



# **Contractor Toolbox: Video Marketing 101 for Lead Generation**

Peter Troast, Energy Circle

Energy Circle Webinar Series

*December 13, 2018*

# What We'll Discuss

- 1 VIDEO PRODUCTION VS VIDEO MARKETING**
- 2 TYPICAL VIDEO TYPES IN HP, HVAC, SOLAR**
- 3 VIDEO'S ROLE IN THE SALES FUNNEL**
- 4 SPECIFIC TACTICS & EXAMPLE RESULTS**

ON SITE CONTENT

YOUTUBE CHANNEL

YOUTUBE ADVERTISING

FACEBOOK VIDEO ADVERTISING

VIDEO FOR AUDIENCE BUILDING

GOOGLE MY BUSINESS

*Future Topics: Video SEO, Simplifying Production*

# As If You Needed To Be Convinced

- **Nearly 50% of internet users look for videos related to a product or service before a purchase. (Google)**
- **Facebook videos receive 135% more organic reach on average than a Facebook photo. (Social Bakers)**
- **Including video on landing pages can increase conversion rates by 80%. (Unbounce)**
- **Searches related to "how to" on YouTube have grown 70% year on year. (Google)**

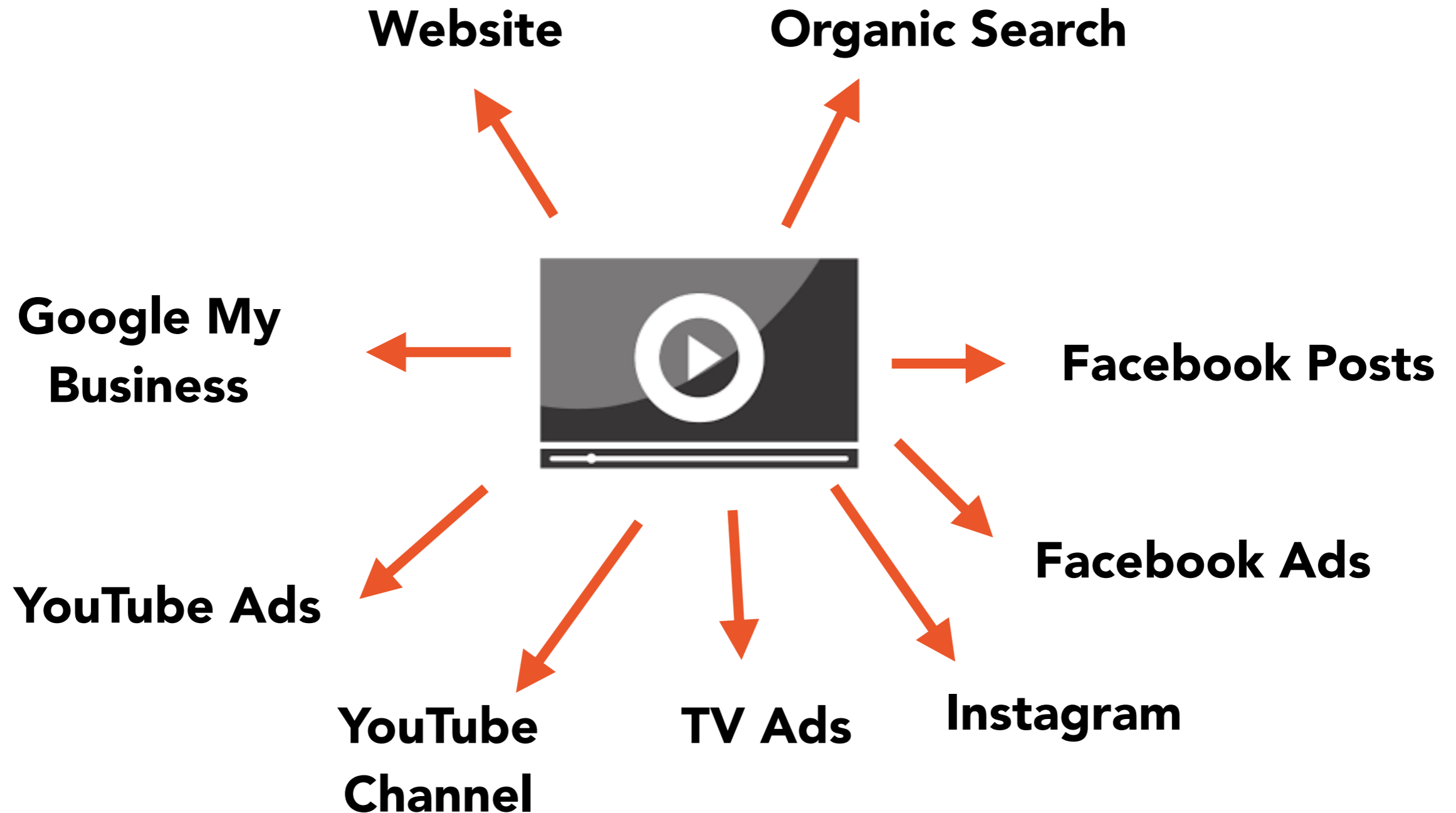
# Video Marketing vs Production

“**Video marketing** is a strategic **marketing** approach that involves creating and sharing **video** content with the goals of attracting, retaining, and converting a defined audience of viewers.”

Many **marketers** know they should be using **video** strategically, but often create **video** content simply to check off a box.



# Maximizing Video Reach





# **TYPES OF VIDEO'S IN SOLAR, HOME PERFORMANCE, HVAC**

# Video Types

## **Brand Videos**

Company Story, Company Culture, Training in Process, Team Members

## **Product/Service Videos**

How Heat Pumps Work, Battery Storage, Energy Audits

## **Expertise Videos**

Infrared Thermography, Building Science, Solar Sizing

## **Explainer Videos**

House as a System, Solar Install Process, Answers to Common Questions, Energy Audit Process

