



Lead Generation for Raters, Auditors & Contractors

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What We'll Discuss

-  **CHANGING LANDSCAPE OF MARKETING**
-  **THE CHALLENGE OF HP/RATING BIZ**
-  **MEASURING YOUR MARKETING**
-  **OPEN Q & A WITH DAVE & TONY**

1

**MARKETING IS
CHANGING**

duh

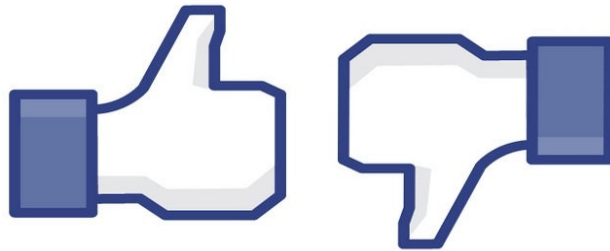


200 Million



NATIONAL
DO NOT CALL
REGISTRY

Peak



facebook

YAHOO! SITES

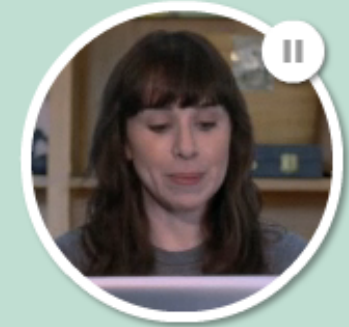


- Mail
- Autos
- Dating
- Finance (Dow Jones ↓)
- Flickr
- Games
- Health
- Horoscopes
- Jobs
- Messenger
- Movies
- omg!
- Real Estate
- Shine
- Shopping
- Sports

VENZA. KEEP ON ROLLING.

click on play icon for more videos

close >>



[SEE THE COMMERCIAL ON YOUTUBE](#) [LEARN MORE AT TOYOTA.COM](#)



[See the Toyota Venza - Ad Feedback](#)

- Conservative anger threatens to derail GOP debt plan in House
- Oslo police begin releasing names of massacre victims

VIDEO PICKS



4-2393



407-246-2314

PHONEBOOKS
ONLY

So What's It All Mean for Raters, Auditors, Contractors?



The Very Best Marketing Program?



New World Order



The Challenge of B2B and B2C

Type	Primary Targets	Tactics
New Construction	Builders Architects Some homeowners	1 to 1 Mktg Relationships

The Challenge of B2B and B2C

Type	Primary Targets	Tactics
New Construction	Builders Architects Some homeowners	1 to 1 Mktg Relationships
Existing Homes/ Retrofit	Homeowners Remodelers HP Contractors HVAC Contractors	Advertising Branding Web Search Search Optimization Guerrilla Vehicles Direct Mail Email Community Outreach

2

THE CHALLENGE *AND OPPORTUNITY* OF HOME PERFORMANCE

How Much Demand for This?

Whole House
Home
Performance

Trigger

Health

Insulation

Energy Audit

Energy
Cost

Comfort

Solar

the
Jones'

Program
Incentive

Broken
AC'

