Founder/CEO of Energy Circle

Linked In: Peter Troast
Twitter: @EnergyCircle
Facebook: Energy Circle

Volunteer/Pro Bono

Building Performance Association
Board Member

Energy Circle Webinar Series

Weekly* Wednesdays 5-5:30 eastern
BPI CEU’s
The Lens I See Through

Marketing & Lead Generation Services for 350+ Better Building Contracting Businesses

- HVAC, Home Performance, Solar, Insulation, Auditors/Raters, Builders, Remodelers

50 States, some Canada & Countless Climate Zones

An Inside View of Many Business Models and Their Success

Deep Dataset on What is Making the Phone Ring (601,232 recorded calls)

Our Mantra: More Successful Contractors = More Retrofits
What We’ll Discuss Today

1. THE HOME PERFORMANCE MARKET IN THE TIME OF COVID

2. FUNDAMENTALS OF HIGH PERFORMANCE/HOME PERFORMANCE MARKETING

3. WHAT SHOULD YOU BE PAYING FOR A LEAD?
   METRICS FOR LEAD & CUSTOMER ACQUISITION COST

4. DETERMINING THE RIGHT DIGITAL STRATEGY FOR YOUR COMPANY
   HOW STRONG IS YOUR FOUNDATION?
HOME PERFORMANCE MARKETING IN THE TIME OF COVID
COVID-19 has affected consumer behavior in five key ways, many of which will have a lasting impact

**Shift to value and essentials**
- More than 50 percent of Americans believe it will take longer than 6+ months for the economy to recover, and that the crisis will continue to impact them for another 4+ months
- This sentiment has made consumers evaluate what they are spending on and where more carefully
- Spending on essentials is the only category with positive intent even as many categories are beginning to rebound since March

**Flight to digital and omnichannel**
- Most categories have seen 15–30% growth in consumers shopping online and most of those consumers say they will continue after the crisis
- Many digital and low-contact services (e.g., delivery, self-checkout) have also seen an increase

**Shock to loyalty**
- As consumers struggle with limited access, brand loyalties are being challenged, and 75% of consumers have tried different stores, websites, or brands through the crisis
- More than 70% of consumers who made these changes expect to integrate these places to shop and brands in their post-COVID-19 life

**Health and “caring” economy**
- Consumers are actively looking for safety measures when deciding where to shop in-store such as enhanced cleaning, masks, and barriers
- Companies’ actions in this time (e.g., showing care for employees) will be remembered for a long time and can lead to goodwill

**Homebody economy**
- Even as many regions reopen, more than 50% of consumers are waiting for milestones beyond lifting restrictions to return to out-of-home activities
- Many consumers have found at-home solutions to regular out-of-home activities and >50 percent intend to continue some habits post-crisis
COVID-19 has affected consumer behavior in five key ways, many of which will have a lasting impact.

- **Efficiency, Conservation**
- **Online Interactions**
- **Strong Companies Win**
- **Protocols, Employee Safety, Empathy**
- **Embracing the Home**

The New COVID-era Homeowner Personas

**C’mon in Jim**
- Unperturbed
- No outward signs of concern

**Cautious Kristina**
- Expects new protocols
- Respects overcommunication
- Will put you to the test

**Hell No Helen**
- Nothing is important enough to let you in my house
# Marketing & Lead Generation Shifts

<table>
<thead>
<tr>
<th>TACTICS</th>
<th>IMPLICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Marketing</td>
<td>• Door-to-door, events, fairs dead for now</td>
</tr>
<tr>
<td>Online Presence</td>
<td>• Far fewer opportunities for face-to-face relationship &amp; trust building</td>
</tr>
<tr>
<td>Traditional Advertising</td>
<td>• Increasing competition in digital will require excellence</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>• Digital approaches to first touch meetings will be the norm—zoom is your new friend</td>
</tr>
<tr>
<td>Email</td>
<td>• Increased burden on company brand strength, online reviews</td>
</tr>
<tr>
<td>Active Referrals</td>
<td></td>
</tr>
<tr>
<td>Events</td>
<td></td>
</tr>
<tr>
<td>Open Houses</td>
<td></td>
</tr>
<tr>
<td>Community Speaking</td>
<td></td>
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<tr>
<td>Tabling</td>
<td></td>
</tr>
<tr>
<td>Canvassing</td>
<td></td>
</tr>
</tbody>
</table>
Energy Circle Search Marketing Dataset