## **Case Study Videos**

The Jones Project

## **Customer Testimonial Videos**

Happy Clients Tooting Your Horn

## **Customized Sales Videos**

Proposal Walk Through

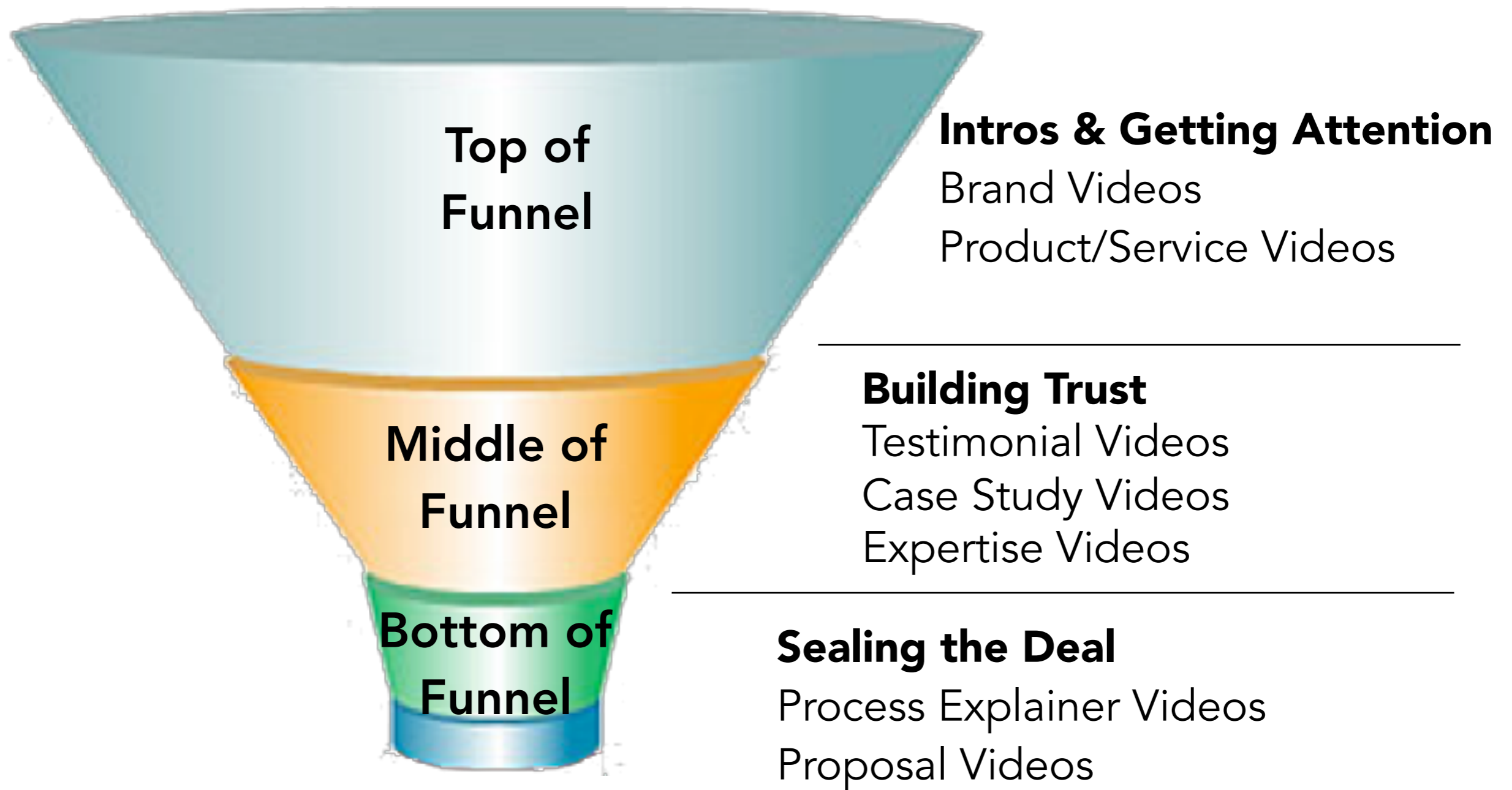




# **VIDEO'S ROLE IN THE SALES FUNNEL**



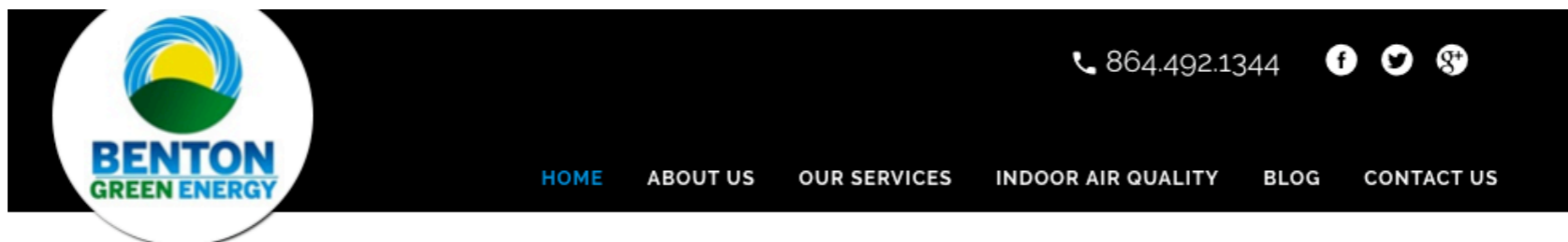
# Awareness: A Top of the Funnel Challenge





# **ONSITE CONTENT**


# Home Page Lead



Together, we can transform your home into a healthier, safer, more affordable place to live for you and your family.  
Get started today with a **FREE** consultation and a **FREE** quote.

# Conversion (Landing) Pages


[About Us](#) | [Testimonials](#) | [Financing](#) | [Service Area](#) | [Blog](#) | [FAQs](#) | [Contact Us](#) | [f](#) [t](#) [v](#)



**CONTACT US 631-693-6162**  
*Putting our energy into saving yours. ®*

**ENERGY AUDITS** | **HOME PERFORMANCE** | **HEATING & COOLING** | **SOLAR**

## Energy Audits



- Infrared Diagnostics
- Blower Door Testing
- Attic Inspections
- Duct Testing
- Crawlspace Inspections

A free Home Energy Audit from Powersmith is, simply put, the best first step towards energy savings and improved home comfort for Long Island homeowners. Our thorough and comprehensive home energy audit identifies opportunities for energy savings through measures such as insulation, air sealing, heating and cooling upgrades and more.

**What is a Home Energy Audit?**

A free Home Energy audit from Powersmith is a thorough and comprehensive evaluation of your entire home, including each of its separate systems and how they work together, in order to identify the most cost-effective options for energy savings. Our Long Island based, BPI-trained home energy specialists are fluent in


Schedule your FREE home energy audit today!