**Whole House
Home
Performance**

Efficiency

Home
Value

Windows

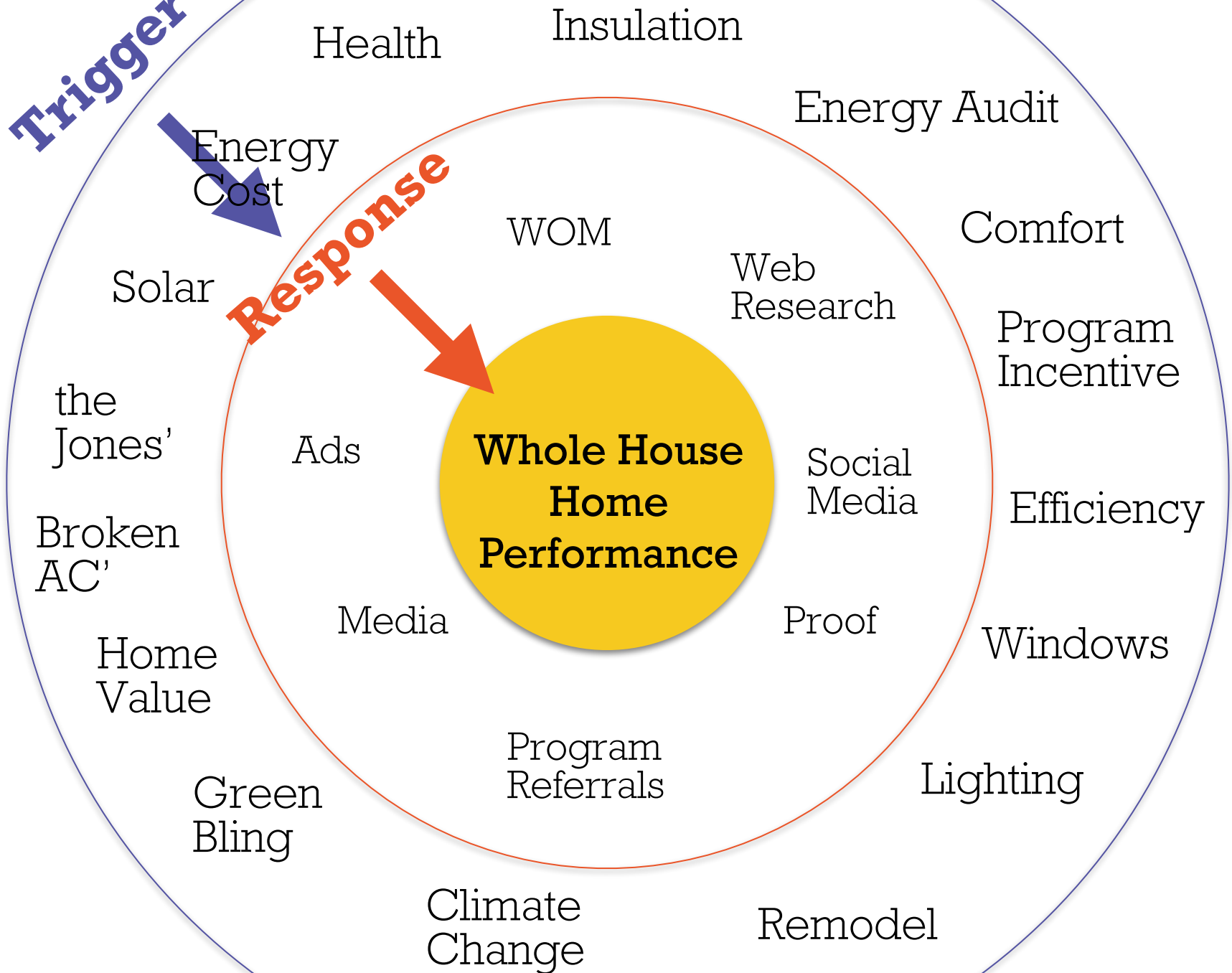
Green
Bling

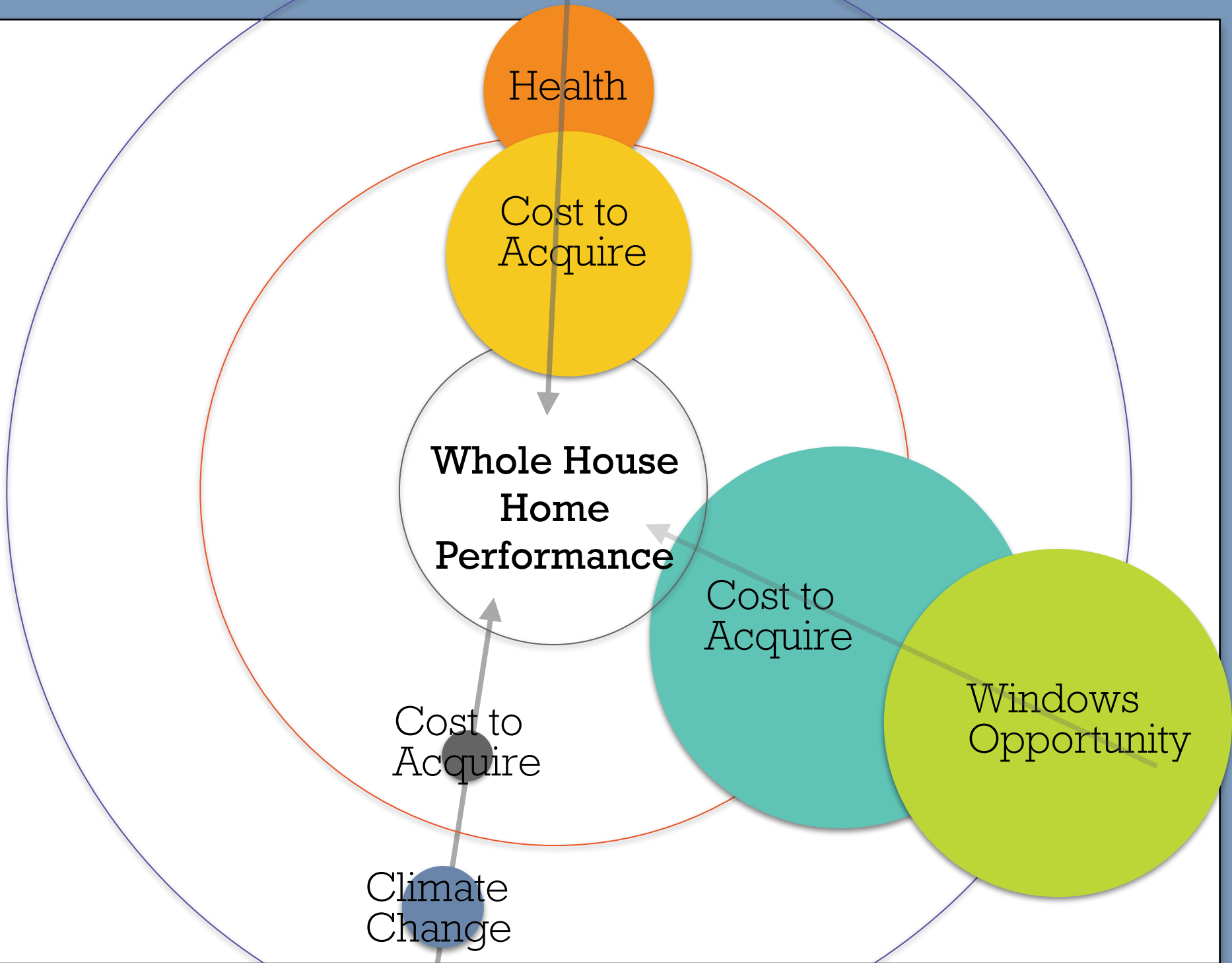
Lighting

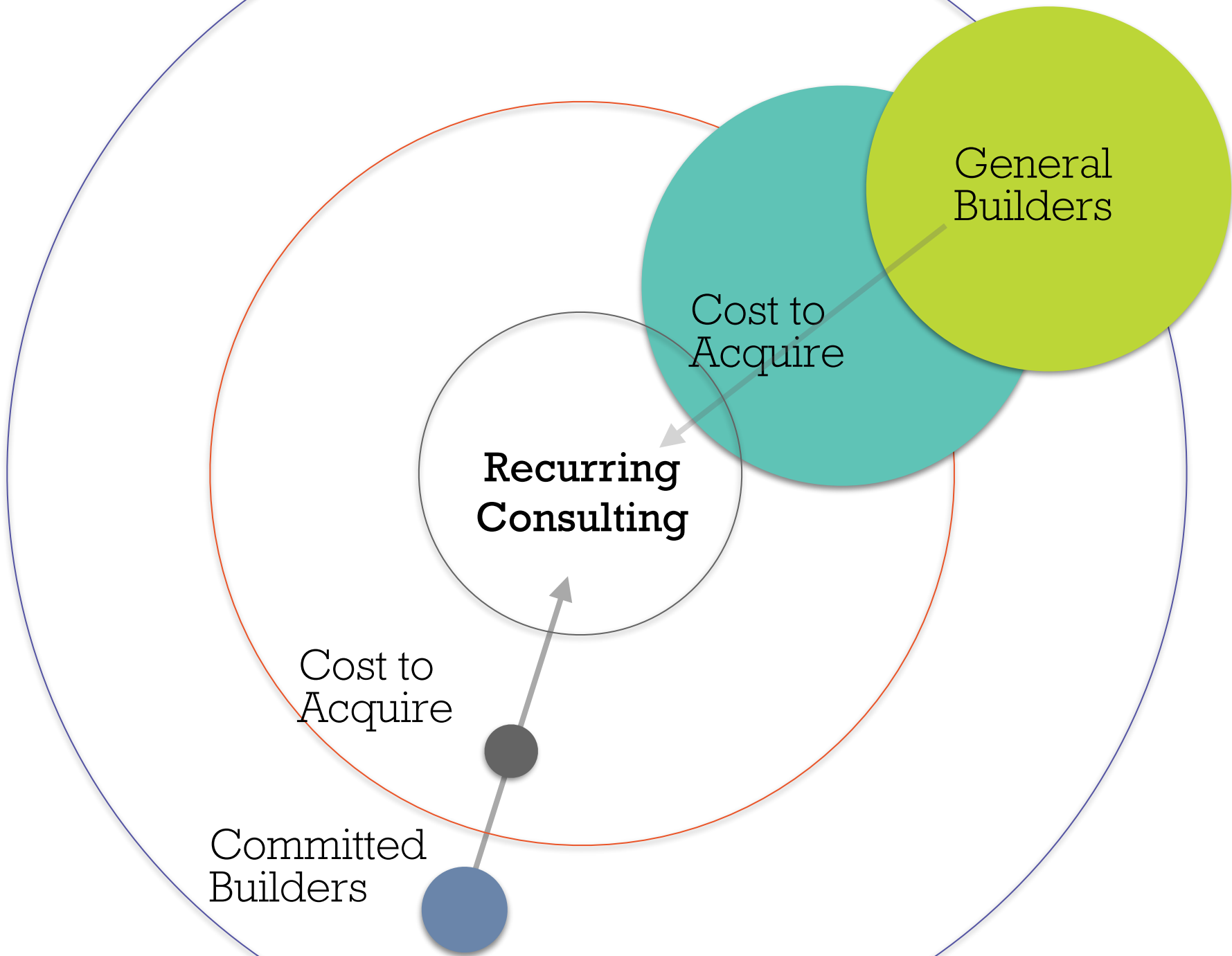
Climate
Change

Remodel

Trigger

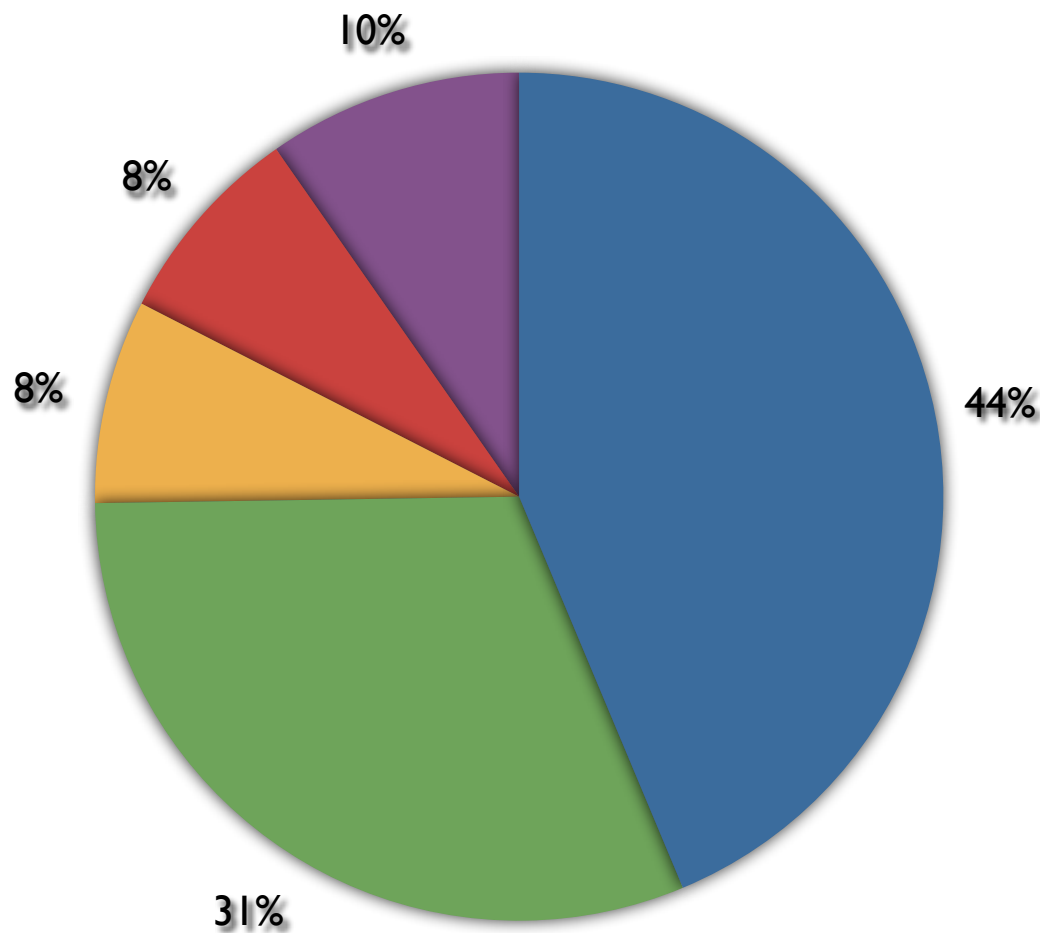






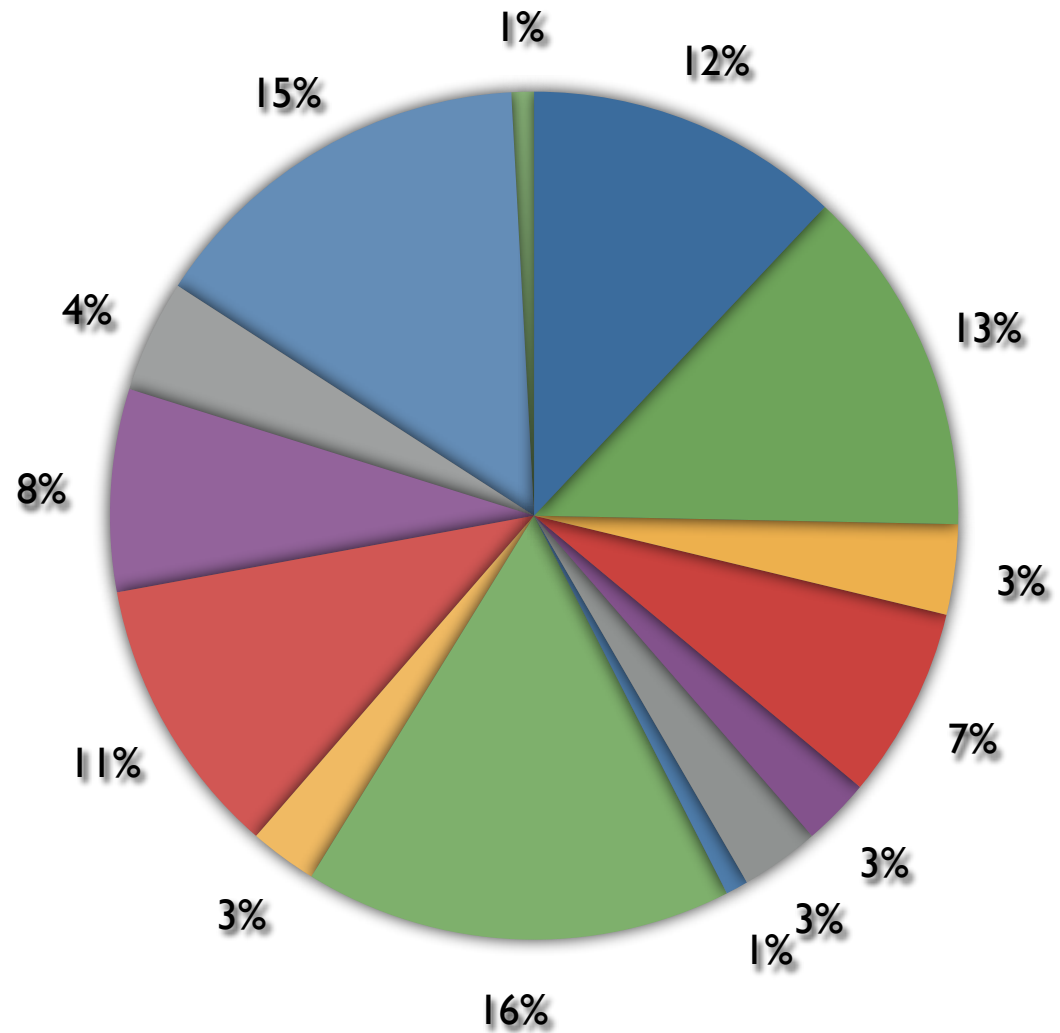
Yesterday's Marketing Mix

- Yellow Pages
- Direct Mail
- Referral Program
- Home Shows
- Unknown



Today's Marketing Mix

- Organic Web
- Paid Web
- Direct Mail
- Social Media
- Print Ads
- Public Relations
