



GETTING THE MOST FROM VIDEO: HOW TO MAXIMIZE EXPOSURE

Peter Troast, Founder & CEO

Energy Circle Webinar Series

July 8, 2020

Upcoming Webinars

~~Wednesday, 6/24, 5PM eastern~~

~~**What Are the Benefits of a Peer Group?**~~

~~Wednesday, 7/1, 5PM eastern~~

~~**How to Own Your Solar Lead Generation Strategy in Our New Low-Touch World**~~

Wednesday, 7/8, 5PM eastern

Getting the Most from Video: Ways to Maximize Reach

Wednesday, 7/15, 5PM eastern

Fake Companies and Fake Reviews: The Rise of SPAM & How to Fight It

Tuesday 7/21, 3PM eastern

Special Webinar with Pearl Home Certification: **Healthy Homes Marketing & Communications** with Kevin Brenner & Elena Chrimat

What We'll Discuss

- 1 YOU'VE CREATED SOME VIDEO. HOW DO YOU GET IT SEEN? (AKA VIDEO MARKETING)**
- 2 TOWARD A COMPREHENSIVE VIDEO MARKETING STRATEGY**
- 3 EXPECTATIONS ON VIEW VOLUME & COST**
- 4 MODULAR VIDEO THINKING FOR MAXIMUM FLEXIBILITY**

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.



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

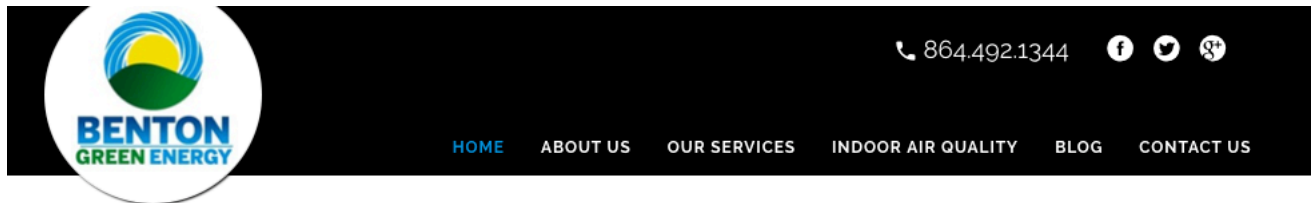
Customer Testimonial Videos

Happy Clients Tooting Your Horn

Customized Sales Videos

Proposal Walk Through

Company Story: BRAND



Together, we can transform your home into a healthier, safer, more affordable place to live for you and your family.

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COVID Messaging: BRAND & TRUST

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How can we help you?

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We're Open for Business!

However, during the current COVID-19 restrictions, we have limited preventive maintenance appointments available so that we can instead dispatch technicians to repair/replace failed systems. We anticipate (with a positive attitude) that we will be able to increase capacity as soon as possible.

The Good News! We have the capacity and are **accepting same-day and next-day appointments** for trouble calls to repair or replace furnaces, air conditioners and water heaters. We have technicians standing by to help you with any problems. Call to schedule if you need help.

Sincerely,
The Greiner Team

Our Special Process During the COVID-19 Pandemic



When you invite friends and family to your home, you want it to feel comfortable for them. When you bring us to your home for heating and air conditioning service, we want you to feel comfortable! That's why Greiner Heating and Air Conditioning has focused for decades on a professional, relationship-building approach to our work.

What you get with Greiner Heating and Air Conditioning:

- 100% focus on residential work
- Complete honesty in all phases of the job
- The region's best Energy-Saving Heating and Air Conditioning installations
- The region's top Home Energy Upgrade California participant
- Efficiency with your investment
- Happy employees and technicians who make your life easy

If you're looking for installation or service for your home, look no further - call us today!

Are Tankless Water Heaters Efficient?



Is your falling water heater struggling to keep up with your family's showering schedule? Learn how an on-demand tankless water heater installed by Greiner can provide efficient hot water for your Davis, Dixon, or Vacaville, CA home for decades. Schedule professional tankless water heater installation with Greiner.


Is Your AC Ready for Summer?



Summer might not technically be here yet if you're just going off the calendar date, but it sure feels like it throughout

Critical Landing Pages: CONVERSION


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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...

