



# **UNCONVENTIONAL SOCIAL MEDIA TACTICS IN HOME PERFORMANCE, HVAC, BETTER BUILDINGS**

Peter Troast, Founder & CEO

Jake Van Paepeghem, Senior Media Producer

Energy Circle Webinar Series

*October 20, 2021*

# Recent & Upcoming Webinars

~~**Sept. 29** - When Supply Chain and Consumer Demand Collide: What Should Solar Contractors Be Doing?~~

~~**Oct 15** - Keynote at PHIUScon Conference in Tarrytown, NY: Passive House from the Consumer Perspective: Where to From Here?~~

**Oct. 20** - Unconventional Social Media Tactics to Grow Your Business

**Oct. 27** - The Ever-evolving Landscape of IAQ Monitoring Devices with Joe Medosch of Hayward Healthy Homes

**Nov. 3** - Recruiting Success Stories from Contractors in the Field with Hal Smith of Halco and Elise Brown of Evergreen Home Performance





# The Complete Guide to Digital Marketing Fundamentals for Home Performance Companies



By Emily Silverman | October 13, 2021

The marketing landscape has changed since the days of newspaper ads and radio spots—in today's world, digital marketing is marketing. And while some traditional offline marketing channels remain valuable, the vast majority of modern marketing happens online.

Building and maintaining a strong online presence and digital marketing strategy is the key to ongoing success for service companies. But what does that look like for your home performance business? And where do you even begin?

In this guide, we'll take you through the basics: the five essential pillars of a successful digital marketing plan. We'll explain what these pillars are, how they relate to the home performance industry, and how you can use them to build name recognition, generate leads, and grow your business.

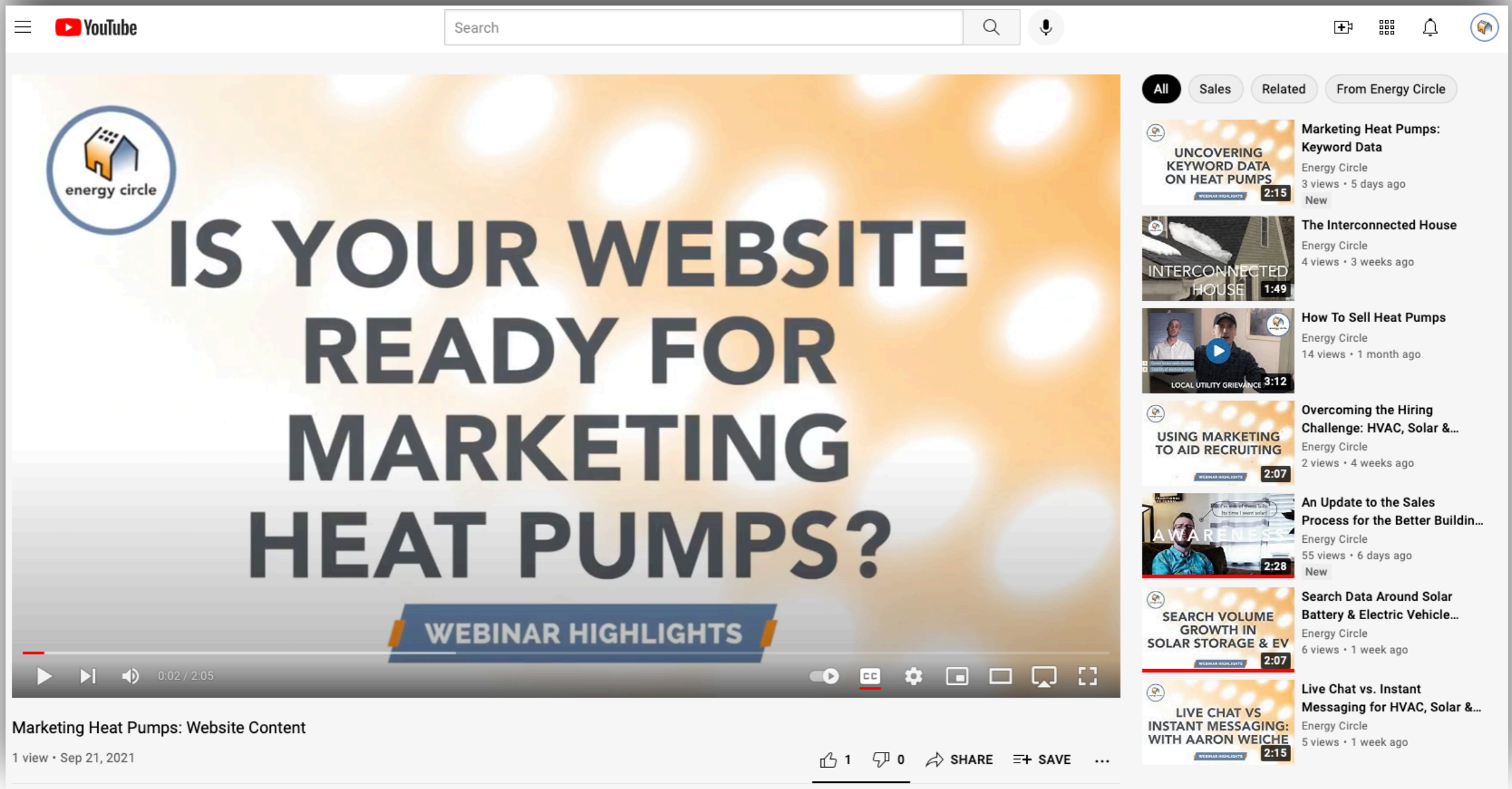
## Why You Need a Digital Marketing Strategy