• **HVAC & Home Performance**
  Volume & demand remains strong in most places
  Covid hot spots —→ Market slowdowns
  Heat pumps remain strong

• **Healthy Home/Indoor Air Quality/Purification/Filtration**
  Testing demand is down
  Specific services & ventilation trending—but massive homeowner confusion
  More volume, more competition, rising CPC’s

• **High Performance New Construction**
  Demand accelerating, especially around healthy home

*Time at Home = Attention to Home*
DIVERSIFYING BUSINESS MODELS

= HOME PERFORMANCE SUCCESS
HOME PERFORMANCE

Envelope + Mechanicals + Testing
# Residential Retrofit Business Models

<table>
<thead>
<tr>
<th>Envelope (Shell or WX)</th>
<th>Mechanical</th>
<th>Consultant/Technician</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insulation Contractor</td>
<td>Traditional Heat and Cool</td>
<td>Energy Auditor</td>
</tr>
<tr>
<td>Spray Foam Contractor</td>
<td>Geothermal</td>
<td>Pure Auditor</td>
</tr>
<tr>
<td>Cellulose Installer</td>
<td>Heat Pump Specialists</td>
<td>Auditor/Recommender</td>
</tr>
<tr>
<td>New Construction Insulator</td>
<td>Plumber/Furnace</td>
<td>Auditor/Construction Manager</td>
</tr>
<tr>
<td>Mixed New &amp; Retrofit Insulator</td>
<td>Ventilation</td>
<td>Network</td>
</tr>
<tr>
<td>Air Sealing Specialist</td>
<td>Other &amp; Related</td>
<td>Auditor/Inspector</td>
</tr>
<tr>
<td>Weatherization</td>
<td>Solar</td>
<td>Rater</td>
</tr>
<tr>
<td>Crawl Space Repair</td>
<td>Mold Remediation</td>
<td>Production Home Rater</td>
</tr>
<tr>
<td>Basement Waterproofing</td>
<td>Healthy Home</td>
<td>Solo Rater</td>
</tr>
<tr>
<td></td>
<td>Handyman</td>
<td>Passive House Rater</td>
</tr>
<tr>
<td></td>
<td>Connected Home (Home Automation)</td>
<td>Certified Passive House Consultant</td>
</tr>
<tr>
<td></td>
<td></td>
<td>LEED Rater</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Indoor Air Quality Tech</td>
</tr>
</tbody>
</table>
Where I’m Seeing Growth

**Envelope (Shell or WX)**
- Insulation Contractor
  - Spray Foam Contractor
  - Cellulose Installer
  - New Construction Insulator
  - Mixed New & Retrofit Insulator
- Air Sealing Specialist
- Weatherization
- **Crawl Space Repair**
- Basement Waterproofing

**Mechanical**
- Traditional Heat and Cool
  - Geothermal
  - **Heat Pump Specialists**
  - Plumber/Furnace
  - Ventilation
  - **Electrification**

**Other & Related**
- **Solar**
- Mold Remediation
- Healthy Home
- Handyman
- Connected Home (Home Automation)

**Consultant/Technician**
- Energy Auditor
  - Pure Auditor
  - Auditor/Recommender
  - Auditor/Construction Manager
  - Network
  - Auditor/Inspector
- Rater
  - Production Home Rater
  - Solo Rater
  - Passive House Rater
- Certified Passive House Consultant
- LEED Rater
- Indoor Air Quality Tech
Commonalities of Thriving Contractors

**Service Diversity**
- Seasonal Balance
- Emerging Categories

**Recurring Revenue**
- Service Contracts
- Staged Retrofit Plans

**Strong Brands**
- Homeowner Preference
- In the Real World & Online
- Third Party Reviews

**Quality Operations**
- First Touch to Last Touch
POLL
FUNDAMENTAL TRUTH OF HOME PERFORMANCE MARKETING
Fundamental Truth of HP Marketing

WHOLE HOUSE HOME PERFORMANCE

MORE COMPREHENSIVE JOBS
Gateway Concept

Homeowner concerns start with a *single trigger*.

