



MARKETING ELECTRIFICATION: HOW TO TARGET THE ANTI FOSSIL FUEL AUDIENCE

Energy Circle Webinar Series
Peter Troast, Founder & CEO
June 2, 2021

Upcoming Webinars

~~May 26 - Marketing Heat Pumps: How To Handle Common Consumer Objections~~

June 2 - Marketing Electrification: How to Target the Anti-Fossil Fuel Audience

June 9 - Update from Washington on Hope for Homes Legislation with Kara Saul-Rinaldi

June 16 - Overcoming the Hiring Challenge: The Role Marketing Can Play

June 23 - How the New Apple iOS Privacy Update May Impact Marketing





BUDGET OF THE U.S. GOVERNMENT

FISCAL YEAR 2022

OFFICE OF MANAGEMENT AND BUDGET



THE WHITE HOUSE
WASHINGTON

\$10B for HOPE training
\$34.3B for HOMES grants



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How to Earn a Black Belt in Review Management



By Cory Allyn | May 26, 2021

Managing online reviews for your home performance, HVAC, or solar business is a crucial part of your company's digital marketing efforts, but getting a lot of positive reviews is really just the start!

Here, Energy Circle has broken down how we think about the different stages of review management, from beginner to expert. Where are you on this chart, and how will you get your company where you want it to be?



HOW TO EARN A BLACK BELT in Review Management

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WHITE BELT (Early Stage, "Review Chasing")

- You've Met Our Minimum Review Quantity Threshold**
This could be anywhere from 50-200 reviews, based on your services and location.
- You're On Top of Negative Review Cleanup**
When you're just starting out, a single negative review can lead to a major rating swing.
- You've Diversified Reviews Across Key Sites**
Google's important, but don't put all your eggs in one basket!



YELLOW BELT (Middle Stage)

- You Have a Consistent Solicitation Process**
However you ask for your reviews, it needs to be automated.
- You Have a Steady Flow of Reviews**
Coming in
It could be more of a trickle than a raging river, but new reviews should be consistent.
- You're Ahead of the Local Competition's Review Quantities**
Customers are more likely to compare you to the business down the street when it comes to number of reviews.
- You're Working on Review Quality, Not Just Quantity**
You have to pay attention not only to how many reviews you have, but what people are saying in them.
- You Have a System for Responding to Reviews**
It pays off to respond to reviews, and you should have a process in place to ensure this is done promptly and consistently.
- You're Measuring Your Staff on Review Volume and Quality**
Employees responsible for reviews should be assessed on their performance.




BLACK BELT (Advanced Stage, Review Management)

- You Have a Consistent Solicitation Process**
However you ask for your reviews, it needs to be automated.
- You Can Easily Change from 1st Party to 3rd Party Review Solicitation**
You should know how and when to solicit a Google review vs. a review for your website, and the benefits of each.
- Your Automated Solicitation Process Involves a CRM**
Quickbooks and other Customer Relationship Software can make review solicitation easy.
- You Regularly Evaluate Review Topics and Sentiment**
Evaluating your online reviews can help you run a better, more successful business!
- You're Tracking Your Net Promoter Score Via Reviews**
We're big fans of Net Promoter Score tracking—the higher your score, the more successful your business.
- You're Using Existing Reviews in Your Marketing Efforts**
Review text can be reused in Google My Business posts, Facebook posts, Facebook ads, and more.
- You're Using Reviews for Website Conversion Optimization**
New reviews that mention a specific service can be automatically uploaded to that service page on your website.
- You Understand Reviews Are More Than Just Reviews**
As a review expert, your review process should be used as a company-wide KPI and management tool.

Need help soliciting more reviews for your business and taking better advantage of the ones you already have? Talk to Energy Circle's team of digital marketing experts for the home performance, solar, and HVAC industries.




Heat Pump Marketing Series



MARKETING HEAT PUMPS: WHAT KEYWORD SEARCH DATA TELLS US ABOUT THE CONSUMER MINDSET

Peter Troast, Founder & CEO
Energy Circle Webinar Series
February 24, 2021



CAPITALIZING ON HEAT PUMP POPULARITY: IS YOUR WEBSITE CONTENT READY?

