



PREPARING FOR WINTER BEGINS ON LABOR DAY:

ARE YOU READY?

Peter Troast, Founder & CEO

August 30, 2023

Recent Webinars



WHAT'S IN THE NEW STATE GUIDELINES FOR IRA REBATES:

THE CONTRACTOR PERSPECTIVE

Peter Troast, Founder & CEO
Cory Allyn, Senior Content Strategist

August 9, 2023



END OF YEAR REBATE AND TAX CREDITS:

CRUCIAL MESSAGING FOR CONTRACTORS

Peter Troast, Founder & CEO
Cory Allyn, Senior Content Strategist

August 23, 2023



What We'll Discuss

1

Seasonality Triggers—What the Data Says

—*Heating and Insulation related*

—*Emerging categories*

2

The Compressed Fall Calendar

—*Readiness is essential*

3

What May Be Different About 23/24

—*Inflation and economic malaise*

—*25C Tax Credit & Year End*

—*IRA Pauses*

4

Narratives & Tactics



Key Principles for Fall Marketing

Labor Day is Go Time

Anticipate Slow-to-Activate Categories

Everything temperature-based

Weight Marketing to Move the Market

Emphasize 25C Tax Credit

Be Ready for Events

Wildfire Smoke

Extreme Weather

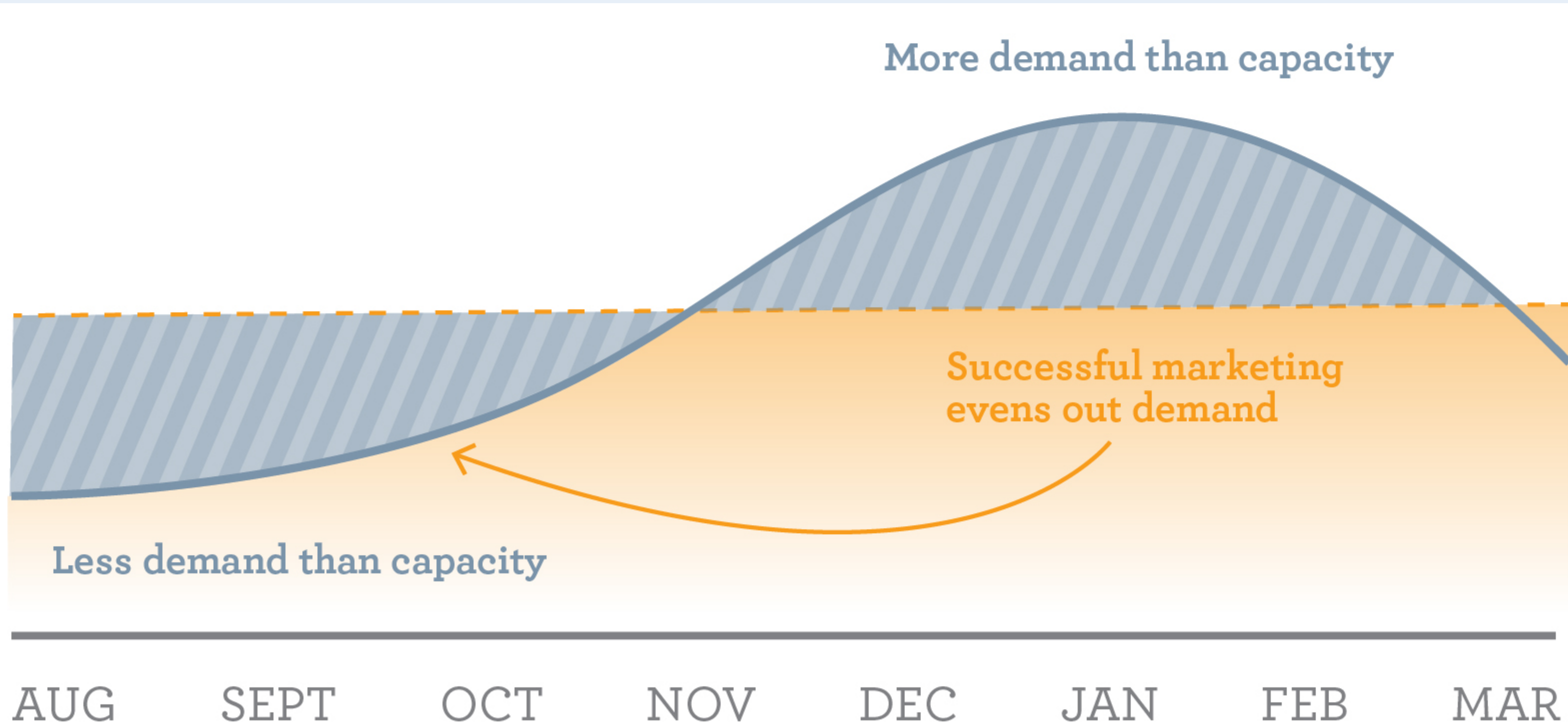
Power Outages & Grid Unreliability

Ice Dams

IRA Timing



Fall & Winter Demand Trends



DATA ON SEASONAL TRIGGERS

(National)



