



energy circle  
**PRO**

**The IAQ Marketing Challenge:  
Winning Business When the Customer  
Doesn't Know They Need You**

Energy Circle PRO Webinar Series  
February 19th, 2014





# Free Webinar Series

Exclusively for Energy Circle PRO Customers

## For Energy Circle PRO Customers

Weekly: Wednesdays at 5PM Eastern

## Open to the Community (and Free!)

First Wednesday of the Month at 5PM Eastern

## Past Webinar Topics

Third Party Reviews: How to Ride the Wave

Email in Your Marketing Mix: Beyond the Newsletter


All Things New and Google: Latest Changes to Google+

Search Engine Optimization Fundamentals

Google Analytics in 15 Minutes per Week

Solving the Fresh Content Challenge on Your Website

# Energy Circle PRO Blog & Newsletter

Consumer | Hello, Peter Troast | Logout

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[Energy Circle](#) > [Browse](#) > [News & Trends](#) > [Top 7 Home Performance Business Trends for 2014](#)

## Top 7 Home Performance Business Trends for 2014 PRO

[COMMENT](#)  
[SHARE](#)


By Peter Troast · January 8th, 2014

As we dig into 2014, it's worth stepping back and looking at the big picture for a moment. We recently took a look at the [top home performance marketing trends for 2014](#), and today we'll expand that to review what we believe are the most important business trends for the home performance industry in the coming year.

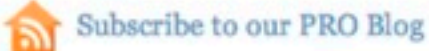
Without further ado, our top 7 business trends for home performance in 2014:

### Indoor Air Quality Finally Emerges

Indoor air quality has always been one of the peripheral benefits of home performance upgrades, but there are signs that it may be creeping up to the forefront as one of the primary drivers of upgrades. The challenge for the home performance industry, of course, is capturing that demand. To the average home owner, the relationship of their home's indoor air quality and the building's performance are not obvious. There's plenty of evidence that IAQ may be more important to homeowners than energy



What does the future hold in store for Home Performance? We think these 7 business trends will have a major impact on the industry in 2014. (Image: Back to the Future, Universal Pictures)

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Call or click  
for a half hour live demo  
207 847 3644

## Live DEMO

### Why Energy Circle PRO?

- Get to market faster
- Keep upfront costs down
- Increase your visibility
- Access best-in-class consumer content
- Take advantage of

# Peter Troast

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Founder/CEO of **Energy Circle**

**Energy Circle PRO** Web platform & marketing services for home performance, HVAC, insulation contractors and auditors in 47 states

**Aggregate data from pool of 275** opted in companies

Linked In: Peter Troast

Twitter: @EnergyCircle

G+: Energy Circle

Facebook: Energy Circle



# For BPI CEU's

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**Pay Attention  
Beware of Multitasking**



energy circle  
**PRO**

**The IAQ Marketing Challenge:  
Winning Business When the Customer  
Doesn't Know They Need You**

Energy Circle PRO Webinar Series  
February 19th, 2014

# What Can I Do with IAQ?

Seizing the Indoor Air Opportunity  
Bill Spohn  
[www.TruTechTools.com](http://www.TruTechTools.com)

<http://trutechguy.files.wordpress.com/2014/01/spohn-what-can-i-do-with-iaq.pdf>



# What We'll Cover Today

---

The Unique Challenge of IAQ Marketing

Segmentation for IAQ

Timing Your IAQ Outreach

Proven Marketing Tactics for IAQ

Getting Started

*Focus is on New Customer Acquisition*

# Current Situation

---

Growing Body of Research: Home Performance Improvements = Better Health

Medical Profession Starting to Understand

Homeowners do Not Connect Health Concerns with Home Performance Improvements

The “Stimulus” for Health Concerns is all Over the Map

IAQ Customers are Motivated

## Health Benefit Studies on Retrofitted houses

### ● Results of the studies undertaken so far:

- admissions to hospitals for respiratory conditions drop by 43%
- days off school reduce by 23%
- days off work drop 39%
- identified the costs of certain diseases
- causal links between cold and damp housing and poor health
- psychological and stress benefits
- quantitative risks to respiratory health established
- calculated the percentage of health outcomes resulting from indoor dampness and mould - PAFs
  - 25-35% in general population
  - Maori and Pacific Island People up to 35%
- Over 90% of benefits are health

## New Study: "Impact of LEED-Certified Affordable Housing on Asthma in the South Bronx"

SHARE   

Posted by [Jim Gunshinan](#) on June 20, 2013

Here is more evidence that the occupants of energy efficient, healthy, and affordable housing enjoy better health compared to those in traditional low-income housing.

The results of an in-depth study by Mount Sinai Hospital in New York City of residents who recently moved into LEED-certified low-income multifamily housing showed:

- Decreases in continuous daily respiratory symptoms
- Decreases in asthma symptoms disrupting sleep
- Decreases in urgent visits to a healthcare professional for asthma
- Fewer days with asthma symptoms; asthma episodes; days of work, school, or daycare missed; and emergency department visits
- Education changes from pretest to posttest included increased knowledge about dust mites, roaches, mold, and chemical irritants
- Common behavioral changes included using hypoallergenic mattress covers, using green cleaning products, and eliminating bedroom carpet

The residents were educated in healthy living and monitored for 18 months after moving in. For more on the published study, [click here](#).




Melrose Commons in the South Bronx was one of the first neighborhoods in New York State to receive LEED Stage II Silver Certification for Neighborhood Development.



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BPI - RESNET - HERS - LEED  
Approved Training Centers  
Call 1.800.989.6686**

[Browse Our Selection](#)



**Online Forum for Homeowners**

Visit the Home Energy Saver Community for tons of free info on how to save energy.

