



Business Partner Rollout

February 11th, 2021

Powered by:

EVERSOURCE

 Liberty™

 NEW HAMPSHIRE
Electric Co-op

 Unitil

Today's Agenda

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- Identify your objectives
- Website
- Planning for success

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Marketing

Building the Foundation

Unique Value Proposition (UVP)



A truly great **value proposition** introduces you to prospective buyers and helps you make a strong first impression. Your value proposition should describe how your service solves/improves problems, what benefits customers can expect, and why customers should buy from you over your competitors.



We help (X)
achieve (Y)
by doing (Z).

UVPS: THREE KEY POINTS

- ✓ You cannot be all things to all people.
- ✓ You must live up to your promised value proposition.
- ✓ Express your UVP in sales and marketing materials.

Identify Your Objective

Set your targets to achieve your marketing goals.



Identify the market you serve and the market you would like to serve better. What problems can you solve for your customer?



Identify the specific goals that you want to achieve through marketing. It could be brand awareness, audience engagement, lead generation or increase in web traffic.



Choose the right marketing platforms.



Create a measurement plan.



Planning For Success

- Getting Ads in Market
- Grow Web Traffic

1

AWARENESS

INTEREST

INTENT

CONVERSION

ADVOCACY

- Visits to Key Pages
- Video Views

3

- Referrals
- Positive reviews
- Social shares

5

2

- Time on Website, Number of Pages Viewed, Bounce Rate
- Grow Social Followers, Post Reactions and Engagement

