

Explore the 10 Top Marketing Tactics for Energy Efficiency Contractors

Select the right tactics for your goals and budget.

Choosing the most effective marketing tactics to highlight your business and grow sales can be easier than you thought. The following list offers an overview of the tactics that we've found to work best for energy efficiency contractors.



Local Free Papers, Coupon Inserts, Community Newspapers

Free local newspapers, coupon inserts, and community newspapers are a simple, cost-effective way to announce your energy efficiency products and services to your community. Run your ad in the local business, home improvement, or real estate sections to target a better qualified audience. Be sure to include your website URL within the ad so readers can easily learn more about your business.

Use this tactic to:

Get your business into the community

Cost: \$-\$\$*



Website Search Engine Optimization

Prospects are likely to search Google to find a contractor. Optimizing your website for search results is great way to increase traffic to your website. Get started by watching Google's [10-minute video introduction](#) to Search Engine Optimization basics.

Use this tactic to:

Get your website to the top of search results pages

Cost: \$-\$\$\$*



Pay Per Click Advertising (PPC)

PPC ads are text ads that appear at the top of a search results page after a prospect runs a search using words related to your business or industry. PPC ads only appear when prospects use phrases that you've purchased. This means the only people who see your ad are those who are interested in the services you offer. Remember to keep your ads clearly focused on the benefits of your business, giving people an idea of what to expect.

Use this tactic to:

Drive highly qualified customers to your website

Cost: \$\$-\$\$\$*



Online Display Advertising

Think of this simple digital tactic as a billboard—on the Internet. However, unlike outdoor billboards, online display ads allow you to put your messages in front of people who are more likely to be interested in your business. To get started, read this [overview of display advertising](#) from Business2Community, and go deeper with this [best practices guide](#) from Google. When you create your ads, be sure to communicate why customers should click your ad with a simple, benefit-driven message.

Use this tactic to:

Drive qualified local customers to your website

Cost: \$\$-\$\$\$*



Direct Mail Promotions

Promotional mailers are proven to get customers to try your services. Ideas of promotions include limited-time offers, free consultations, or low-cost financing. Make them even more effective by being strategic about your mailing list. For example, some contractors send mailers to neighborhoods with houses that are due for major renovations or equipment upgrades based on the age of their housing stock. You can purchase targeted lists specific to your community. Call different publications and local list brokers to see what types of lists are available to you.

Use this tactic to:

Announce a promotion to get customers to try your services

Cost: \$\$\$*

**Actual costs vary and depend on media type, target audience, location and your budget.*

Facebook Targeted Business Page



A must-have for any business, your targeted Facebook page allows you to communicate with customers directly. When customers “like” your page, your posts will appear on their personal Facebook feeds—giving you a fast, direct, and free channel of communication. The key is to always engage the customer by providing useful or interesting content, starting a conversation, or delivering monetary value through a coupon or discount. In addition, make sure that you stay responsive by “liking” comments and replying back—even to negative comments. [Learn more about creating a Facebook page for your business.](#)

Use this tactic to:

Announce news and promotions as they happen, talk to customers in real time, post updates on successful projects, and highlight involvement in the community

Cost: FREE

Follow-up Letters



Sending follow-up letters to prospects who have expressed interest or completed an assessment is a great way to give them more personalized attention and lead them closer to a sale. Be sure to thank your customer for their business, provide information on upcoming promotions, and include your website URL and Facebook page information to stay in contact.

Use this tactic to:

Keep customers interested after first contact

Cost: \$-\$\$*

E-blasts



Email is a great way to reach out to customers directly. Your emails can be used to announce a promotion, or simply to follow up on an assessment. If your audience is small, you can send emails manually. If you’re emailing a larger audience, you can use an email service provider such as MailChimp or Constant Contact. Always be sure your emails have a clear, highly visible message. Many times, this is a large button that drives them to your company website.

Use this tactic to:

Announce promotions or send messages directly to customers

Cost: \$\$*

Local Home Improvement Shows and Events



Local home shows provide an opportunity to establish credibility through demonstration, and generate in-depth conversations—one of the most effective ways to close a sale.

Use this tactic to:

Generate more projects through face-to-face conversations

Cost: \$\$\$*

Reward Customer Referrals



Referrals from satisfied customers are one of your best business-growing choices. Ask your customers to be highlighted on your Facebook and email promotions. Create signs for satisfied customers to place on their property. When you receive a referral directly related to a customer, send them a thank you and a small token of your appreciation.

Use this tactic to:

Show you are a trusted business partner

Cost: \$-\$\$*

For more sales and marketing insights, look for the **Selling Efficiency Series** blog posts on your NY Home Performance Portal dashboard.