[>> Join here!](#)



**Energy Auditor  
Training**

**ONLINE**

**Indoor Air Quality**

Mold

Asthma  
Problems

Comfort

Pests

Odor

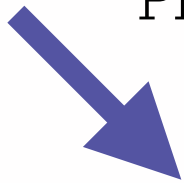
Moisture &  
Humidity

Ventilation

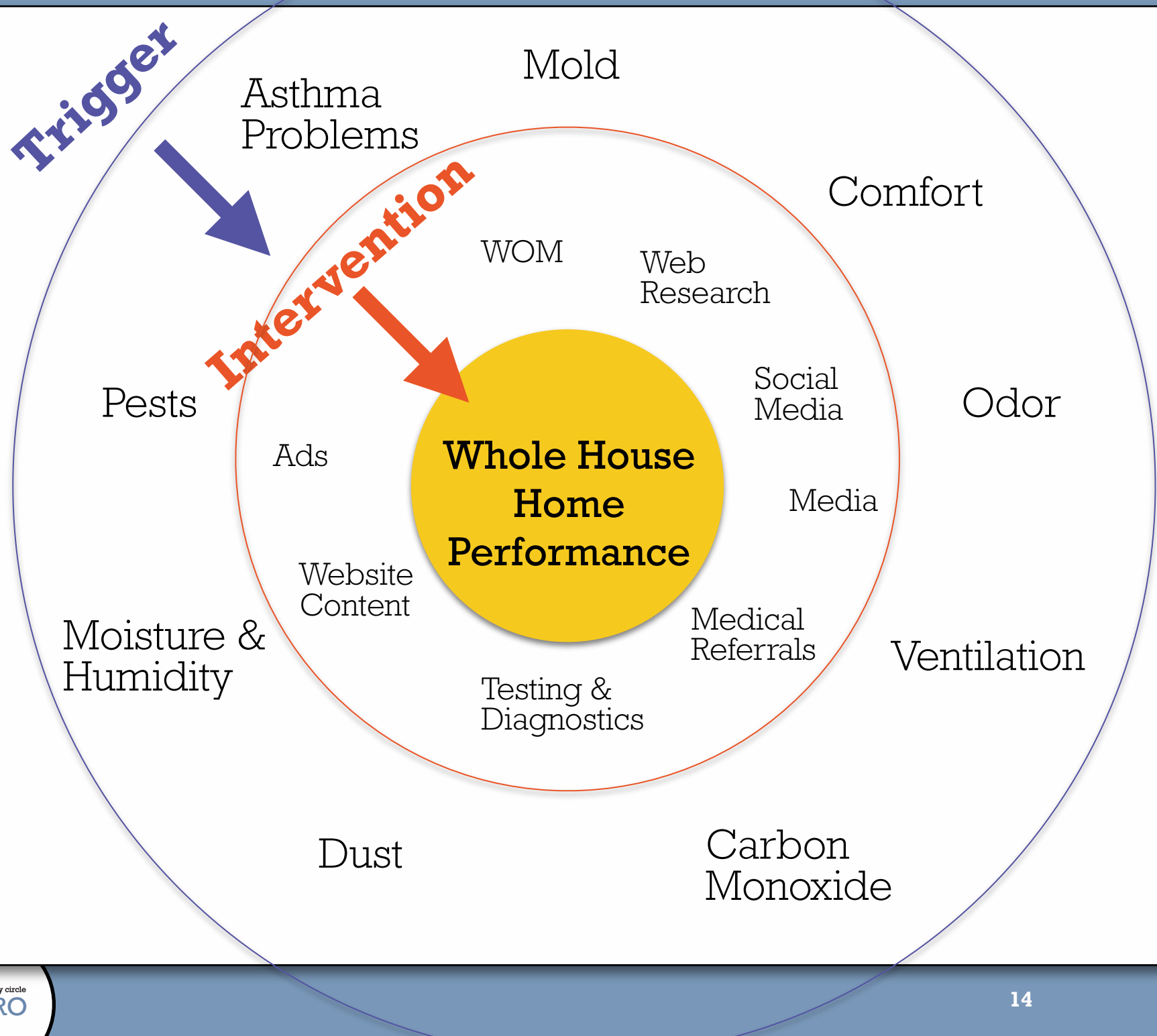
Dust

Carbon  
Monoxide

**Trigger**



**Intervention**



Mold

Asthma Problems

Comfort

WOM

Web Research

Pests

Social Media

Odor

Ads

**Whole House Home Performance**

Media

Moisture & Humidity

Website Content

Medical Referrals

Ventilation

Testing & Diagnostics

Dust

Carbon Monoxide

Trends

Web Search interest: indoor air quality. United States, 2004 - present.