4

- Phone Calls
- Form Submissions
- Emails

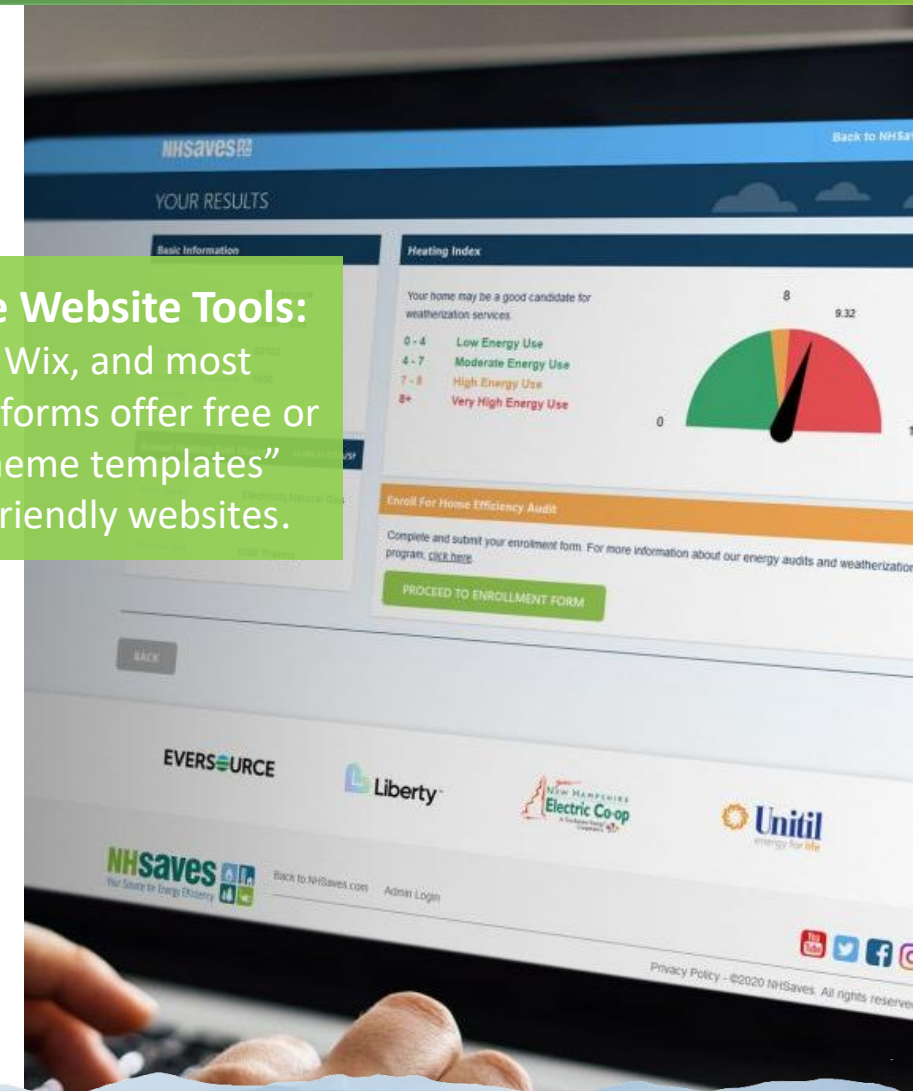
Website

97% of people learn more about a local company online than anywhere else.
Source: [SEO Tribunal](#)

5 KEY FACTORS YOUR WEBSITE NEEDS:

1. **Who you are:** Your unique value proposition
2. **What you do:** Specialty or general contractor, promote areas of expertise
3. **Who you serve:** Clear definition of service areas
4. **Examples of work:** Client testimonials, case studies, photos and video
5. **Contact Info:** Visible on every page, make it easy for prospects to inquire about services and request quotes via phone, email and web form

Affordable Website Tools: Wordpress, Wix, and most hosting platforms offer free or low cost “theme templates” for mobile friendly websites.



A landscape photograph of rolling green hills under a cloudy sky. The hills are covered in dense green vegetation. The sky is filled with soft, white clouds. The overall color palette is dominated by greens and blues. In the bottom right corner, the text "Search Engine Marketing" is overlaid in a white, bold, sans-serif font.

Search Engine Marketing

What is Paid Search?

- Paid search is a form of digital marketing where search engines such as Google allow us to show ads on their results pages.
- Paid search captures relevant users while they are **actively looking** or researching products or services.
- Paid search works on a **pay-per-click** model, meaning we only pay when someone clicks on our ad. Paid search is a relatively low-cost channel that drives quality traffic to the website.

Paid Search by the Numbers

- **89%** of B2B buyers and 81% of online shoppers use search engines to **research new products and services**.
- Search ads **increase brand awareness** by as much as **80%**.
- **75%** of people say **paid ads make it easier** to find the information they are searching for.



Paid Search: An Example

The Situation:

A user is looking for a new furnace, as theirs is reaching the end of its useful life and this past winter was likely its last.

The Solution:

Chuck's Heating offers consultations on heating and cooling equipment, and contractors are experienced in the latest HVAC technologies, including heat pumps.

Paid Search Integration:

Chuck's Heating uses their paid search campaign to capture this user when they are searching for a new furnace.

