



# **NEWLY ACCESSIBLE STREAMING SERVICES: SHOULD YOU BE USING SPOTIFY, HULU & MORE FOR MARKETING?**

Peter Troast, Founder & CEO

Energy Circle Webinar Series

*January 27, 2021*



# Streaming Advertising, Part 1: Don't Go Chasing Waterfalls (Chase Streams Instead)



By Jake VP | January 20, 2021

Even after all of our meetings here at Energy Circle had gone virtual, one part of our everyday office conversations remained: We loved to talk about the latest streaming series and movies we've all been watching at home.

The freedom to binge watch nearly every show ever made is one of the comforts many Americans clung to in 2020—for just the first three weeks of March, it is estimated that Americans streamed 400 billion minutes to their televisions, which does not account for minutes watched on other devices like phones, tablets, and computers. Combining this with the rise in cable cutters may have given streaming services like Hulu, Amazon Prime, and even YouTubeTV the ubiquity they needed to stake claim as the “new television.”

Plus, as the live music industry has screeched to an indefinite halt, revenue and subscriptions are up for the music and podcast streaming industries as well, with the average number of subscribers up 13.9 million over last year (a 24% increase), and podcast listens on Spotify have (more than) doubled since the pandemic began.

When it comes to the marketing opportunities of streaming, you may be one of the many who have said, “Streaming is big... so what? It's similar to television, and I already tried television years ago. It was a huge expense for little return.”

This is a common pain point for many in the better building industry. However, streaming is not the same as the television ads (or in this article's metaphor, “waterfalls”) of decades past—the many marketing tools that streaming video and audio services like Hulu, Spotify, and Pandora offer make this ad platform a much more



# Streaming Advertising, Part 2: Integrating a “Stream” into Your Marketing “River”



By Jake VP | January 26, 2021

According to research from [Insivia](#), online users retain up to 95% of messages relayed by video, compared to only 10% retention when the same messaging is relayed via text. Those searching for your services online will prefer watching a video over reading a page of text—and if you read [Part 1 in this series](#) on streaming video, you know that audio and video ads on services like Hulu, Pandora, Spotify, Amazon Prime, and YouTubeTV are seeing big up-ticks in viewership during a pandemic year. But what we haven’t covered yet is how streaming advertising fits into an [integrated, comprehensive digital marketing strategy](#) for an HVAC, solar, or home performance business.

Here is what you need to know about how to get the most out of your video and audio advertising strategy, and how your other digital marketing tools can increase the effectiveness of your video campaigns.

## Video Marketing 101: “You Need a Video Strategy Tied to Your Goals”

If you were able to catch our [webinar last week](#) about video marketing, you may already recognize one of the takeaways from Energy Circle CEO Peter Troast: “You need a video strategy tied to your goals.”

Taking the first step in an endeavor as intimidating as video production is enough to scare many away. But when you align your marketing needs with your video needs, you’d be surprised how much simpler the process becomes, as far as choosing video content, making your videos look up to date with current video marketing standards, and choosing which platforms and channels to advertise on. You are not producing the next cinefile TV series with the hopes of winning a Golden Globe—you are creating videos aimed at educating, informing, promoting, and selling customers in your service area on your business and the benefits of your services.

## 2020: AN "UNPRECEDENTED" YEAR IN REVIEW



# Upcoming Webinars

~~**January 20** - Video Marketing: Does It Belong in Your Marketing Mix—and Where?~~

**January 27** - Newly Accessible Streaming Services: Should You Be Using Spotify, Hulu, & More for Marketing?

**February 3** - What Are You Planning for 2021? An Expert Contractor Panel

**February 10** - Marketing Heat Pumps: What Keyword Search Data Tells Us About the Consumer Mindset

**February 17** - What Makes Effective Video Content?—a Live Critique with PT and Jake

# What We'll Discuss

- 1 STREAMING SERVICES—WHAT DO WE MEAN?**
- 2 EXAMPLE FORMATS & CREATIVE APPROACHES**
- 3 TYPES OF MARKETING OBJECTIVES BEST SUITED TO STREAMING**
- 4 WHAT TO EXPECT FOR COSTS**