Energy Circle Webinar Series
Peter Troast, Founder & CEO
April 28, 2021

5/26/21



MARKETING HEAT PUMPS: HOW TO HANDLE COMMON CONSUMER OBJECTIONS

Energy Circle Webinar Series
Peter Troast, Founder & CEO
May 26, 2021

6/2/21



What We'll Discuss

- 1 HOMEOWNERS AND ELECTRIFICATION—WHERE DO WE STAND?**
- 2 THE HOME ELECTRIFICATION CUSTOMER JOURNEY**
- 3 MARKETING STRATEGIES & TACTICS TO TARGET THE EARLY ADOPTERS**



Growing Attention to Electrification

Vox RECODE EXPLAINERS THE HIGHLIGHT FUTURE PERFECT THE GOODS POLITICS

The key to tackling climate change: electrify everything

By David Roberts | @drvox | david@vox.com | Updated Oct 27, 2017, 8:48am EDT

f t SHARE



(Shutterstock)


Tackling climate change is a complicated undertaking, to say the least. But here's a good rule of thumb for how to get started:

Electrify everything.

The Washington Post
Democracy Dies in Darkness

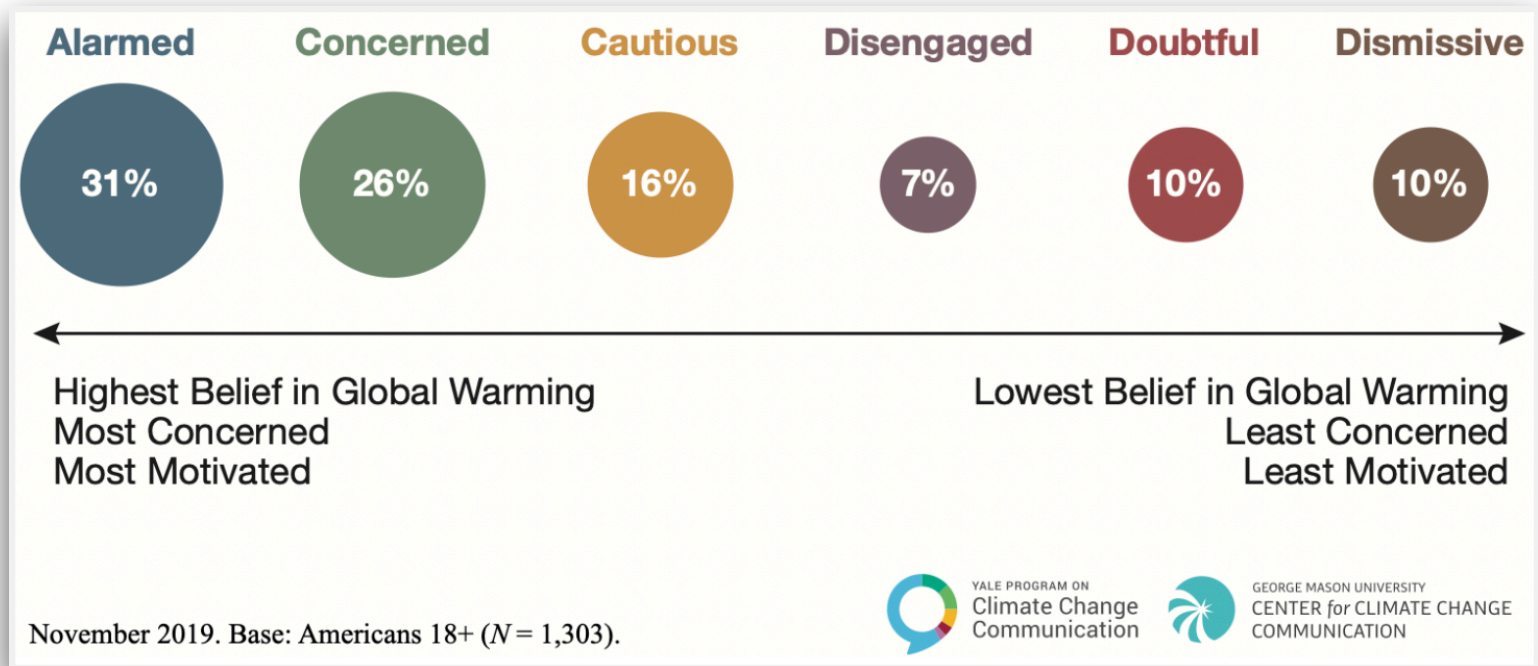
Climate Solutions

An Australian inventor wants to stop global warming by electrifying everything

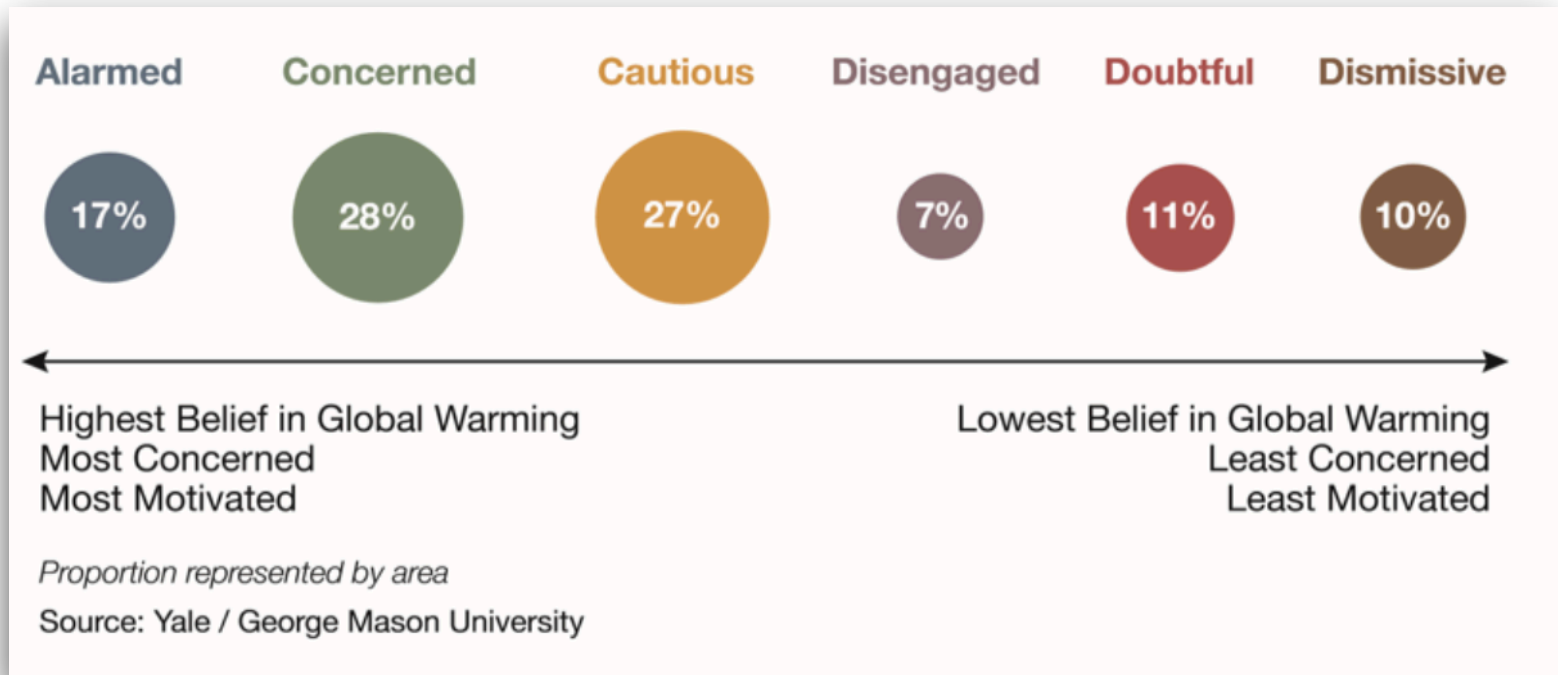




2019



2016



Research



- >50% interested in electric water heating and cooking
- >78% interested in electric power tools (yard tools, generators, etc)
- >50% believe fossil fuel heat is cheaper than electric

Highest Impact Message:

"Electricity is becoming cleaner and more renewable every day"



N = 1200



Different Prospects. Different Concerns.