Successful contractors *pivot the homeowner mindset* to system thinking & high impact, whole house jobs.
First Touch is Critical

Most Leads are Single Measure
You are Selling Something Different
Experience Has to Be Better Right From Start
# Good Gateways, Challenging Ones

*initial triggers that are more easily converted to comprehensive jobs*

<table>
<thead>
<tr>
<th>Good</th>
<th>Improving?</th>
<th>Difficult</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crawlspace Repair</td>
<td>Healthy Home</td>
<td>Windows</td>
</tr>
<tr>
<td>Discomfort</td>
<td>IAQ</td>
<td>Solar</td>
</tr>
<tr>
<td>Home Electrification</td>
<td>Heat Pumps/Mini Splits</td>
<td></td>
</tr>
<tr>
<td>Net Zero</td>
<td>Ventilation</td>
<td></td>
</tr>
<tr>
<td>Spray Foam</td>
<td>HVAC Service</td>
<td></td>
</tr>
</tbody>
</table>

*Data Sources:*
- Search Volume (proxy for interest level)
- Website Conversion Rates (Visit to Lead)
- Customer Acquisition Cost (Client Provided)
- Average Job Size (Client Provided)
# Exceptional Incentives

## Available Rebates

Refer to the table below for available rebates:

<table>
<thead>
<tr>
<th>Upgrade Type</th>
<th>Upgrade</th>
<th>Sponsor</th>
<th>Double the Rebate Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Switch from natural gas, propane or oil heating to electricity</strong></td>
<td><strong>Central Air Source Heat Pump Rebate (Tier 2 only)</strong>&lt;br&gt;HSPF ≥9.3, SEER ≥16</td>
<td>CleanBC</td>
<td>$6,000</td>
</tr>
<tr>
<td></td>
<td><strong>Mini-Split or Multi-Split Air Source Heat Pump Rebate</strong>&lt;br&gt;HSPF ≥9.3, SEER ≥16</td>
<td>CleanBC</td>
<td>$6,000</td>
</tr>
<tr>
<td></td>
<td><strong>Dual-Fuel Central Air Source Heat Pump Rebate</strong>&lt;br&gt;HSPF ≥9.3, SEER ≥16</td>
<td>CleanBC</td>
<td>$6,000</td>
</tr>
<tr>
<td></td>
<td><strong>Air-to-Water Heat Pump Rebate</strong></td>
<td>CleanBC</td>
<td>$6,000</td>
</tr>
<tr>
<td></td>
<td><strong>Combined Space and Hot Water Heat Pump Rebate</strong></td>
<td>CleanBC</td>
<td>$8,000 + $300 Two Upgrade Bonus</td>
</tr>
<tr>
<td></td>
<td><strong>Electrical Service Upgrade Rebate</strong></td>
<td>CleanBC</td>
<td>$1,000</td>
</tr>
<tr>
<td></td>
<td><strong>Central Air Source Heat Pump (Tier 2 only)</strong>&lt;br&gt;HSPF ≥9.3, SEER ≥16</td>
<td>CleanBC</td>
<td>$4,000</td>
</tr>
</tbody>
</table>
WHAT SHOULD YOU BE PAYING FOR A LEAD?
"Half the money I spend on advertising is wasted; the trouble is I don't know which half."

