



# **BOOKED OUT FOR MONTHS & SWIMMING IN LEADS? WHAT YOUR CUSTOMER COMMUNICATIONS SHOULD LOOK LIKE**

Peter Troast, Founder & CEO

Energy Circle Webinar Series

*January 12, 2022*



# Digital Marketing Predictions for 2022



By Jake VP | December 29, 2021

The world of digital marketing seems to evolve and change at a pace much faster than that of the home performance, solar, and HVAC industries. This makes predicting the marketing challenges and opportunities of the year ahead feel like threading a needle with mittens on your hands and binoculars stuck to your eyes.

But, all of us here at Energy Circle, including our CEO and Webinar Wednesday presenter Peter Troast, couldn't resist the challenge. Though, these predictions for next year should be treated more like areas of emphasis, opportunity, and change, so you can better see where the ball is going to be when it comes to your digital marketing efforts for 2022.

## ~~Google My Business~~

### Google Business Profile

"Google My Business" has been changed to Google Business Profile (GBP)—Google's proprietary profiles for businesses to generate leads from relevant online searches. The volume of traffic and overall leads coming from GBP continue to grow and continue to be a very, very significant slice of the pie.

However, the reality is that if you are already following our recommendations to [optimize your GBP](#), there isn't much else that can be done to improve your GBP ranking. Where we are seeing the real opportunity going forward is in conversion optimization. We recommend using the engagement features to improve conversions through your GBP. These include:

- Answering customer questions through the messaging feature
- Utilizing the quote feature
- Shifting your GBP posts towards promotions and seasonal messaging


# Upcoming Webinars

**STAY TUNED!**  
**We're Revamping**  
**January & February**



# 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

- 1 STATE OF THE CURRENT MARKETING HEADING INTO 2022**
- 2 TAKING INVENTORY: START WITH WHERE YOU ARE**
- 3 APPROACHES FOR MANAGING DEMAND, CUSTOMER EXPECTATIONS & COMMUNICATIONS**





# STATE OF THE MARKET

# State of the Market: HOT



- Most companies booked out 4-6 months
- Hiring challenges constraining growth
- Supply chain issues for some products
- Frothy incentives unlikely to go away







# Most Everyone's Goal

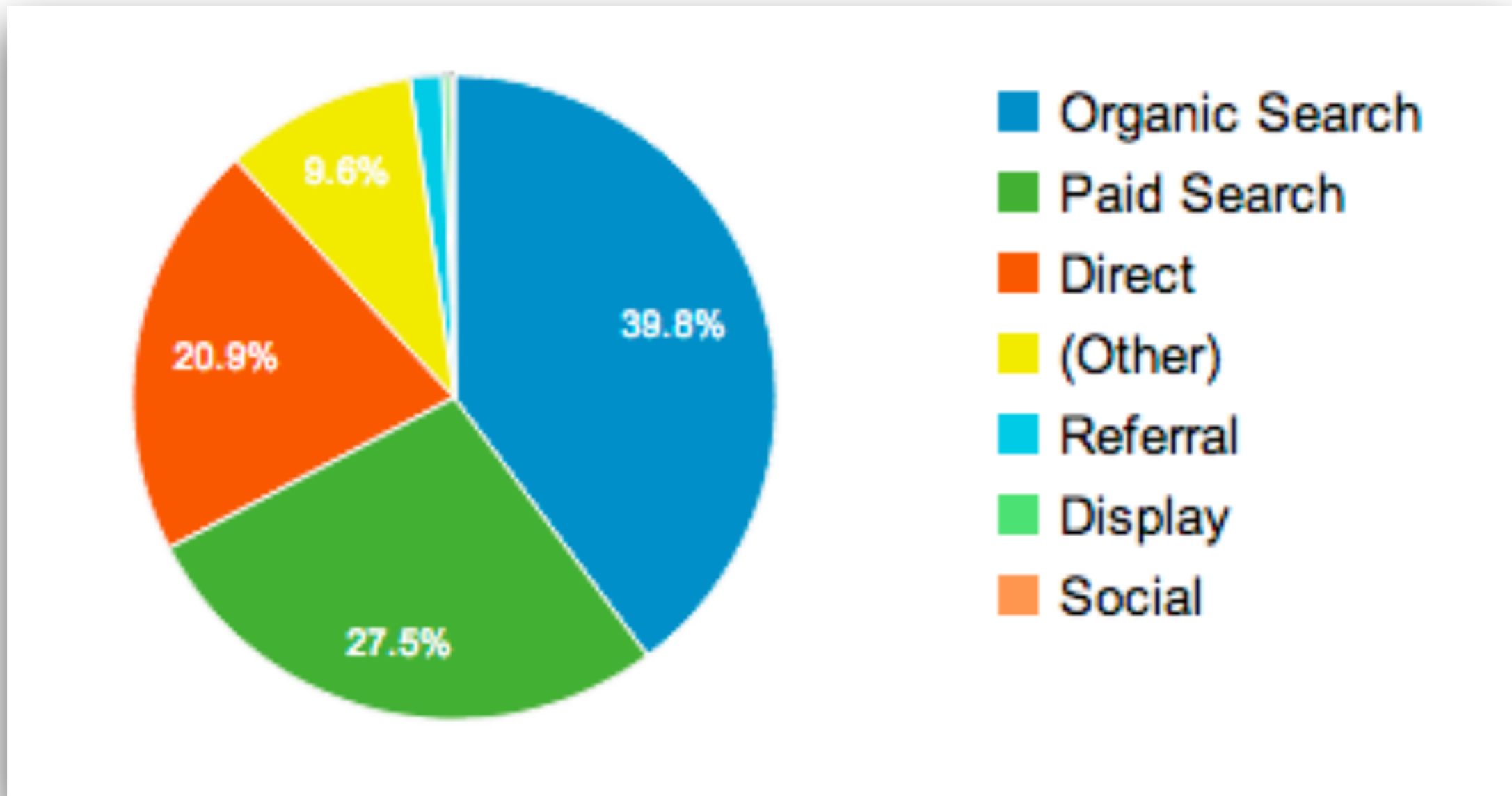
**Fewer,  
More Comprehensive,  
Higher Impact &  
Bigger Ticket Jobs**