First & Last Name

Phone Number

Email

Zip Code

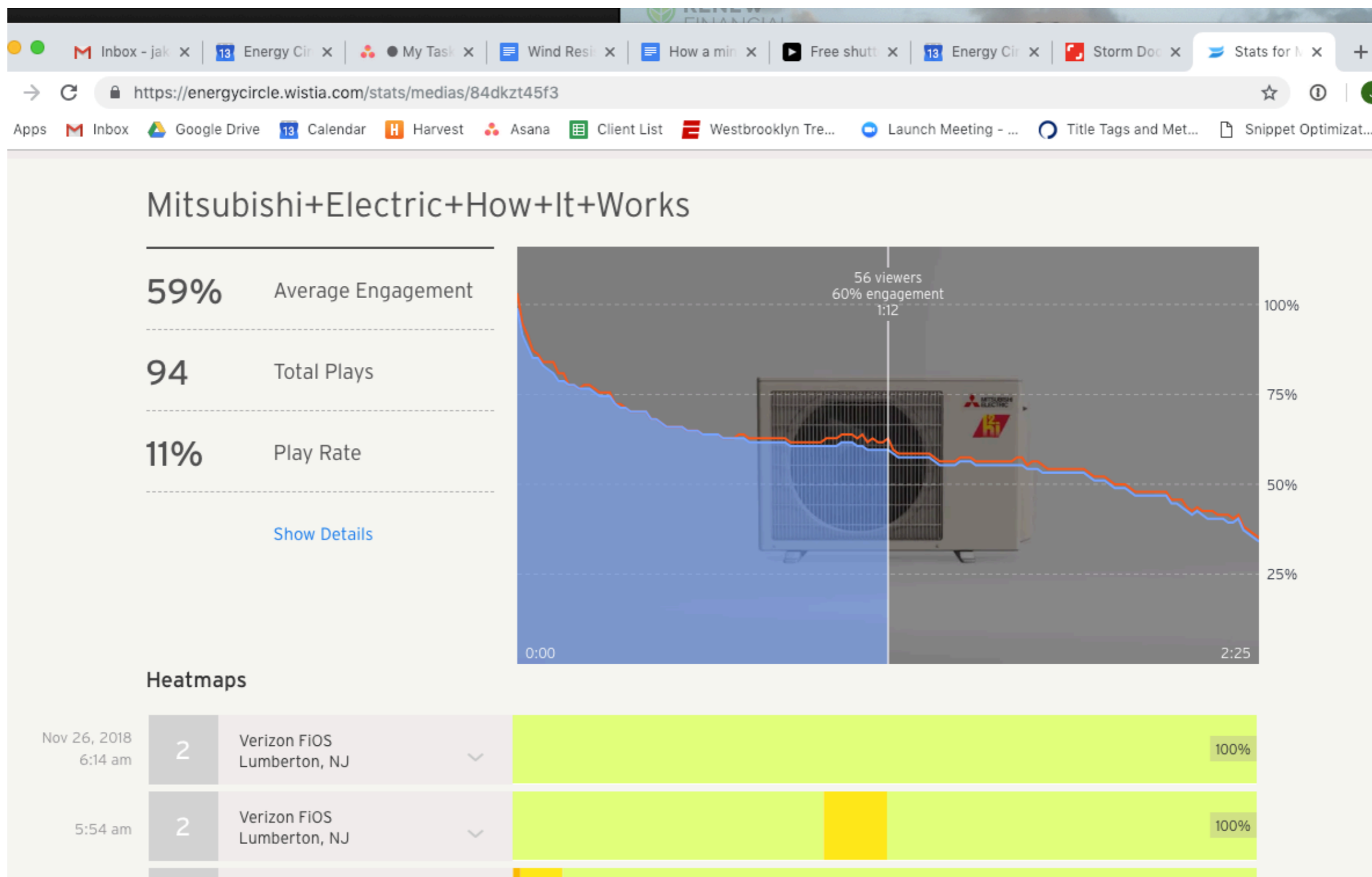
**Get Started** 



**5 Ways a Long Island Home Energy Audit Will...**



# Wistia Data



# Wistia Calls to Action

The screenshot shows a web browser window with multiple tabs open. The active tab is titled "Energy Cir" and the address bar shows the URL "https://energycircle.wistia.com/medias/o8ms0rgvy4". The browser's taskbar at the bottom includes icons for various applications like Gmail, Google Drive, and Asana. The video player interface features a "Back to California Energy Services" link on the left and a "Video Actions" button on the right. The video content is a dark screen with a house icon and the text "click here to GO SOLAR" in large white letters. Below this, the phone number "(916) 737-1107" is visible. A "Rewatch" button is located in the bottom left corner of the video frame. Below the video player, the title "CES Answers to 3 Solar FAQs" is displayed.



