



energy circle

MARKETING FOUNDATION SERVICES

January 27, 2025



WHO WE ARE



About Energy Circle

- **15 Years of Driving Growth:** A decade and a half of driving measurable results specifically within the high-performance building sector.
- **High-Performance Trades:** We translate technical building science into marketable differentiation for HVAC, solar, insulation, and home performance contractors.
- **Industry Focused:** 15 years dedicated exclusively to the high-performance contractors and retrofit sectors. Entire team holds BPI Certificates in Building Science Principles
- **Programs & Manufacturers:** We bridge the gap between energy initiatives and the end-user through strategic communication, lead generation, and workforce development.
- **Thought Leadership:** Led by CEO Peter Troast, the foremost authority on efficiency marketing. Peter is a frequent national speaker and host of The High Performance Edge podcast.



Integrated Marketing for High-Performance Growth



Marketing Strategy

Your data driven growth blueprint



Websites

Sites designed for high-performance



Lead Generation

Marketing designed to turn your expertise into leads



Search Marketing

Capturing high intent demand



Content Creation

Content developed to showcase your expertise



Strategic Management



Programmatic Ads



Contractor Clients



Partnership Clients



Certification & Accreditation



EXCLUSIVE PARTNERSHIP WITH NEIF



Your Monthly Content & Visibility Solution

The Challenge:

- You're a **high-performance contractor** focused on delivering exceptional results.
- But staying visible, building **online credibility** requires constant, high-quality content marketing, which takes time you don't have.

The Solution: A Marketing System Designed for Brand Awareness

We provide a **fully managed content and publishing service** built on proven industry data to keep your business top-of-mind with high-value homeowners.

- **Focus on Your Business:** We handle everything from content creation to multi-channel publishing.
- **Built on Expertise:** Leverage industry-tested content topics that are proven to convert.
- **Maximize Visibility:** Ensure a consistent, professional presence across your blog, Google Business Profile, and social media.

You manage your business and we manage your marketing



How It Works

Quarterly Campaign Themes: Every quarter, choose from a menu of proven content topics designed specifically for high-performance contractors. We handle everything from creation to publishing.

Example: "Indoor Air Quality" Campaign

- Blog: "How Insulation and Air Sealing Improve Indoor Air Quality"
- Social posts promoting your content across Facebook, Instagram, and Google Business Profile

We Publish Everything For You: Your content goes live on:

- Your website blog
- Your Google Business Profile
- Your social media (Facebook & Instagram) and or ad platform



Q1 2026: Campaign Themes & Content Topics

 Insulation & Air Sealing	 Indoor Air Quality Services	 Winter Heating & Cooling	 Basements & Crawl Spaces
Why Air Sealing Is So Important for Winter Comfort?	When Does a House Need Whole Home Ventilation?	5 Signs You Need to Replace Your Heating System	The Real Reason Your Floors Are So Cold in the Morning
Spray Foam vs. Cellulose Insulation: Which is Better for Your Home?	Why Is My Home's Air So Dry in the Winter?	Heat Pumps vs. Furnaces vs. Boilers: Which Will Get You the Lowest Energy Bills?	How to Keep Your Basement Dry in the Winter
Why Ice Dams Form (and How to Prevent Them)	5 Common Winter Home Air Pollutants (and How to Get Rid of Them)	What Makes a Heating System Quieter Than Others?	The Benefits of Crawl Space Encapsulation
How To Know If You Need to Remove Your Home's Old Insulation	5 Ways to Make Your Home's Indoor Air Healthier and Safer	Mini Splits vs. Ducted Heat Pumps: Choosing the Right HVAC Upgrade for Your Home	What To Do If There's Mold in Your Crawl Space
Why Winter is a Great Time for a Home Energy Audit	The Difference Between Regular Air Filters and Air Filtration Systems	5 Tips for Getting More Out of Your Mini Split This Winter	Why Are Your Ducts "Sweating"?: How to Solve Ductwork Condensation