Air Conditioning

● air conditioning
Search term

+ Compare

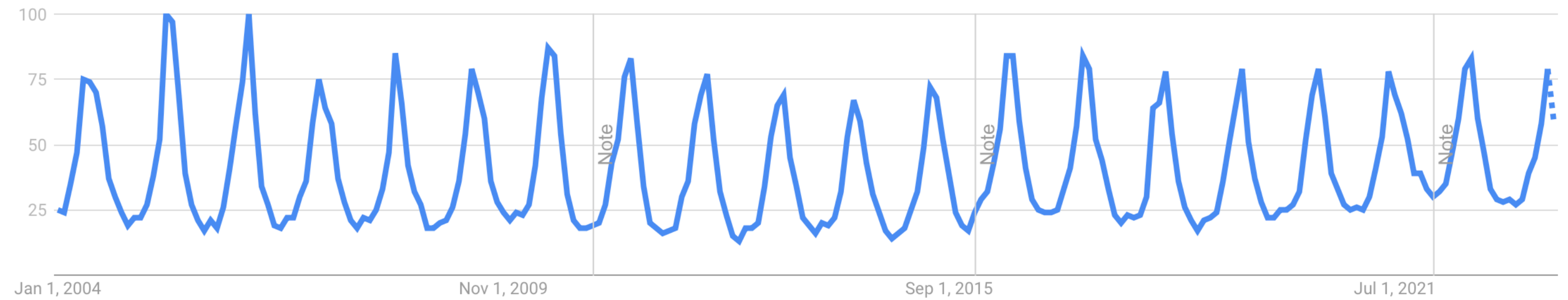
United States ▼

2004 - present ▼

All categories ▼

Web Search ▼

Interest over time ⓘ



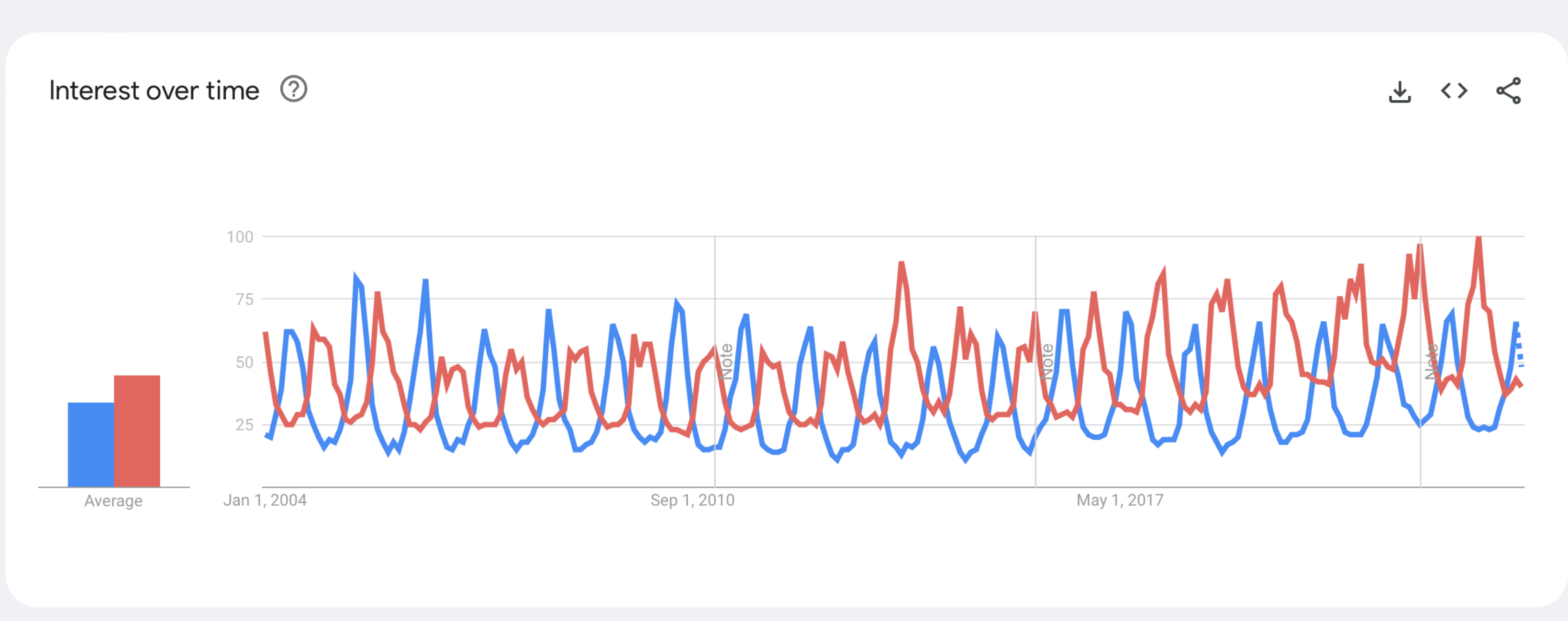
