



# **USING VIDEO FOR RECRUITING: LIVE CRITIQUE**

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Energy Circle Webinar Series

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# Recruiting 101: 5 Ways for Contractors to Improve Their Hiring Strategies



By Lily Collins | May 13, 2022

Positions in the trades are getting more attention as opportunities for fulfilling and lucrative careers, but that doesn't mean that hiring has gotten any easier—yet.

If you're reading this, it's likely that you aren't seeing the results from your current recruiting efforts that you were hoping for, but you're still committed to finding the best possible candidates for your team.

You're smart to double-down on the recruiting process—hiring good people in the trades isn't impossible, even if it might feel that way right now! It just takes a slightly different approach than traditional office-based recruiting resources suggest.

As experienced digital marketers for contractors, the Energy Circle team can say with confidence that putting in the work to reach people who will show up and represent your company well can and will pay off with the right approach for your business and your market.

**One of the most effective ways to find success in hiring is by developing a strong digital marketing strategy to back your recruiting efforts.** After all, a majority of job seekers are learning about jobs online, and nearly half are also applying to jobs online according to a 2015 study from the [PEW Research Center](#), and these numbers have likely gone up since the study was conducted.

As digital marketing professionals, the Energy Circle team knows a thing or two about maintaining a strong online presence and can help you use your online presence to attract qualified candidates for your job openings.

Here's how Energy Circle advises our clients to find success in hiring.

## 1. Determine Your Target Audience

When starting the hiring process, it's important to know who you're looking to reach to be sure that your messaging aligns with the needs and goals of that group. The two most common groups in the HVAC, solar, and home performance industries are recent high school graduates and experienced employees:



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# 5 Types of Homeowners Electrification Contractors Should Be Targeting (And How to Reach Them)



By Emily Silverman | May 25, 2022

Electrification is gaining traction. You know it, we know it—but do homeowners know it? As it turns out, many of them do. They make up a small piece of the market, but they're out there, and they're ready to make comprehensive upgrades to their homes.

If you're a contractor selling electrification as a service, you know that when someone decides to go all-electric with a home that uses a lot of fossil fuels, it adds up to a solid contracting job with a significant price tag.

Focusing your marketing efforts on specifically targeting electrification customers will bring in better-qualified leads that are ready to sign for a bigger invoice.

This all sounds great, right? Better leads, bigger jobs, and more money. But who are these electrification customers? And how do you target them?

## 1. Homeowners Who Already Have Solar Panels

Homeowners who already have solar installed are the best target audience for electrification services. These homeowners have already made a significant investment in solar, which is a good indication that they'll be willing to spend money to use more of the free electricity their panels are generating.

The payoff is high for solar customers (going all-electric could mean eliminating monthly energy bills entirely for



# 5 Tips for Successful Local Services Ads (Google Guaranteed) in 2022



By Cory Allyn | June 1, 2022

This isn't the first time (and probably won't be the last) that we write about Local Services Ads, so if you're unfamiliar with LSAs (sometimes called Google Guaranteed), check out some of our past posts on the topic: ["What's New with Google Local Services Ads? \(A Lot.\)"](#) is a great place to start.

Here are a few high-level takeaways if you're just looking for a refresher:

1. Local Services Ads are different from Google's regular paid ads. With Google Ads, you pay based on each person who clicks on your ads (pay per click). With Local Services Ads, you pay per lead.
2. One of the main benefits of LSAs is their location and how they're promoted—right at the top of a Google search result page, with a green checkmark and "Google Guaranteed" badge.
3. You need to be in one of the top three ad positions for LSAs to be effective.
4. LSA categories are spotty for our sectors. They're good for HVAC, but there are really no relevant categories as of now for home performance and insulation contractors or solar installers.
5. Getting approved to run Local Services Ads is a rigorous process, particularly if your company has a lot of

# What We'll Discuss

1

**QUICK REVIEW: FUNDAMENTALS OF A  
COMPREHENSIVE RECRUITING MARKETING  
STRATEGY**

2

**VIDEO EVALUATION CRITERIA & CRITIQUE**





# **QUICK SUMMARY: KEY ELEMENTS OF A RECRUITING MARKETING STRATEGY**


# Elements of a Recruiting Marketing Strategy

- **Clear Audience Targets**
- **A Differentiated Company Story**
- **Long Form Careers Page**
- **Multi-media Communications**
- **Constant Testing of Messages**
- **A Frictionless Application/Content Process**
- **Applicant Tracking/Recruiting Management Software**
- **Full Use of Communications Vehicles (Facebook, Google, Google My Business, etc)**






# Long Form Careers Pages Perform Better

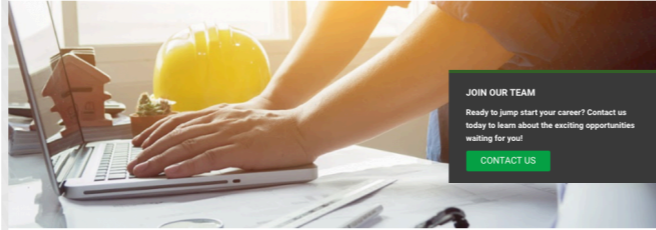


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**The Benefits of a Career with Evergreen Home Performance**

At Evergreen Home Performance, we believe that providing good, sustainable jobs for our employees benefits everyone. Our current openings in both Portland and Rockland offer:

- Competitive Pay
- All Full-Time Positions
- Paid Vacation & Holidays
- Company-Matched IRA
- Monthly Healthcare Bonus
- On-the-job Training
- Friendly Work Environment
- \$500 Signing + Referral Bonus

WE ARE ALWAYS LOOKING FOR TALENTED PEOPLE

Interested in joining our growing team of home performance professionals? We want to hear from you! Read more about our current opportunities below, or click to contact us now! We're always happy to accept your resume + cover letter and begin a conversation.