On Blog Posts: EXPLAINER



[about us](#) | [our products](#) | [promotions](#) | [blog](#) | [service agreement](#) | [contact](#)

978.346.3041

SCHEDULE SERVICE

HEAT PUMP INSTALLATION

AIR CONDITIONING SERVICE

HEATING SERVICE

INDOOR AIR QUALITY

FINANCING & REBATES

HOW DOES A HEAT PUMP WORK FOR COOLING?

July 1, 2020



Heat pumps go by many names—and not all of them adequately sum up the versatility and efficiency of these home comfort appliances. Mini splits, ductless heat pumps, heat pump air conditioners, ductless mini splits—these are all names used to describe similar heating and cooling equipment. But with “heat” in the name, how is it that a heat pump can provide cool air for your North Shore home?

Here at Kearney, we spend our days talking to homeowners throughout Massachusetts and Southern New Hampshire about how heat pumps can be used as a year round home comfort solution, but we get the most head turns when we talk about how you can use a heat pump to cool a home. Here’s how it works!

HEAT PUMPS = HEAT MOVERS

The primary function of a heat pump is to move heat from one area to another. As your home heats up in the summer temperatures, a heat pump pushes warm air over the cold evaporator coils in the indoor air handler that contain refrigerant, cooling the air that is headed for your living space. As that heat from the air is absorbed by the refrigerant in the evaporator coils, the refrigerant travels to the outdoor compressor unit where it is cooled down again, and sent back into the indoor air handler.

All of this to say:

A heat pump removes heat from the air in your home, cooling it down.

This is similar to how a refrigerator or a standard air conditioner operates. But what makes a heat pump unique is that it can reverse the process when the winter arrives!

HEAT PUMPS HELP YOU SAVE

This process of moving heat is a much more efficient way to cool (and heat) your home, which will save you on your heating and cooling costs. In fact, heat pumps are so efficient that they can produce 3 times the amount of energy that they consume! But in addition to being an energy saving device, you can also save on the cost of mini split installation through rebates from the Mass Save program.

LOOKING FOR AN EFFICIENT WAY TO COOL YOUR HOME THIS SUMMER? HEAT PUMPS CAN HELP WITH THAT, TOO!
978.346.3041

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Email *

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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
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Know this place? Answer quick questions

Questions & answers
Be the first to ask a question Ask a question

Send to your phone Send

Reviews
2 Google reviews Write a review Add a photo

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

Fido 11:29 AM 35%

9a 12p 3p 6p 9p

People typically spend 15 min to 1.5 hr here

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Mercedes Benz E350:
Video Guide | Humberview
VW | 6953P
Aug 26, 2015

Volkswagen
Video Guide |
VW | 9841P
Aug 31, 2015

More about Humberview Volkswagen

On Your YouTube Channel

Addison Homes
15 subscribers

HOME **VIDEOS** PLAYLISTS CHANNELS ABOUT 🔍

Uploads **PLAY ALL** ☰ SORT BY

Thumbnail Title	Duration	Views	Time Ago
FINISHED CRAWL SPACE	11:56	8 views	1 week ago
THE RIGHT WAY	9:30	6 views	1 week ago
WHY?	2:37	11 views	1 week ago
DOES YOUR BUILDER DO THIS?	3:18	6 views	1 week ago
IS THIS GOOD?	3:58	9 views	2 weeks ago
DUCTED FRESH AIR HOW TO	2:44	9 views	2 weeks ago
Closed Crawlspace Finished TOUR		8 views	1 week ago
Closed Crawlspace Construction "Rough-in"		6 views	1 week ago
Why Close a Crawlspace?		11 views	1 week ago
INFRARED CAMERA Home Inspection		6 views	1 week ago
Exhaust Ventilation TESTING		9 views	2 weeks ago
Your Addison Home: Whole House Filtered FRESH AIR...		9 views	2 weeks ago
DUCTLESS HOW TO	3:51	11 views	2 weeks ago
EASY VIRUS-FIGHTING FILTER	2:49	9 views	2 weeks ago
WHAT'S THIS? ULTRA Efficient Heating & Cooling	3:49	64 views	7 months ago
WHY WE'RE DIFFERENT	6:47	117 views	1 year ago
ZERO ENERGY READY	1:49	491 views	4 years ago
Building a Light-Filled Home with VELUX Skylights	1:54	1.9K views	5 years ago
Clean Air with Addison Homes on Channel 4 News	2:36	465 views	5 years ago