Air Conditioning vs Heating

● air conditioning
Search term

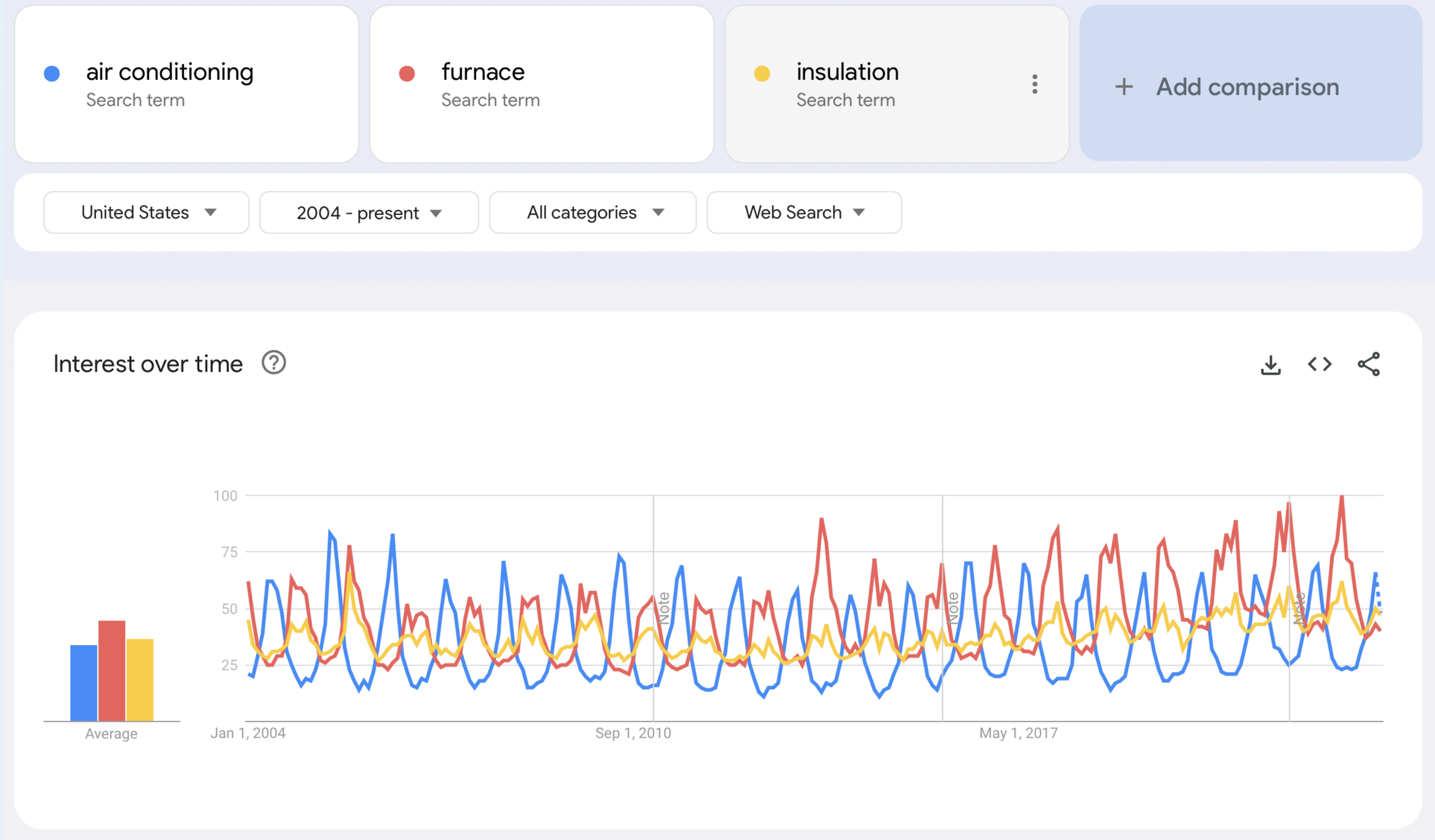
● furnace
Search term

+ Add comparison

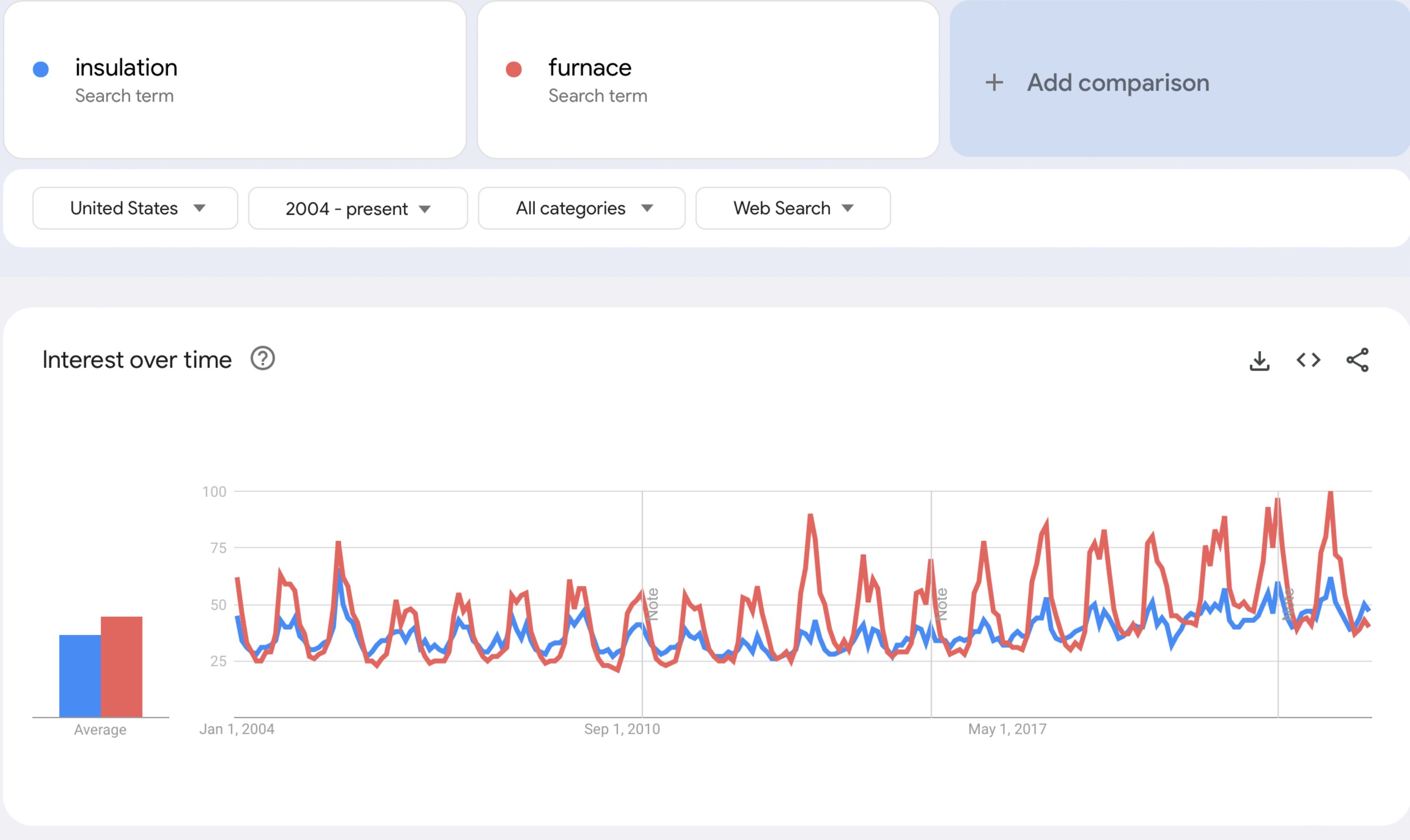
United States ▼ 2004 - present ▼ All categories ▼ Web Search ▼