**YOU NEED TO ~~BE~~ DOING VIDEO**

**YOU NEED A VIDEO  
STRATEGY TIED TO YOUR GOALS**  
(oh, also, people prefer it)





# **STREAMING SERVICES— WHAT DO WE MEAN?**

Prominently on Your Website

Google My Business Posts

YouTube Channel

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Facebook Video Ads

YouTube Video Ads

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Hulu

YouTube TV

Pandora

Spotify

Podcast Advertising

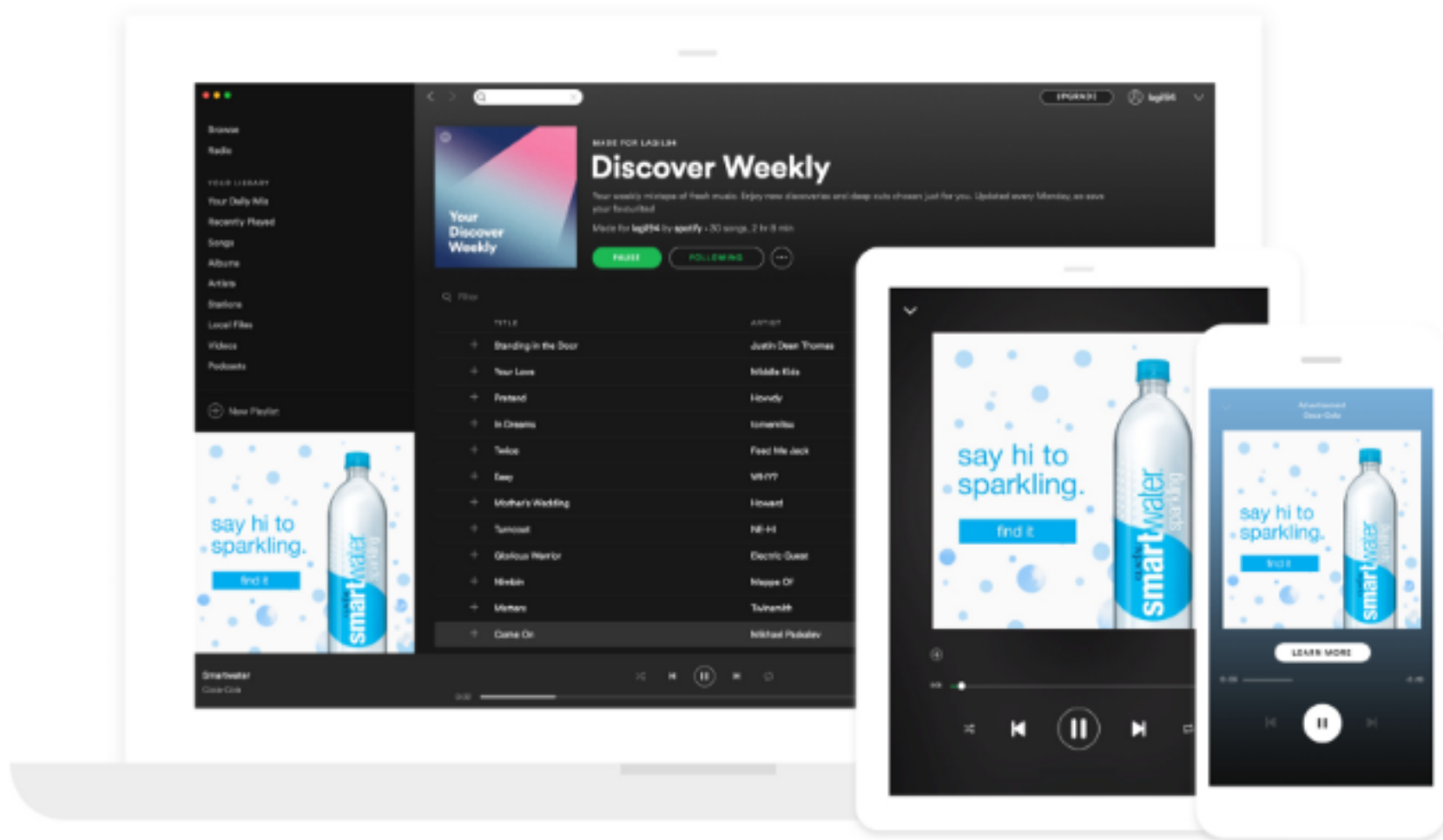
Spectrum Reach

**Routine Organic**

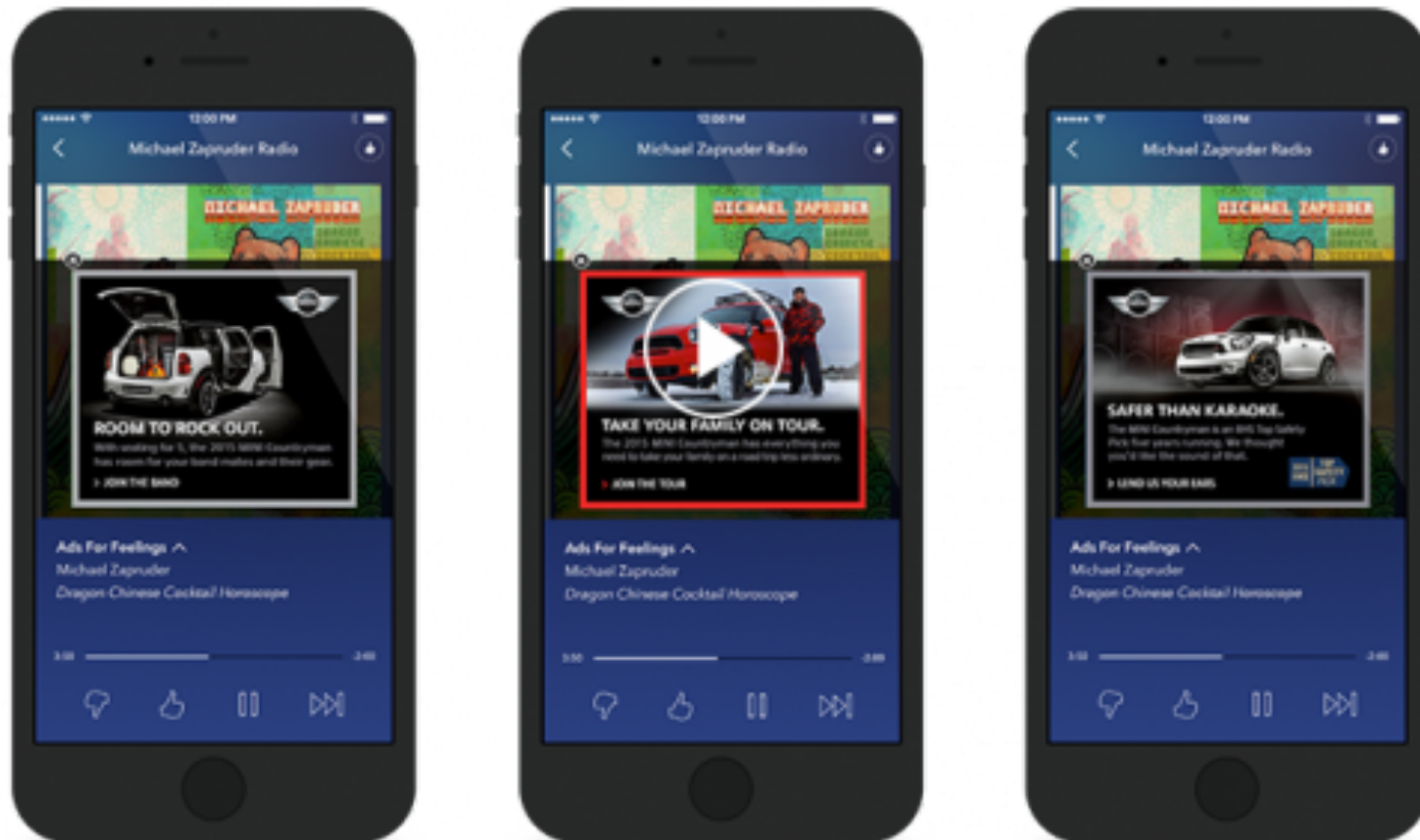
**Standard Video Advertising**

**Streaming Advertising**

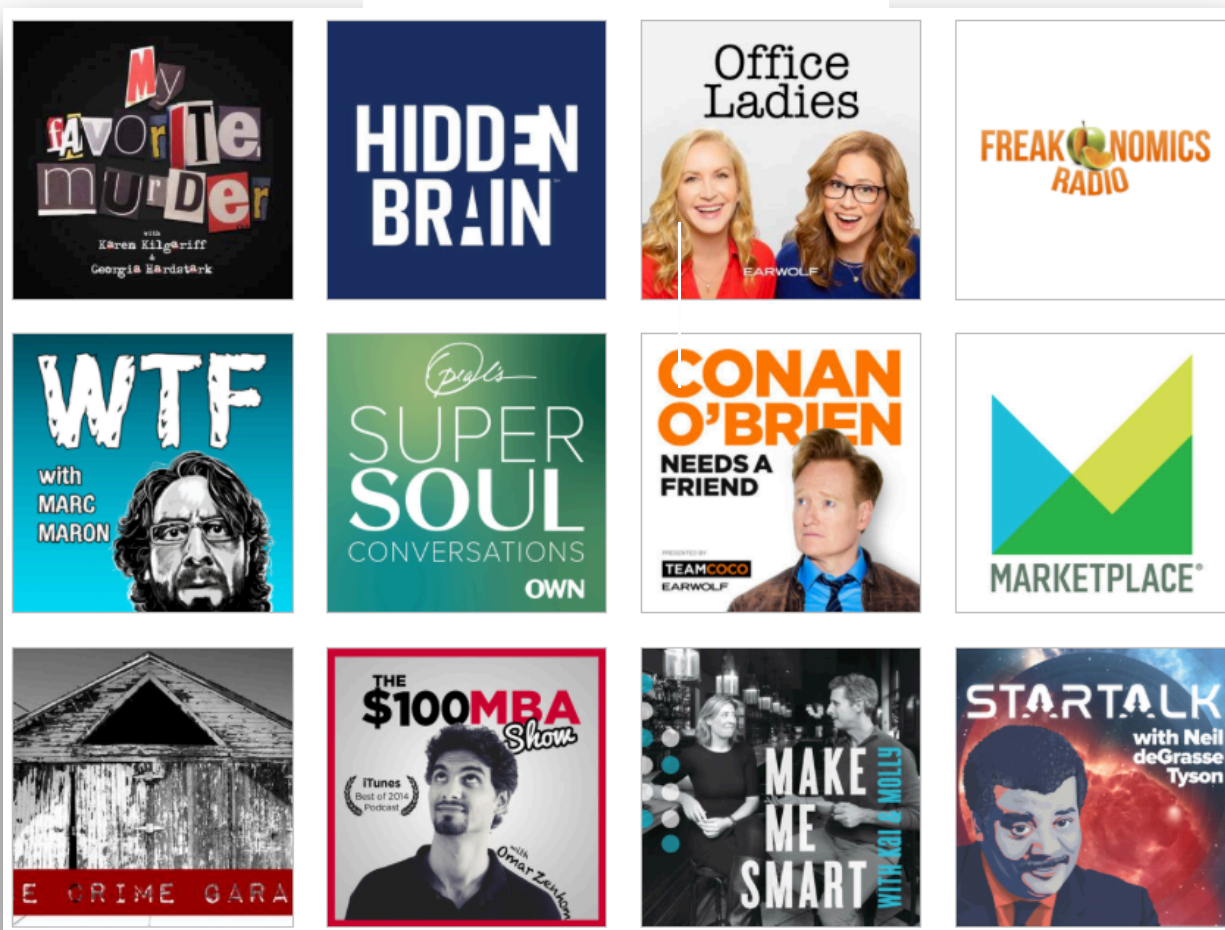
# Spotify Audio + Banner or Video



# Pandora: Audio + Banner or Video



# Podcast Ad Networks



# Hulu Advertising



# Cable/Media Companies



## Ad Solutions

Affordable, effective advertising starts with identifying and reaching the right customers across all screens.