What You Get Every Month

*depending on the selected tier

Content That Builds Trust

- 2-3 professionally written blogs OR video content each month
- Customized to your brand, location, and services
- Posted 2x to Google Business Profile and 2x to social media per piece

Optimization & Performance Support

- SEO optimization (2 hours/month fixing technical issues)
- Review management
- Marketing insights dashboard tracking your performance
- Ticket-based support system with 1 hour of support

Quarterly Strategy Sessions


- 30-minute meeting with your project manager
- Select next quarter's campaign themes
- Review what's working and adjust approach

Access to Expertise

- Portal with reporting, training resources and asset library
- Add-on services available when you need more support



Your Marketing Hub

 Home My Account Logout

Welcome!

Marketing Assets

Link to Google Drive Folder
<https://drive.google.com>

Link to Production Schedule
<https://docs.google.com/spreadsheets/d/...>

Campaign Selection

Make your selections for Q4 2025

Make your selections for Q1 2026

Support Requests

[Submit New Request](#)

Requested on	Description	Add-On Services	
11/24/2025 - 09:50	Test		view

Update Information

[Update Branding & Preferences](#)

[Update Account Information](#)

Marketing Insights,
webinars, podcasts

Easy to download
marketing assets

Select your quarterly
content

Submit support
requests



SEO Optimization

Improving your site health and organic visibility with monthly maintenance.

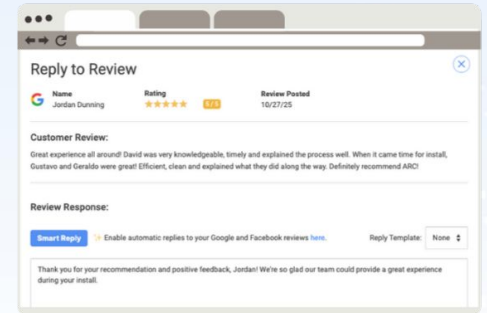
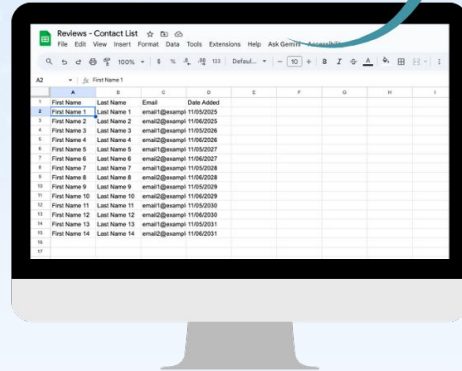
The screenshot shows the SEMrush Site Audit interface for the domain www.comfortsqad.us. The interface includes a sidebar with navigation options like Dashboard, Site Audit, Position Tracking, and On Page SEO Checker. The main content area displays the 'Site Audit' results, including a search bar, a 'Rerun campaign' button, and a list of issues. A prominent section titled 'Analyze AI search bot activity' is visible. Below this, there are filters for 'All 3', 'AI Search 0', 'Crawlability 3', 'Content 0', 'Meta tags 0', and 'Errors 3'. A list of errors is shown, including '29 incorrect pages found in sitemap.xml', '1 internal image is broken', and '1 redirect chain or loop'.

Top Issues		
Type of issues	Number of issues	About the issue
Incorrect pages found in sitemap.xml	29 errors	Why and how to fix it
Missing meta description	20 warnings	Why and how to fix it
Low text to HTML ratio	35 warnings	Why and how to fix it
Broken external links	1 warnings	Why and how to fix it
Long title element	2 warnings	Why and how to fix it

[View details](#)



Automated Review Management



Why It Works

Consistent Presence Without the Work You stay visible to potential customers while focusing on running your business.

Industry-Tested Content These are campaigns designed from years of data on what converts in your industry, not random blog topics.

Professional Quality Every piece of content is polished, on-brand, and designed to build credibility with homeowners who are researching their options.

