



VIDEO MARKETING IN A WORLD OF AI:

WHY THE HUMAN COMPONENT IS
CRITICAL FOR SUCCESS

Peter Troast, Founder & CEO

Jake Van Paepegghem, Senior Media Producer

July 26, 2023

Ongoing Focus on the Implications of AI



THINKING ABOUT AI IN HVAC & HOME PERFORMANCE:

VIRTUAL ASSISTANT'S IN THE FIELD FOR COMPLEX BUILDING SCIENCE



WEB SEARCH IN A WORLD OF AI:

WHAT WILL CHANGE FOR CONTRACTORS AND THE CUSTOMER JOURNEY?



CONTENT IN THE AI AGE:

STRATEGIES FOR NAVIGATING A SEA OF ROBOT-DRIVEN WRITING

Peter Troast, Founder & CEO

Cory Allyn, Senior Content Strategist

July 11, 2023

Future Webinars

- Customer Journey & Evolution of Search
- AI Chat for Your Website
- Website “Optimization” for Language Models
- Continued Testing of Virtual Assistant
- and More



What We'll Discuss

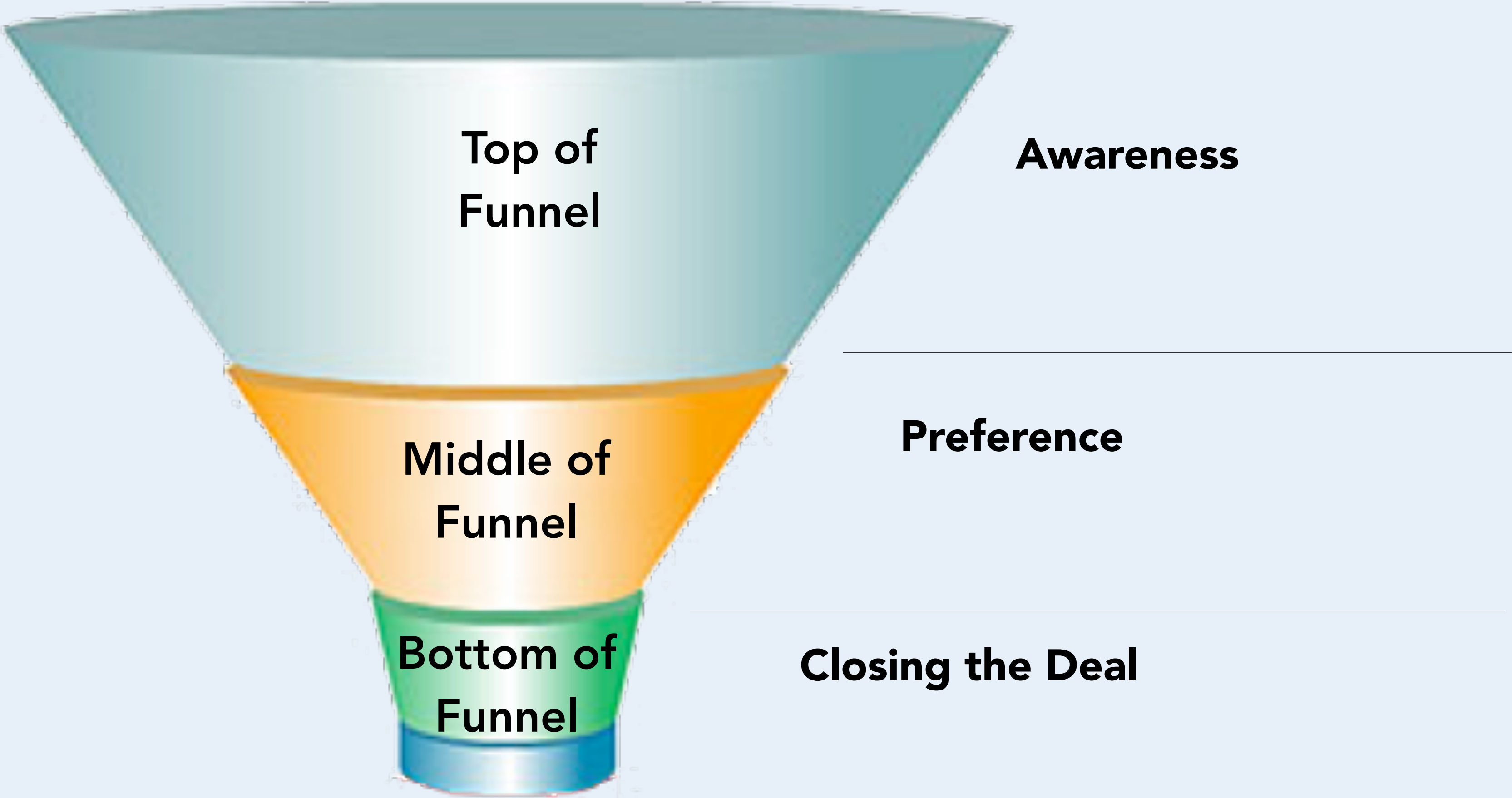
- 1 THE IMPORTANCE OF VIDEO FOR HIGH PERFORMANCE CONTRACTOR MARKETING
- 2 THREAT OR OPPORTUNITY? HOW MIGHT EVER PRESENT AI VIDEO IMPACT YOUR COMPANY?
- 3 HOW AI CAN BE USED FOR VIDEO CREATION & ENHANCEMENT: SOME EXAMPLES
- 4 THOUGHTS & RECOMMENDATIONS FOR MOVING FORWARD