- The vast majority of potential home performance customers are looking for contractors online.
- Your competitors are already using digital marketing strategies to garner leads—and they're eating your lunch!



**GUIDE TO HOME PERFORMANCE  
DIGITAL MARKETING FUNDAMENTALS**

# 2 Minute Webinar Highlights on YouTube



**energy circle**

## IS YOUR WEBSITE READY FOR MARKETING HEAT PUMPS?

**WEBINAR HIGHLIGHTS**

Marketing Heat Pumps: Website Content

1 view • Sep 21, 2021

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# What We'll Discuss

- 1 People & Companies with Breakthrough Social Media Presences**
- 2 Not for Everyone: How to Think About the ROI**





# **PEOPLE & COMPANIES THAT ARE BREAKING THROUGH\***



**raydawg91**

Raymond Sutton

Follow

9879 Following 172.1K Followers 1.4M Likes

North Florida sprayfoam llc open cell 🏆

Suggested accounts

See all

ingrowntoenail...



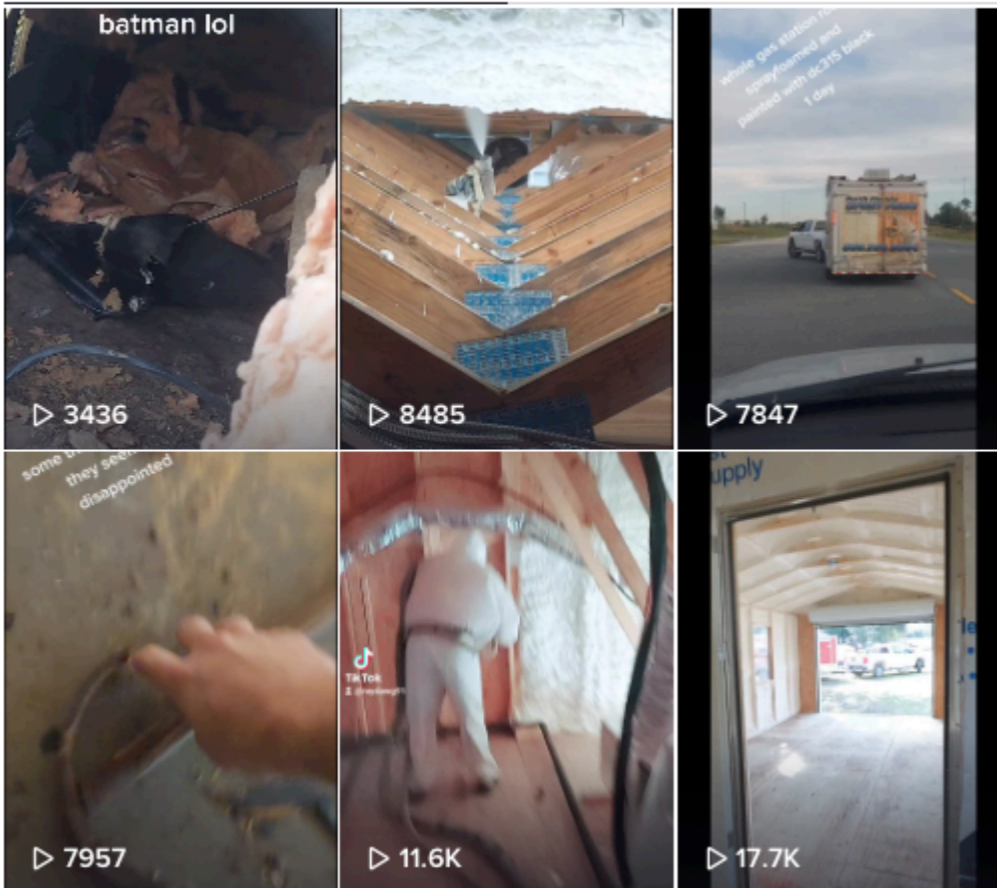
nunswookery



jacksimon31

Videos

Liked



- Spray Foam Employee?
- North Florida
- 172,000 Tik Tok Followers
- One Video: 23.8M Views
- No Links





**23.8 Million Views**

**Popular uploads** ▶ PLAY ALL

- DIAGNOSING A BAD COMPRESSOR** (10:11)  