John Wanamaker
Everyone’s Challenge is Different

- Quantity of Leads
- Quality of Leads
- Cost of Leads
- Conversion Problems
- Diversity of Leads
- Mix of Tactics
- Competitive Pressure
- Pricing
Working Backwards From Your Goals

<table>
<thead>
<tr>
<th>Description</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue Goal:</td>
<td>$750,000</td>
</tr>
<tr>
<td>Average Ticket:</td>
<td>$4,500</td>
</tr>
<tr>
<td># of Jobs:</td>
<td>168</td>
</tr>
<tr>
<td>Close Rate:</td>
<td>30%</td>
</tr>
</tbody>
</table>

YOU NEED **556 LEADS**
## Working Backwards From Your Goals

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
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<tbody>
<tr>
<td>Revenue Goal:</td>
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<td># of Jobs:</td>
<td>168</td>
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<tr>
<td>Close Rate:</td>
<td>30%</td>
</tr>
</tbody>
</table>

### Marketing Budget @ 7%:
- **$52,500**

### Cost Per Acquisition:
- **$313**

### Cost Per Lead:
- **$94**

YOU NEED **556 LEADS**
What Should You Spend on Marketing?

- **2%**
  - High # Service Contracts
  - Strong Brand
  - % Commercial

- **7%**
  - Typical

- **12%**
  - New Market
  - Aggressive Growth Goals
  - New Services/Products
POLL
Conversion Rates Drive Lead Cost

Lead

Appointment

Quote

Closed Job
Conversion Rates Drive Lead Cost

- Lead: 50%
- Appointment: 50%
- Quote: 50%
- Closed Job: 12.5%
Conversion Rates Drive Lead Cost

- **Lead**: 50% → 50%
- **Appointment**: 50% → 80%
- **Quote**: 50% → 75%
- **Closed Job**: 12.5% → 30%
## Cheap Leads/Expensive CAC

<table>
<thead>
<tr>
<th></th>
<th>HomeAdvisor</th>
<th>Google Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cost Per Lead:</strong></td>
<td>$25</td>
<td>$120</td>
</tr>
<tr>
<td><strong>Lead to Appointment</strong></td>
<td>15%</td>
<td>85%</td>
</tr>
<tr>
<td><strong>Cost Per Appointment</strong></td>
<td>$166</td>
<td>$141</td>
</tr>
<tr>
<td><strong>Appointment to Quote</strong></td>
<td>50%</td>
<td>75%</td>
</tr>
<tr>
<td><strong>Cost Per Quote</strong></td>
<td>332</td>
<td>188</td>
</tr>
<tr>
<td><strong>Quote to Close</strong></td>
<td>30%</td>
<td>60%</td>
</tr>
<tr>
<td><strong>Cost Per Acquisition</strong></td>
<td>$1,106</td>
<td>$313</td>
</tr>
</tbody>
</table>
Typical 2019 Marketing Mix

- Organic Search
- Paid Search
- Direct Mail
- Paid Social
- Print Ads
- Referring Traffic
- Online Directories
- Email
- Home Shows
- Community
- Organic Social
- Past Customers
- Referral Program
- Purchased Leads
Growing Importance of Digital: 75%

- Organic Search
- Paid Search
- Direct Mail
- Paid Social
- Print Ads
- Referring Traffic
- Online Directories
- Email
- Home Shows
- Community
- Organic Social
- Past Customers
- Referral Program
- Purchased Leads
POLL
HOW TO DETERMINE & PRIORITIZE THE RIGHT DIGITAL MARKETING STRATEGY FOR YOUR COMPANY
## Two Sides of the Marketing Equation

<table>
<thead>
<tr>
<th>Strong Digital FOUNDATION</th>
<th>Active LEAD GENERATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong Website</td>
<td>Google Ads</td>
</tr>
<tr>
<td>Google My Business</td>
<td>Google Local Services Ads</td>
</tr>
<tr>
<td>Reviews</td>
<td>Google My Business</td>
</tr>
<tr>
<td>Local Search Success</td>
<td>Facebook Ads/Audiences</td>
</tr>
<tr>
<td>Content &amp; Video</td>
<td>Purchased Leads</td>
</tr>
<tr>
<td>Digital Systems</td>
<td>Video Marketing</td>
</tr>
</tbody>
</table>
Organizing Your Focus