Hot Searches

Top Charts *New!*

Explore

Search terms

indoor air quali

+ Add term

Limit to

Web Search

United States

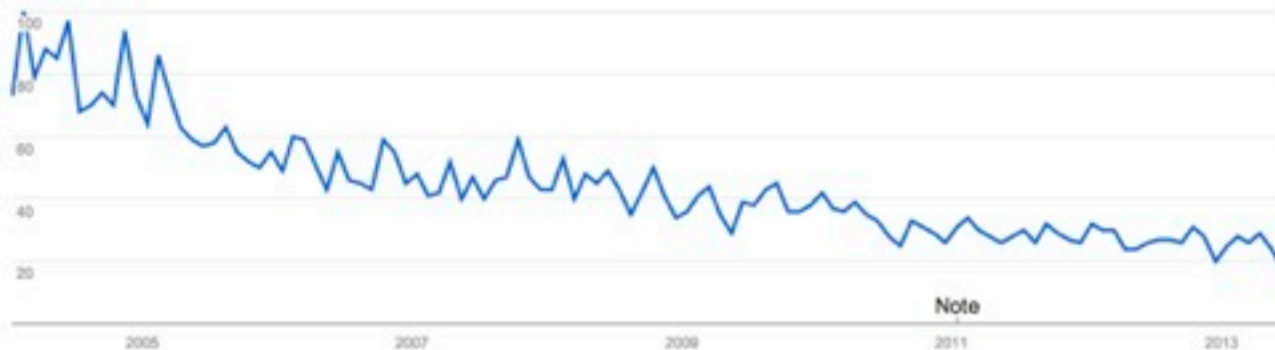
2004 - present

All categories

Interest over time

The number 100 represents the peak search interest

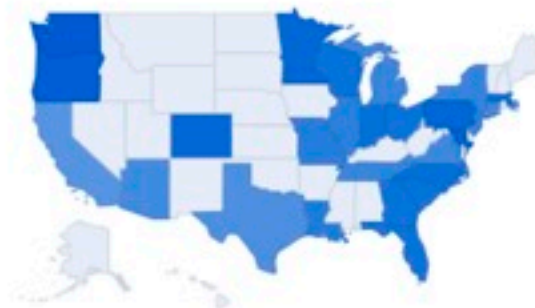
News headlines  Forecast



Embed

Regional interest

Worldwide > United States



0 100

Subregion | Metro | City

View change over time

Embed

Related terms

Top Rising

air quality testing	100	<div style="width: 100%;"></div>
home air quality	50	<div style="width: 50%;"></div>
air quality test	45	<div style="width: 45%;"></div>
indoor plants	40	<div style="width: 40%;"></div>
indoor environmental quality	40	<div style="width: 40%;"></div>
indoor air pollution	30	<div style="width: 30%;"></div>
iaq	25	<div style="width: 25%;"></div>
air quality control	15	<div style="width: 15%;"></div>
best indoor plants	15	<div style="width: 15%;"></div>

Embed



# Trends

Web Search interest: air quality test. United States, 2004 - present.



Hot Searches

Top Charts **New!**

Explore

Search terms

air quality test

+ Add term

Limit to

Web Search

United States

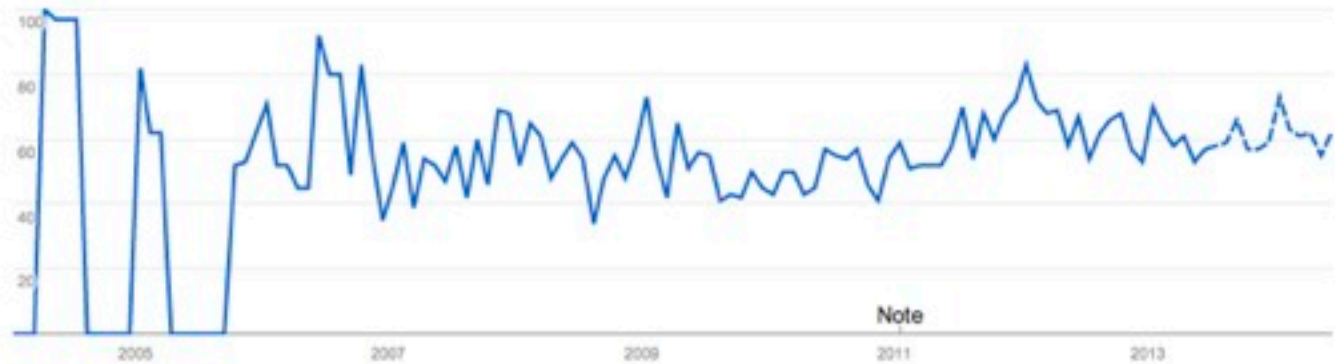
2004 - present

All categories

## Interest over time

The number 100 represents the peak search interest

News headlines  Forecast



Embed

## Regional interest

Worldwide > United States



0 100

Subregion | Metro | City

View change over time

Embed

## Related terms

Top Rising

Term	Interest Level
home air quality	100
air quality testing	50
indoor air quality	45
mold test	40
mold test kit	10

Embed



Trends

Web Search interest: what causes asthma. United States, 2004 - present.



Hot Searches

Top Charts *New!*

Explore

Search terms

what causes as

+ Add term

Limit to

Web Search

United States

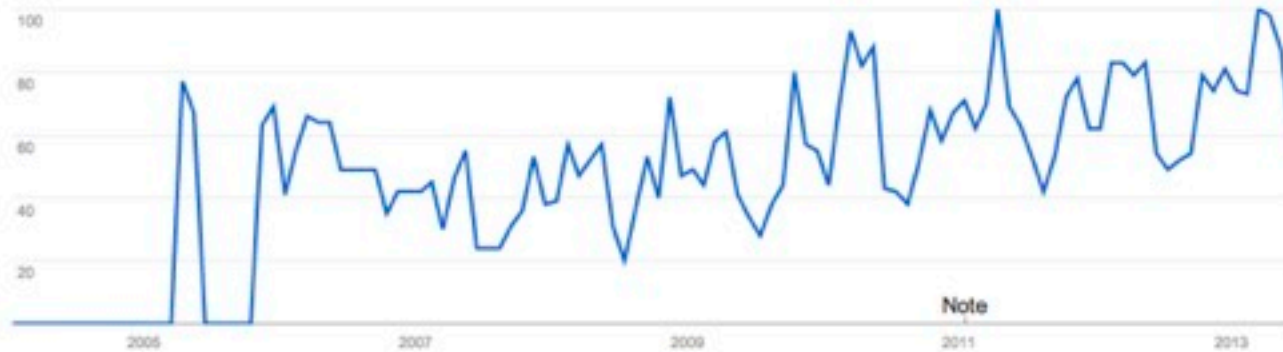
2004 - present

All categories

Interest over time

The number 100 represents the peak search interest

News headlines Forecast



Embed

Regional interest

Worldwide > United States



0 100

Subregion | Metro | City

View change over time

Embed

Related terms

Top Rising

causes of asthma	100	<div style="width: 100%;"></div>
what is asthma	85	<div style="width: 85%;"></div>
asthma symptoms	40	<div style="width: 40%;"></div>
causes for asthma	40	<div style="width: 40%;"></div>
what cause asthma	30	<div style="width: 30%;"></div>
symptoms of asthma	30	<div style="width: 30%;"></div>
asthma attack	20	<div style="width: 20%;"></div>
cause of asthma	20	<div style="width: 20%;"></div>
asthma treatment	15	<div style="width: 15%;"></div>
what causes bronchitis	10	<div style="width: 10%;"></div>

Embed

Trends

Web Search interest: mold removal. United States, 2004 - present.