# **YOUTUBE CHANNEL**





# Arbor Insulation Solutions

HOME

VIDEOS

PLAYLISTS

CHANNELS

ABOUT



### The Whole Home Approach

132 views • 4 years ago

At Arbor, we take a whole home approach to make sure your living space is comfortable and energy efficient. Watch this week's video blog to learn more!

## Uploads [PLAY ALL](#)



### Air Sealing an Attic | Arbor Insulation Solutions

189 views • 1 year ago

Seal up all the penetrations in your attic to be more comfortable and save money! Even the best-built homes are vulnerable to gaps, cracks, joints and seams where air can squeeze through. When com...



### Sealing Around A Chimney Chase | Arbor Insulation Solutions

2.8K views • 1 year ago

Holes hidden in attics, basements, and crawlspaces are much harder to locate and usually cause bigger problems. Due to pressure differences caused by stack effect, the holes in the attic are usual...



### Blower Door Test | Arbor Insulation Solutions

32 views • 1 year ago

How to make an Alpharetta, Georgia home more comfortable. With our Energy Audit, one of our certified Building Performance Institute (BPI) specialist will help you consider the cost and potential ...



### Leaky Ducts In Attics | Arbor Insulation Solutions

53 views • 1 year ago

Without adequate insulation and air sealing, a heating and cooling specialist shouldn't even be able to properly estimate the size of a unit needed for your home. In order to ensure you have an app...

[SHOW MORE](#)



arbor insulation solutions



All Shopping Maps Images News More Settings Tools

About 1,420,000 results (0.92 seconds)

### Arbor Insulation Solutions | Atlanta GA | Spray Foam Insulation

<https://atlantainsulationsolutions.com/>

Arbor Insulation Solutions provides spray foam insulation, cellulose or fiberglass insulation, air sealing, and commercial insulation to the Atlanta area.

[Insulation](#) · [Air Sealing](#) · [Crawl Space Encapsulation](#) · [Energy Audit](#)

### Contact Us | Arbor Insulation Solutions

<https://atlantainsulationsolutions.com/contact/>

At Arbor Insulation Solutions, we are proud to be your home comfort contractor in the Atlanta area. Contact us to schedule a free estimate.

### Arbor Insulation Solutions - 18 Photos - Insulation Installation - 2300 ...

<https://www.yelp.com> > [Home Services](#) > [Home Energy Auditors](#)

★ ★ ★ ★ ☆ Rating: 3.5 - 3 reviews

3 reviews of Arbor Insulation Solutions "This was the hottest summer I can remember in the 34 years of living in Atlanta. We had to do something and it was ..."

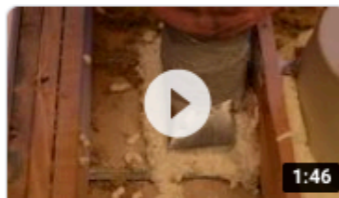
### Arbor Insulation Solutions | Roswell, GA 30076 - HomeAdvisor

<https://www.homeadvisor.com/rated.ArborInsulation.46303833.html>

★ ★ ★ ★ ☆ Rating: 4.7 - 9 reviews

Arbor Insulation Solutions | HomeAdvisor prescreened Home Inspectors, Insulation Contractors in Roswell, GA.

### Videos



Air Sealing an Attic | Arbor Insulation Solutions

Arbor Insulation Solutions  
YouTube - Jun 14, 2017



Sealing a Top Plate | Arbor Insulation Solutions

Arbor Insulation Solutions  
YouTube - Jun 2, 2017



Blower Door Test | Arbor Insulation Solutions

Arbor Insulation Solutions  
YouTube - Jun 14, 2017

### Arbor Insulation Solutions - Home | Facebook

<https://www.facebook.com> > [Places](#) > [Roswell, Georgia](#) > [Contractor](#)