Techie Tom

Overall Goal: To save energy and make his house more efficient because it's the smart thing to do, and (secondarily) because it's the right thing to do.

Level of knowledge: Very high. Knows what products are out there, and has an opinion. Up to date on consumer reviews and reports.

What he wants: More information - details, practical experience, proof that they are the experts, and the product will do what I need it to do.

Age: 35

Profession: Software developer

Location: Downtown



Heather the Greenie

Overall Goal: Wants to feel a part of the green movement.

Level of knowledge: Low. Was researching solar and a friend told her about heat pumps.

What She Wants: An easy way to do the right thing and a contractor relationship she can brag about.

Age: 29

Profession: Former professional in banking industry, now a stay at home mom.

Location: Suburbs



Rhonda and Roger Rebate

Overall Goal: To take advantage of SMUD's rebate program.

Level of knowledge: Relatively low.

What they want: To take advantage of the deal.

Age: 50's

Profession: Realtor, School Teacher

Location: Carmichael



Last-Home William

Overall Goal: A healthy, efficient home where he and his wife can spend their retirement years living well, at low operational cost.

Level of knowledge: High, but willing to take new input. He has done his homework. It's not his first time working with contractors or building a new home.

What he wants: A home for family reunions, now including grandkids. Freedom from high monthly bills.

Age: 62

Profession: Retired Doctor

Location: Suburbs



Millennials & Home Services

Technology Driven
Knowledgeable
Green Leaning

Forbes Billionaires Innovation Leadership Money Business Small Business Lifestyle Lists Advisor Featured Breaking More Q

EDITOR'S PICK | 31,570 views | Aug 31, 2019, 06:30am

How Millennials Are Revolutionizing The Home Buying Process

Megan Gorman Senior Contributor @
Personal Finance
I write about achieving wealth and how it intersects with our lives.

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in

Couple with keys to new home GETTY

There is a seismic shift in the real estate market and it's all due to the Millennial generation.

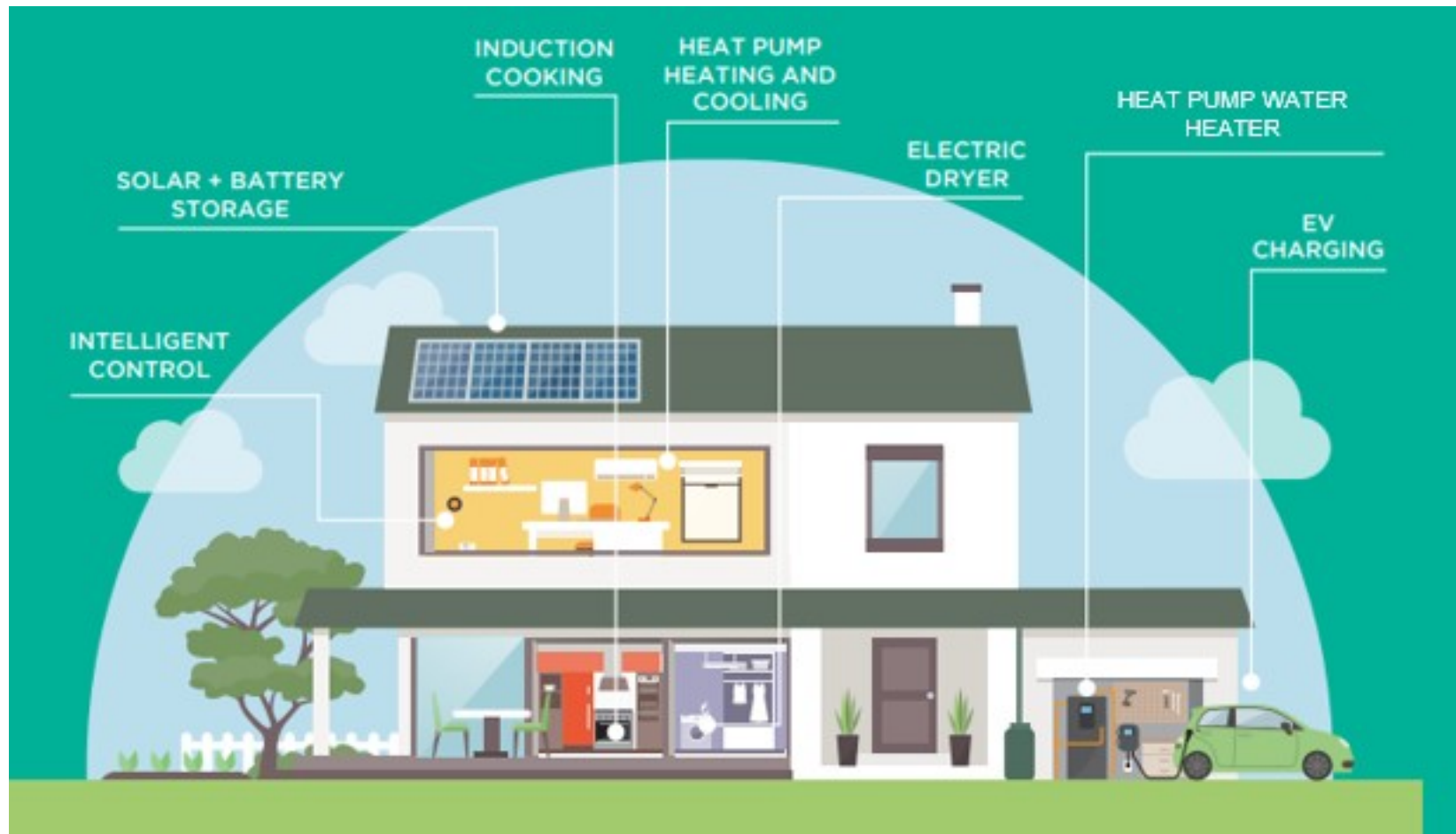
"Millennials have represented the largest share of the home buying market for the past five years in a row with the 2018 share at 36%."