Air Conditioning, Heating & Insulation



Insulation & Heating



Furnace Repair

● furnace repair
Search term

+ Compare

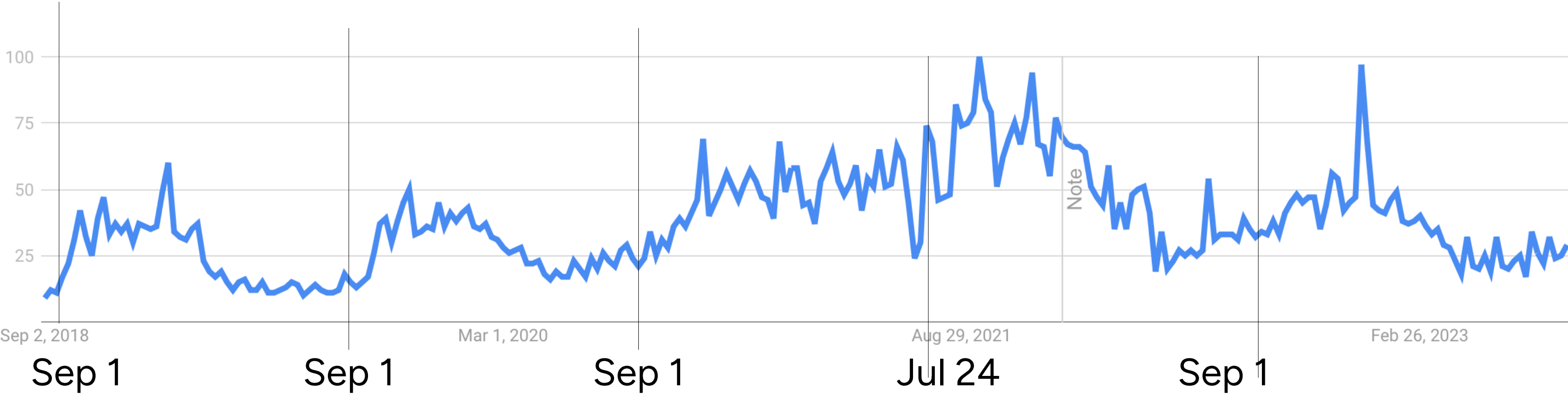
United States ▼

Past 5 years ▼

All categories ▼

Web Search ▼

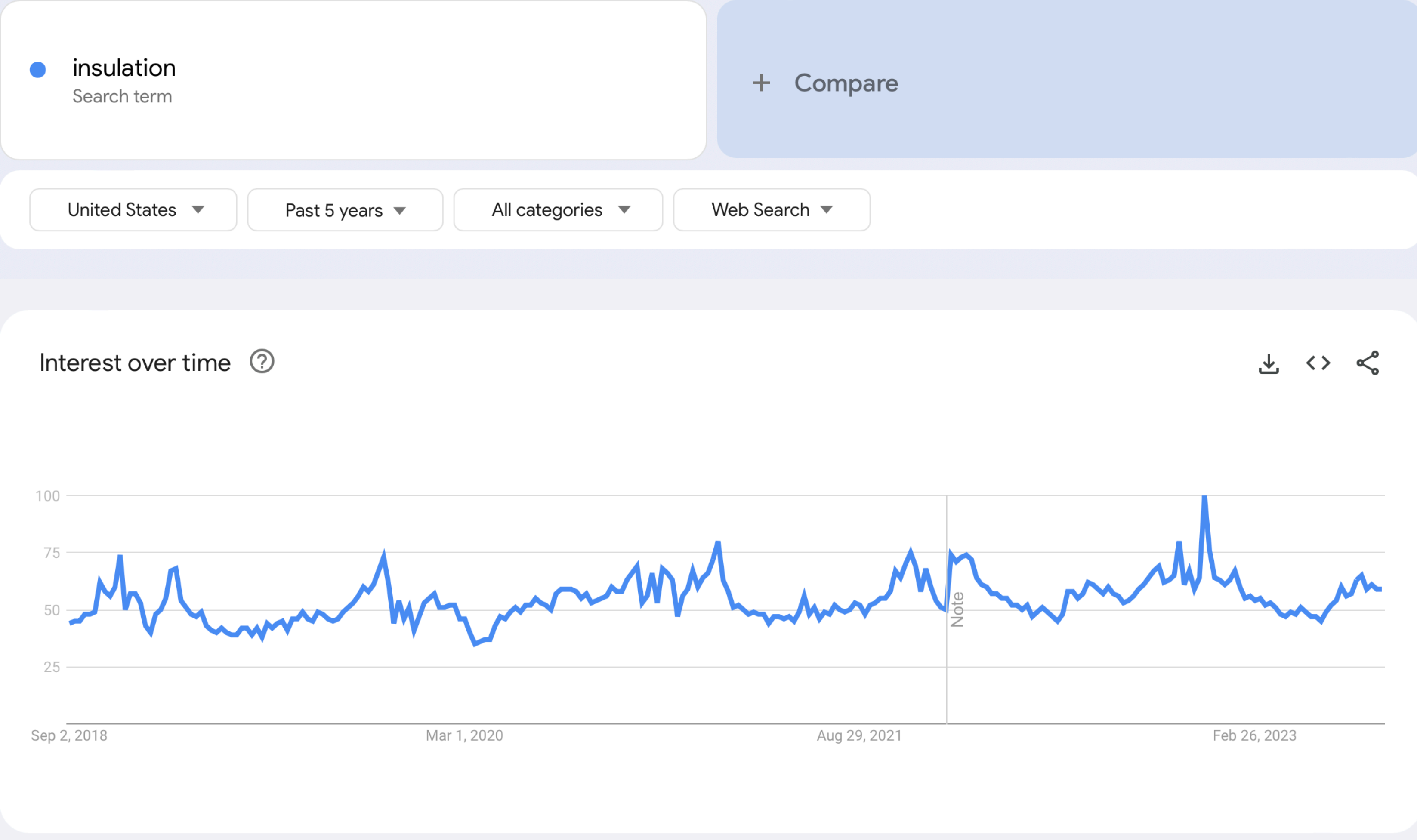
Interest over time ⓘ



Air Conditioning Replacement



Insulation Becoming Less Seasonal?