★ ★ ★ ★ ☆ Rating: 5 - 2 votes

Arbor Insulation Solutions - 2300 Holcomb Bridge Rd, Roswell, Georgia 30076 - Rated 5 based on 2 Reviews "Wanted to thank you for the work you did"

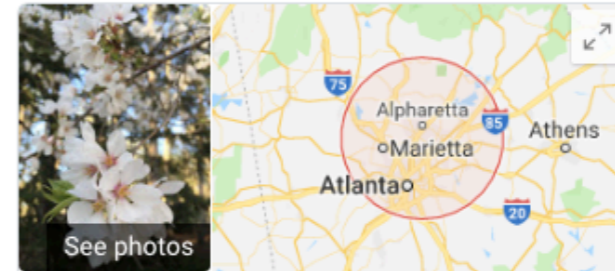
## Arbor Insulation Solutions

Company

**Founded:** 2009, Roswell, GA

Claim this knowledge panel

[Feedback](#)



## Arbor Insulation Solutions

[Website](#)

[Save](#)

4.5 ★ ★ ★ ★ ☆ 14 Google reviews

Insulation contractor in Roswell, Georgia

**Address:** Roswell, GA

**Hours:** Open · Closes 6PM

**Phone:** (404) 728-0001

**Products and Services:** [places.singleplatform.com](https://places.singleplatform.com)

[Suggest an edit](#)

**Know this place?** [Answer quick questions](#)

### Questions & answers

Be the first to ask a question

[Ask a question](#)

### Reviews from the web

4.7/5 [HomeAdvisor.com](#) · 9 reviews

[Send to your phone](#)

[Send](#)

### Reviews

[Write a review](#)

[Add a photo](#)



# **ADS ON YOUTUBE**

# Ads on YouTube Videos

ON YOUTUBE

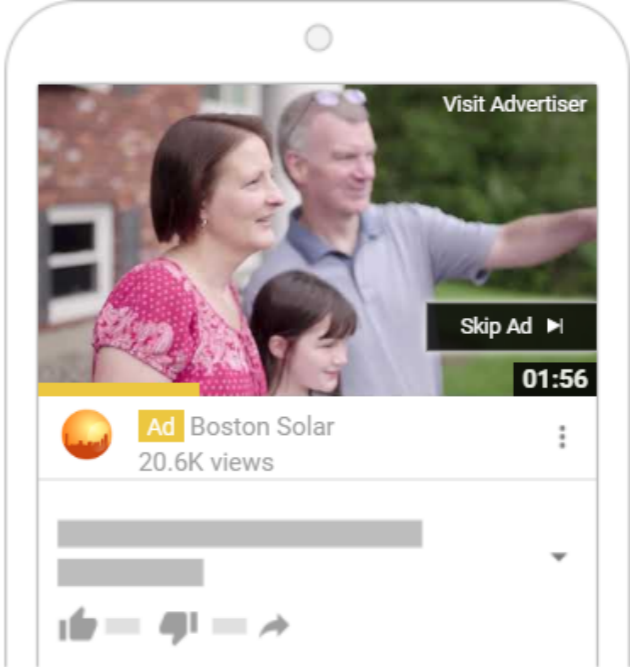


Mobile Desktop

You can watch and share your video ad preview on YouTube, complete with any cards, overlays or companion banners.

Default demo video ? [PREVIEW AD](#) ?

ON YOUTUBE



Mobile Desktop

You can watch and share your video ad preview on YouTube, complete with any cards, overlays or companion banners.





# **FACEBOOK ADVERTISING & AUDIENCE BUILDING**

# Facebook Video Ads

 **Boston Solar**  
Sponsored · 🌐

Did you know your #1 local solar installer can also replace your roof? Boston Solar has completed over 3,600 solar panel roof installations and now offers professional roof replacement year-round. We install... [More](#)



As your #1 local solar company

[solar.bostonsolar.us](http://solar.bostonsolar.us)  
**Be certain with a CertainTeed roof**

[LEARN MORE](#)

👍 Like    💬 Comment    ➦ Share

 **Vermont Foam Insulation, Inc.**  
Sponsored · 🌐

Had an icicle problem last winter? Get the right attic insulation!