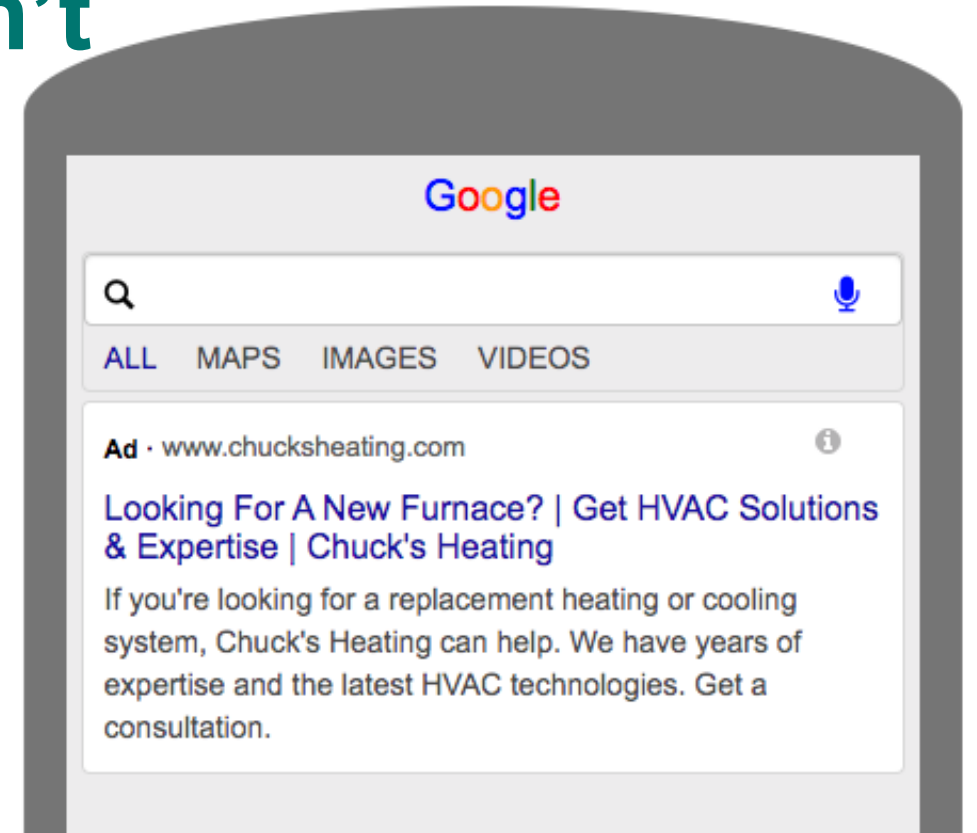


- when to replace a furnace
- when to replace a furnace
- when to replace a furnace **filter**
- when to replace a furnace **thermostat**
- when to replace a **gas** furnace
- when to replace a **home** furnace
- when to replace a **hvac system**
- when to replace furnace **and ac**

Paid Search: An Example Con't

Example Keywords/Queries that would trigger this ad:

- New furnace
- HVAC replacement
- HVAC contractor
- Replacing a furnace
- “When to replace a furnace”
- “Replacing my old furnace”
- “How long do furnaces last?”
- “When do I need a new furnace?”
- “How much does a furnace replacement cost?”
- “HVAC contractor for new furnace”



Example Paid Search Ad

Paid Search Guidelines

- Identify keywords for your paid search campaign that are **related to your business/offerings**, and include your company name
- Do **NOT** buy keywords with “NHSaves” included (e.g. NHSaves contractor, etc.) or the utility companies names (e.g. Eversource, Liberty, New Hampshire Electric Co-Op, Unitil). We will only be competing against each other and driving up costs for everyone.
- Learn fast, adjust fast. Making **frequent optimizations** to your keywords/budget to focus on best performing ads makes your money go further.



Social Media

Controlling the conversation

Social Media Best Practices

Social Content:

Be engaging, have a unique voice Consumers surveyed said why some brands stood out more than others. 40% said memorable content, 33% said distinct personality and 32% said compelling storytelling. Currently, Facebook prioritizes videos over images in its algorithms.

Posting Frequency:

3 times a week on Facebook is optimal as to not cannibalize your own reach.

Scheduling Tools:

A bit more advanced, a social media scheduling tool, can help you be efficient in time management.

- Hootsuite: <https://www.hootsuite.com/>
- Gain: <https://gainapp.com/>
- Buffer: <https://buffer.com/>