- Directories
- Email
- Home Shows
- Community
- Open Houses
- Past Customers
- Referral Program
- Lead Gen



The New Marketing Landscape

Old & Dying

Yellow Pages
Print
TV
Telemarketing
Radio

Old & Living

Word of Mouth
Vehicles
Lawn Signs
Direct Mail
Canvassing
Door Hangers
Presentations
Home Shows
Open Houses
Lead Gen

New & Thriving

Primary Website
Google+ Local
Organic Search
Paid Search
Online Display
Facebook
Twitter
Email Newsletters

The New Marketing Landscape

Old & Dying

Yellow Pages
Print
TV
Telemarketing
Radio

High Commitment
High Cost
High Risk

Old & Living

Word of Mouth
Vehicles
Lawn Signs
Direct Mail
Canvassing
Door Hangers
Presentations
Home Shows
Open Houses
Lead Gen

New & Thriving

Primary Website
Google+ Local
Organic Search
Paid Search
Online Display
Facebook
Twitter
Email Newsletters

Low Commitment
Modest Cost
Low Risk

Pillars of B2B Marketing

The Foundation

Brand/Reputation

Web Presence

Collateral

Ongoing

Blogs

LinkedIn

Direct Outreach

Case Studies

Testimonials

Thought
Leadership

3

**ARE YOU MEASURING
YOUR MARKETING?**