Hot Searches

Top Charts **New!**

Explore

Search terms

mold removal

+ Add term

Limit to

Web Search

United States

2004 - present

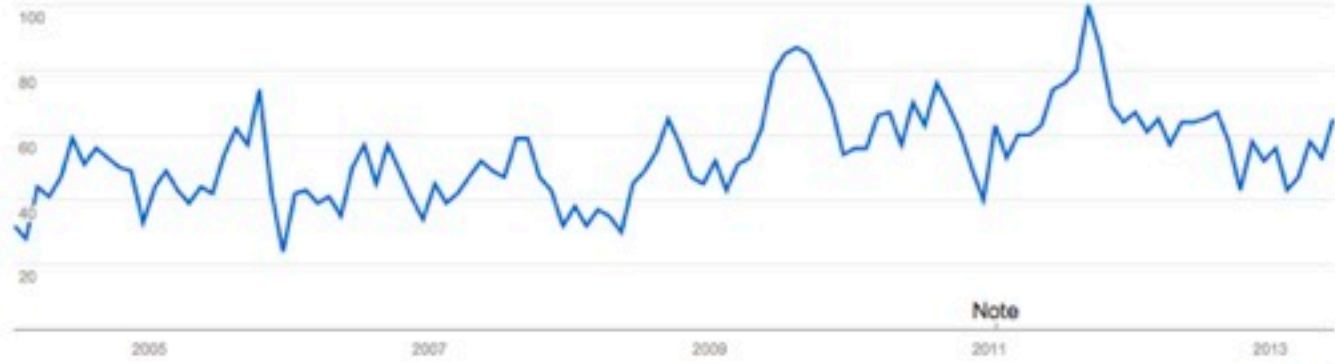
All categories

Interest over time

The number 100 represents the peak search interest

News headlines

Forecast

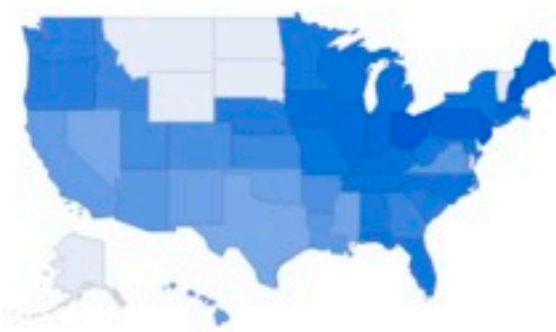


Note

Embed

Regional interest

Worldwide > United States



0 100

Subregion | Metro | City

View change over time

Embed

Related terms

Top

Rising

black mold removal	100	<div style="width: 100%;"></div>
black mold	95	<div style="width: 95%;"></div>
removal of mold	65	<div style="width: 65%;"></div>
home mold removal	50	<div style="width: 50%;"></div>
mildew mold removal	50	<div style="width: 50%;"></div>
mildew	45	<div style="width: 45%;"></div>
mildew removal	45	<div style="width: 45%;"></div>
mold remediation	45	<div style="width: 45%;"></div>
mold removal cost	40	<div style="width: 40%;"></div>
mold removal products	40	<div style="width: 40%;"></div>

Embed

# Trends

Web Search interest: **off gassing**. United States, 2004 - present.



Hot Searches

Top Charts **New!**

Explore

Search terms

**off gassing**

+ Add term

Limit to

Web Search

United States

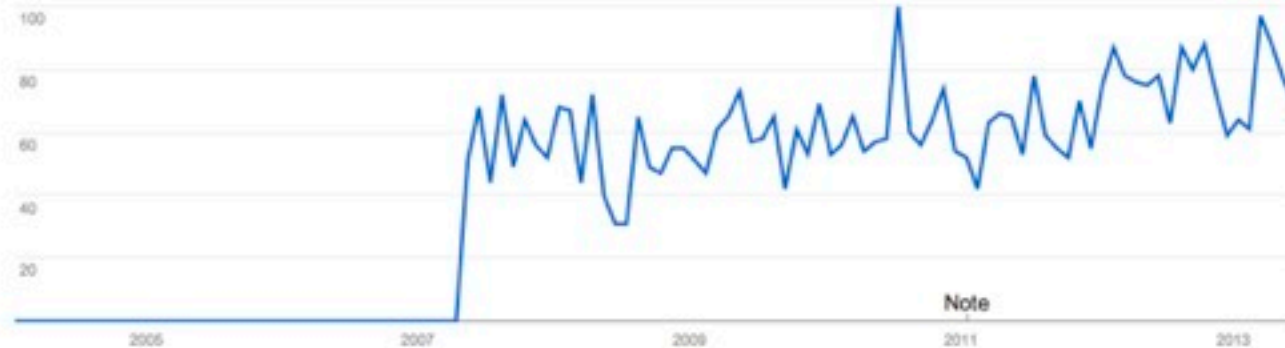
2004 - present

All categories

## Interest over time

The number 100 represents the peak search interest

News headlines  Forecast



Note

Embed

## Regional interest

Worldwide > United States



0 100

Subregion | Metro | City

> View change over time

Embed

## Related terms

Top

Rising

mattress off gassing	100	<div style="width: 100%;"></div>
off gassing carpet	65	<div style="width: 65%;"></div>
off gassing furniture	40	<div style="width: 40%;"></div>
voc off gassing	30	<div style="width: 30%;"></div>

Embed

# Implications of “Indirect” Nature of IAQ & HP

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Creating vs reacting to demand

*Education* is critical

Disconnect: my home may be making me sick

Lay a foundation now for the future

Strong communications efforts are working!

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# Who Are the Best Prospects for Indoor Air Quality Services?

(aka Segmentation)

# Best IAQ Segments

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*Everyone that Breathes... (maybe)*

Families with Children (asthma)

Female decision maker dominant?