TV Advertising

Multiscreen Advertising

Agency Solutions

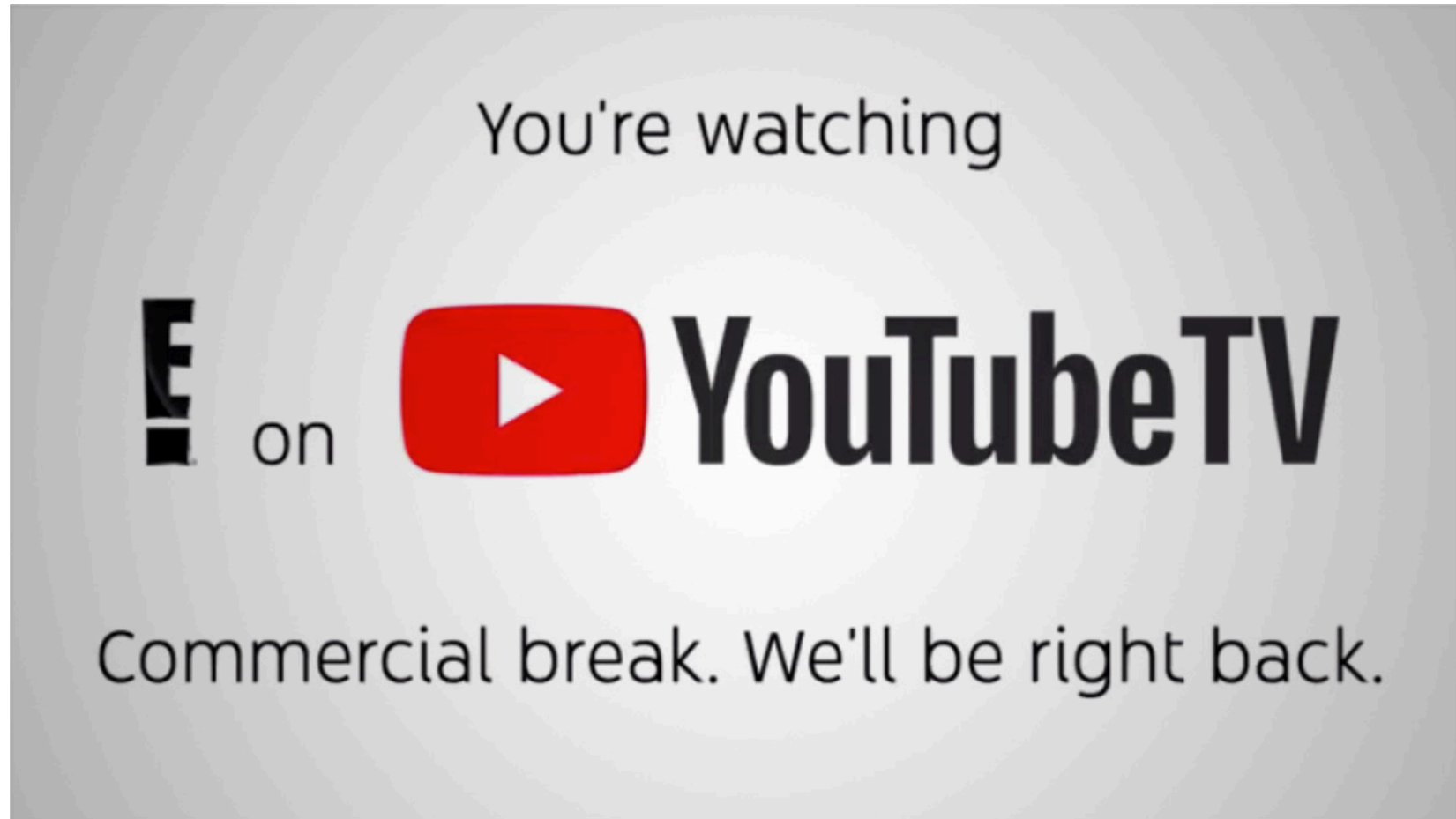
Display & Online Video

Find Your Audience

Creative Services

Business Continuity

# Seen This? Ad Inventory for the Taking!





# Increasingly Self Serve

## Create your ad

[Set Up](#) > [Audience & Budget](#) > [Ad Creative](#)

### Select audience

**Locations**  
Reach listeners in a specific country, state, city, or DMA. ⓘ

**Age**  
13 ▾ - 65+ ▾

**Gender**  
 All  Female  Male

### Target based on listening behavior

You can further target your ad based on your audience's music taste. This will impact reach. ⓘ

- All Music**  
Reach as much of your audience as possible, across all music tastes.
- Genre**  
Target your audience based on their specific music tastes.