**What Are You Willing to Pay
for a Lead?**

Marketing Tactics are **NOT** Equal

Elements of a Plan

Tactics	Impressions/Visits	Cost	Conversion Rate	# of Leads	Conversion Rate	Quotes	Conversion Rate	Jobs	CPA
Organic Web	15000	3000	1.00%	150	25%	38	75%	28	\$107
Paid Web	10000	3000	2.50%	250	25%	63	50%	31	\$96
Direct Mail	8000	2800	0.25%	20	50%	10	75%	8	\$373
Social Media	25000	1500	0.10%	25	75%	19	90%	17	\$89
Print Ads	100000	3500	0.05%	50	25%	13	50%	6	\$560
Public Relations	250000	3000	0.02%	38	35%	13	50%	7	\$457
Directories	5000	500	0.25%	13	35%	4	50%	2	\$229
Email	12000	1000	2.50%	300	25%	75	50%	38	\$27
Home Shows	250	4000	10.00%	25	50%	13	50%	6	\$640
Community	1000	500	10.00%	100	50%	50	50%	25	\$20
Open Houses	75	500	35.00%	26	75%	20	90%	18	\$28
Past Customers	250	500	5.00%	13	90%	11	90%	10	\$49
Referral Program	750	2500	25.00%	188	25%	47	75%	35	\$71
Lead Gen		1750		50	15%	8	20%	2	\$1,167
TOTAL		25050						204	\$293

\$1.74 million @ 7500/job

Cost Per Acquisition

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How Did You Hear About Our Company?