# **TAKING INVENTORY: START WITH WHERE YOU ARE**

# What is the State\* of Your Lead Mix



**\*Quantity & Quality**



# Times of Plenty: Shore Up Your Foundation

## **Brand & Digital FOUNDATION**

Strong Website  
Google My Business  
Reviews  
Facebook Audiences  
Local Search Success  
Content  
Video

## **Active LEAD GENERATION**

Google & Bing Ads  
Local Services Ads  
Facebook Lead Ads  
Video Advertising



# Auditing Your Marketing Foundation

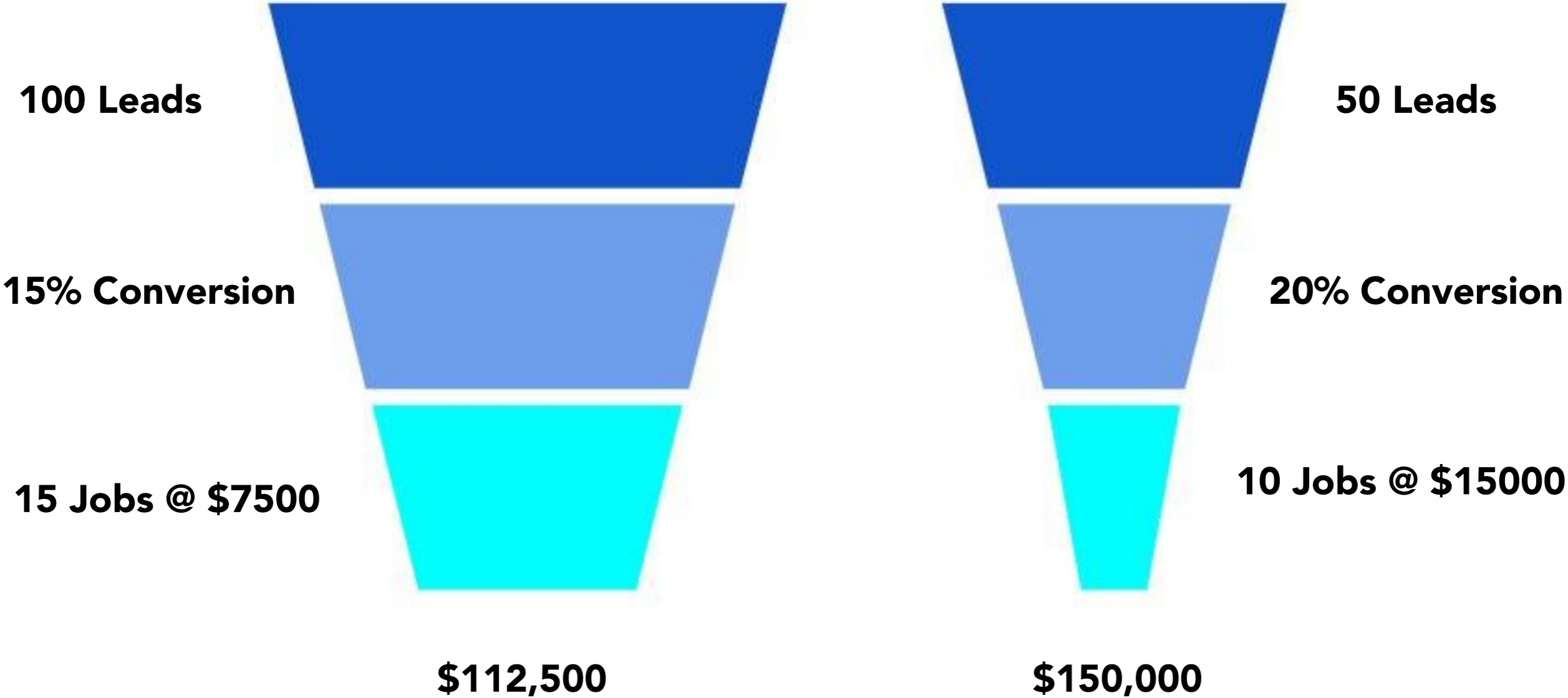
<b>WEBSITE</b>	Content, Design & Conversion Audit
<b>GOOGLE MY BUSINESS</b>	Traffic & Conversion Review, Image/Q&A Completeness
<b>SEARCH RANKINGS</b>	Assessment of Traffic & Keyword Performance
<b>SOCIAL PRESENCE</b>	Activity, Engagement, Traffic
<b>REVIEWS</b>	Quantity in Google, Averages, Diversity, Content
<b>VIDEO</b>	Quantity, Views Data, YouTube Channel
<b>BRAND STRENGTH</b>	Company Story, Brand Assets, Strength Assessment





# **APPROACHES FOR MANAGING DEMAND, EXPECTATIONS & CUSTOMER COMMUNICATIONS**

# A More Focused Lead Strategy



# Adjust Your “Ideal Fit” Client Targets

## Last-home William

**Overall Goal:** Envisions a dream home in a beautiful location where he and his spouse can spend their retirement years living well, at low operational cost.

**Level of knowledge:** High, but willing to take new input. He has read as much as he can and understands the basic parameters. It's not his first time working with contractors or building a new home. If he trusts you, he'll listen and learn.

**Informational Sources:** Economist, local paper, reference books, trusted friends and family members, sometimes a blog or email newsletter.

**What he wants:** A great overall result. Executive decision-making power. A source of pride and a site for family reunions, now including grandkids. Freedom from high monthly bills. The ability to enjoy retirement, travel.