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>WEBSITE</td>
<td></td>
</tr>
<tr>
<td>GOOGLE MY BUSINESS</td>
<td></td>
</tr>
<tr>
<td>SEARCH RANKINGS</td>
<td></td>
</tr>
<tr>
<td>SOCIAL PRESENCE</td>
<td></td>
</tr>
<tr>
<td>REVIEWS</td>
<td></td>
</tr>
<tr>
<td>GOOGLE/FACEBOOK ADS</td>
<td></td>
</tr>
</tbody>
</table>
### Many Objective Tools & Metrics

<table>
<thead>
<tr>
<th>Category</th>
<th>Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WEBSITE</strong></td>
<td>Trust DA, # Pages, Freshness, Core Analytics</td>
</tr>
<tr>
<td><strong>GOOGLE MY BUSINESS</strong></td>
<td>Traffic from Insights, Completeness, Reviews</td>
</tr>
<tr>
<td><strong>SEARCH RANKINGS</strong></td>
<td>PlacesScout Rankings, Presence of Localized Content</td>
</tr>
<tr>
<td><strong>SOCIAL PRESENCE</strong></td>
<td># of Sites, Activity, Engagement, Traffic</td>
</tr>
<tr>
<td><strong>REVIEWS</strong></td>
<td>Quantity in Google, Averages, Diversity, Content</td>
</tr>
<tr>
<td><strong>GOOGLE/FACEBOOK ADS</strong></td>
<td>100% Measurable Performance</td>
</tr>
</tbody>
</table>
Simplifying the Self-Audit

• **WEBSITE:** Does it tell your story well?
A Simple Website Content Audit

Does it Tell your Company Story?

Does it Help Build Trust?

Is Your About Us Page Great?

Are All Your Services Represented?

Are Educationally Intensive Pages Detailed?

How Fresh (or Stale) is Your Content?
The Story of Your Company

1. EXCEEDING EXPECTATIONS

Hassler’s philosophy on customer service is to not only meet our customers’ expectations, but to exceed them. We are committed to delivering this in every customer interaction, and in the professional quality workmanship and products we provide. When our work is complete, our goal is to have our customers become our biggest advocates.
The Workhorse of Human Trust Building
Building Trust Through Association
How We Connect the Dots: Education

Whole Home Solutions

Ensure your home is comfortable, healthy, durable, and sustainable
with Whole Home Solutions (Funded by DOE at ES).
(615) 667-8453

Whole Home Solutions means taking an Integrated Approach to Home Improvement

Is Your House Making Your Family Sick?

If not a whole-home approach issues can enter that may lead to health concerns, like mold growth, poor ventilation, water penetration, 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 proper home health.

Physical Symptoms

+ Skin Irritation
+ Fatigue, weakness & fatigue
+ Frequent colds

Cognitive Symptoms

+ Frequent headaches
+ Foggy thinking or short term memory loss
+ Difficulty sleeping and eating

Emotional Symptoms

+ Mood changes
+ Feeling jittery or depressed
+ Hotly or anxiety

Respiratory Symptoms

+ Coughing or shortness of breath
+ Sinus congestion
+ Increased asthma symptoms

Pets

Pets can even be more sensitive to hazards like household chemicals and allergens.

Which Symptoms are you Seeing in Your Home?

The list below identifies some common symptoms in homes.