“On the Internet”

“Heard an Ad”

“Saw a Truck”

“From a Friend”



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The Role of Various Tactics

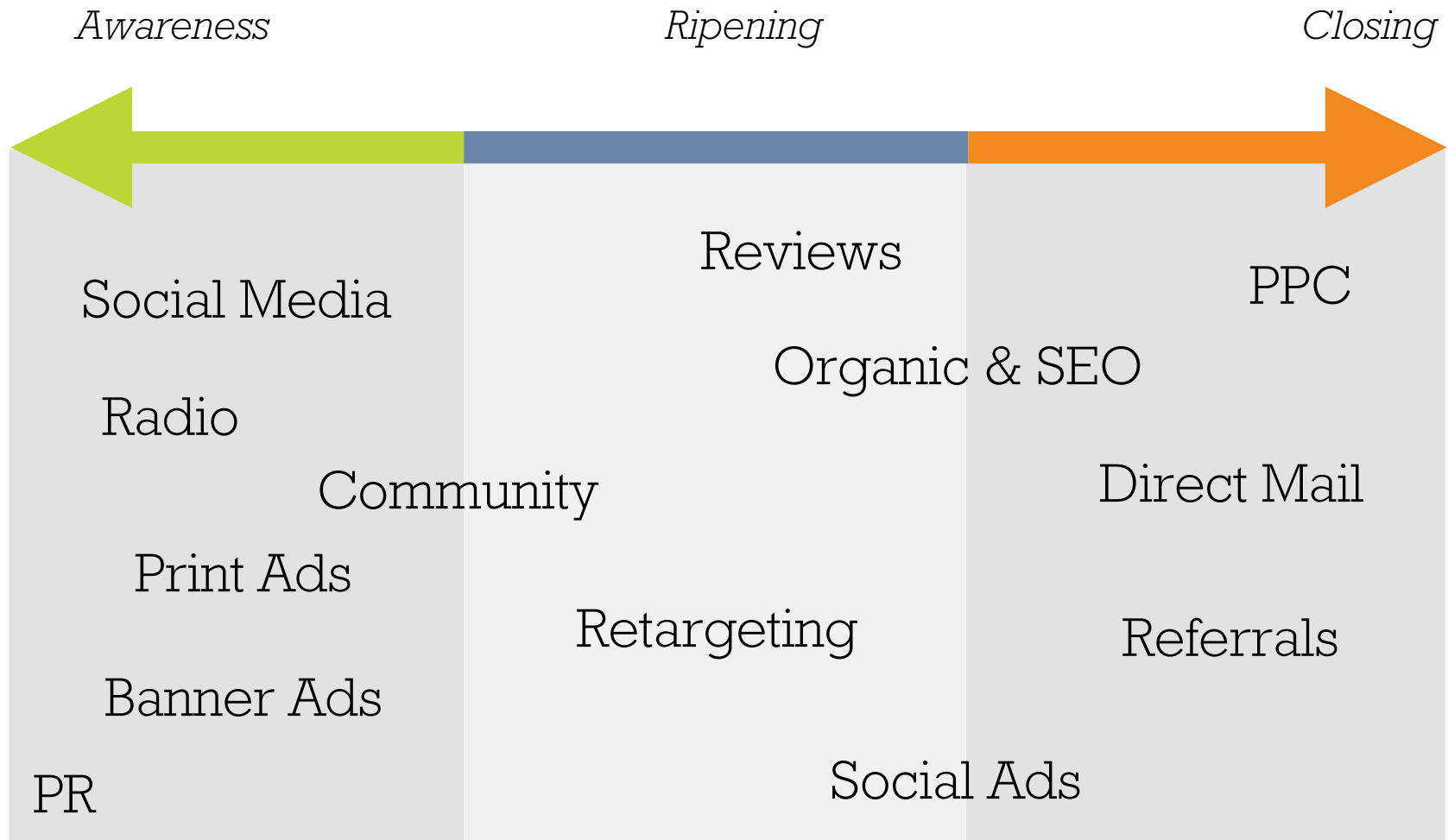
Awareness

Ripening