Scalable Marketing Start with at any tier and increase paid advertising when you're ready to amplify your reach.



Investment & Timeline

Three tiers to match your growth stage:

- **Foundation:** \$1,600/month
- **Growth:** \$2,600/month (adds paid advertising + deeper analytics, cost: management fee +\$500 ad spend)
- **Impact:** \$3,100/month (multi-channel paid advertising, cost: management fee +\$1,000 ad spend)

Setup Fee: \$1,000-\$1,500 (one-time fee)

All tiers include content creation, publishing, SEO support, review management, quarterly strategy calls, and portal access.

Timeline:

- Onboard in 2 weeks and program launches
- 12 month commitment



Investment & Timeline

As a NEIF contractor you receive 50% off of the Setup Fee

~~Standard Setup Fee: \$1,000 - \$1,500 (one-time fee)~~

Exclusive NEIF Contractor Setup Fee: \$500-\$750 (one-time fee)



Strengthen your company reputation with professional, expert-level content that helps homeowners clearly grasp the value of what you do.



Visibility drives trust, and trust drives more jobs. Get high-quality, cost-effective marketing each month without leaving the job site. Schedule a free discovery call with us today and see how we can help boost your online visibility.

[Schedule a Discovery Call](#)

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Energy Circle is proud to be part of the global movement for an inclusive, equitable and regenerative economic system.



QUESTIONS?



Thank you!

Steve Kelly, Director of Business Development
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APPENDIX

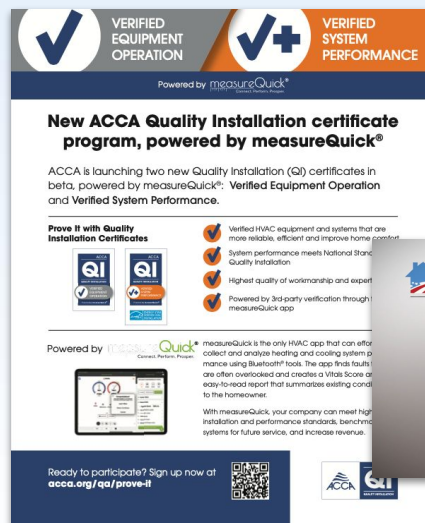


CAPABILITIES



Content & Video Development

- Long and short form copywriting and technical writing
- Video production
- Infographic design & production
- Collateral development (brochures, flyers, bill inserts)



VERIFIED EQUIPMENT OPERATION

VERIFIED SYSTEM PERFORMANCE

Powered by **measureQuick**

New ACCA Quality Installation certificate program, powered by measureQuick®

ACCA is launching two new Quality Installation (QI) certificates in beta, powered by measureQuick®: Verified Equipment Operation and Verified System Performance.

Prove It with Quality Installation Certificates

- ✓ Verified HVAC equipment and systems that are more reliable, efficient and improve home comfort.
- ✓ System performance meets National Standard Quality Installation.
- ✓ Highest quality of workmanship and expert installation.
- ✓ Powered by 3rd-party verification through measureQuick app.

Powered by **measureQuick**

measureQuick is the only HVAC app that can effectively collect and analyze heating and cooling system performance using Bluetooth® tools. The app finds faults that are often overlooked and creates a Whole Score or easy-to-read report that summarizes existing conditions to the homeowner.

With measureQuick, your company can meet high installation and performance standards, benchmark systems for future services, and increase revenue.