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**Current Opportunities**

**Window Installer**

Portland & Rockland, ME | [careers@evergreenyourhome.com](mailto:careers@evergreenyourhome.com) | (207) 614-0046 x3

**Summary:** Be a part of Evergreen's growing Windows & Doors Division installing renowned Marvin window products. An Evergreen Home Performance Window Installer provides excellent customer and window/door installation services for our customers. Safe and tidy work habits, attention to detail, and commitment to best practices are paramount.

**Helpful Experience:** Home Construction/Trades, Window or Exterior Door Installation, Customer Service

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**Weatherization Technicians**

Rockland & Portland, ME | [careers@evergreenyourhome.com](mailto:careers@evergreenyourhome.com) | (207) 614-0046 x3

**Summary:** Weatherization Technicians install air-sealing, insulation, and basement encapsulation upgrades, including caulking, blown-in insulation, basement liners, duct & pipe wrap

**Helpful Experience:** Home Construction/Trades, Weatherization Services, Sales/ Customer Service

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DON'T JUST TAKE OUR WORD FOR IT!  
HERE'S WHAT THE EVERGREEN TEAM HAS TO SAY:


The work I do in Maine people's homes is not easy. But it's worthwhile to me and here's why.  
*I have worked for Evergreen for a total of five years, first as a field technician and currently as a project manager. Having worked in the trades for multiple outfits over...*

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**Join the Evergreen Team**


Since 2006, we've helped thousands of people reduce their energy consumption and become more comfortable in their homes. Along the way, we've shared our passion for energy efficiency by training dozens of home performance professionals, participating in community weatherization and outreach events, and advocating for policies that improve energy security for working families.

**Meet the Team »**




**Work for a Company that is Working Toward Something Meaningful.**


**Our Mission:**







Homes should be safe, comfortable, and healthy. »



Improve our environment, one house at a time. »



When we treat our employees right, they work better together. »

EVERGREEN HOME PERFORMANCE

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## Join the E3 INNOVATE Team

Since 2008, E3 INNOVATE and its sister company, E3 ECOWORKS, have helped homeowners create healthy, comfortable, energy efficient homes with the implementation of the latest technologies and innovations in home performance. E3 has received numerous awards and has been recognized for its leadership in sustainable practices and business development.

We are looking for individuals to join our team who are passionate about sustainability and want to make a positive impact on the community through improving residential buildings. You will be working alongside others who are passionate about the environment and interested in implementing new technologies to create smart, innovative, solar-ready homes. We support and encourage continuing education and provide a variety of materials for you to learn from.

Start your career in home performance and renovation at E3 today! Candidates go through an interview process that includes a background check, drug screening, and a series of interviews. It is our policy at E3 to provide equal opportunity to all applicants and employees in a harassment-free work environment without regards to race, color, nationality, gender, age, disability, sexual orientation, alienage, or veteran status.

## Current Openings:

### E3 ECOWORKS FIELD TECHNICIAN

This position involves working with a small crew to execute home performance renovation and maintenance work, including but not limited to installing:

- insulation (spray foam and cellulose)
- sealed crawlspace systems
- weatherization materials, such as caulking and weather stripping
- new ductwork and mechanical systems
- radon mitigation systems
- air filtration systems...

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## To Apply


Send resume and a short cover letter describing your interests and experience with the position you are applying for.

[Send us an Email](#)

## Benefits of Working with Us

- Improve the community and people's lives by improving residential homes
- Apply knowledge and skills to solve problems
- Work with others in a team setting
- Expand your knowledge of high performance homes and building science
- Paid holidays and time off, and access to health insurance and dental and vision plans



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### The Benefits of a Career with Evergreen Home Performance

At Evergreen Home Performance, we believe that providing good, sustainable jobs for our employees benefits everyone. Our current openings in both Portland and Rockland offer:

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- Friendly Work Environment
- All Full-Time Positions
- Company-Matched IRA
- On-the-job Training
- \$500 Signing + Referral Bonus

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# **EXAMPLES: VIDEO FOR RECRUITING**

# Evaluation Criteria:

- **Length**
- **Diversity Representation**
- **Voice of the Employee**
- **Voice of the Owner/Manager (on cultural values)**
- **Attention Grabbing at Start**
- **Production Value (balanced with ease of creation)**
- **Key Content (Benefits, Career Ladder, Income Potential)**
- **Facility/Office**
- **Honesty About the Work (Attics, Crawlspace, etc)**





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

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