**Motivation for efficiency:** It's a soft investment. He knows it may not pay off entirely in his own lifetime, but he can afford it. The concept of home.



**Age:** 62

**Profession:** Doctor

**Location:** Suburbs or somewhat rural

**Personality:** Thoughtful, active and generally social, but likes his quiet time.

**Home Life:** William has seen his 3 kids through college. 2 of them are married and have homes of their own. The youngest has a job and her own place to live, although she has not completely solidified her finances yet. William and his spouse like to cook and go for walks together. They host a monthly revolving dinner party with about 10-12 friends, also babyboomers.





# Increase Energy Audit Pricing

- **Price acceptance weeds out tire kickers**
- **A profitable audit is your best qualifier**
- **Tiered audit pricing works**
- **Diagnostic approach infers comprehensive approach**

The average cost nationwide for an energy audit is **\$400**, but prices can vary depending on where you live. The following prices reflect the average rates in a few popular cities across the U.S.:

- **Austin, TX: \$700**
- **Boston, MA: \$550**
- **Chicago, IL: \$450**
- **Denver, CO: \$275**
- **Miami, FL: \$750**
- **New York, NY: \$800**
- **San Francisco, CA: \$300**



# “Worth the Wait” Messaging

- Emphasize 3rd Party Endorsement (Reviews)
- Leverage Trust Symbols
- Awards & Acknowledgments



Chris W. - October 27, 2019

They are a very professional organization. Their workmen do a very good job and an excellent job of cleaning the area before they departed the job site. I can tell immediately that the extra insulation they placed in the attic is doing its job by reducing our utility bills.