Social Media: Optimal Times For Posting

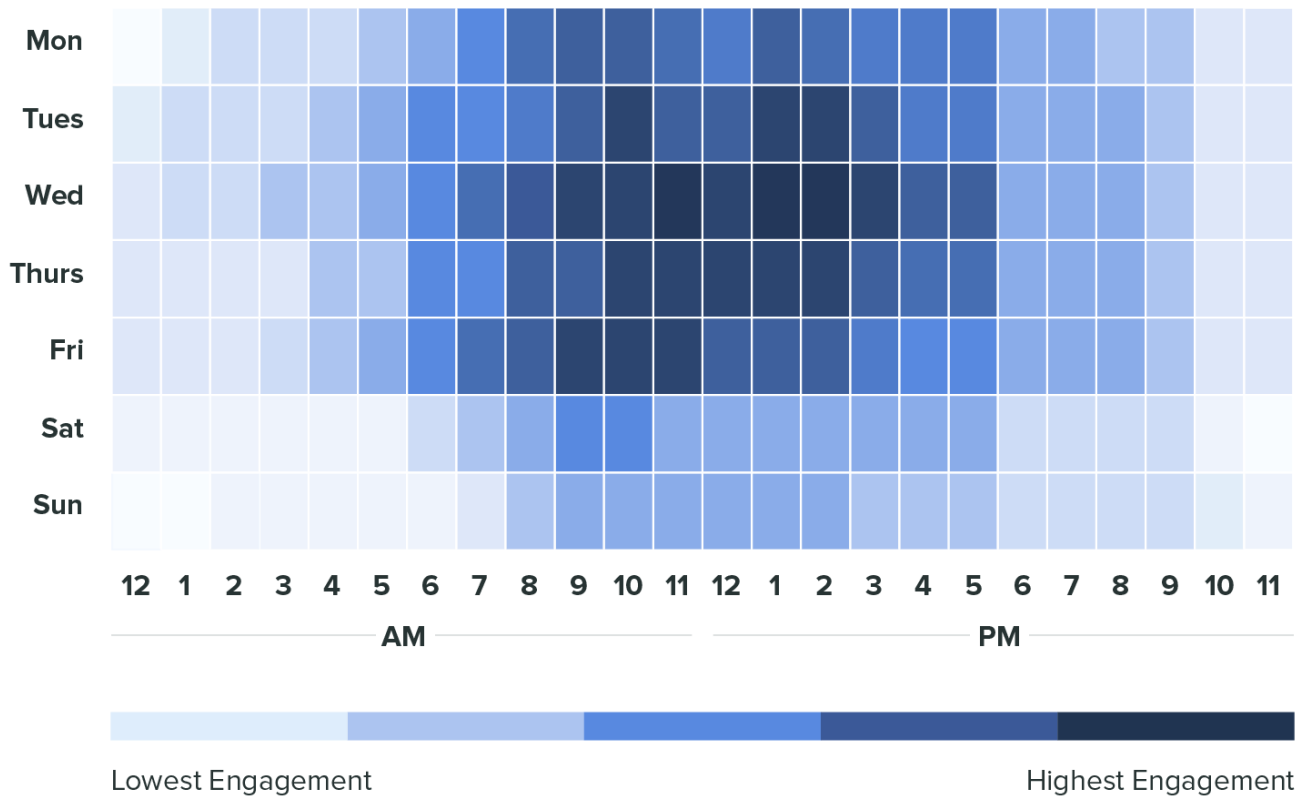
When to Post:

With the Facebook algorithm, it's important to know when to reach your audience to increase engagement with your content.

Use research such as this chart, but also pay attention to when you see the best engagement with your unique audience.

