

customers sales advertising  
**marketing**  
strategy business



# E-CONTRACTOR MARKETING SERIES



Marketing is a key ingredient for the success of contracting firms and there are some unique nuances to those working in energy efficiency work. Join us as Peter Troast, founder and CEO of Energy Circle, shares marketing best practices.



## Best Practices for Contractor Marketing Part 1 - Your Foundation

**May 7th 3-4pm RSVP: <https://formstack.io/8E0BA>**  
Marketing gives your business the competitive edge it needs to bring visitors to your website and raise awareness of your company. Learn the best practices for contractors. Different areas to be covered include:

- Your website
- Your Google Business Profile
- Content and video marketing
- Online review management
- How to build & market to custom online audiences



## Best Practices for Contractor Marketing Part 2 - Active Lead Generation

**May 14th 3-4pm RSVP: <https://formstack.io/09433>**  
Once your business has a solid online foundation, it is in the perfect position to begin active lead generation. Learn how to effectively reach potential customers and how to convert them from clicks into leads. Learn:

- Pay-per-click advertising
- Remarketing ads
- Google Ads
- Paid search and display ads
- Local Services Ads (LSAs)
- Facebook advertising
- Video advertising



## Marketing of Rebates, Incentives and the Inflation Reduction Act

**May 21st 3-4pm RSVP: <https://formstack.io/9054D>**  
The Inflation Reduction Act (IRA) incentives offer a fantastic opportunity to contractors looking to close more jobs. The companies who will capitalize most will be the ones who best understand how to market them. Learn:

- Marketing differences between tax credits & rebates
- Essential incentive information to have on your website (and where it should be)
- Capitalizing on online search interest in incentives
- Running the right ads to spread awareness about incentives
- Educating customers about incentive stacking



## Marketing to Moderate-Income Homeowners

**May 28th 3-4pm RSVP: <https://formstack.io/111A3>**  
Effectively marketing to moderate-income households requires a comprehensive understanding of their motivations and how to best reach them. Learn best practices for

- moderate-income homeowner marketing, including:
- An overview of the IRA incentives that most favor moderate-income households
  - Unique aspects of the moderate-income audience
  - Finding the right messaging for this demographic
  - How to run online ads specifically targeting moderate income households