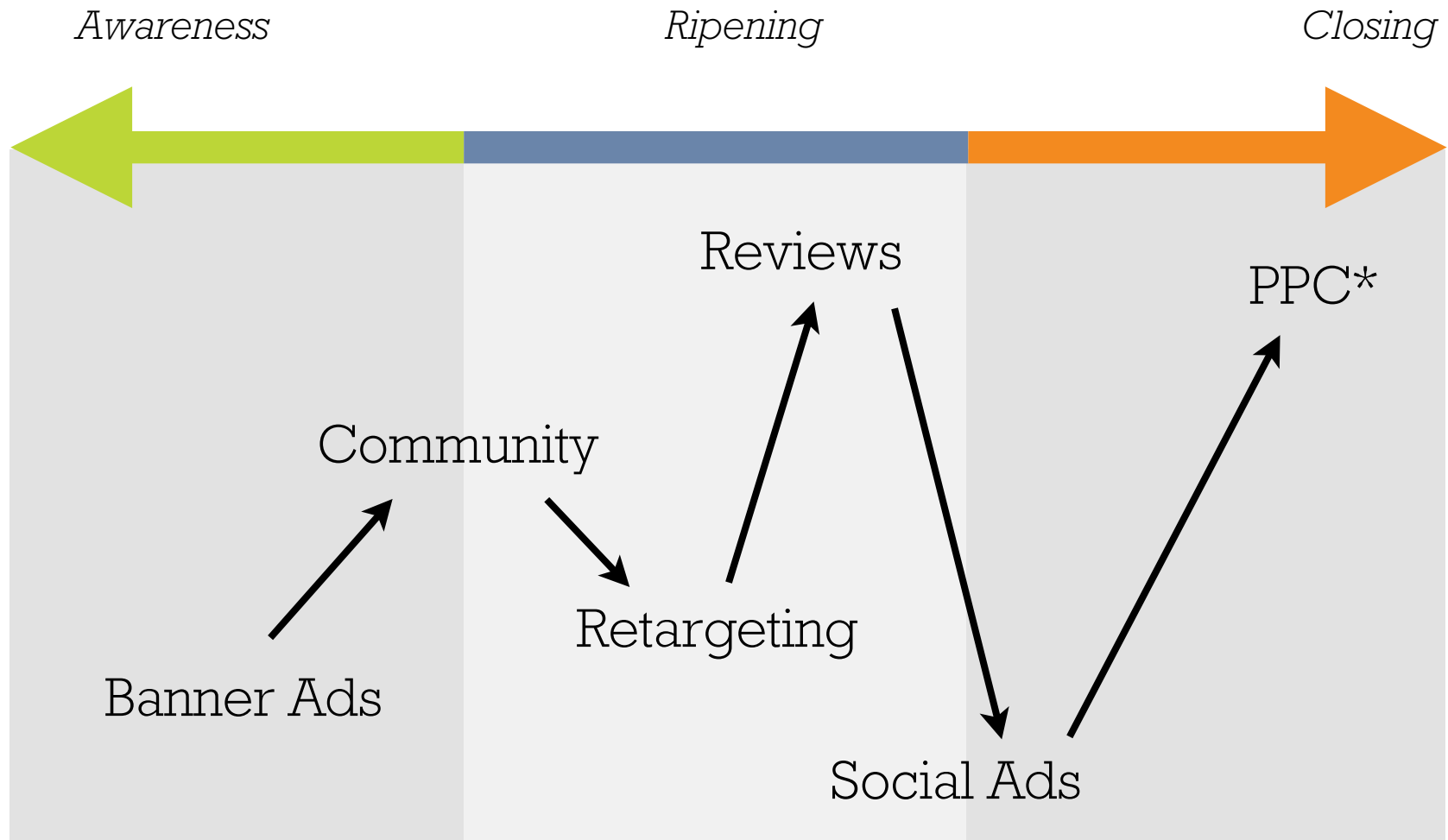
Closing



The Role of Various Tactics



The Concept of Integrated Marketing



*Final Attribution, but.....

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