More awards. More reliability.
From the network built to keep business ready.
[Learn more >](#)

verizon business ready [Offer Details](#)



Electrify Everything



I skate to where the puck is going to be,
not where it has been.

Wayne Gretzky



Electrification Customer Journey



Capture Growing
Awareness

**ELECTRIFICATION IS A
CLIMATE CHANGE SOLUTION**

You too can cut fossil fuel
reliance

Connect to
the Home

**TAKE ACTION IN YOUR OWN
HOME**

Electric home is a better home
Bust the myths—costs, comfort, etc

Buy

BEGIN THE PROCESS

Start with heating
Fully electrify over time





TACTICS WITH PRECISE TARGETING

Facebook

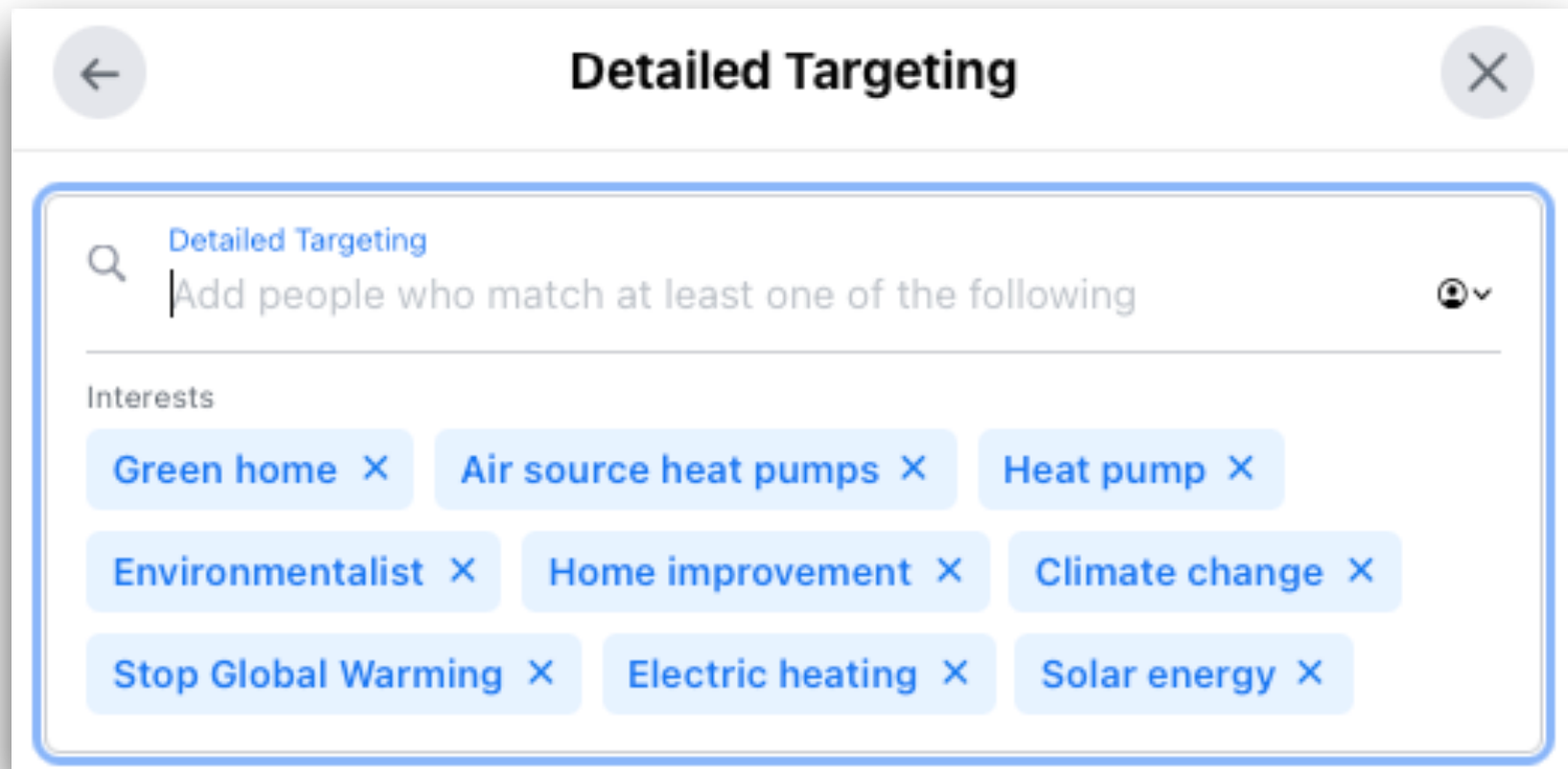
Google Ads

Display Ads

Google My Business

Website Content

Facebook Targeting



The screenshot shows the Facebook 'Detailed Targeting' interface. At the top, there is a back arrow on the left and a close 'X' button on the right. The title 'Detailed Targeting' is centered. Below the title is a search bar containing the text 'Detailed Targeting' and a magnifying glass icon. Underneath the search bar is the instruction 'Add people who match at least one of the following' with a dropdown arrow icon on the right. A horizontal line separates this from the 'Interests' section. The 'Interests' section contains nine blue buttons, each with an 'X' icon for removal. The interests listed are: Green home, Air source heat pumps, Heat pump, Environmentalist, Home improvement, Climate change, Stop Global Warming, Electric heating, and Solar energy.

← Detailed Targeting ×

🔍 Detailed Targeting

Add people who match at least one of the following 📄


Interests

- Green home ×
- Air source heat pumps ×
- Heat pump ×
- Environmentalist ×
- Home improvement ×
- Climate change ×
- Stop Global Warming ×
- Electric heating ×
- Solar energy ×




An Educational Facebook Strategy

How They Work




 ...

Wondering what makes heat pumps so efficient? The pros at Kearney HVAC break it down. Schedule your heat pump installation today!




Why Are Heat Pumps So Efficient? [Learn More](#)


Find out what makes heat pumps so efficient and...

 Like  Comment  Share




How They Save

 ...


A Mitsubishi Electric heat pump installed by Kearney HVAC will keep your home comfortable for less. See just how powerful these devices can be.




Do you really save money with a heat pump? [Learn More](#)

 Like  Comment  Share

Problem-Solution





... 




Is your air conditioner up to the task of cooling your new home office? Things are about to heat up as summer draws close, make sure your AC is ready.