1. Excess Dust & Dirt
   + Dust mites on the skin
   + Excessive dust and allergic reactions
   + Increased dust particles, especially in the bedroom

2. Condensation & Mold Growth
   + Condensation on windows, walls, or surfaces
   + Water leakage or condensation, especially in the bathroom

3. Unpleasant Odors
   + Strong smells from the floor or other areas
   + Odors from the kitchen or bathroom

4. Humidity Issues
   + Peeling paint or dry, cracked walls
   + Moisture build-up on window sills

5. Temperature Discomfort
   + Home is too hot or too cold
   + Flesh soreness, discomfort during the winter

Ensure your home is comfortable, healthy, durable, and sustainable
with Whole Home Solutions (Funded by DOE at ES).
(615) 667-8453
Conversion Rates: The Holy Grail

Data from Energy Circle Clients, 12 months of 2019
Simplifying the Self-Audit

- **WEBSITE**: Does it tell your story well?

- **GOOGLE MY BUSINESS**: Is it complete & active?
What Story Does This Page Tell?

Energy Efficiency, AC Repair & Home Energy Audits | Ideal Energy...
https://www.idealenergyaz.com/
Providing APS and SRP S99 home energy audits, air conditioning repair and replacement, insulation, and home performance upgrades in Phoenix, AZ.

Contact: About Us - Financing - Rebates & Incentives
You've visited this page 3 times. Last visit: 11/18/18

Meet the Team | Ideal Energy | Phoenix, AZ
https://www.idealenergyaz.com/about-us/meet-team
Ideal Energy specializes in energy auditing, heating and air conditioning, the League of Arizona, the Arizona Registrar of Contractors, Energize Phoenix, and the...

Ideal Energy - 30 Photos & 59 Reviews - Heating & Air Conditioning...
https://www.yelp.com/biz/ideal-energy-phoenix
***** Rating: 5 - 59 reviews
59 reviews of Ideal Energy 'Here's the short version. My experience with Ideal... It seems like more than a few guys know we live in AZ and pretty much have no...

Ideal Energy | Better Business Bureau® Profile
** BBB accredited since 3/29/2011. Home Performance Contractor in Phoenix, AZ. See BBB rating, reviews, complaints, request a quote & more.

Ideal Energy - Home | Facebook
https://www.facebook.com › Places › Phoenix, Arizona › Home Improvement
***** Rating: 5 - 14 votes
Ideal Energy - 4127 E University Dr, Phoenix, Arizona 85034 - Rated 5 based on 14 Reviews 'I am so glad I decided to circumvent my home warranty company...

Ideal Energy | Tempe AZ | Read Reviews + Get a Free Quote...
https://www.buildzoom.com › ... › Best HVAC/Mechanical Contractors in Tempe
Ideal Energy LLC, 822 W Orton St, Tempe, AZ holds a Specialty Residential license and 2 other licenses according to the Arizona license board.

Google Business Profile (aka Knowledge Panel)
Google My Business
More Dominant in Mobile
The “Zero Click” Contact

Customer actions
The most common actions that customers take on your listing

1 quarter

Total actions 1.15K

- Visit your website (550)
- Call you (413)

43%
Simplifying the Self-Audit

- **WEBSITE**: Does it tell your story well?
- **GOOGLE MY BUSINESS**: Is it complete & active?
- **SEARCH RANKINGS**: How strong are we throughout our service area?
Do You Show in the 3 Pack?
Google’s Unfortunate Proximity Bias
Simplifying the Self-Audit

- **WEBSITE**: Does it tell your story well?
- **GOOGLE MY BUSINESS**: Is it complete & active?
- **SEARCH RANKINGS**: How strong are we throughout our service area?
- **SOCIAL PRESENCE**: What’s our visibility in social media?
Shore Up Social Presence
Simplifying the Self-Audit

• **WEBSITE**: Does it tell your story well?

• **GOOGLE MY BUSINESS**: Is it complete & active?

• **SEARCH RANKINGS**: How strong are we throughout our service area?

• **SOCIAL PRESENCE**: What’s our visibility in social media?