Elderly

Known building stock or location

Mold/moisture

Radon area

Basement Type

Age of mechanicals

Allergy sufferers (via medical partner)

# Step 1--A Diagnostic Service

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## **Add IAQ Testing**

1. As a New Offering, or
2. As Part of Your Standard Energy Audit

# Past IAQ Webinars

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**The Indoor Air Quality Sales Opportunity:  
Are You Taking Advantage  
with Troy Tanner, Home Energy Detective**  
Energy Circle PRO Webinar Series  
June 26th, 2013



# Past IAQ Webinars

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**What Can I Do With IAQ?**  
**Seizing the Indoor Air Opportunity**  
with Bill Spohn of TruTech Tools  
Energy Circle PRO Webinar Series  
January 8th, 2014

Prepared For:



Conducted By:



Test Period:  
11/20/13 – 11/24/13

Monitor ID:  
#30172

Report ID:  
#209352

This report offers recommendations so you can make informed decisions about the health, comfort and safety your building provides. Knowing what's in the air you breathe and what you can do about it has never been more important. If you have additional questions, please visit [www.airadvice.com](http://www.airadvice.com) or call 503-295-6610.

**What We Tested**

**What We Found**

**Possible Causes**

**Recommended Action**

## HEALTH



Action Recommended  
for Sensitive Individuals

### Particle Allergens, Chemical Pollutants, Carbon Dioxide

Particle Allergens:  
Levels improvable  
Chemical Pollutants:  
Levels improvable  
Carbon Dioxide:  
Levels are acceptable

- Inadequate filtration
- Build-up of chemical pollutants

- Add VOC reduction device
- Remove VOC sources
- Upgrade filtration

## COMFORT



Action Necessary

### Temperature Relative Humidity

Temperature:  
Too cool  
Relative Humidity:  
Levels are acceptable

- Inadequate temperature setpoint or inadequate thermostat
- Setpoints out of alignment

- Check thermostat for proper setpoint and function

## SAFETY



No Action Necessary

### Carbon Monoxide

Carbon Monoxide:  
Levels are acceptable

- None

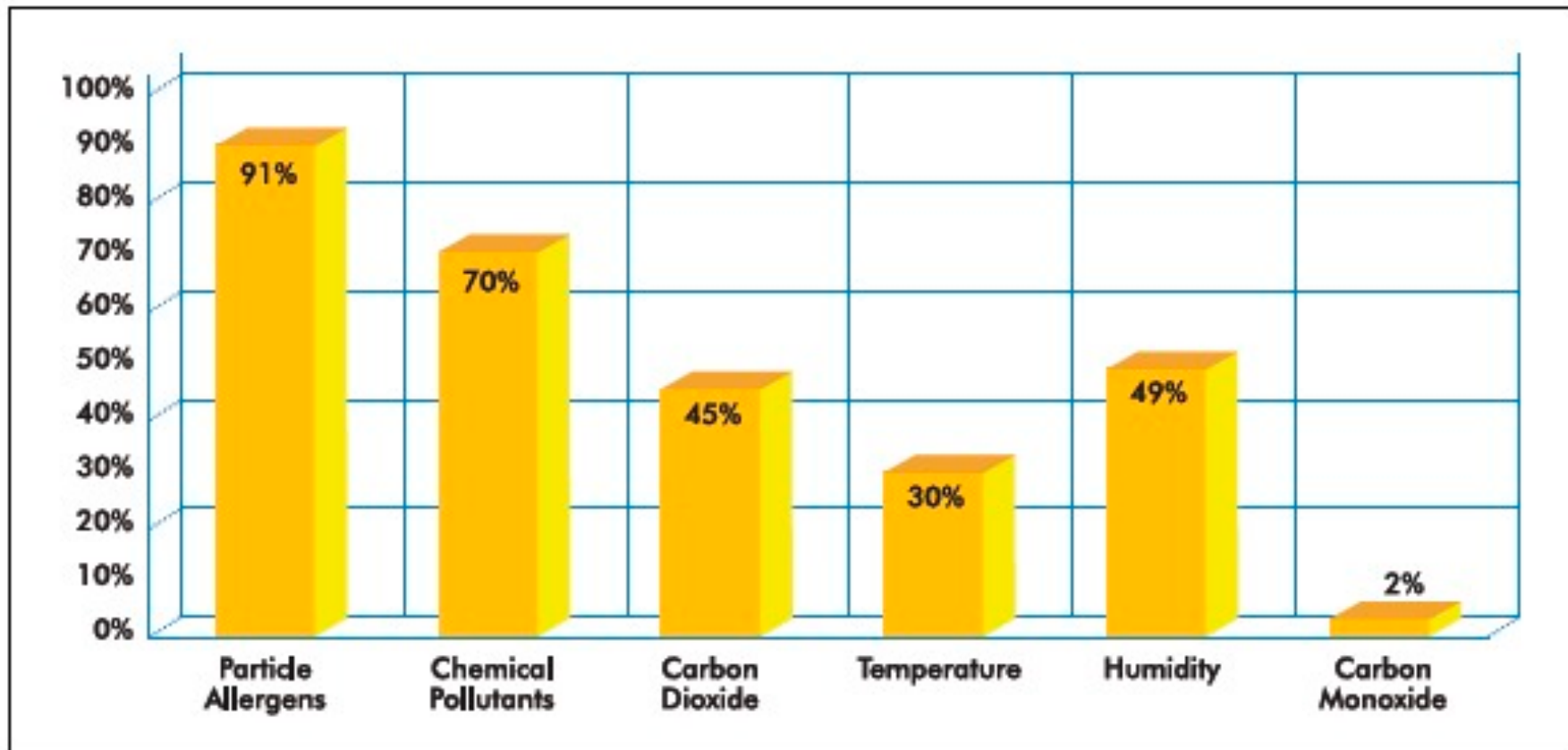
- No action necessary

# Air Advice Testing

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- Temperature
- Humidity
- Carbon monoxide (CO)
- Carbon dioxide (CO<sub>2</sub>)
- Particulates (dust)
- Volatile organic compounds (chemicals and odors)

# State of Our Indoor Air Report, 2007



Air Advice. Based on 49,130 tests.