#### Your Selected Audience

Location  
*Please select*

Age  
**13 - 65+**

Gender  
**All**

Platform  
**All**

Reach this audience for  
**\$0.00 per ad served**

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Active Dates  
**Jul 25, 2018 - Jul 31, 2018**

Budget  
*Please select*

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Estimated ads served for -  
*Please complete the form*

# Music Genre Just One Type of Targeting

						
	CLASSICAL	CLASSIC ROCK	COUNTRY	EASY LISTENING	ELECTRONICA	GOSPEL
GENDER	FEMALE	MALE	MALE	FEMALE	FEMALE	FEMALE
RACE	WHITE	WHITE	WHITE	WHITE	WHITE	NON-WHITE
ETHNICITY	HISPANIC	NOT HISPANIC	NOT HISPANIC	NOT HISPANIC	HISPANIC	NOT HISPANIC
GENERATION	BABY BOOMER	BABY BOOMER	PRE-BOOMER	PRE-BOOMER	GEN X	PRE-BOOMER
EDUCATION	COLLEGE	HIGH SCHOOL	BELOW HIGH SCHOOL	HIGH SCHOOL	HIGH SCHOOL	BELOW HIGH SCHOOL
GEOGRAPHY	WESTERN US	NORTHEAST	WESTERN US	NORTHEAST	NORTHEAST	SOUTH
MARITAL STATUS	UNMARRIED	MARRIED	MARRIED	MARRIED	UNMARRIED	MARRIED
INCOME	LOW	HIGH	MIDDLE	HIGH	LOW	LOW
URBAN OR RURAL	URBAN	URBAN	RURAL	URBAN	URBAN	RURAL

# Spotify Podcast Targeting

- **Books:** People who listen to books & literature podcasts
- **Business:** People who listen to business podcasts
- **Comedy:** People who listen to comedy-related content (including albums and podcasts)
- **Commuting:** People who listen to commute-related playlists
- **Cooking:** People who listen to cooking-related playlists
- **Culture & Society:** People who listen to culture & society podcasts
- **DIY Hobbies & Crafts:** People who listen to hobbies & crafts podcasts
- **Education:** People who listen to education podcasts on Spotify
- **Health & Lifestyle:** People who listen to lifestyle & health podcasts
- **History:** People who listen to history podcasts
- **Fitness:** People who listen to fitness-related playlists in categories such as workout, running, biking, and weightlifting
- **Gaming:** People who listen to Spotify on gaming consoles or listening to gaming-related playlists
- **In-car listening<sup>1</sup>:** People who listen to Spotify in the car (Ads are targeted to users who recently listened to Spotify in the car, but they aren't served while users stream in the car)
- **Love & Dating:** People who listen to love, dating, & relationship podcasts
- **News:** People who listen to news & politics podcasts
- **Parenting:** People who listen to kids' playlists, children's music, and kids & family podcasts
- **Partying:** People who listen to party-related playlists
- **Podcasts<sup>2</sup>:** People who listen to podcasts (Ads are targeted to users who recently listened to podcasts, but they aren't served during podcasts)
- **Running:** People who listen to running-related playlists



