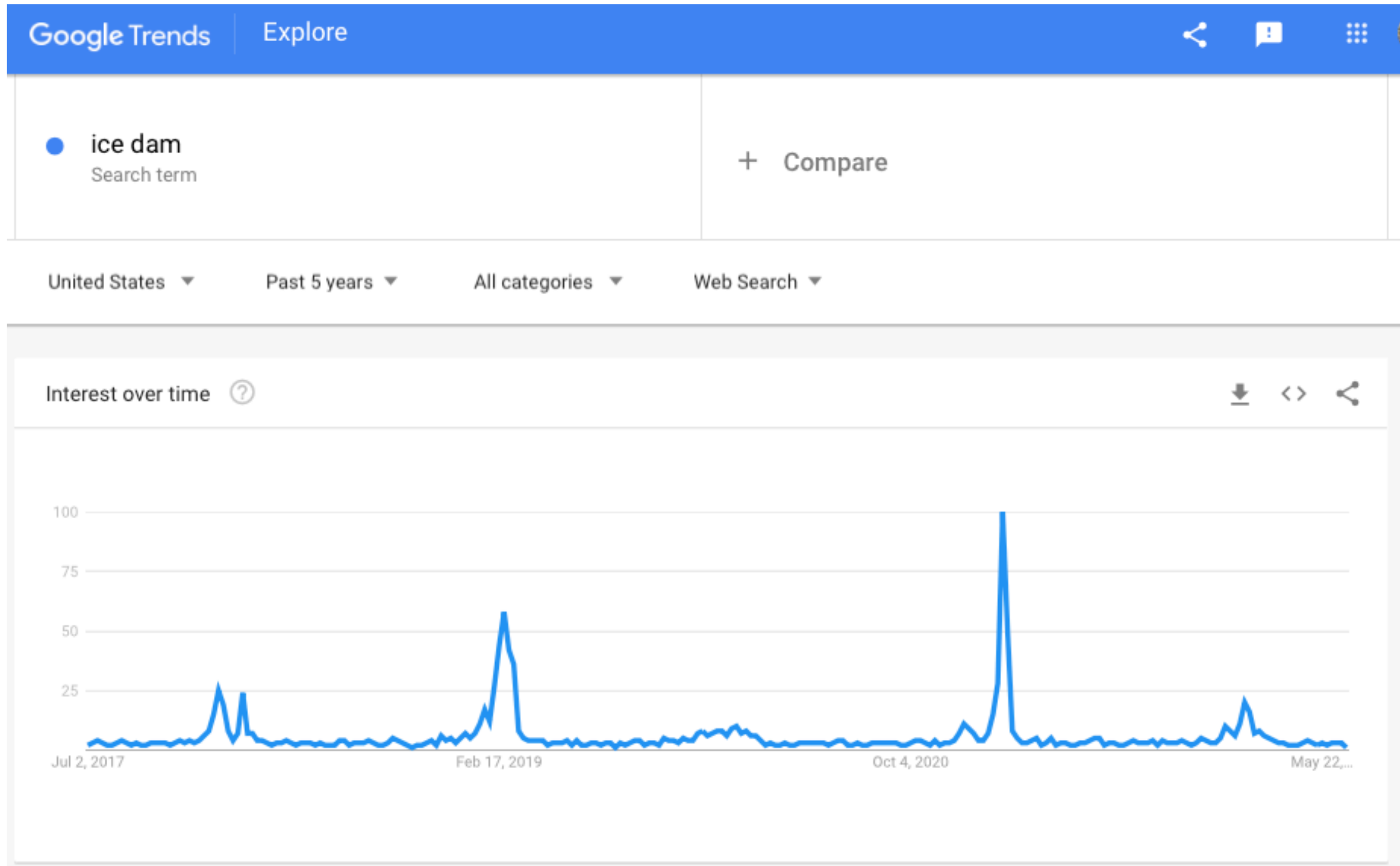
# Heat Pumps | Ductless | Mini Split



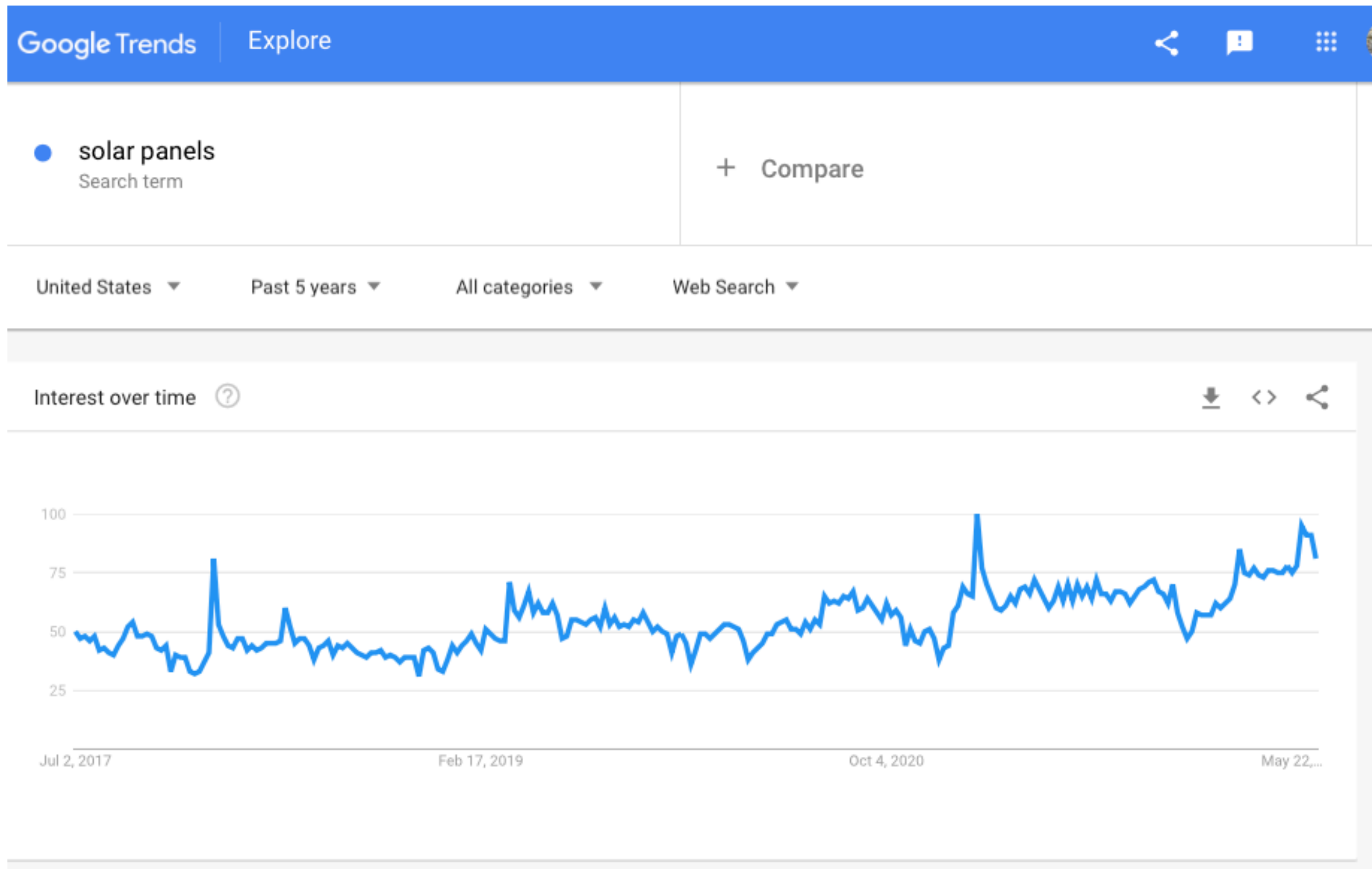
# Backup Power | Generators | Resiliency



# Episodic: Ice Dams



# Solar—Tax Credits & Declining Seasonality







# **THE COMPRESSED FALL CALENDAR**

# Key Dates & Events in Fall/Winter

**DATE**

**Labor Day: The Switch Goes Off (climate zone dependent?)**

**EVENT**

**First Temperature Swing**

**DATE**

**Dead Zone: Last Two Weeks of December**

**EVENT**

**Events: Ice Dams, Severe Cold, Outages**

**DATE**

**March/April: We'll Make it til Spring (very climate zone specific)**

# Time is Tight...with Interruptions

## September

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

## October

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## November

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

## December

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## January

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## February

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

## March

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## April

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

~85 Marketing Days Sept—Year End  
 Without Sept & Oct = 30  
 (-65%)