---

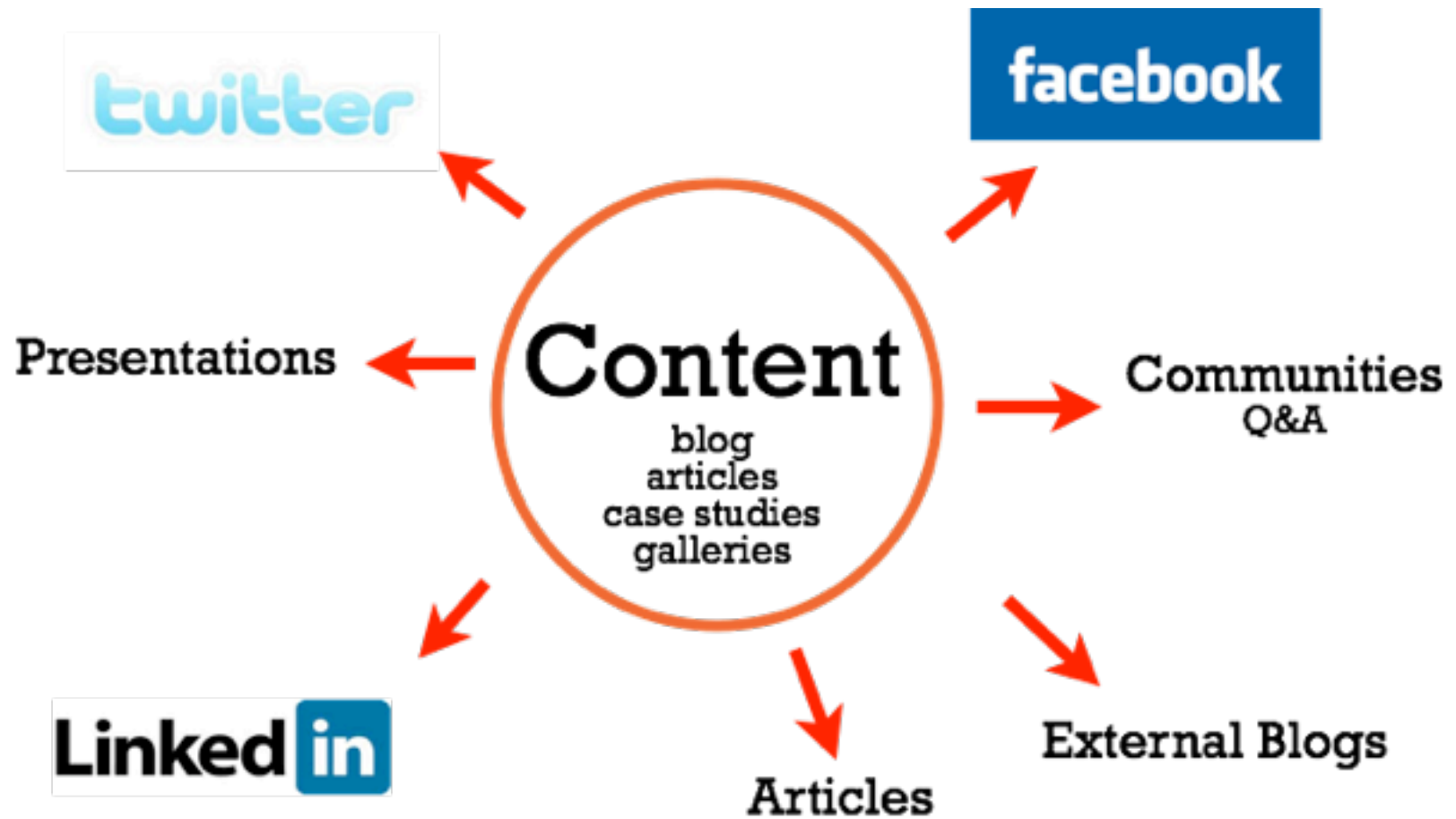
# Developing an IAQ Content Strategy

Authority



# Google Loves Content

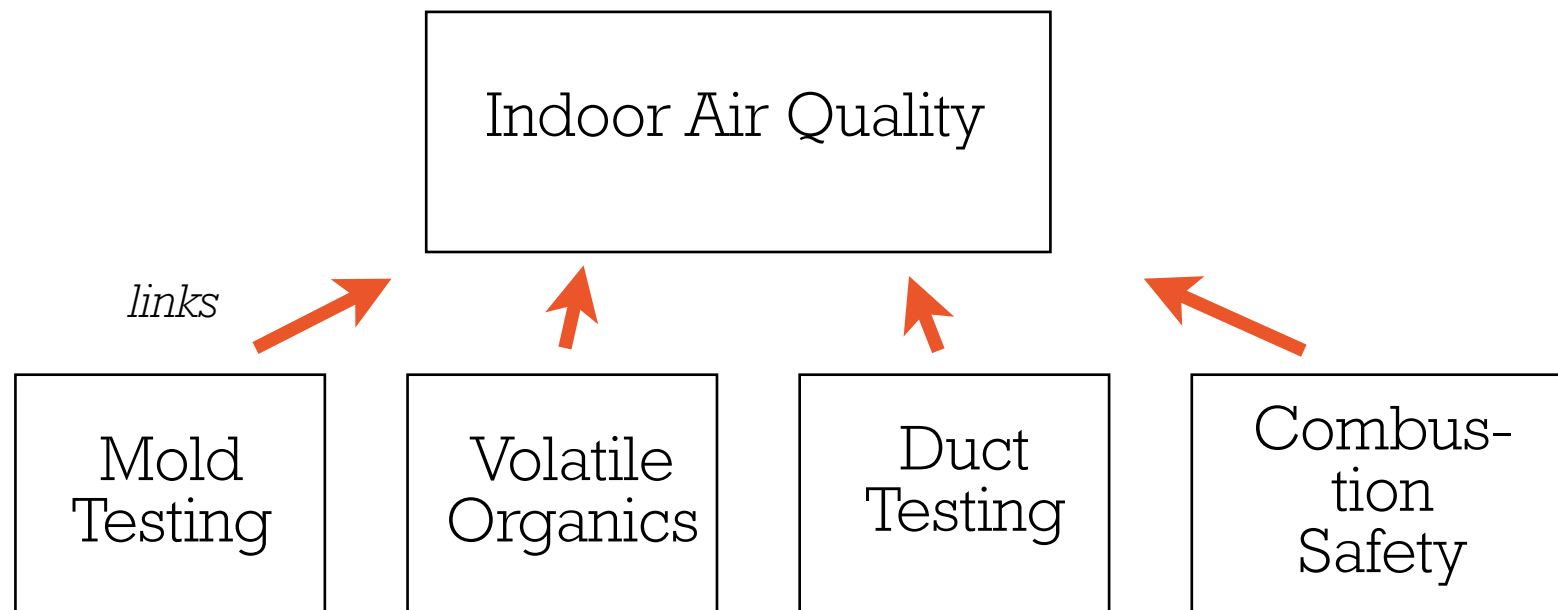
# Content “as a system”



