

## Go Greener. Affordably.

Trusted financing for upgrades that make your home or building efficient, safe, healthy and comfortable



## Set the Stage for Sales in 2023: Make the Most of Social Media



**New year? New goals!** As an NEIF-Approved Contractor, you are equipped with all the tools you need to make 2023 a year that is both lucrative and successful for your company.

From monthly Go Greener Academy training webinars to Contractor Update newsletters curated just for you, NEIF offers a variety of tips for engaging your customers and closing deals effectively.

In 2022, NEIF developed the jump-start approach to inform and remind Approved Contractors about the benefits of featuring NEIF's energy efficiency financing on their websites and using it as a sales tool in customers' homes.

### Why not add social media to the mix this year?

Nearly 80% of consumers are influenced by a company's social media posts when deciding to purchase - or to not purchase - a good or service, according to a recent [Forbes](#) survey.

Maintaining your social media presence doesn't have to be intimidating, though. It's a brand new year and in this January edition of our newsletter, NEIF is providing you with original, fresh content to refresh your social media channels, improve your online visibility, and grow your customer base in 2023.

## Share Your NEIF-Approved Contractor Status



As winter rages on, posting regularly on your social media channels might mean that you expand your reach to a young couple who needs a new, more efficient heating system or to a family whose water heater has just broken. You never know who needs to hear that they are able to Go Greener, Affordably, whether in an emergency pinch or during the coldest months of the year.

Whether you're new to NEIF or have been a part of the Approved Contractor network for some time now, it's never too late to remind your social media followers - your potential customers - that you offer affordable, low payment financing with NEIF.

To reaffirm your Approved Contractor status on social media:

- Click on the **Download Image** link to download the graphic above. Once the image loads, right click and choose "Save Image As..." This stores the file in your computer's Downloads folder.
- Copy & paste the text that loads after you click on the **Social Media Copy** link.

[\*\*DOWNLOAD IMAGE\*\*](#)

[\*\*SOCIAL MEDIA COPY\*\*](#)

## National Cut Your Energy Costs Day



National Cut Your Energy Costs Day, recognized on Tuesday, January 10, presents a unique opportunity to engage your customers with NEIF's energy efficiency financing.

In honor of the holiday, NEIF is offering you a free graphic to post on social media that we will further customize with your company's logo. To get started:

- Click the **Contact to Customize Today** link below and request to have your company's logo uploaded directly onto the graphic.
- Use our prepared **Social Media Copy** to post as a caption.

[\*\*CONTACT TO CUSTOMIZE TODAY\*\*](#)

[\*\*SOCIAL MEDIA COPY\*\*](#)

## What's New at NEIF

December 2022 Recap: Check our recent news stories and newest Approved Contractors





### 10 Energy-Saving Tips To Inspire Your Customers in 2023

A new year inspires both new resolutions for consumers and new business for you! Share these [10 tips](#) on National Cut Your Energy Costs Day.

### If You Missed It: Go Greener Academy. December 2022

Last month, Matthew Brown, NEIF Co-Chair and Founder, discussed government funding and incentives for energy efficiency. Watch the video [here](#).

### NEIF-Approved Contractors: December 2022

Join NEIF in welcoming the newest contractors to earn the NEIF Seal of Approval. Read our [blog post](#) to learn who was approved in December 2022.

## Event Spotlight



### How To Set Smart and Attainable Goals For Your Sales Team

Go Greener Academy

Led by Ed Matos, NEIF Vice President of Business Development, this presentation will cover best practices for setting monthly and yearly goals, strategies to keep your sales team engaged, and innovative commission/bonus structures to help your team meet their goals.

**Session 1:** Tuesday, January 17 - 1:00 p.m. EST  
**Session 2:** Thursday, January 19 - 9:00 a.m. EST

[\*\*REGISTER NOW\*\*](#)

## Want To Be Featured in 2023?



NEIF values your feedback! Approved Contractors who participate in our social media initiatives and tag NEIF will be featured in our monthly 2023 Contractor Updates, as well as on our social media accounts. Let's start the New Year off strong — together!

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