How to Diagnose a Bad Compressor on your Air...  
433K views • 4 years ago
- DIRTIEST EVAP COIL EVER???** (9:31)  
Dirtiest Evap Coil Ever!! Cleaning a Dirty Evaporato...  
332K views • 4 years ago
- STARTING HVAC PAY 2020** (15:12)  
What is the Starting Salary for an HVAC Technician  
197K views • 2 years ago
- HVAC Tools** (13:30)  
HVAC Tools - Basic Tools Needed for Beginner...  
164K views • 5 years ago

**Starting My Own HVAC Company** ▶ PLAY ALL

- HOW I STARTED MY HVAC BUSINESS: WHICH PARTS TO STOCK 5 YRS LATER...** (#3) (6:29)  
Starting My Own HVAC Business - Which Parts...  
Fox Family Heating and Air Condi  
6.7K views • 1 year ago
- HOW I STARTED MY HVAC BUSINESS: WORK / LIFE BALANCE 5 YRS LATER...** (#2) (7:17)  
Starting My Own Business - Revisited 5 Years Later -...  
Fox Family Heating and Air Condi  
4.8K views • 1 year ago
- HOW DID I LOSE THIS SALES OPPORTUNITY?** (9:00)  
Closing The Sale - How I Lost a Sales Opportunity -...  
Fox Family Heating and Air Condi  
2.4K views • 1 year ago
- HOW I STARTED MY OWN HVAC BUSINESS: CONTRACTING 5 YRS LATER...** (#1) (5:13)  
Starting My Own Business - Revisited 5 Years Later -...  
Fox Family Heating and Air Condi  
13K views • 1 year ago