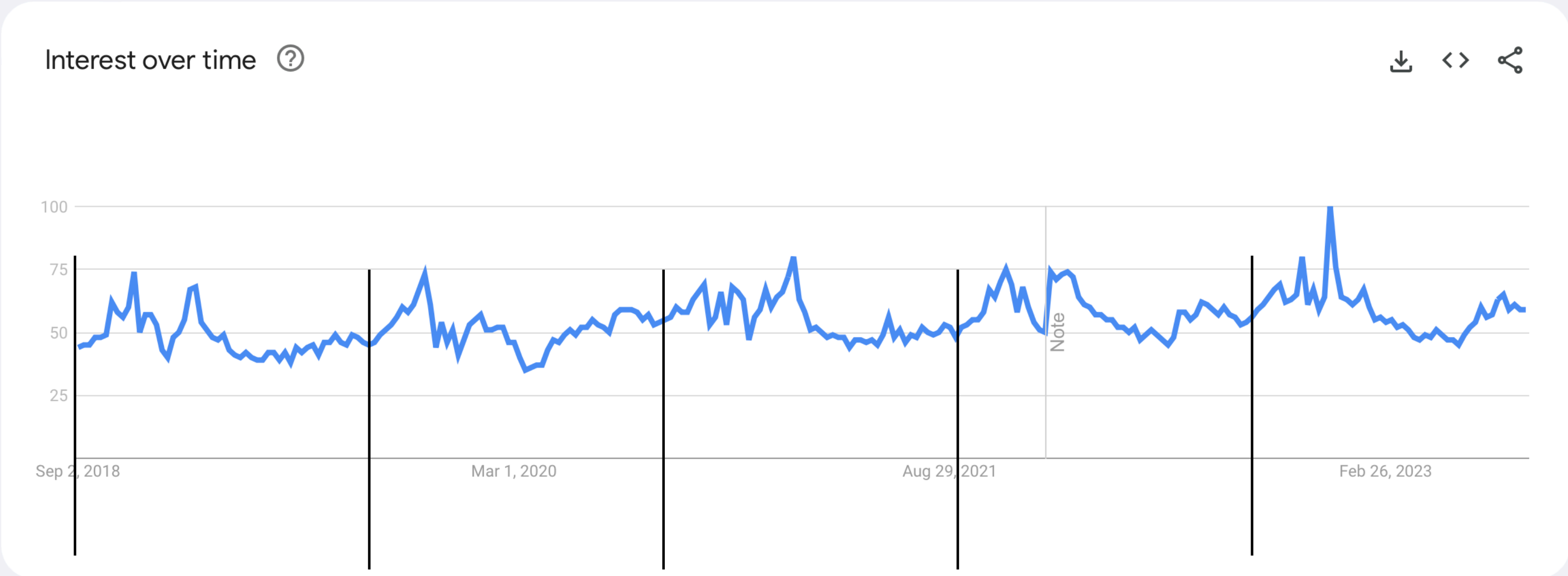


Insulation's Predictability

● insulation
Search term

+ Compare

United States ▼ Past 5 years ▼ All categories ▼ Web Search ▼

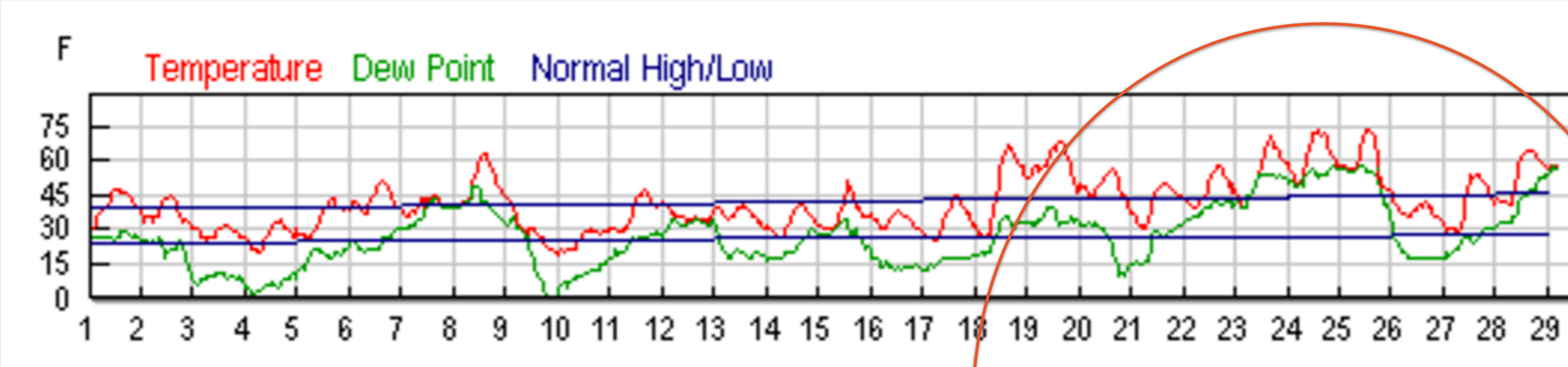


Sep 1 Sep 1 Sep 1 Sep 1