# Adjust Service Pages: Whole House +

- Build out Long Form Comprehensive Solution Landing Pages
- Consider pruning single measure pages
- Tailor Calls to Action to set proper expectations

**E3 INNOVATE** ABOUT SERVICES INTEGRATED PROJECTS RESOURCES START YOUR PROJECT

## Whole Home Solutions

At E3 INNOVATE, we believe a house should be a safe, clean, and comfortable haven to live in. That is why we help families create high performance homes and commit to helping our clients protect their most treasured investment for generations.

Start Your Project

Ensure your home is comfortable, healthy, durable, and sustainable  
with Whole Home Solutions from the Experts at E3.  
(615) 667-8453

Name Phone Email  
Message  
Send message

### Whole Home Solutions means taking an Integrated Approach to Home Improvement

Whether you are making upgrades to an existing home, planning a new construction project, or renovating a historic house, E3 provides the expertise to help you create a healthy, comfortable, and efficient space that is resilient to life's unpredictable storms.

Safe indoor air quality, continuous comfort, and long-lasting durability can be achieved when a home is designed with an integrated approach. If one or more components gets ignored however, issues can arise that lead to costly and inconvenient repairs, such as humidity problems, mold and mildew growth, radon concerns, and comfort imbalances.

That's why E3 takes an integrated whole-home approach with your project. We focus on five pillars of home performance while also addressing the details that make each component work as part of the system. Our strategy helps ensure you get the desired results out of your investment.

**E3 INNOVATE is a whole-home performance company that focuses on integrated, long-term solutions that serve you and your family.**

- RADON MITIGATION SYSTEMS**
  - Radon is a naturally occurring radioactive gas that can cause lung cancer.
  - Radon is a colorless, odorless, and tasteless gas that can seep into your home from the ground.
  - Radon is a leading cause of lung cancer, second only to smoking.
- INSULATION AND AIR SEALING**
  - Prevents drafts, improves comfort, and reduces energy costs.
  - Prevents outdoor contaminants and dust from affecting your living space.
- ENCAPSULATED CRAWLSPACE**
  - Prevents moisture from entering your home.
  - Reduces energy and mold growth.
  - Eliminates odors, pests, and radon.
  - No more cold floors!
- VENTILATION & DEHUMIDIFICATION STRATEGIES**
  - Reduce humidity and prevent mold and mildew growth.
  - The lower the humidity, the lower the risk of mold growth.
- PROPERLY SIZED HEATING & COOLING SYSTEMS**
  - Choose equipment sized for your home's needs.
  - Prevents moisture problems associated with oversized HVAC.