• **REVIEWS**: An accurate and diverse representation of your quality?
What is New Heading in to 2021:

Google is King

Quantity & Consistency Critical

Diversity still counts (Facebook, Yelp & Beyond)

AND

Review Content

More Important Than Ever
# Our Guidance—Google Review Quantities

<table>
<thead>
<tr>
<th>Service</th>
<th>June 2019</th>
<th>January 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solar</td>
<td>50+</td>
<td>100</td>
</tr>
<tr>
<td>HVAC</td>
<td>40+</td>
<td>75</td>
</tr>
<tr>
<td>Home Performance</td>
<td>25+</td>
<td>40</td>
</tr>
<tr>
<td>Insulation</td>
<td>15+</td>
<td>30</td>
</tr>
<tr>
<td>Builder</td>
<td>10+</td>
<td>30</td>
</tr>
<tr>
<td>Remodeler</td>
<td>25+</td>
<td>50</td>
</tr>
</tbody>
</table>
## Review Content Matters More

<table>
<thead>
<tr>
<th>About the Customer Experience</th>
<th>Experience AND the Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Great work from a great company! Very professional and responsive!</td>
<td>They are a very professional organization. I can tell immediately that the <em>extra insulation they placed in the attic</em> is doing its job by <em>reducing our utility bills</em>.</td>
</tr>
<tr>
<td>if you live in the Pines, you need this done! noticed a change in days!</td>
<td></td>
</tr>
<tr>
<td>Great quality work. Very competitive pricing. Management and all employees are polite and willing to help you. PROFESSIONAL operation</td>
<td>______ is my trusted source for <em>mold, moisture, crawlspace, attic</em> and related issues. They have done multiple projects for me to improve my recently purchased <em>historic home</em>, which had numerous <em>moisture and mold problems</em> resulting from years of neglect and improper work.</td>
</tr>
</tbody>
</table>
Simplifying the Self-Audit

- **WEBSITE**: Does it tell your story well?
- **GOOGLE MY BUSINESS**: Is it complete & active?
- **SEARCH RANKINGS**: How strong are we throughout our service area?
- **SOCIAL PRESENCE**: What’s our visibility in social media?
- **REVIEWS**: An accurate and diverse representation of your quality?
- **AGGRESSIVE LEAD GENERATION**: The case for Google Ads & Facebook?
### Buying Intent = High Conversion

<table>
<thead>
<tr>
<th>Source</th>
<th>Conversion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic</td>
<td>9.42%</td>
</tr>
<tr>
<td>Google/Bing Paid</td>
<td>15.07%</td>
</tr>
<tr>
<td>Direct</td>
<td>3.93%</td>
</tr>
<tr>
<td>Email</td>
<td>10.11%</td>
</tr>
<tr>
<td>Facebook</td>
<td>2.93%</td>
</tr>
</tbody>
</table>

Data from 85 Energy Circle Clients, 12 months of 2019
Paid Search as Core Lead Driver

71% of All Leads from Paid Search

*Energy Circle clients; mix of HP, HVAC, Insulation, New Construction, Solar
Facebook Ads

Since we first opened our doors in 2009 in Denver, the CAM Solar team has helped thousands of businesses and homeowners achieve solar independence.

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Ready To Make The Switch To Solar?
Save money with Solar. Get a free solar evaluation for your home from our solar experts.

Learn More
Role of Facebook: 1. Awareness; 2. Conversion

Data from 65 Energy Circle Clients, 12 months
Incredibly Precise Targeting

**Interests**
- Ventilation
- Sick Bldg Syndrome
- Mold Growth
- Radon Mitigation
- SEER
- ASHRAE Handbook
- R-Value
- SIPs
- HRV
- Allergen
- Thermal Comfort

**Behavioral**
- Length of Residence
- Recent Homebuyer
- New Mover
- Charities—Enviro
- Home Renovation
- Green Cleaners
- AOL email
- Gmail email
- Primarily Cash
- Home Improvement

**Demographic**
- Expectant Parents
- Recently Moved
- Very Liberal
- Donate to Liberal
- Conservative
- Year Home Built
- Square Footage
- Home Value
- Friends of Recently Moved
- Liquid Assets
- Net Worth
THANK YOU!
QUESTIONS?

No Cost Benchmark Analysis

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207.847.3644
END OF PRESENTATION