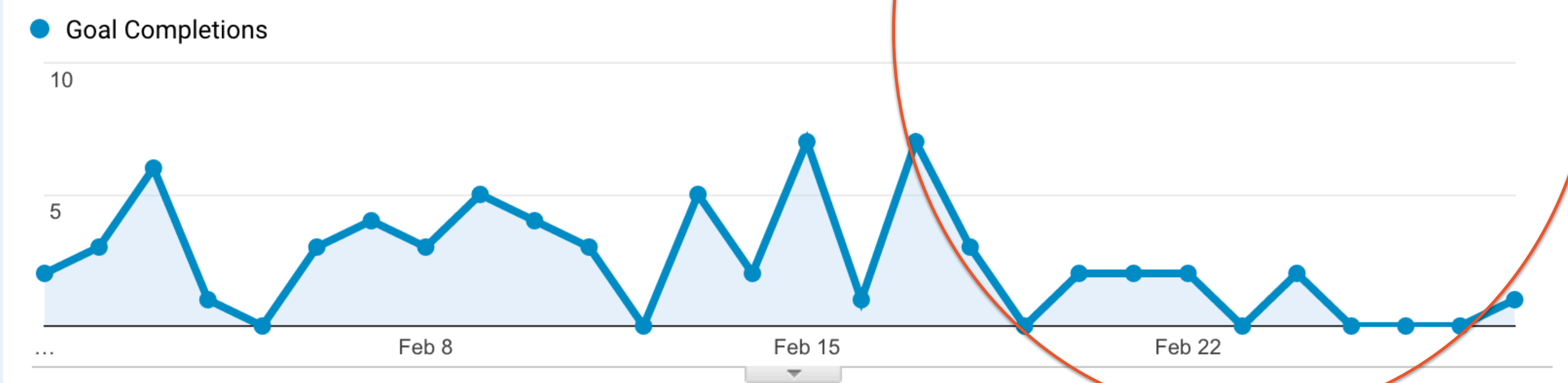


Insulation's Temperature Correlation

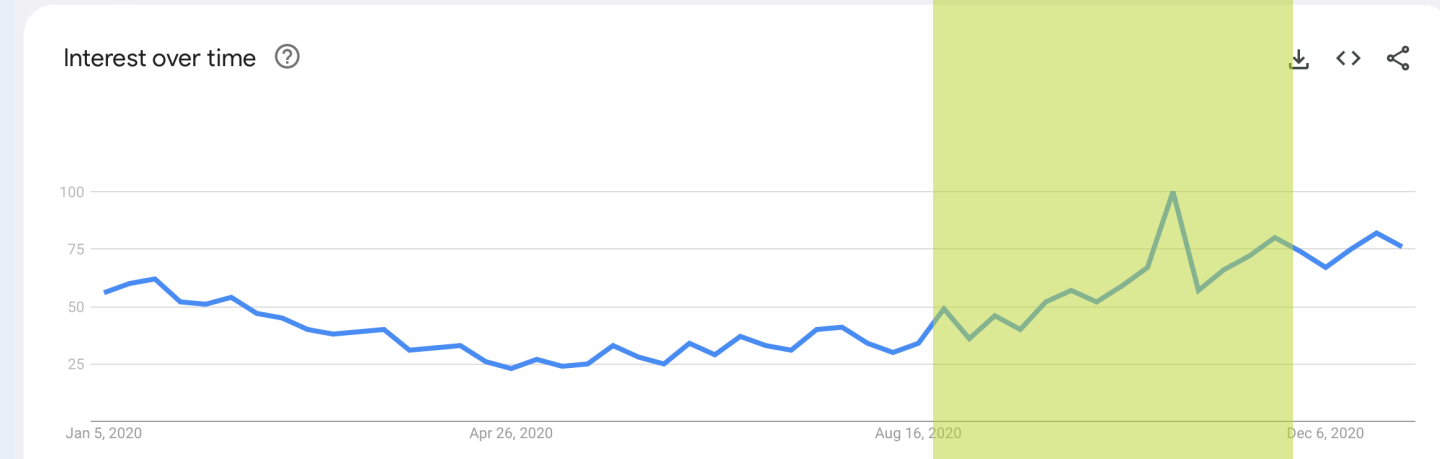
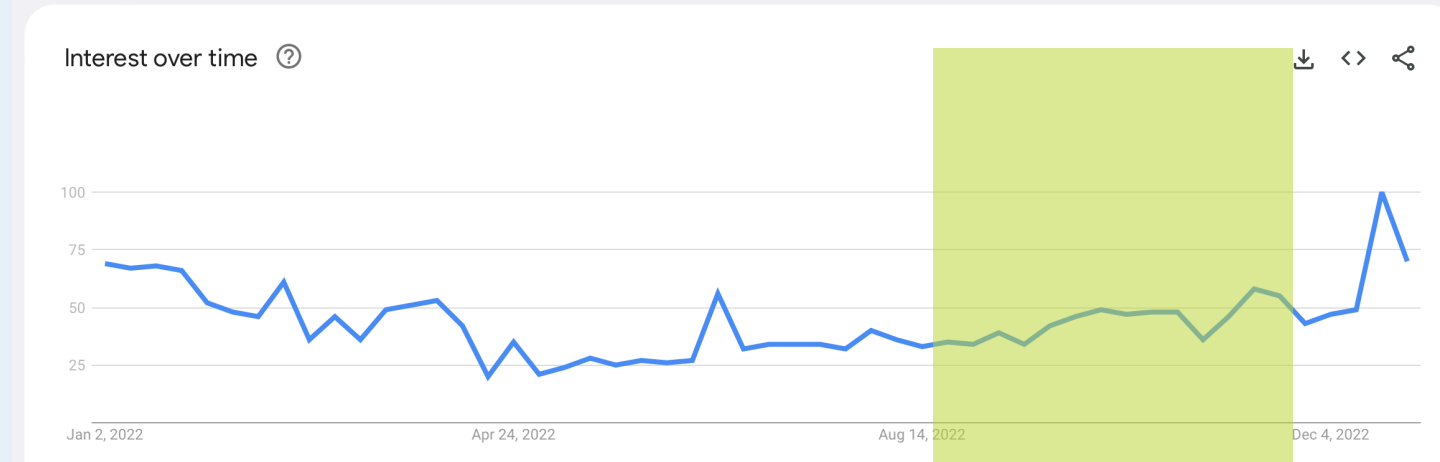
Temp



Leads



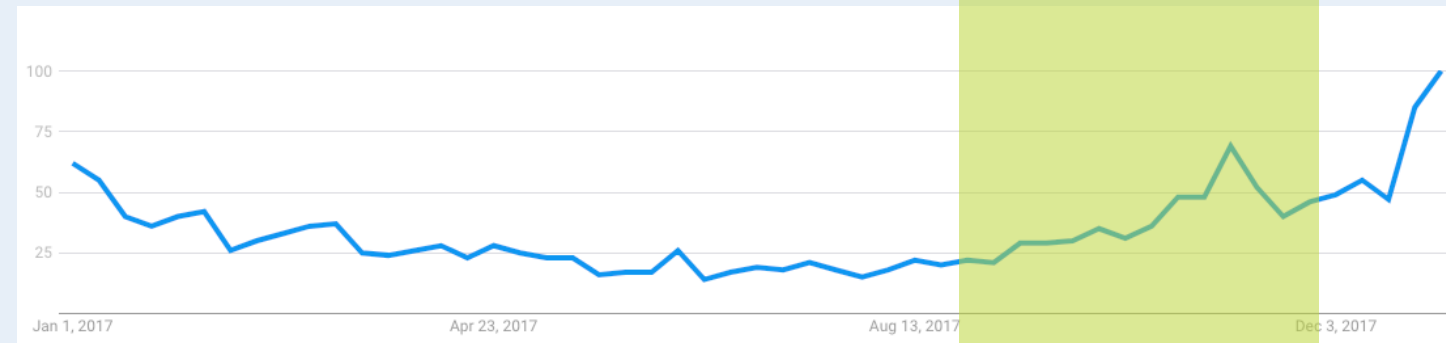
“Furnace Repair”