### Is Your House Making Your Family Sick?

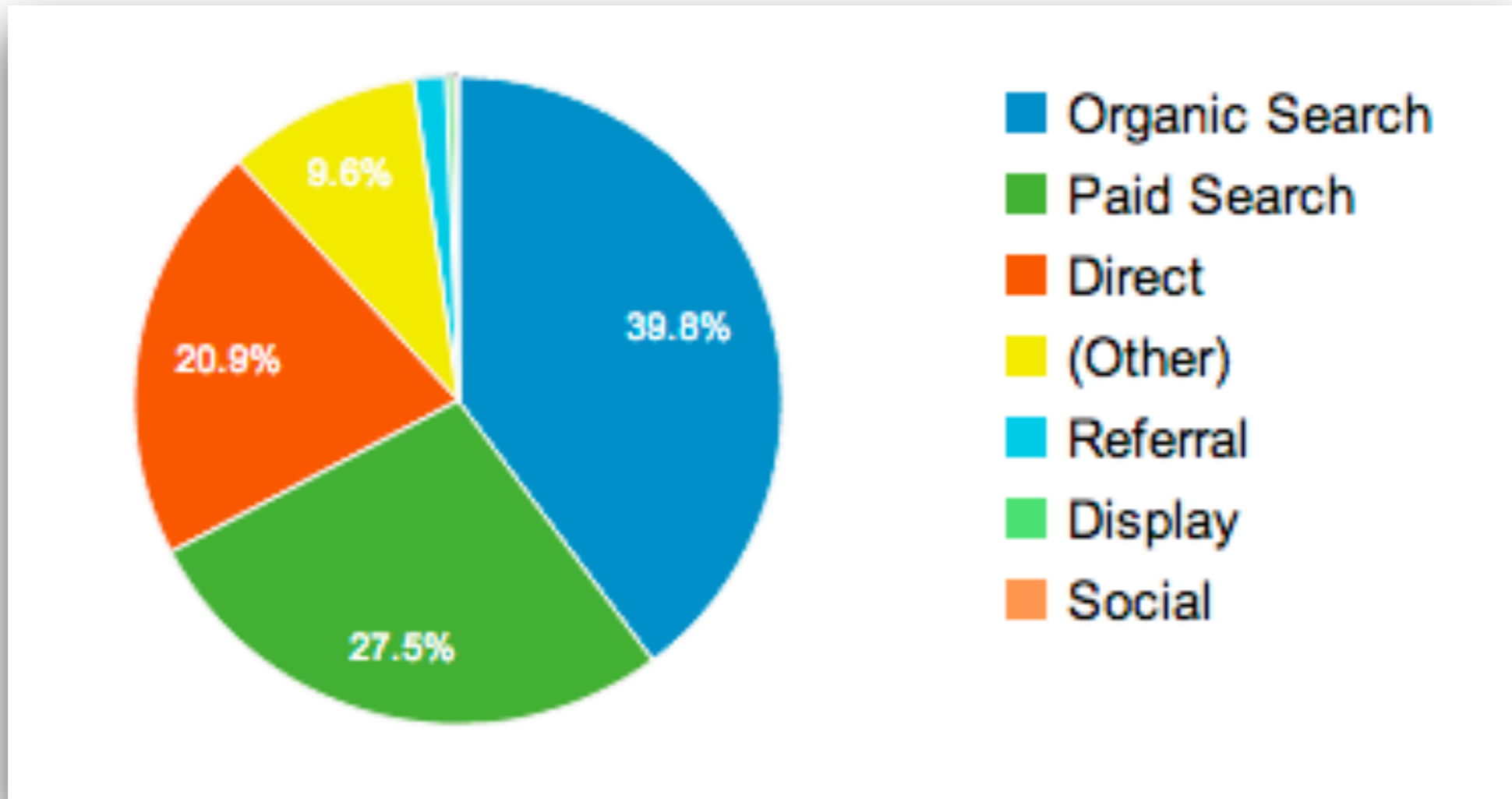
Without a whole-home approach, issues can arise that may lead to health concerns, like mold growth, poor ventilation, radon gas infiltration, and poor indoor air quality. Issues like these can affect the health of your entire family. Symptoms may vary from person to person, so it's important to know about the many symptoms associated with poor home health.

<h4>Physical Symptoms</h4> <ul style="list-style-type: none"><li>• Skin irritation</li><li>• Fatigue, weakness &amp; lethargy</li><li>• Frequent sickness</li></ul>	<h4>Cognitive Symptoms</h4> <ul style="list-style-type: none"><li>• Frequent headaches</li><li>• Foggy thinking or short term memory loss</li><li>• Difficulty sleeping and waking up</li></ul>
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<h4>Emotional Symptoms</h4> <ul style="list-style-type: none"><li>• Mood changes</li><li>• Feeling agitated or depressed</li></ul>	<h4>Respiratory Symptoms</h4> <ul style="list-style-type: none"><li>• Coughing or shortness of breath</li><li>• Sinus congestion</li></ul>
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# Managing Your Lead Mix