In Organic Brand Search

The screenshot shows a Google search for "Arbor Insulation Solutions". The search bar at the top contains the text "Arbor Insulation Solutions" and shows a search icon and a notification badge with the number "2". Below the search bar are navigation tabs for "All", "Shopping", "Maps", "Images", "News", "More", "Settings", and "Tools".

The search results are as follows:

- 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.

Below the search results is a "Videos" section with three video thumbnails:

- 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

At the bottom of the search results is a link for **Arbor Insulation Solutions - Home | Facebook** with a rating of 5 stars based on 2 votes.

On the right side of the page is a knowledge panel for "Arbor Insulation Solutions":

- Arbor Insulation Solutions** (Company)
- Founded:** 2009, Roswell, GA
- Claim this knowledge panel
- See photos (with a map of Atlanta area)
- 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
- Know this place? Answer quick questions
- Questions & answers (Be the first to ask a question)
- Reviews from the web: 4.7/5 HomeAdvisor.com · 9 reviews
- Send to your phone
- Reviews (Write a review, Add a photo)

YouTube Pre-Roll

YouTube Search: matt risinger

Ad: Buzzboard
www.buzzboard.com/ **BOOK DEMO**

Filters to Find Prospects:
LOCATION: San Francisco, CA, USA
RADIUS: Select
CATEGORY(S):
PRODUCTS RECOMMENDED:
WEBSITE: AND OR
SEM:
TECHNOLOGIES:

NEW PROSPECTS (37)
Showing All (best match(s) for Marketing Programs & Services in San Francisco, CA)

Company	Address	Website	Phone	Email	Employees	Annual Revenue	Locations	Contacts Available	Score
BuzzBoard, Inc	345 California St Suite 600, San Francisco, CA 94104	buzzboard.com	(415) 906-6934	solutions@buzzboard.com	100 - 249	\$10M - \$25M	01	NEW	79
Sandbox Strategies	1290 Sutter St, Ste 209, San Francisco, CA 94109	sandboxstrat.com	(415) 673-3455	hello@sandboxstrat.com					72
IPNM Direct & Digital	3376 Polou Ave, San Francisco, CA 94124	propelmedia.com	(415) 795-8333	info@iprintmail.com					

Video: Top 7 DUMB Things I did when I Remodeled my House
237,054 views • Jun 26, 2020
8.1K likes, 164 comments, SHARE, SAVE

Up next:
5 Dumb Mistakes I Made On My BUILD (16:24)
MATT RISINGER
319K views • 3 months ago
RISD Teen Certificate Program (13:19)
100% Online, high quality, art + design program for teens at Rhode Island School of Design
Ad cereg.risd.edu
VISIT SITE
4 Plumbing Tricks I Haven't Seen Before!!! (9:19)
MATT RISINGER
450K views • 2 weeks ago
DO THIS Before you Drywall Your Remodel or New Build (13:19)
MATT RISINGER
571K views • 2 years ago
James Carville: Significant Chance That Trump Doesn't R...

Facebook Stream

The screenshot shows a Facebook news feed interface. At the top, there is a search bar and navigation links for Home, Create, and notifications. The left sidebar contains navigation options like News Feed, Messenger, Watch, Marketplace, and Shortcuts. The main content area features a sponsored post from Vermont Foam Insulation, Inc. with a video thumbnail of a house with icicles. Below the video are engagement metrics (4 likes, 4.3K views) and interaction buttons (Like, Comment, Share). To the right, there are sections for 'Recent Posts' and 'Sponsored' ads, including one for Bravo Business Media and another for Twilio.