Facebook Global Engagement

sproutsocial

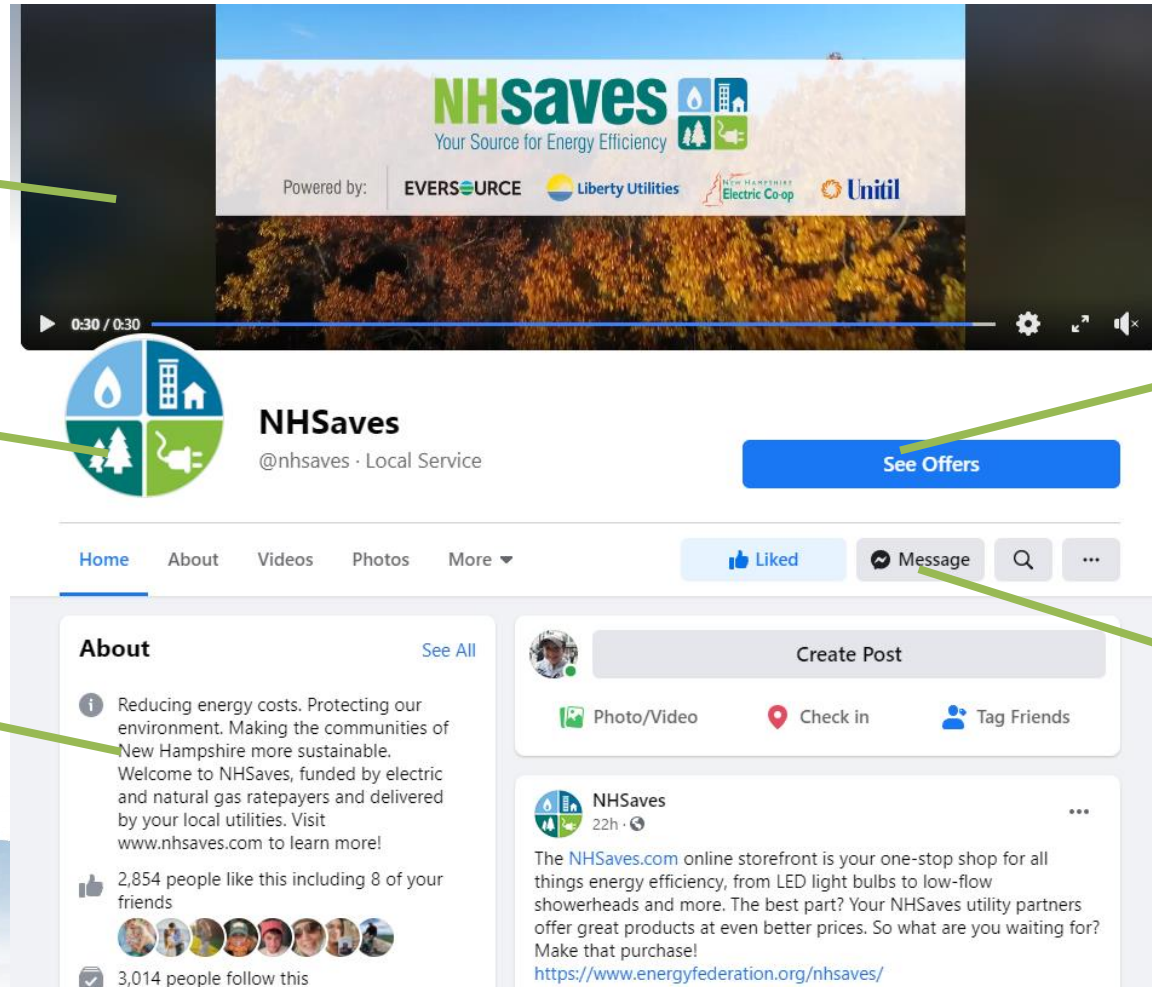


Social Media: Optimize Your Page

Update cover image with video or brand messaging imagery.

Add logo and business name.

Update important company information, website address and contact information.



Test business calls to action, offers and incentives.

Activate Facebook Business Messenger to receive instant messages from potential customers.

Email Marketing: Optimal Times For Posting

- ✓ **Daytime vs. Nighttime.** You will have a higher success rate if you send your marketing emails in the **daytime** vs the nighttime.
- ✓ **Avoid Mondays.** You should avoid sending out email blasts on Mondays. Why? This is because people are often more likely to arrive at work, open their inboxes, and delete whatever seems like spam or unimportant **emails**.
- ✓ **Weekends.** Weekends tend to have **low open rates**, due to people being away from their computers.

The best day to send an email, with the highest email open rates and click-through-rates is

Friday

Source: campaignmonitor.com

In general, the highest click-to-open rate times are **10 AM, 1 PM and 6 PM**

Source: blog.hubspot.com

Online Reputation Management

Build and foster your credibility on major online review websites and directories. This will increase your online presence and drive more traffic to your website. Customers will sort reviews by the highest average rating.

86% of people would pay more for services from a company with higher ratings and reviews.

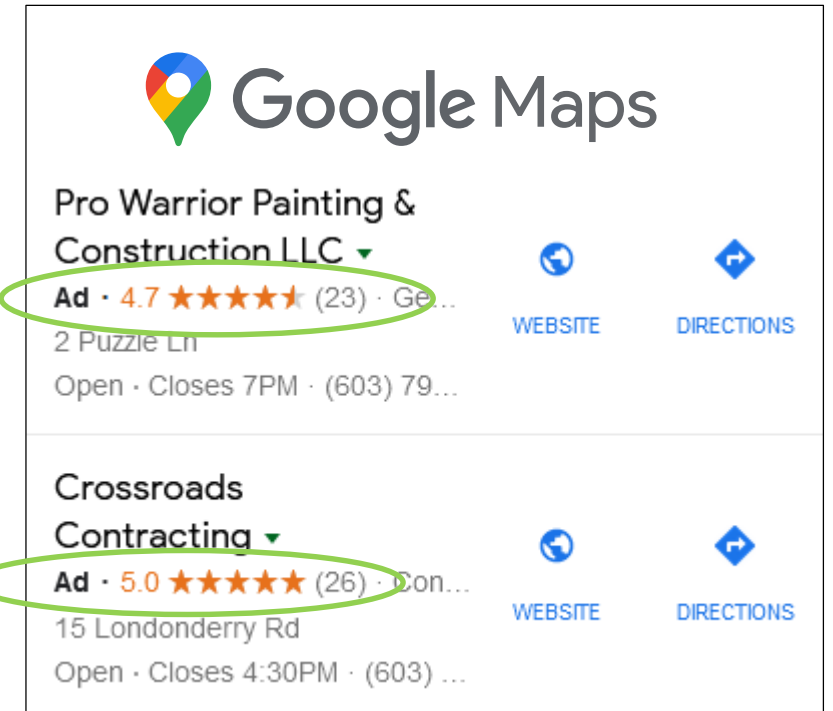
Source: [Vendasta](#)