# **EXAMPLE FORMATS AND CREATIVE APPROACHES**

# Most Formats

**15 seconds**

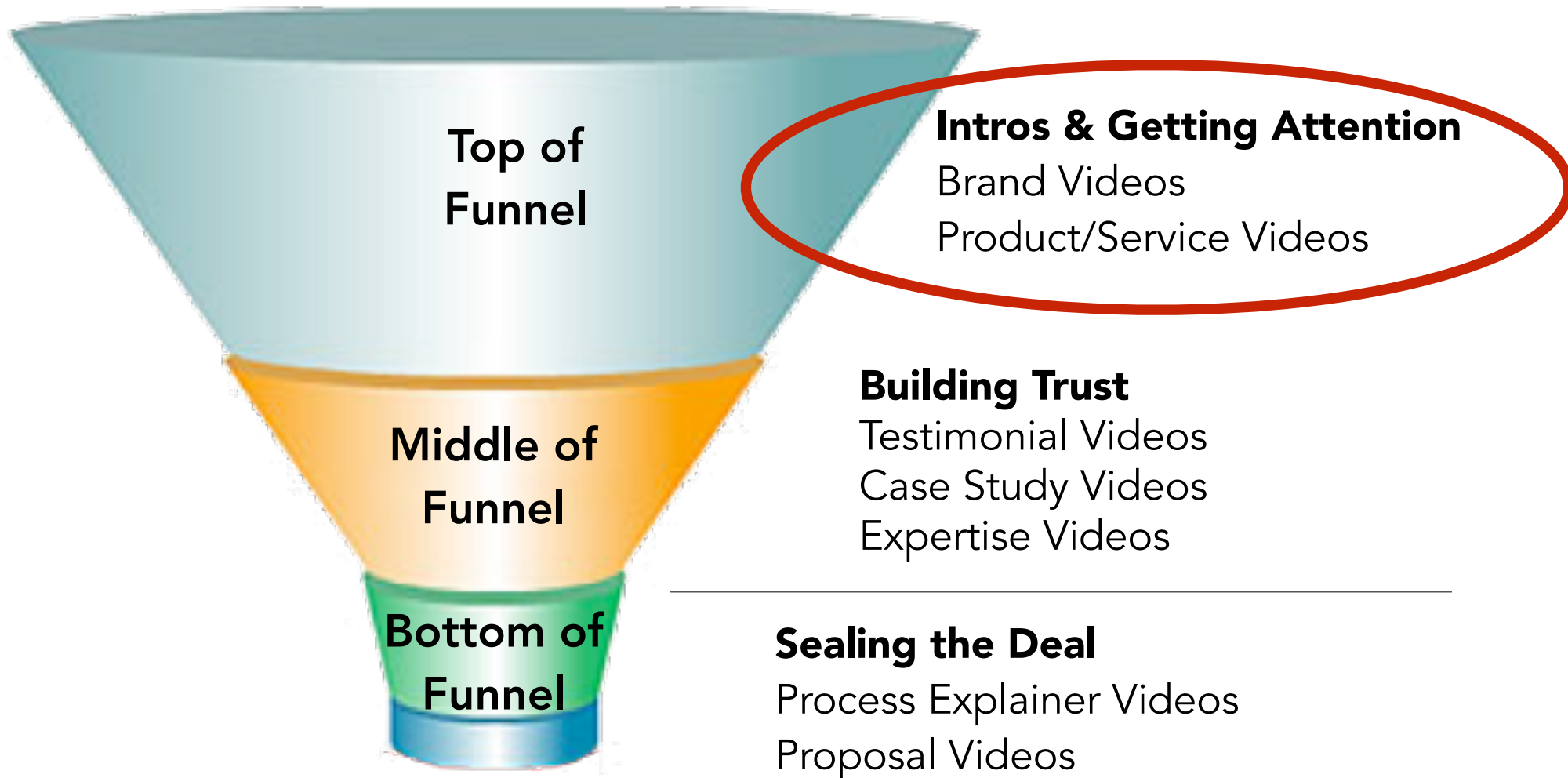
**30 seconds**

aka Wicked Short



# **MARKETING OBJECTIVES BEST SUITED TO STREAMING**

# Video at Every Stage of the Funnel



# It's about **AWARENESS**

*Company Message: **Agatha's Insulation: Family Owned, Family Values***

*Company Message: **Henry's HVAC: Here for You, 24/7***

*Product: **Heat Pumps Work to -14 Degrees***

*Product: **Whole House Ventilation Protects Your Family's Health***

*Service: **Get Your Home Tested with Our Healthy Home Assessment***

*Promotion: **Solar Tax Credits Extended***

*Promotion: **Year Round Heat and Air Peace of Mind for \$19.99/Month***

*Time Sensitive: **It's Ice Dam Season***





# WHAT TO EXPECT FOR COSTS

# Increasingly Accessible

**hulu**

 **YouTube TV**

**\$1000-\$2500/mo**

 **Spotify®**

  
**pandora®**

**\$250/campaign, ad set**

# Our Recommendations

- If already using TV or Radio, shift some budget to streaming
- If high level awareness building fits with your objectives, use streaming as part of your mix
- Try lower cost audio options like Spotify & Pandora first
- Be clear about how you'll measure success

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# QUESTIONS?

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