Facebook Stream Content:

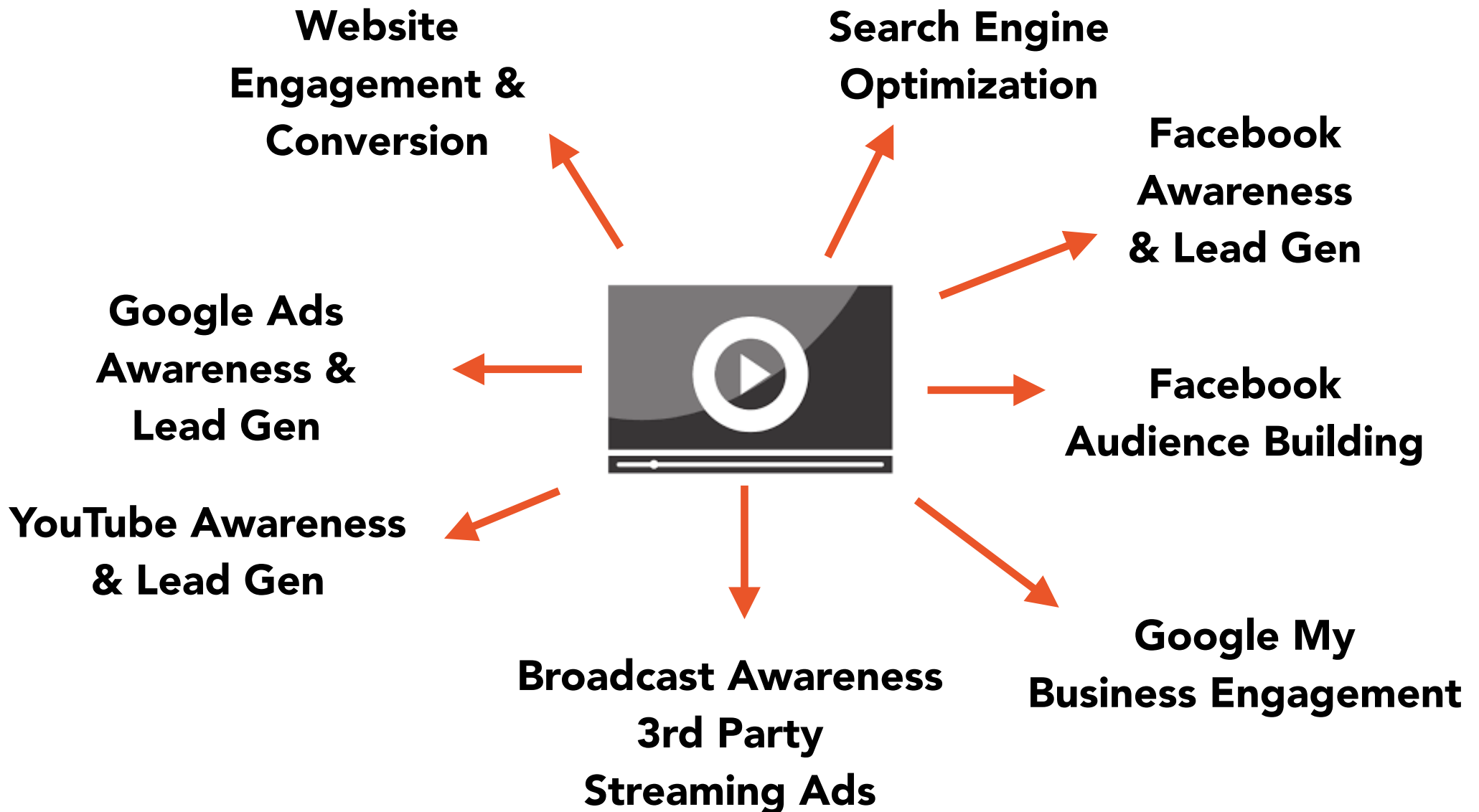
- Search Bar:** Search
- Navigation:** Peter, Home, Create, 1 notification, 22 notifications, ?
- Left Sidebar:** Peter Troast, News Feed, Messenger, Watch, Marketplace, Shortcuts (Energy Circle, IAQ Intel, Trail Monster Run...), Explore (COVID-19 Informat..., Pages, Events, Groups, Fundraisers).
- Sponsored Post:**
 - Company:** Vermont Foam Insulation, Inc. (Sponsored)
 - Text:** Had an icicle problem last winter? Get the right attic insulation!
 - Image:** Video thumbnail showing a house with icicles hanging from the roof.
 - Caption:** VERMONTFOAMINSULATION.COM We'll fix your icicle problem!
 - Engagement:** 4 likes, 4.3K Views
 - Buttons:** Like, Comment, Share, Learn More
- Recent Posts:**
 - Post:** "It's simple to create video, & so many..." (July 7 at 4:48 PM)
 - Buttons:** Boost Post, Create Promotion
- Sponsored Ad:**
 - Company:** Bravo Business Media
 - Text:** How Your Showroom Can Thrive During Social Distancing
 - Image:** Photo of a man in a suit.
 - Text:** FREE Webinar: The 5 Tips for Showroom Success
 - URL:** www.bravobusinessmedia.com/webinar
 - Text:** Lighting Showroom Managers: Watch our ON-DEMAND WEBINAR to learn 5 tactics to help your s...
- Bottom Ad:** Twilio advertisement featuring icons for Twilio, WhatsApp, and Messenger.