**VLOGs For Our Customers** ▶ PLAY ALL

- WHEN TO REPLACE YOUR AIR DUCTWORK** (6:08)  
Do I have to replace my ductwork when I get a new...  
Fox Family Heating and Air Condi
- CAN I STILL USE MY A/C WITHOUT A CAPACITOR?** (5:11)  
Can I Run My AC Without a Capacitor - HVAC Capacito...  
Fox Family Heating and Air Condi
- HOW LONG WILL MY A/C LAST?** (8:26)  
How Long Should My Air Conditioning System Last?  
Fox Family Heating and Air Condi
- WHAT TEMPERATURE TO SET THE THERMOSTAT IN MY HOME** (5:45)  
What Temperature Should I Keep it in My Home This...  
Fox Family Heating and Air Condi

- Fox Family Heating & Air
- Rancho Cordova, CA
- 34.5K Subscribers
- 4.6M Video Views
- Primarily Peer Focused

**Friends**  
4,998 (7 mutual)

**Life Events**

- Started New Job at Worley's Home Services February 2020
- Started New Job at Get Smart Plumbing January 22, 2020

**Post:** Chuck Worley, September 7 · 🌐

What's stuck in Chucks crawl today!!! Ugh gross

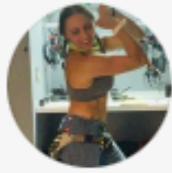
24 🤢❤️ 19 Comments

Like Comment Share

**Comments:**

- Teresa Carter Chalsma: What is all that? (1 Like)
- Chuck Worley: Teresa Carter Chalsma I house that needs blown up 🤢 (1 Like)
- Lou Luongo: Teresa Carter Chalsma rodent poo (2 Likes)
- Robert Smith: Daily grind...#hvaclife (1 Like)
- Robin Green: I can't even open and look at this one. You had me at GROSS

- Chuck Worley
- Worley's Home Services
- Norfolk, VA
- Personal Account
- 4998 Friends
- What's Stuck in Chuck's Crawl Today?
- Promotes Worley's Services



atticqueen Message

235 posts 750 followers 561 following

**Attic Queen**  
Product/Service  
Home efficiency and indoor air quality options !  
Home efficiency starts in your attic.  
#blowerdoortests available  
@jessica\_azarelo

Followed by tecminneapolis, cwelena, terrawattblake +4 more



Lifestyle



Real talk



The au...



Influen...



A mem...



Vac-outs



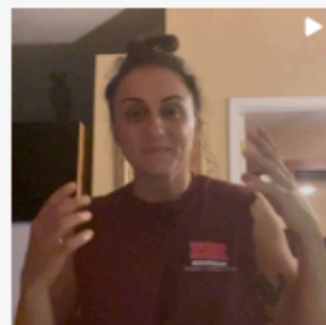
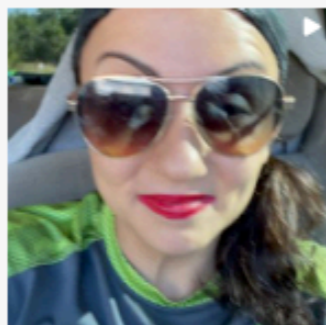
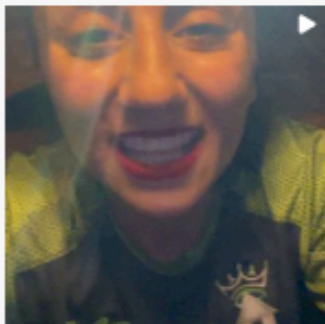
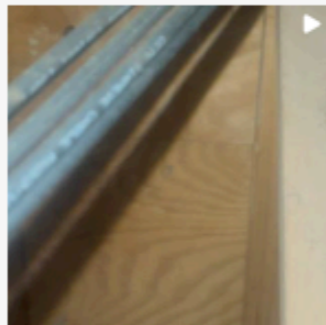
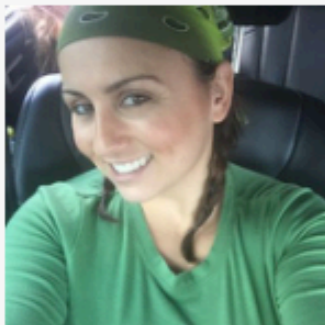
Gross