# Ideally: Dedicated Pages for Key Services

---

*Logical, Clear Structure*





# Most Important: IAQ Related Content

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- The Effects of Mold
- Your House, Your Kids and Asthma
- Low Levels of Carbon Monoxide--Are You Safe?
- The Air in Your House--Where's it Come From?
- Why Mold Remediation Might Not Be Enough
- Is Your House Making You Sick?
- Pests in Your Walls--Not Just an Annoyance
- Getting Found = Having Content

# Everything Counts

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Short blog or news post

Long blog or news post

New Testimonial

New Case Study

New Service Description

“House of Horrors” Gallery

Questions & Answers

---

# Social Media

# Facebook is Ideal

Energy Docs Timeline 2013 Liked

Energy Docs shared a link.  
October 8, 2013

Energy Docs Home Performance Contractor has greatly improved the health and happiness of children and those with respiratory conditions through careful attention to the identification and reduction of potent asthma triggers through our comprehensive home performance fixes to homes.

Here's one of our case studies where the clients were thrilled with the transformation in their health, and one their doctor immediately noticed, and they are saving 76% of their energy bill, to ... See More

Energy Docs Home Performance Case Study  
www.youtube.com

This Energy Docs Home Performance actual case study shows real utility bill data proving that Home Performance upgrades can reduce energy bills by 76% and sa...

05CF0641.jpg

Like · Comment · Share

Recent

2014

2013

2012

2011

Created

Sponsored 91 Create Ad

Need to hire interns?  
internmatch.com

HIRING MADE EASY  
Post on InternMatch & start reaching students from every top university today!

Crown Your Brand the King  
ignite800.com

Vanity toll free numbers help your brand live on in the hearts & minds of your customers.

Mobile Share® Value Plans  
att.com

Our new, best-ever small business value plans. Learn more.

After Heart Attack  
fourierstudy.com


Adults May Qualify for a CVD Clinical Research Study for an Investigation Medication.

# Comments Like This: Priceless

---

LOVE OUR HOME!!! There just aren't enough good words to express what Energy Docs has done for us! For the first time since owning this home we have a PG&E bill that is less than \$1500, even less than \$300!!! and for the first time in 12 years our son has made it through his first December without a trip to the hospital because our air quality is so much better! This project has improved our lives in more ways than we could have imagined. Thank You So Much

Unlike · Comment · Tuesday at 9:42pm

 You like this.

# YouTube & Video Storytelling

The screenshot shows a YouTube video player with the following details:

- Video Title:** Energy Docs Home Performance Case Study
- Channel:** Mike MacFarland · 5 videos
- Views:** 48 views
- Published:** Oct 7, 2013
- Description:** This Energy Docs Home Performance actual case study shows real utility bill data proving that Home Performance upgrades can reduce energy bills by 76% and save 10 thousand dollars per year.
- Comments:** NO COMMENTS YET

The video player shows a thumbnail of a house with the text "1971 Redding Rambler". The video progress bar is at 0:14 / 0:56.

On the right side of the page, there is a list of recommended videos:

- HootSuite Social Media (12,608 views)
- Home Performance Essentials Shown with Infrared Thermal Imaging (2,570 views)
- Webinar - Opening the Door to Building Performance (569 views)
- Energy Docs Home Performance analysis of the EER of long fan overrun cycles (49 views)
- Building Performance Institute at the 2012 Renewable Energy and Energy (76 views)
- Heat pump reversing valve energy consumption (26 views)
- LIFE Webinar Series Presents NYSERDA's Assisted Home Performance (9 views)
- Corbett's Referral Partner Program for the Building Performance Workshop (53 views)
- Energy Star Home - Thermal Enclosure Check - Building Performance Group & (1,052 views)
- Home Performance Energy Audit - Part 3

# Social Ads: Incredible Targeting

Facebook search bar: Search for people, places and things

## CREATE YOUR AUDIENCE

Help: Choose Your Audience

Location: United States, Maine  
Cumberland Center, 04021  
Falmouth, 04105  
Freeport, 04032  
Portland, 04101  
Yarmouth, 04096  
Add a country, state/province, city or ZIP

Age: 25 - No max

Gender:  All  
 Men  
 Women

Interests: Family and relationships  
Family 275,029,600 people  
Hobbies and activities > Home and garden  
Home improvement 8,800,646 people  
Hobbies and activities > Politics and social issues

1,200 people

**⚠ Your audience selection is too specific.**

This could make your target audience too small for your ads to deliver. Review each targeting selection you have made and try expanding your target audience.

### Your ad targets people:

- Who live in:
  - United States: Cumberland Center (04021), Falmouth (04105), Freeport (04032), Portland (04101), Yarmouth (04096) Maine
- age exactly 25 and older
- Who like Charity and causes, Environmentalism, Family, Home improvement or Sustainability
- Who graduated from college
- Who are in the broad category Parents (All)
- Who are married or engaged

Suggested Bid

---

# The Opportunity in Paid Search (Adwords, PPC)



# Low Volumes But Many Search Terms

---

allergies

asthma

causes of asthma

mold

mold removal

mold testing

home mold removal

indoor air quality

mold remediation

indoor air pollution

indoor air

off gassing

smells

radon

air filters

wet basement

indoor air quality testing

asbestos

air purifiers

# A Peek into Paid Search

Keyword	Avg. Monthly Searches	Estimated Average CPC	Estimated Average Position
remove radon	20	\$ 8.54	1.6
duct cleaning	9,900	\$ 7.58	2.2
mold in basement	1,900	\$ 6.88	1.3
asbestos abatement	2,900	\$ 5.93	1.2
indoor air pollution	1,300	\$ 5.45	1.0
indoor air quality	2,400	\$ 5.11	1.1
cure asthma	170	\$ 5.04	1.1
smell in house	70	\$ 4.18	1.1
odor in home	20	\$ 2.55	1.0
musty smell	1,600	\$ 2.43	1.0

*Solution Focused*

*Problem Focused*

---

# Speaking, Presentations, PR & Community Outreach

(including medical community)

# High Value in Single Community Focus

---

Word of Mouth Spreads Faster in Connected Communities

Proper Targeting = Better Conversion

Similar Housing Stock

The Power of Multi-touch Marketing (7x Rule)

from Neighbors

in the Paper

at a Community Event

Etc

# What You Need to Get Started

---

A good presentation--*Are Our Houses Making Us Sick?*

A page on your site about your speaking capabilities

A short video of you speaking that shows you're not boring

An outreach program to build awareness of your availability.