**Organic: Enough Traffic? Targeted Traffic?**  
**Paid Search: Going Dark Hurts. Prune Campaigns?**



# Focus on *Gateways* to Comprehensive Jobs

## Proven

Crawlspace  
Repair  
Discomfort  
Home  
Electrification  
Net Zero

## Working

Healthy Home  
IAQ  
Heat Pumps\*  
HVAC Service  
Attic Insulation

## Challenging

HVAC Repair  
Windows  
Solar  
Incentive-driven  
single measures

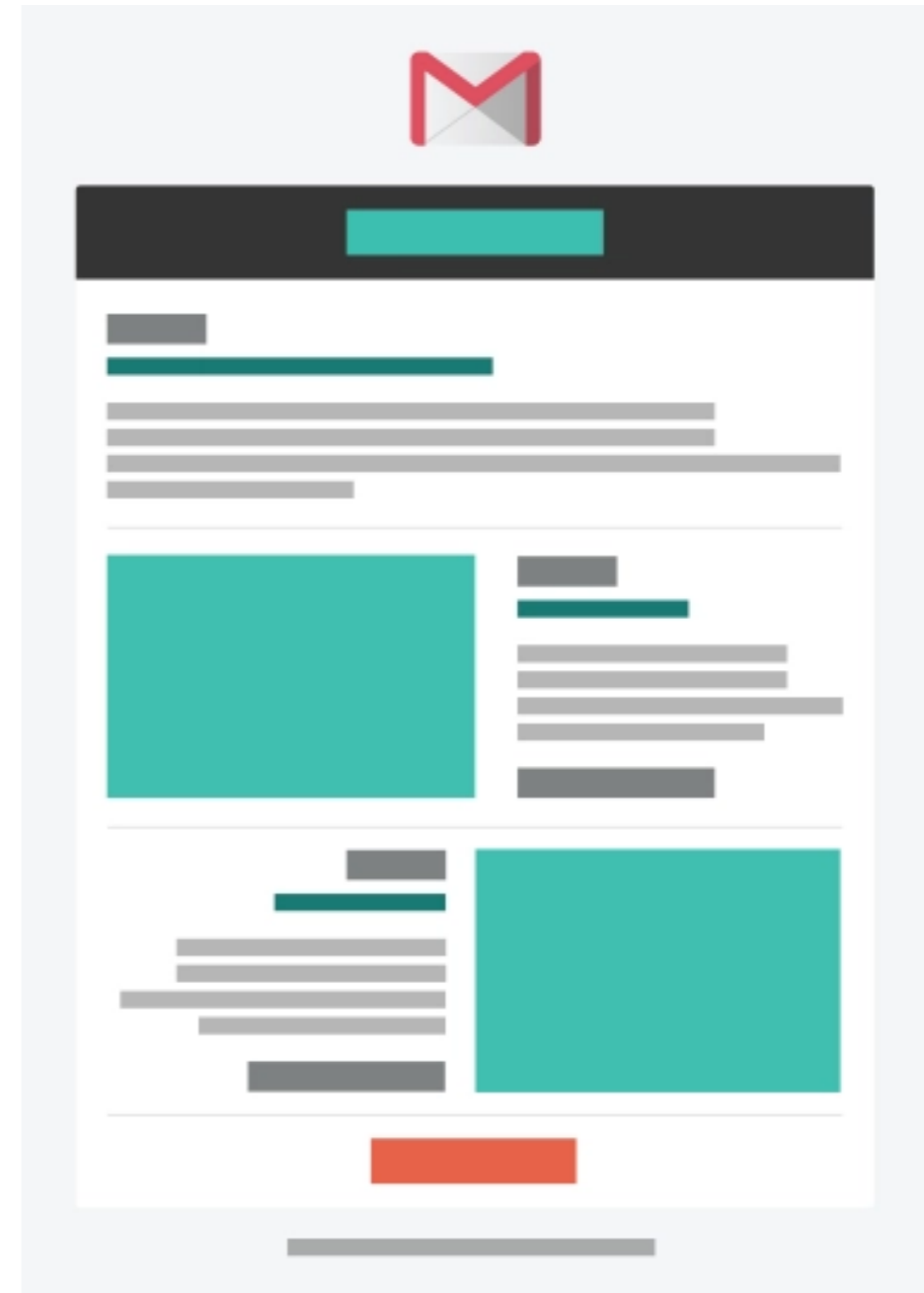
### Data Sources:

Search Volume (proxy for interest level)  
Website Conversion Rates (Visit to Lead)  
Customer Acquisition Cost (Client Provided)  
Average Job Size (Client Provided)



# Post-Contract Drip Email Program

1. Thank you. Timing reminder.
2. One Month Check-in—  
You're on the calendar.
3. 2-3 Month Check-in—  
We're gearing up. New news.
4. 1-2 weeks pre-job. What to expect.



# Summary

- 1 Take Inventory and Shore Up Your Foundation**
- 2 Over Communicate Expectations During Sales Process**
- 3 Fine Tune Marketing Programs to Focus on Ideal Customer Profiles & Best Fit Jobs**
- 4 Stay in Touch—No Long Periods of Silence**





# QUESTIONS?

Peter Troast