Schedule AC Repair Before Summer [Learn More](#)

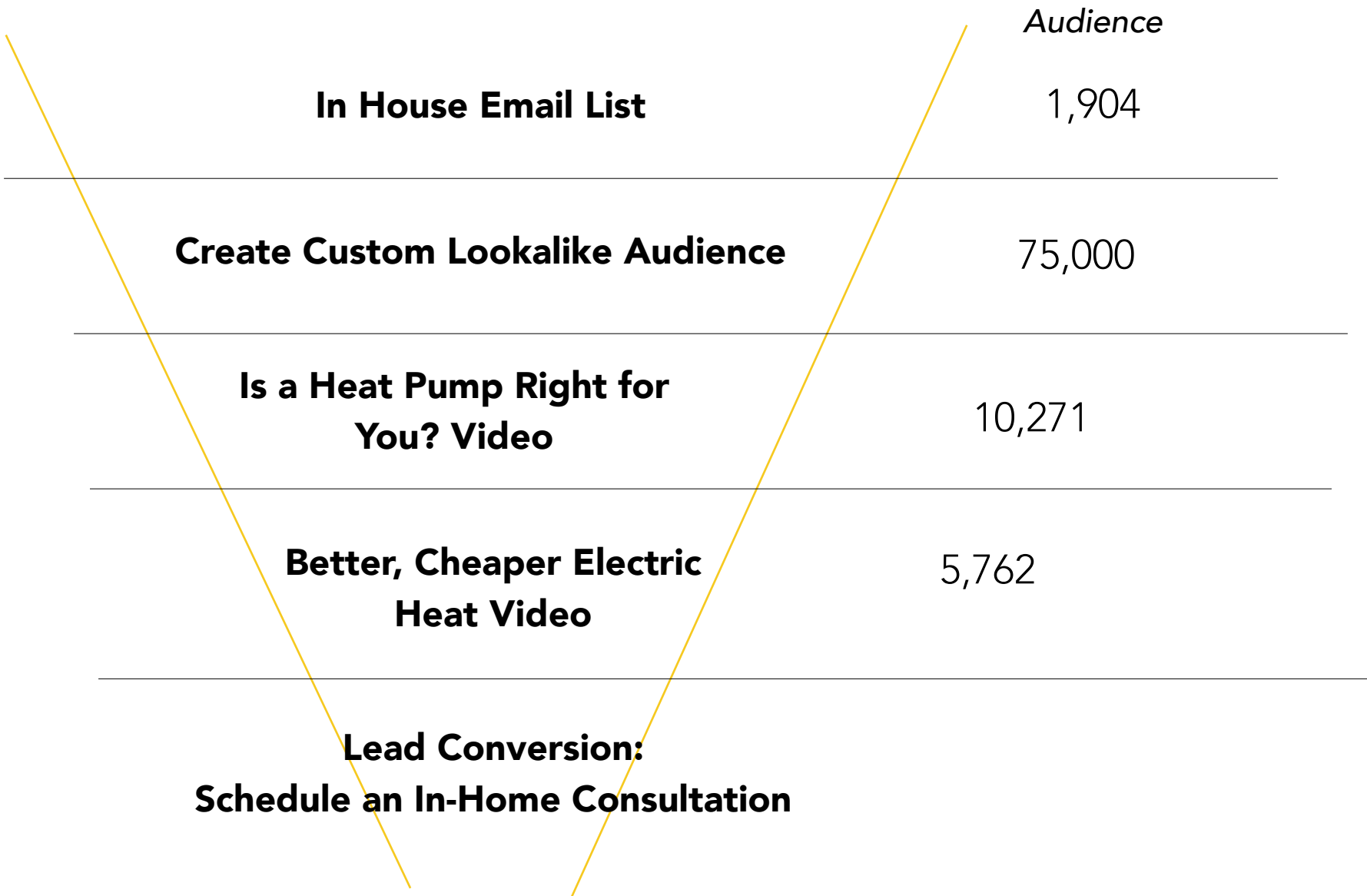
Now is the time to make sure your air conditioner...