58% of consumers will share their positive brand experiences on social media platforms.

Source: [A survey from SDL](#)

72% of consumers trust a brand after reading a positive customer review whether on social or a review site.

Source: [BrightLocal](#)



Paid search ads can promote your review ratings as part of Google Map ad listings.

Reputation Management

Steps to take to grow your influence with business listings:

- 1 Claim your business listings on popular review sites
- 2 Updated listings with current information, gallery images, etc.
- 3 Ask for reviews from past and current customers
 - Call out the request on sales materials/invoices
 - Send an email blast to past customers
- 4 Respond to positive and negative reviews that you receive

Popular Review Sites



KEEP IN MIND: Managing your online reputation can be time consuming. However, it is not only time well spent, but necessary. Having an active presence and providing accurate information on review sites, online directories and social media demonstrates to consumers that you are active and engaged.



Case Studies

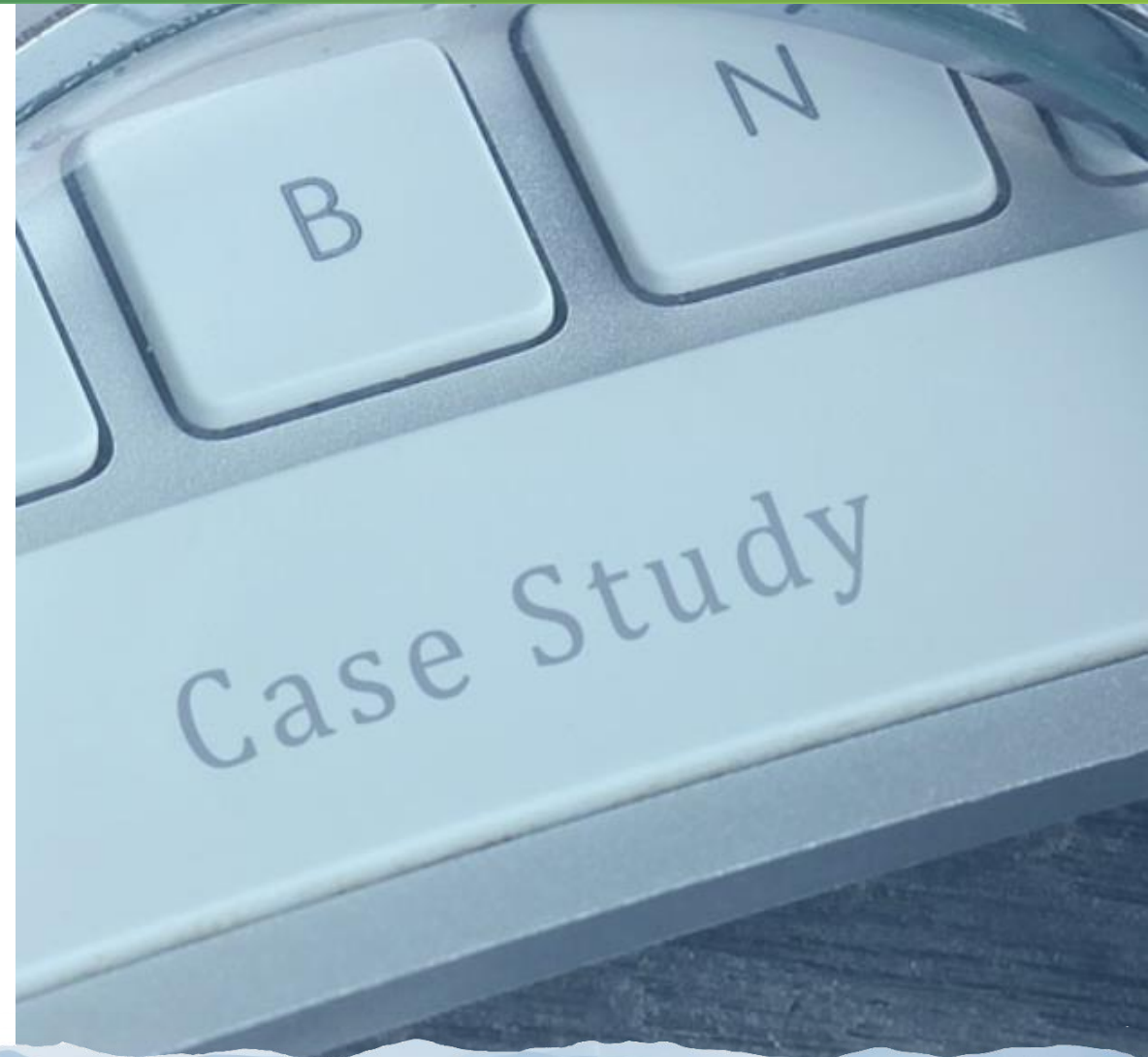
Building Trust and Credibility

What Is A Case Study?

A case study is the detailed story of one specific project (i.e. "case") that demonstrated tangible results through your companies work. In marketing, case studies provide buyers with the context to determine whether they're making a good choice.

There are three major parts to a case study

- 1 The problem
- 2 The solution
- 3 The results



Case Study Example

Good case studies are about the customer's journey, NOT your company.

Customers should be able to relate to the problems of your featured customer.

*We can help your business with case studies.
Talk to your utility manager about valuable
co-branding opportunities available.*

The Problem

The Solution

Customer Endorsement



Energy Efficiency Case Study



Mountain View Grand Resort and Spa Whitefield, NH

The Results

Annual Energy Savings:
186,761 kWh

Annual Cost Savings: \$22,000

Annual environmental benefits equivalent to:

- 146 tons** of carbon dioxide emissions avoided