Sept 1



Nov 28



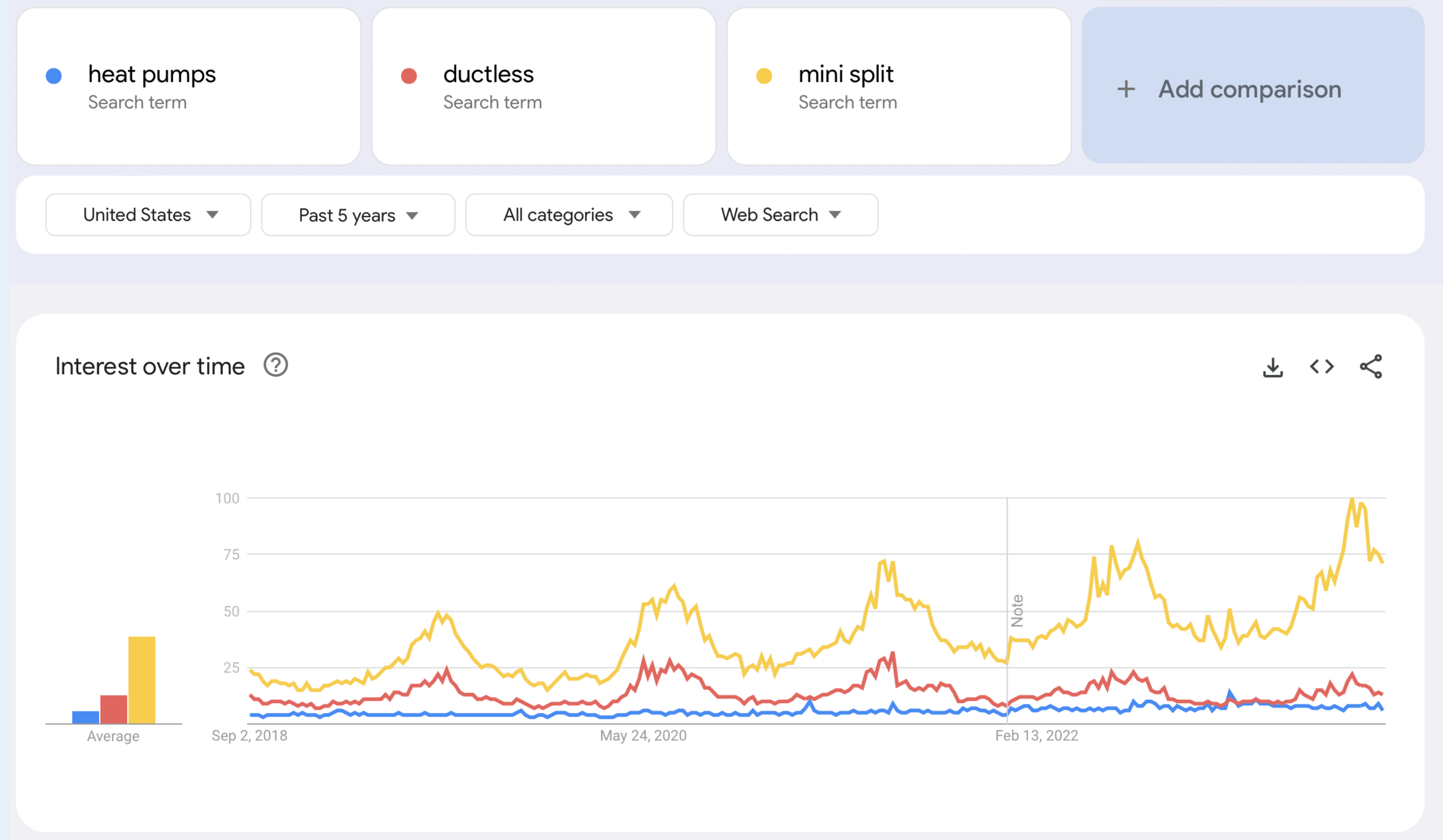
Google Trends Data



OTHER INTERESTING & EMERGING CATEGORIES



Heat Pumps, Ductless, Mini-Splits



Back Up Generators

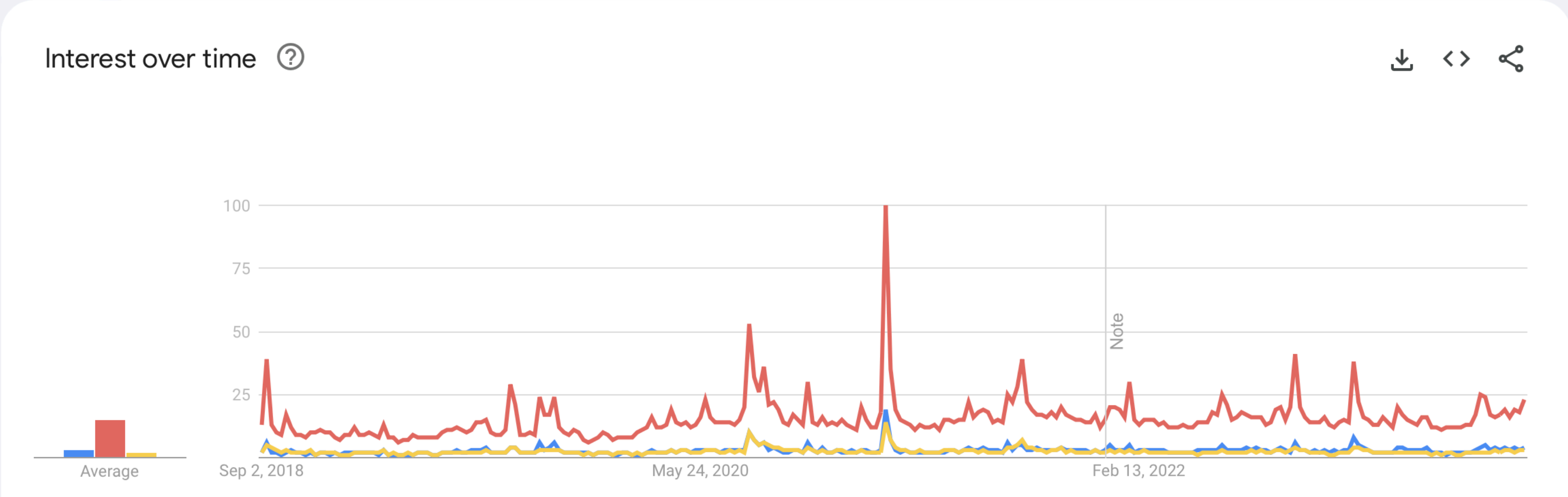
● backup generator Search term

● home generator Search term

● standby generator Search term

+ Add comparison

United States ▼ Past 5 years ▼ All categories ▼ Web Search ▼

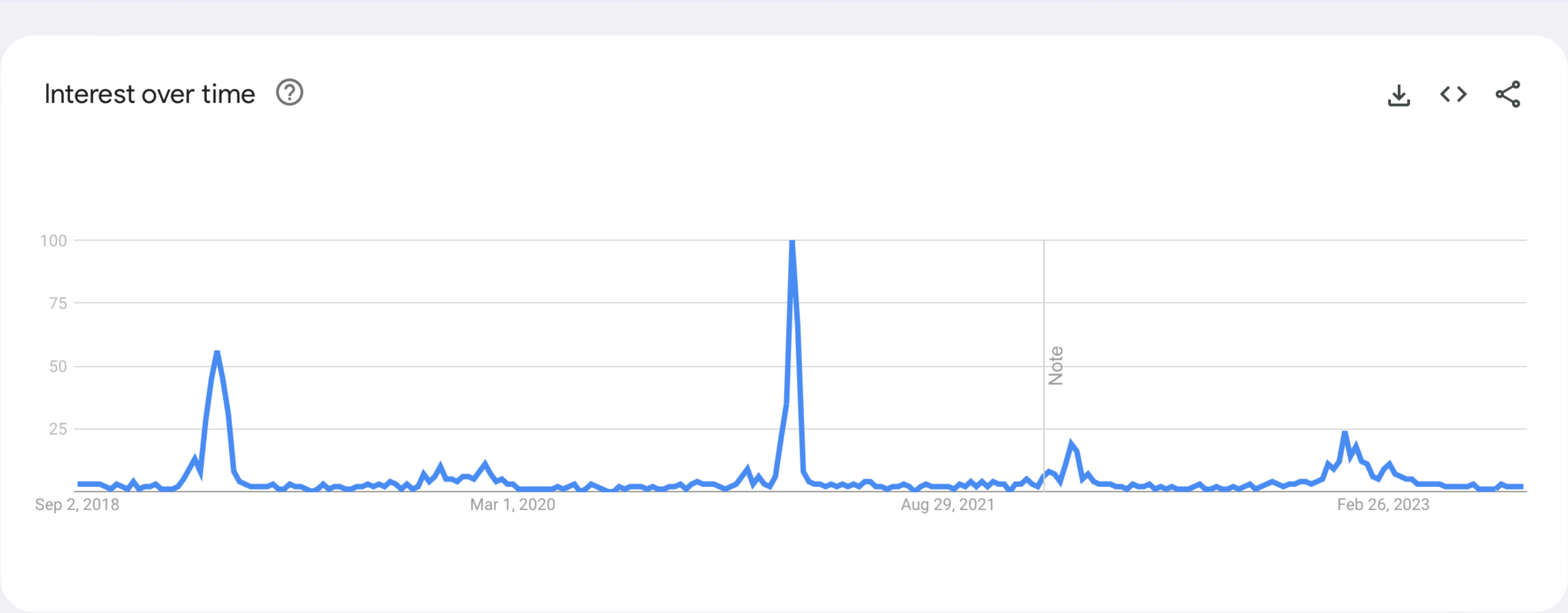


Ice Dams

● ice dams
Search term

+ Compare

- United States ▼
- Past 5 years ▼
- All categories ▼
- Web Search ▼



THE COMPRESSED FALL CALENDAR



The Compressed Fall Calendar

DATE

Labor Day: The Switch Goes Off (climate zone dependent?)

EVENT

First Temperature Swing

DATE

Dead Zone: Last Two Weeks of December

EVENT

Events: Ice Dams, Severe Cold, Outages

DATE

March/April: We'll Make it til Spring (very climate zone specific)



-SEPTEMBER-

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

-OCTOBER-

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

-NOVEMBER-

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | | |

-DECEMBER-

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
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| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | | | | | | |

-JANUARY-

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| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

-FEBRUARY-

| S | M | T | W | T | F | S |
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| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | | |

-MARCH-

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | | | | | | |

*~76 Marketing Days Sept—Year End