POSTS

REELS

VIDEOS

TAGGED



- Insulation & Air Sealing
- Tampa, FL
- 750 Insta Followers
- Website Coming Soon





**rrbuildings** ✓

RR Buildings

Follow

54 Following 1.7M Followers 22M Likes

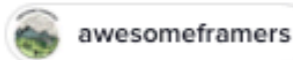
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Venmo @kstumpenhorst

[www.twitch.com/rrbuildings](http://www.twitch.com/rrbuildings)

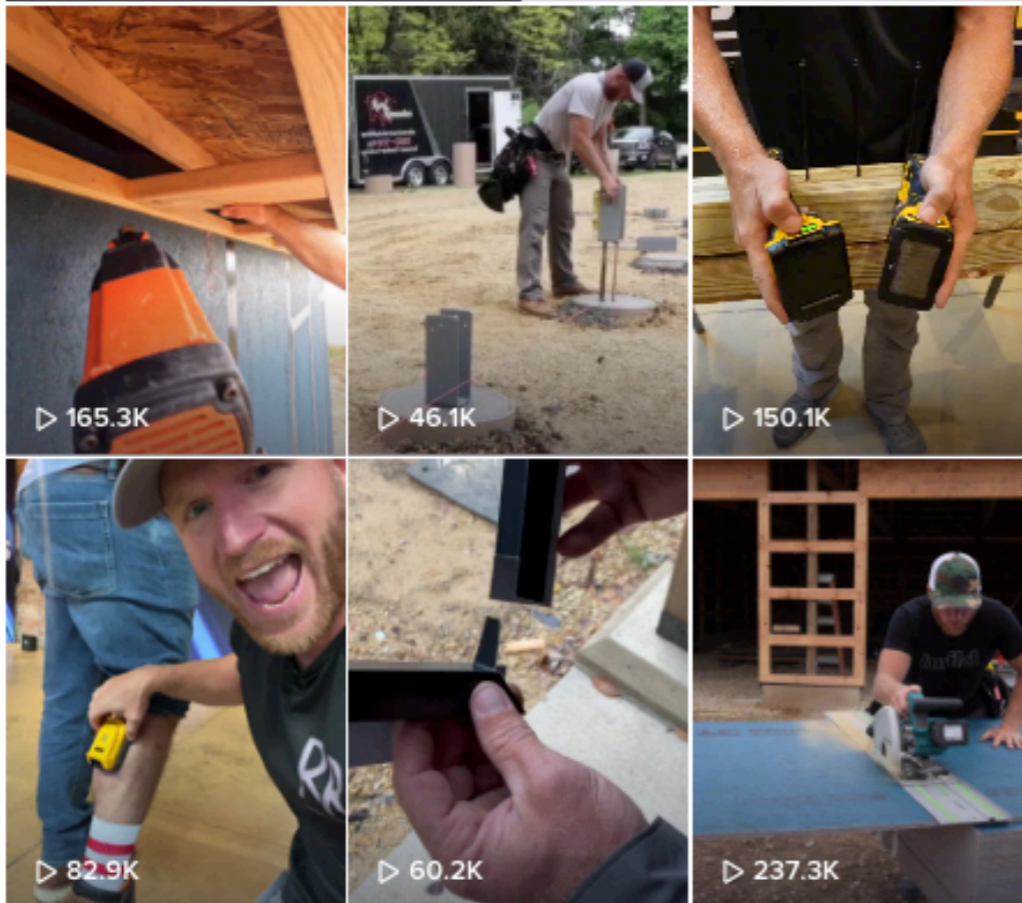
Suggested accounts

See all



Videos

Liked



- Custom Builder
- Post & Beam
- Illinois
- 1.7M Tik Tok Followers
- YouTube & Insta
- Links to Twitch?