- 28 cars** taken off the road for a year

Background
Established in 1865, Mountain View Grand Resort and Spa is an iconic destination in the White Mountains of New Hampshire that offers a variety of year-round activities to help guests relax and recharge.

The Challenge
Energy costs are the fastest-growing operating costs for the hospitality industry, with the average U.S. hotel spending more than \$2,000 per room in energy costs each year. Featuring 141 guest rooms and suites, a luxury spa, and more than 20,000 square-feet of meeting and event space, the Mountain View Grand team set out to enhance energy efficiency and incorporate the latest advances, while maintaining the historic charm.

The Eversource Solution
Working with Eversource, Mountain View Grand identified approximately 15 projects that would save a significant amount of energy without compromising the hotel's character. Eversource provided technical expertise, and the incentives for upgrades combined with energy cost savings allowed Mountain View Grand to reinvest in additional work. Key activities included:

- Extensive interior and exterior lighting upgrades to transition the hotel from a mix of incandescent and fluorescent lights to LEDs, saving electricity and reducing maintenance costs.
- A new heat pump system that saves electricity for cooling and oil for heating and replaces hundreds of window AC units.
- A new intelligent kitchen vent hood system that only exhausts the air over the cooking surfaces when it senses heat
- A building envelope study and comprehensive air sealing and insulation plan that made the building more airtight from the basement to the attic

"Thanks to our partnership with Eversource, we are on a sustainable trajectory that will deliver year after year energy and cost savings while reducing carbon emissions. We are now working together to implement a multi-year plan to get the most out of our new building envelope and HVAC design and make Mountain View Grand as energy-efficient and environmentally-friendly as possible."

Christopher Diego Mountain View Grand Resort and Spa Managing Director

Thank you.