A Comprehensive Video Marketing Strategy

**Website
Engagement &
Conversion**



A Comprehensive Video Marketing Strategy



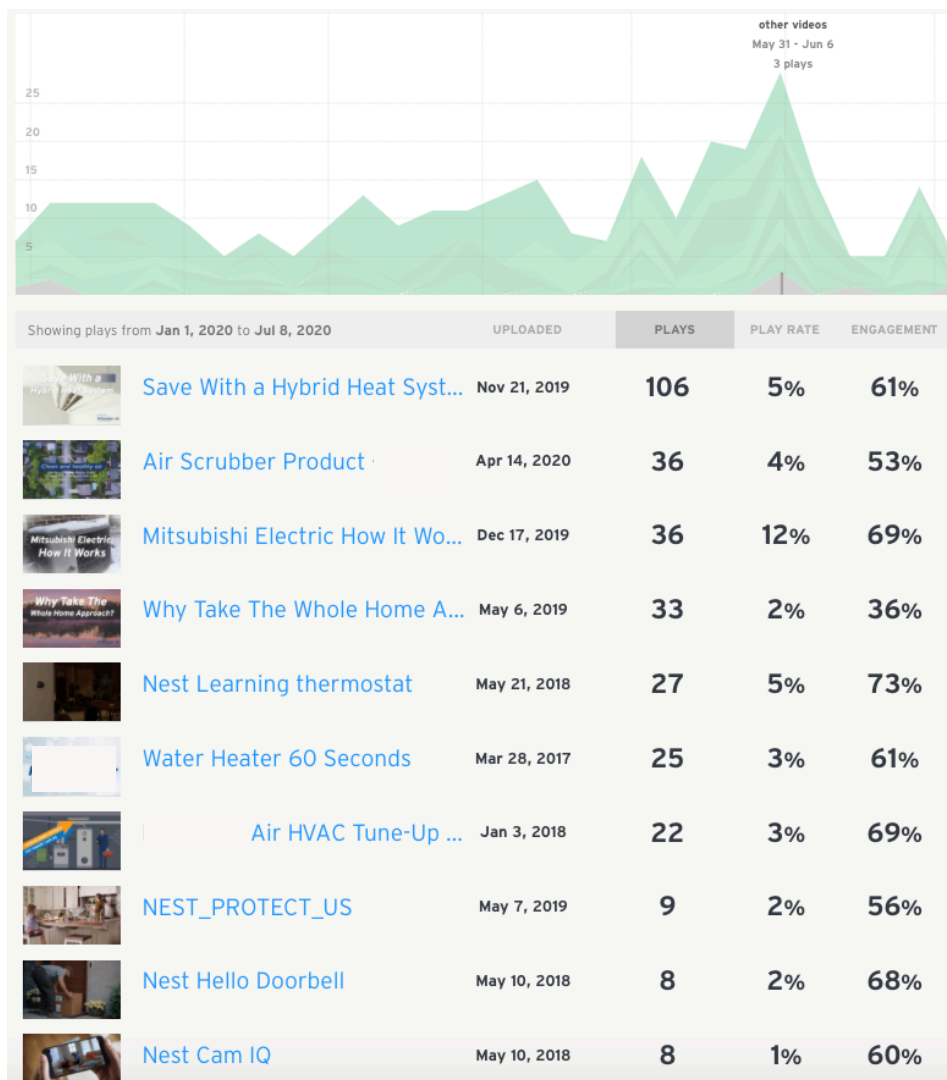
Approx. Reach of Different Channels

Video Type	Placement	Promotion	Cost/Mo	~Views/Mo
Company Story	Homepage	None	None	30
Explainer	Service Landing Page	PPC, SEO	None*	200
Sitewide Portfolio	Across Website	None	None	100
Facebook/ Instagram	FB, IG, Messenger, Audience Network	Video Views Goal	\$49.72	4122
Facebook/ Instagram	FB, IG, Messenger, Audience Network	Traffic Goal	\$101.66	492
YouTube Ad	YouTube	Skippable Video Ads	\$152.33	7243

Approx. View Volume of Different Channels

Video Type	Placement	Promotion	Cost/Mo	~Views/Mo	
Company Story	Homepage	None	None	30	
Explainer	Service Landing Page	PPC, SEO	None*	200	
Sitewide Portfolio	Across Website	None	None	100	
Facebook/ Instagram	FB, IG, Messenger, Audience Network	Video Views Goal	\$49.72	4122	\$0.01
Facebook/ Instagram	FB, IG, Messenger, Audience Network	Traffic Goal	\$101.66	492	\$0.21
YouTube Ad	YouTube	Skippable Video Ads	\$152.33	7243	\$0.02