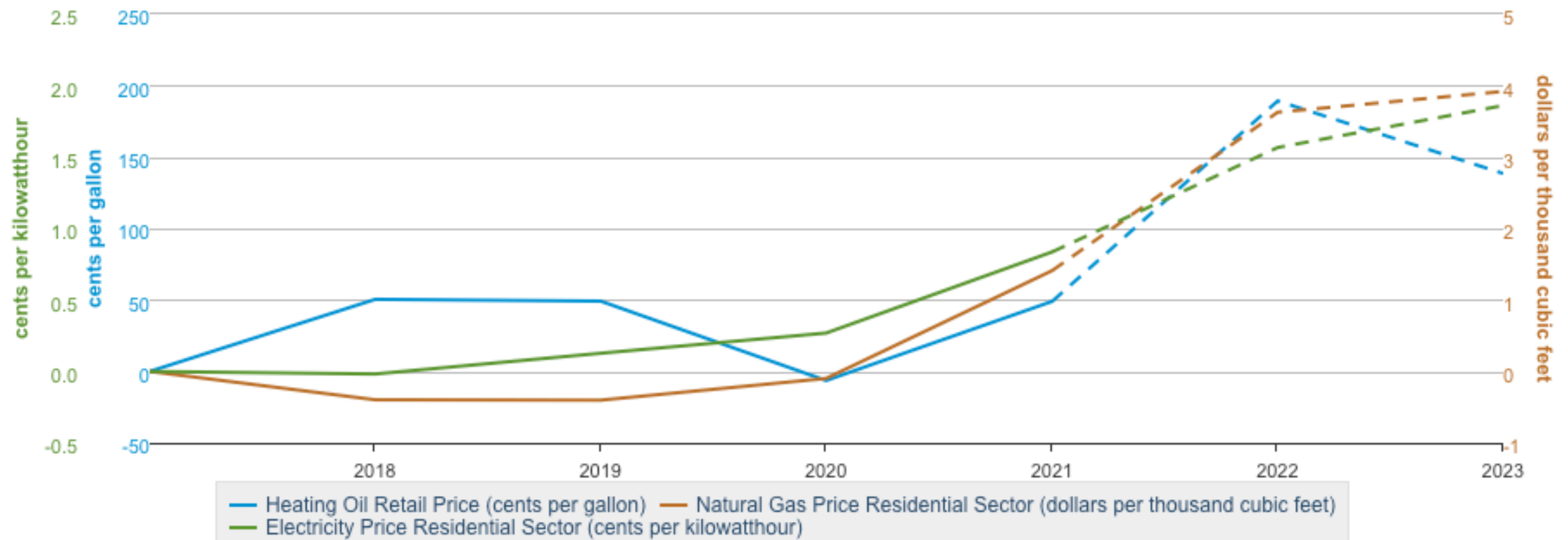
# **KEY MARKETING TACTICS FOR THIS PARTICULAR FALL**

# EIA Heating Fuel Price Forecast

## Custom Chart

Indexed to 2017 as value

 DOWNLOAD



 Source: U.S. Energy Information Administration



# Content Narratives for this Fall

- **Combatting Energy Prices**
- **The Energy Efficiency Solution to Reducing Costs**
- **Anything to Promote Early Action**
  - Why It's Not Too Early to Start Thinking About Your Heating System
  - 5 Reasons Why Heating Maintenance is KEY
  - Promotions of All Kinds: \$50 off a fall energy audit/furnace tune-up
- **Heat Pumps for HEATING**
- **Equipment Shortages—Create Urgency**
- **Preparedness and Resiliency**
- **Event Oriented Content Ready to Deploy**



# Tactics that are Fast to Deploy & Deliver Reach

- **Email to Existing Customer Lists**
- **Paid Facebook Advertising**
- **Campaigns to Custom Audiences You've Already Built**
- **Display Advertising**
- **Paid Search Adjustments**
  - Increase geographic reach
  - Increase bids
  - More aggressive competitor campaigns
- **Modest Investment**







**THANK YOU!**  
**QUESTIONS OR COMMENTS?**

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