# YouTube & Instagram Dominate Brand Search

About 140,000 results (0.59 seconds)

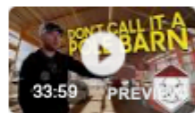
<https://rrbuildings.com>

## Rural Renovators - Barn Buildings - Post Frame Builders In ...

We are custom builders specializing in the use of post frame construction. - From basic storage buildings, to insulated work shops, and even residential homes.

[Gallery](#) · [Contact](#) · [About](#) · [Our Reputation](#)

### Videos



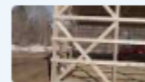
#### BIGGEST Building - LOWEST Cost - Post Framing with RR ...

YouTube · Matt Risinger  
Mar 26, 2021

10 key moments in this video



From 04:58  
Concrete Pier



From 07:46  
Corner Bracing



From 09:45  
Insulation Value



From 11:19  
House Wrap



From 12:12  
Insulated Cavity



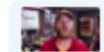
#### Building A Large Post Frame Work Shop Full Time-lapse ...

YouTube · RR Buildings  
May 30, 2021



#### RR Buildings Shop Tour

YouTube · RR Buildings  
Nov 20, 2018



10 key moments in this video

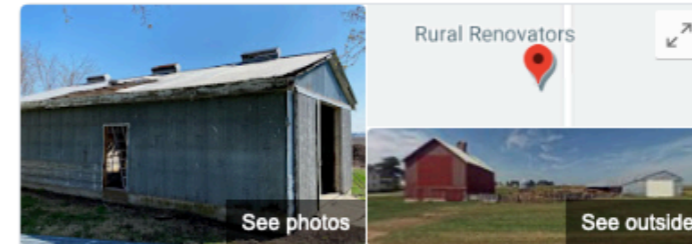
Feedback



[View all](#)

<https://www.instagram.com/rrbuildings>

RR Buildings is on Instagram • 3,078 posts on their profile



## Rural Renovators

[Website](#) [Directions](#) [Save](#)

4.9 ★★★★★ 48 Google reviews

General contractor in Lee County, Illinois

**Address:** 1353 Pine Hill Rd, Franklin Grove, IL 61031

**Hours:** Open · Closes 5PM

**Phone:** (815) 677-0265

[Suggest an edit](#) · [Own this business?](#)

### Questions & answers

[See all questions \(12\)](#)

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### Reviews

[Write a review](#)

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"Your **work** is absolutely beautiful and your **attention** to detail is outstanding."

★★★★★



"Good **selection** and quality products."