  10  1 Comment  2 Shares

 Like  Comment  Share



Funnel Approach with Custom Audiences





All Keyword Suggestions

[Export CSV](#) [Add to...](#)

<input type="checkbox"/> Keyword	Relevancy ⁱ	Monthly Volume ⁱ	Search
<input type="checkbox"/> electrification	● ● ● ● ●	1,432	
<input type="checkbox"/> electrification definition	● ● ● ● ●	322	
<input type="checkbox"/> electrification history	● ● ● ● ●	11	
<input type="checkbox"/> electrification 1920s	● ● ● ● ●	64	
<input type="checkbox"/> electrification quirk	● ● ● ● ●	196	
<input type="checkbox"/> electrification coalition	● ● ● ● ●	240	
<input type="checkbox"/> types of electrification	● ● ● ● ●	11	
<input type="checkbox"/> electrification examples	● ● ● ● ●	48	
<input type="checkbox"/> what is electrification	● ● ● ● ●	55	
<input type="checkbox"/> electrification timeline	● ● ● ● ●	39	
<input type="checkbox"/> electrification futures study	● ● ● ● ●	1	
<input type="checkbox"/> electrification of everything	● ● ● ● ●	1	
<input type="checkbox"/> electrification of america	● ● ● ● ●	185	
<input type="checkbox"/> electrification of vehicles	● ● ● ● ●	27	
<input type="checkbox"/> electrification studies	● ● ● ● ●	1	
<input type="checkbox"/> nrel electrification and decarbonization	● ● ● ● ●	Data not available ¹	
<input type="checkbox"/> house electrification	● ● ● ● ●	2	

Relative Search Volumes

<input type="checkbox"/> home electrification	30	
<input type="checkbox"/> heat pumps	60,500	
<input type="checkbox"/> solar panels	246,000	
<input type="checkbox"/> ev charging	22,200	
<input type="checkbox"/> all electric home	140	



Expect Competition

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📍 [2 Industrial Pkwy, Brunswick, ME](#) - Hours & services may vary




Display Advertising



Electric Homes Are Green Homes

Shock Your Neighbors With Your All Electric Home. You'll Save Money & Our Green Planet.
Better Call Saul (Griffith) Contracting



Built Electric Tough

Oil Is Dirty & Messy. Electricity Is Sleak & Cool.
Which Do You Want To Run Your Home On?
Better Call Saul (Griffith) Contracting



Display Targeting

- Tableware
- Musical Instruments & Accessories
- Real Estate ^
- Commercial Properties v
- Moving & Relocation
- Residential Properties v
- Seasonal Shopping v
- Software v

- Art & Theater Aficionados
- Business Professionals
- Family-Focused
- Fashionistas
- Frequently Attends Live Events
- Green Living Enthusiasts
- Nightlife Enthusiasts

- Lifestyles & Hobbies v
- Media & Entertainment v
- News & Politics ^
- Avid News Readers ^
 - Avid Business News Readers
 - Avid Local News Readers
 - Avid Political News Readers
 - Avid World News Readers

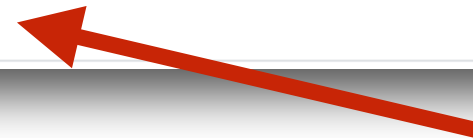
- Shoppers v
- Sports & Fitness v
- Technology ^
 - Mobile Enthusiasts
 - Social Media Enthusiasts
 - Technophiles v
- Travel v
- Vehicles & Transportation v



Custom Services in Google My Business

Air conditioning contractor	
Primary category	
AC maintenance	>
Heating maintenance	>
HVAC maintenance	>
Install AC	>
Install heating system	>
Repair AC	>
Repair heating system	>
Repair HVAC	>

Clean ducts & vents	>
Ductless heating and AC services	>
Install ducts & vents	>
Install thermostat	>
Installation	>
Repair ducts & vents	>
Repair thermostat	>
Home Electrification	>



Electrification Content

MASTER PAGE Electric Home Landing Page

links

Deep Service Pages

Ductless
Ducted
Electrify Your Home
Key Brands

Educational Pages

FAQ's
Problems They Solve
How They Work Video

Incentives/Rebates

Incentive Program
Financing Options
Savings Estimator

Blog Posts

How They Work
Heat When It's Cold
Why They're Efficient
How They Save \$

Ongoing Content

Product & Model Pages

Duct Replacement
Duct Cleaning
Maintenance

More FAQ's
More Video
Infographics

Promotions
Manufacturer Specials
Program Changes

Service/Maintenance
Design
Operational Questions





**THANK YOU!
QUESTIONS?**

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