Ready to participate? Sign up now at acca.org/qi/prove-it

ACCA



EfficiencyFirst California

uplight

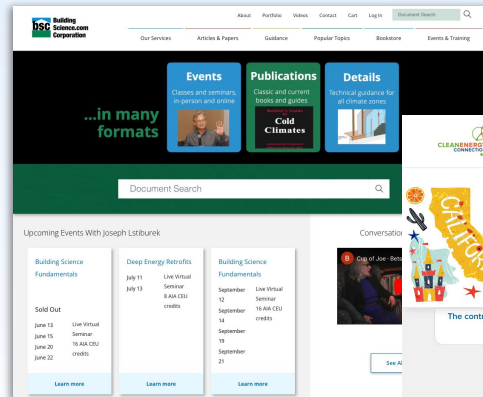
Chapter 1:
Introduction

In partnership with
SMUD



Technology Development Services

- Website creation and management
- Contractor database and directory development
- Online surveys, questionnaires, calculators, and planning tools
- Specialized web projects including incentive and rebate finders, product databases, learning management systems



Homeowner Marketing & Demand Generation

- Campaign development and design
- Rebate and incentive awareness marketing
- Lead generation campaigns
- Social media campaigns and custom audience development
- Branding, naming and logo (identity) development



Contractor Recruiting, Engagement & Training

- Learning Management System (LMS) development, implementation and management
- Organization, recruitment and support of technical/building science training
- Direct delivery of business operations training for sales, marketing and customer service by CEO, Peter Troast
- Engagement communications management and execution



EXAMPLES & RESOURCES



Examples: Website Design & Development

Contractor Website Examples

- [Total Home Performance](#)
- [Electrify My Home](#)
- [Healthy Home Energy & Consulting](#)
- [Green Team Long Island](#)
- [Evergreen Home Performance](#)
- [Responsible House](#)
- [Element Electric](#)
- [Solar Energy Solutions](#)



Examples: Video Production & Development

Video Production

- [State of Maine Energy expert entrepreneur](#)
- [SMUD program contractor training](#)
- [Clean Energy Connection](#)
- [Kearney HVAC Advertisement](#)
- [Diversified Insulation - How Spray Foam Insulation Works](#)



Resources: Podcasts and Publications

Recent Podcast Appearances and Publications





- [Unlocking the Power of the 25C Tax Credit](#) IDI R-Value Podcast with Energy Circle Founder & CEO, Peter Troast
- [Heat Pumps Experiencing A Renaissance in Maine](#) ACHR News featuring Energy Circle Founder & CEO, Peter Troast
- [Getting Your Marketing Ready for Rebates and The Inflation Reduction Act](#) IDI R-Value Podcast with Energy Circle Founder & CEO, Peter Troast
- [AI in Solar Marketing: A Balance Between Tech and Touch](#) Solar Today Magazine article by Abby Yolda, Energy Circle's Director of Solar and Digital Marketing Strategy
- [What is the Demand for High Performance Contracting Services](#) Building HVAC Science Podcast with Energy Circle Founder & CEO, Peter Troast
- [The Importance of Differentiation for High Performance Contractors](#) Building Performance Association Journal by Bethany Violette, Energy Circle Content Writer



PREVIOUS CAMPAIGN THEMES



Q4 2025: Campaign Themes & Content Topics

 Health	 Energy Efficiency	 Energy Savings	 Comfort
How Insulation and Air Sealing Improve Indoor Air Quality	The Benefits of Insulation Upgrades Before HVAC Replacement	How to Fight Back Against Rising Energy Costs	Do Heat Pumps Really Work in Cold Weather?
The Hidden Health Costs of Leaky Ductwork	Signs Your House is Wasting Energy	Why Proper HVAC Sizing Offers Great ROI	How to Prevent Indoor Drafts in Your Home
What Makes a “Healthy Home”? A Building Science Approach	5 Energy Efficiency Upgrades for Your Home	How Heat Pumps Use Less Energy (and Save You Money)	How to Make Your Home More Comfortable in the Winter
How Do Heat Pumps Affect Indoor Air Quality?	The Benefits of Home Electrification	Are You Spending Too Much to Heat Your House?	How Upgraded Insulation Works in the Winter
How to Reduce Allergens and Dust During Heating Season	How to Make Your Home Better for the Environment	Does Insulation Lower Heating Costs?	How to Avoid Frozen Pipes This Winter