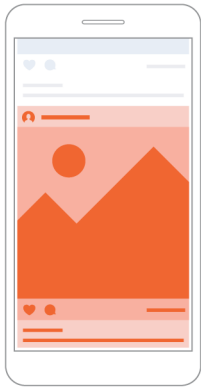
Portfolio Approach Works



Facebook Ad Placement Options



Facebook
News Feed



Instagram
Feed



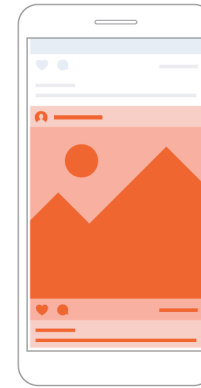
Facebook
Marketplace



Facebook
Video Feeds



Facebook
Right Column



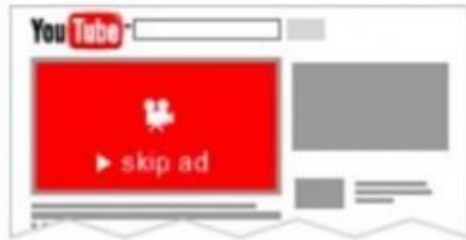
Instagram
Explore



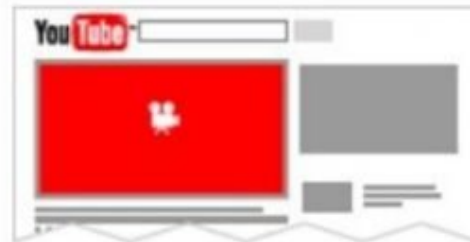
Messenger
Inbox

YouTube Ad Types

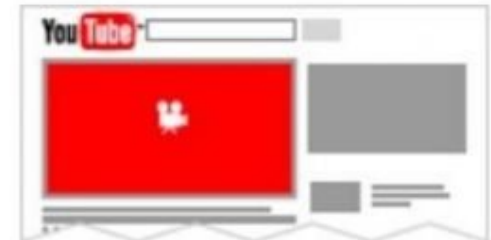
Skippable video ads



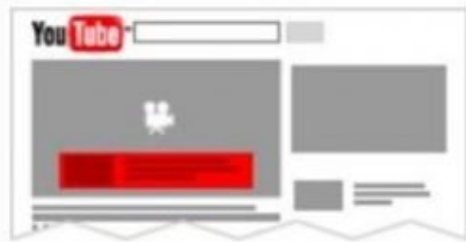
Non-skippable video ads



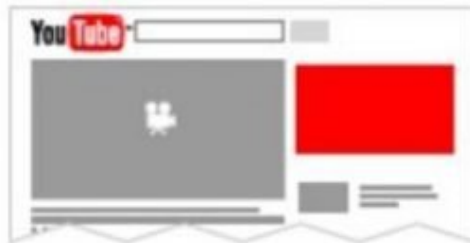
Bumper ads



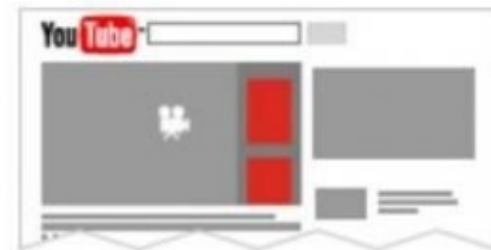
Overlay ads



Display ads



Sponsored cards



Modular Video Thinking

1:30 HVAC/Solar/ Home Perf.
Epic Masterpiece



Embedded on your website using third party video hosting service (Wistia, YouTube, VidYard), on all relevant landing and service pages



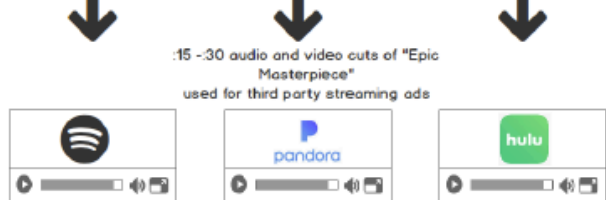