# Who Will Listen?

---

Charitable Organizations

IAQ Assessment Auction Donations

Community Support Groups

Junior League

Habitat for Humanity

Business Networking Organizations

Environmental Groups

Sustainability Committees

Town Committees

Tweet Ups

Create Your Own Community Retrofit Project

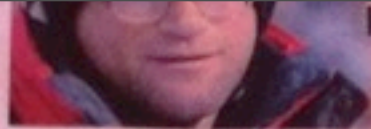
# PR/Earned Media

---

Earned media (or free media) refers to favorable publicity gained through promotional efforts other than advertising.

were winners? Page B4

Obama plans visit to Maine: A3



keep skiing  
Page B1

City Council agrees to purchase new pumper truck.  
Page B1

# Sun Journal

SINCE 1847 LEWISTON, MAINE

TUESDAY, FEBRUARY 7, 2012

Connecting you with your community

75 cents

www.sunjournal.com

## Casino defends its hiring practices

Oxford ownership says Mainers will be trained in-house

BY TONY REAVES  
Staff Writer

OXFORD — Online job listings asking for casino workers to come to Maine have ruffled some, who say The Oxford Casino is putting out-of-state people ahead of Mainers.

The Oxford Casino says experienced casino workers will be needed to train people who haven't worked in gaming houses before.

In an item on the Public Gaming Research Institute's website, casino General Manager Jack Sours said the state is business has "a variety of positions available, including a significant need for experienced Table Games Dealers."

"This is a great opportunity for people who moved away from Maine seeking employment, to return to their native state," Sours is quoted as saying.

Dennis Bailey of CasinoNO said it's evidence of what anti-casino activists have been saying since before the

SEE CASINO PAGE A5

# Help for heating

## After national attention, donations pour in



EREN COU/SUN JOURNAL

Dewitt Kimball of Complete Home Evaluation Services uses an infrared camera to capture images of heat loss in the home of Robert and Wilma Hartford, of Peru, on Sunday. After reading a New York Times article about the Hartfords' struggle to heat their home, Kimball offered his services to the couple to help reduce their dependency on oil.

# More than \$100,000 received

## Oil price rises

The average price for home heating oil

## LePage: Savings 'false' in budget

Spending plan 'full of gimmicks,' says fed-up governor

BY GLENN ADAMS  
Associated Press

AUGUSTA — A bipartisan budget package aimed at erasing a looming \$221 million shortfall is "full of gimmicks" and lacks structural changes needed over the long haul to make state Medicaid services affordable to taxpayers, Gov. Paul LePage charged Monday.

LePage lobbed heavy criticism at the Appropriations Committee, which has been working for weeks on the Republican governor's budget plan that calls for sweeping reductions in Medicaid benefits and eligibility standards.

The governor said he'd veto the plan if it came to his desk, but said he doubts it has the votes to get there.

LePage said the cutbacks he has proposed are needed to financially sustain Medicaid, known in the state as MaineCare, past April.

Committee members from both parties have embraced a plan to immediately balance the 2012 budget, which carries the state through June, with some curtailments. It calls for better management of drugs addressing opiate addiction, salary savings and curtailing Medicaid coverage for some optional services and several other changes.

## Duo with Maine ties



# Reaching Out to Medical Community

---

They're Hard to Reach...

Build a List of Asthma & Allergy Docs

Drive by visits

Literature Drops (simple brochure)

Mailings (easily targeted)

Offer Free Test for Office Staff

Newsletter for Waiting Rooms

# What We Recommend

---

Segment your Targets

Get Health/Indoor Air Content on Your Site

Integrate in Social Media

Make it Part of Your Community Outreach

Test Building Medical Relationships

## *Future Topics*

Air Quality Upsell Opportunities--ERV, HRV

Medical Referral Case Studies

# Contact

---

**Peter Troast**

Energy Circle

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# For BPI CEU's

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Send Your BPI Number to:  
[ceu@energycircle.com](mailto:ceu@energycircle.com)

# RapLeaf--Append Your Data

Which fields would you like to purchase?

	<input type="checkbox"/> Select All	Estimated Matches	Field Price	Estimated Price
 DEMOGRAPHIC DATA	<input checked="" type="checkbox"/> Age	1,715	\$0.01	\$17.15
	<input checked="" type="checkbox"/> Gender	2,800	\$0.01	\$28.00
	<input checked="" type="checkbox"/> Zip	1,225	\$0.01	\$12.25
 HOUSEHOLD DATA	<input type="checkbox"/> Household Income	1,295	\$0.01	\$12.95
	<input type="checkbox"/> Marital Status	1,330	\$0.01	\$13.30
	<input type="checkbox"/> Presence of Children	1,400	\$0.01	\$14.00
	<input type="checkbox"/> Home Owner Status	1,400	\$0.01	\$14.00
	<input type="checkbox"/> Home Market Value	1,435	\$0.01	\$14.35
	<input type="checkbox"/> Length of Residence	1,400	\$0.01	\$14.00
	<input type="checkbox"/> High Net Worth	560	\$0.01	\$5.60
	<input type="checkbox"/> Occupation	315	\$0.01	\$3.15
	<input type="checkbox"/> Education	1,295	\$0.01	\$12.95