★★★★★

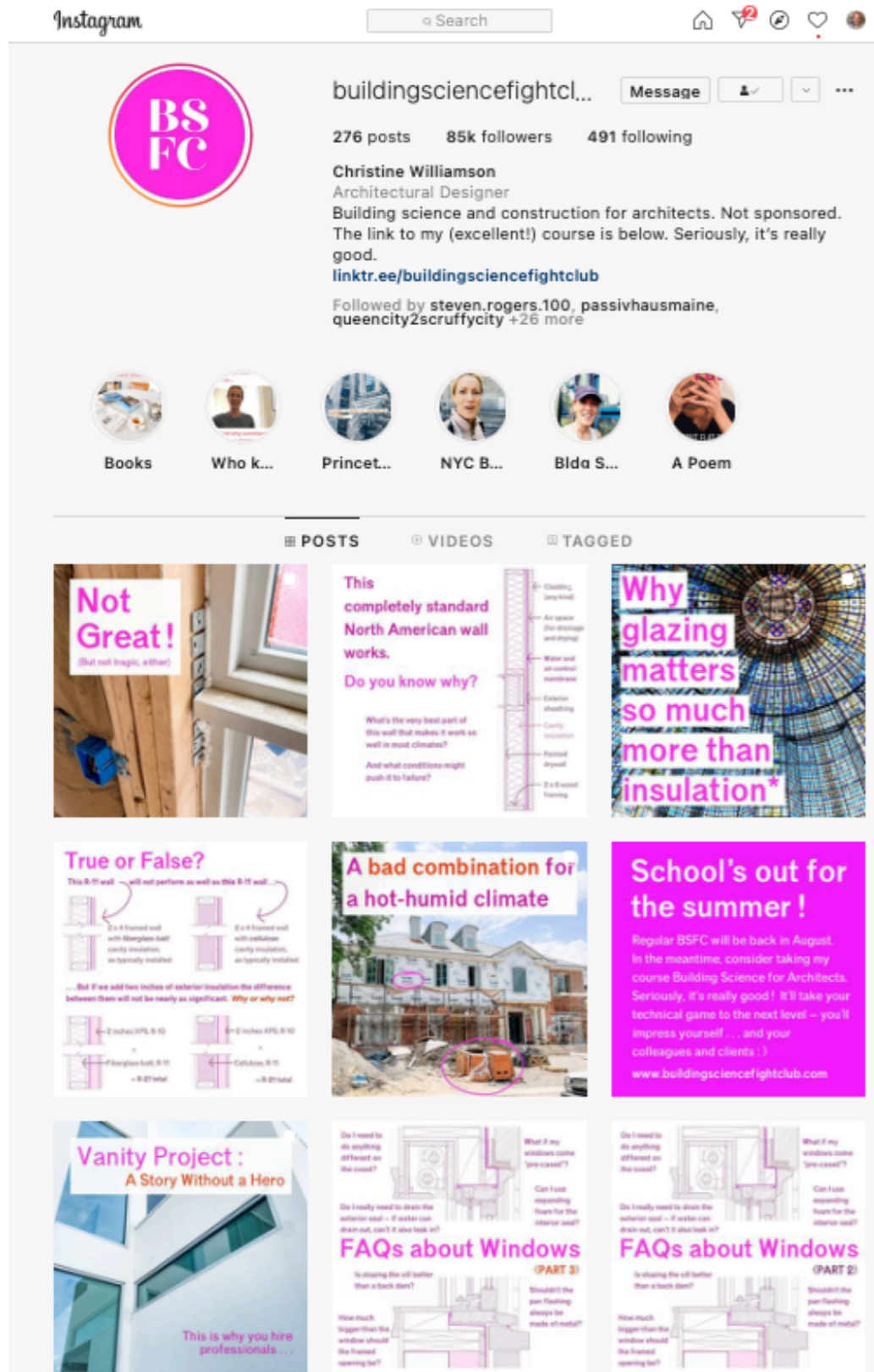


"Their **design** can help **people** make large, sturdy, and durable shelters."

★★★★★

[View all Google reviews](#)





- Christine Williamson
- Architectural Designer
- 85,000 Insta Followers
- Massive Engagement
- Clear Target: Architects
- Promotes Building Science for Architects Course



# A bad combination for a hot-humid climate



buildingsciencefight • Following ...



**buildingsciencefightclub** BSFC is back! If you're new: Hi! And welcome. I post once a week (on Saturday mornings) on a technical topic related to building science and construction. Please feel welcome to join the conversation in the comments — not only might it deepen your understanding of a particular issue, it is often just helpful to see how other professionals approach the same topic. And if what you're reading here (or in the comments) is inconsistent with either your understanding of first principles or your own experience, for goodness' sake SAY SOMETHING! It could be that there are some undeclared assumptions or concepts that need clarification.



Liked by nikkikrueger\_iaq and 4,862 others

SEPTEMBER 11



Add a comment...

Post

**4,862 Likes, 222 Comments**

# Breakthrough Social Media in Context

- **Most of these are Labors of Love (i.e. not thinking about ROI)**
- **Significant Effort and Time Commitment**
- **Video is the Dominant Format**
- **Mix of Professional Audiences & Target Clients**  
Peer Traffic Can Boost Presence Locally  
But % That is Local is Typically Small
- **Content Creation is Standard Operating Procedure**
- **Tik Tok Loves Spray Foam—What else is that Mesmerizing?**





**QUESTIONS?**

Peter Troast