Without Sept & Oct = 33
(-65%)*



KEY MARKETING TACTICS FOR THIS PARTICULAR FALL



IRA Rebate Timing

When Will Your State Be Ready?



EIA Heating Fuel Price Forecast

| Percent change in fuel bills from last winter (forecast) | | | |
|--|--------------------|-----------------------------|-----------------------------|
| | Base case forecast | If 10% warmer than forecast | If 10% colder than forecast |
| Heating Oil | 26% | 18% | 28% |
| Natural Gas | 15% | 12% | 19% |
| Propane* | -3% | -17% | 17% |
| Electricity | 10% | 9% | 14% |

* Propane expenditures are a household-weighted average of the Northeast, Midwest, and South regions. All others are U.S. averages. Expenditures do not reflect retail fuel prices locked in before the winter heating season starts.



Content Narratives for Fall 2023

- **New, Richer Tax Credits (25C)**
- **Combatting Energy Prices**
- **The Energy Efficiency Solution to Reducing Costs**
- **Anything to Promote Early Action**
 - 5 Reasons Why Heating Maintenance is KEY
 - Promotions of All Kinds: \$50 off a fall energy audit/furnace tune-up
- **Heat Pumps for HEATING**
- **Equipment Shortages—Create Urgency**
- **Preparedness and Resiliency**
- **Event Oriented Content Ready to Deploy**



Tactics That are Fast to Deploy and Deliver Reach

- **Email to Existing Customer Lists**
- **Paid Facebook Advertising**
- **Campaigns to Custom Audiences You've Already Built**
- **Display Advertising**
- **Paid Search Adjustments**
 - Increase geographic reach**
 - Increase bids**
 - More aggressive competitor campaigns**
- **Modest Investment**



THANK YOU!
QUESTIONS OR COMMENTS?

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