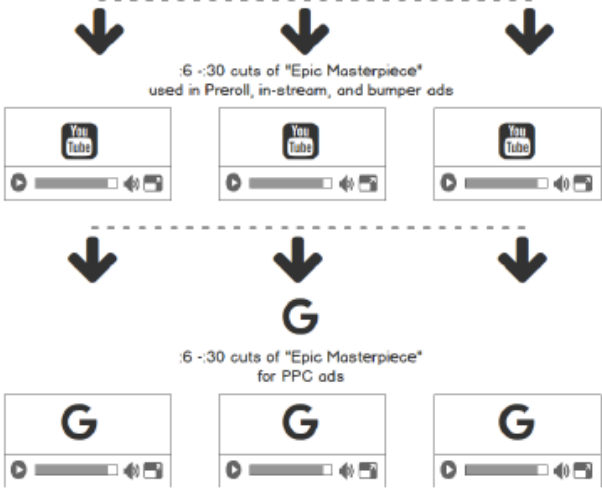
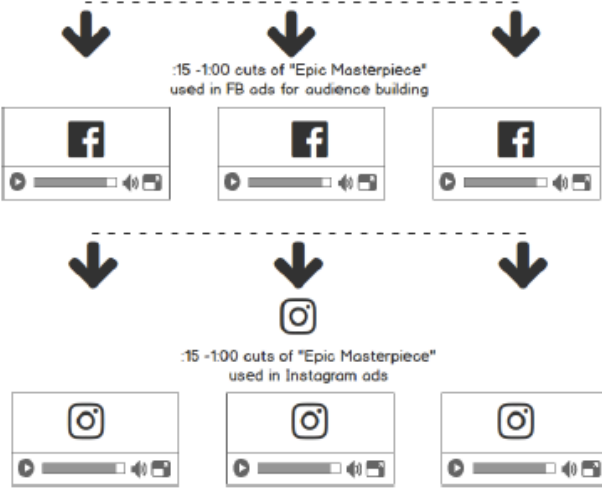
Robust descriptions, tags, titles and closed captioning.



SEO Optimized YouTube Page, with robust descriptions, tags, titles and closed captioning.



Third Party Streaming Services



Video Serves Multiple Marketing Objectives

Goal	Details	Example
Lead Gen	Promotions Calls to Action Gated Content	Email Collection pre roll
Conversion	Boost Conversion %	Landing Pages
Awareness/Education	of Company of Service of Problem	Long form storytelling— i.e. whole house perspective
Audience Building	Custom Audience Building Diversifying Demographics	Facebook Campaigns
Search Engine Optimization	Brand SERP Domination Keyword Rankings	Company search page real estate Traffic drivers
Preference/Trust	Why Your Company?	Customer Testimonials Case Studies
Closing the Sale	Explainers	Proposal Video



QUESTIONS?

Peter Troast

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