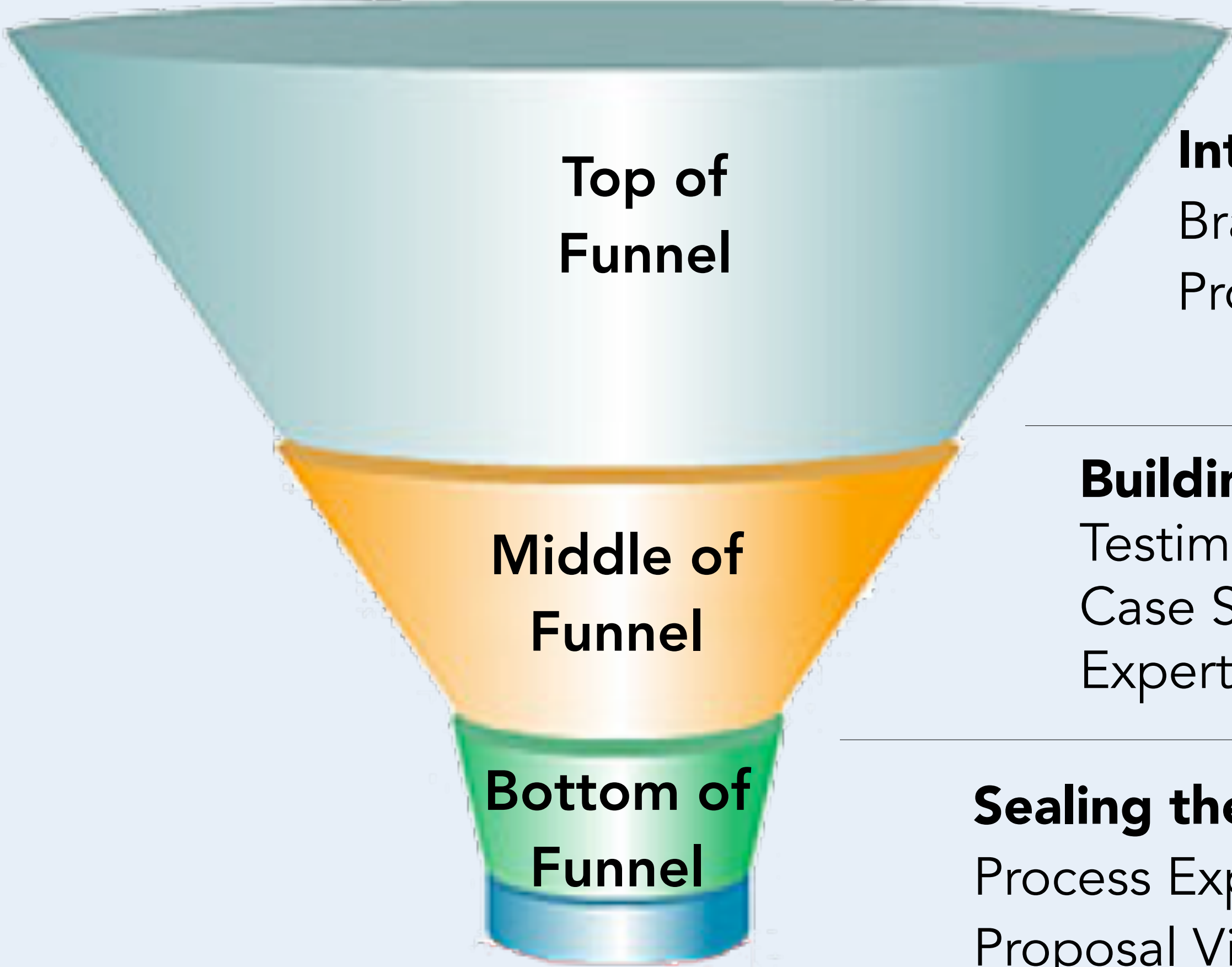
THE IMPORTANCE OF VIDEO FOR HIGH PERFORMANCE CONTRACTOR MARKETING



The Why &
Where of Video
for Home
Performance
and Solar



The Why &
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for Home
Performance
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Intros & Getting Attention
Brand Videos
Product/Service Videos

Building Trust
Testimonial Videos
Case Study Videos
Expertise Videos

Sealing the Deal
Process Explainer Videos
Proposal Videos



Video Serves Multiple Marketing Objectives

Goal	Examples
Lead Generation	Promotions, Improving Conversion, Gated Content
Awareness/Education	Explainers...of Company, of Service, of Technology, of Problem
Audience Building	Custom Audience Building in Facebook Retargeting
Search Engine Optimization	Brand SERP Domination, Keyword Rankings YouTube Ranking Boost
Preference/Trust	Why Your Company? Customer Testimonials
Closing the Sale	Proposal Walk Through



Lots of Reach at Low Cost

Video Type	Placement	Promotion	Cost/Mo	~Views/Mo
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



Lots of Reach at Low Cost

Video Type	Placement	Promotion	Cost/Mo	~Views/Mo	
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



THREAT OR OPPORTUNITY?



Video Gets Easier to Create

POTENTIAL THREATS

- Lesser Contractors Have Lots of Video Overnight
- Content at Scale Improves Competitor's SEO
- New Entrants Look Experienced & Authoritative

OPPORTUNITIES

- Simplified Production = More Video for Your Company
- Improved & Enhanced Video Quality
- Better Explainers & Storytelling
- Extreme Levels of Video Personalization



HOW AI CAN BE USED FOR VIDEO CREATION & ENHANCEMENT: SOME EXAMPLES





Object Training—Heat Pump Water Heater

Uploaded Image



Runway Generated Image



THOUGHTS & RECOMMENDATIONS FOR MOVING FORWARD



BE UNDENIABLY HUMAN



Ways to Differentiate Your Company

Human Touch:

You & your team speaking directly to the camera, showing behind-the-scenes of work, or sharing genuine testimonials from satisfied clients.

Expert Insights & Building Science:

Include expert commentary, tips, advice and building science.

Unique Company Story:

Lean hard into your mission, values, and the journey your company has undertaken.

Better Animations & Illustrations:

Visually solve home performance's big communications challenges—airflow, leakage, etc.

Content Tailored to Target Audiences:

Know your target personas and adjust content for each.

Collaborations:

Align yourself with manufacturer brands, local influencers, complementary brands, and your clients.



QUESTIONS?

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