 **VERMONT FOAM INSULATION, INC.**

[VERMONTFOAMINSULATION.COM](http://VERMONTFOAMINSULATION.COM)  
**We'll fix your icicle problem!**

[Learn More](#)

👍 4    4.3K Views

👍 Like    💬 Comment    ➦ Share

# Typical Facebook Video Results

<input type="checkbox"/>		Ad Set Name <span>▲</span>	Amount Spent	Impressions	10-Second Video Views	Cost per 10-Second	Reach	Landing Page Views	Unique Link Clicks
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Video Two - Fall18 - Reach	\$89.41	54,772	432	\$0.21	25,182	12	57
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Video Two - Fall18 - Traffic	\$89.55	5,232	111	\$0.81	3,930	45	76
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Video Two - Fall18 Vid Views	\$89.20	22,331	1,685	\$0.05	15,255	4	20
		<span>▶</span> <b>⚠ Results from 3 ad sets</b> ⓘ	<b>\$268.16</b> Total Spent	<b>82,335</b> Total	<b>2,228</b> Total	<b>\$0.12</b> Per Action	<b>42,564</b> People	<b>61</b> Total	<b>153</b> Total



# Utilizing Custom Audiences



Upload List  
(email or phone)



Matches in  
Facebook



Lookalikes

# Audience Building Power of Video

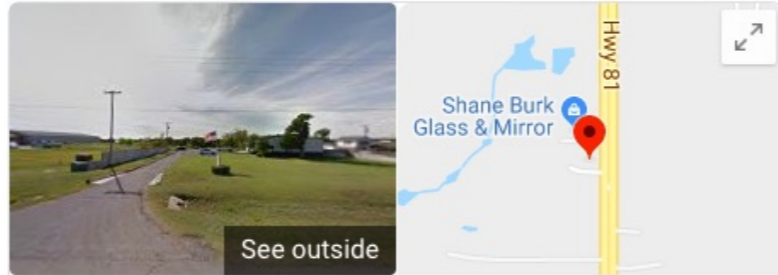
<b>Orig Email List</b>	1904
<b>Lookalikes</b> (Geo & Age)	75,000
<b>Video Views</b> (> 3 seconds)	10,271
<b>Time Period</b>	2 Weeks
<b>Investment</b>	\$200

# Retargeting Power of Video

<b>Web Visitors 180 Days</b>	6056
<b>Lookalikes</b> (Geo & Age)	3,000,000
<b>Video Views</b> (> 3 seconds)	15,532
<b>Time Period</b>	1 Month
<b>Investment</b>	\$207



# **GOOGLE MY BUSINESS**



## DeHart Air Conditioning ★

4.5 ★★★★★ 2 Google reviews

HVAC contractor in Duncan, Oklahoma

Website

Directions

Address: 5315 N Highway 81, Duncan, OK 73533

Hours: Open · Closes 5PM ▾

Phone: (580) 252-2205

[Suggest an edit](#)

Know this place? [Answer quick questions](#)

### Questions & answers

Be the first to ask a question

Ask a question

[Send to your phone](#)

Send

### Reviews

Write a review

Add a photo

2 Google reviews



DeHart Air Conditioning  
on Google



As a family-owned business with nearly 100 years of experience, DeHart Air...

5 mins ago

[Learn more](#)

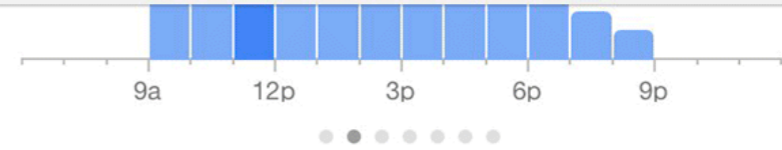


Fortunately, you can protect your home from unexpected power outages with a genera...

6 days ago

[Learn more](#)

[Feedback](#)



People typically spend 15 min to 1.5 hr here

### Profiles



Twitter



Facebook

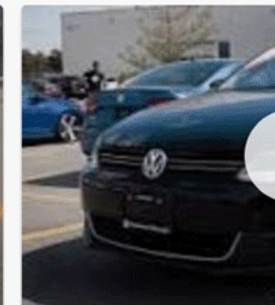
### Videos from the web



1:52

Mercedes Benz E350:  
Video Guide | Humberview  
VW | 6953P

Aug 26, 2015



Volkswagen  
Video Guide |  
VW | 9841P

Aug 31, 2015



More about Humberview Volkswagen





# QUESTIONS?

**Peter Troast**

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