



# ComfortReady HOME

Real Comfort. Real Savings. Real Smart.



Comfort Ready Home is funded by Bonneville Power Administration and Northwest Utilities.

# Spring Energy Efficiency Campaign Templates

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For contractors and utilities

# Why Seasonal Marketing Matters

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- Energy efficiency upgrades resonate more when they align with seasonal needs.
- Seasonal campaigns help contractors and utilities stay relevant and drive more leads.
- These templates provide ready-to-use assets for social media, email newsletters, and ads.



# Key Measures for Spring

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**Heat Pumps:** Upgrade before summer for efficient cooling.

**Insulation:** Helps keep homes cool in summer.

**Air Sealing & Duct Sealing:**  
Prevent energy waste before peak cooling season.



# Social Media Campaigns

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# Spring Social Media Post Examples




← **Comfort Ready Home** Sponsored · 🌱

Spring is here — time for a home energy refresh! 🌱

1. Upgrade to a heat pump for efficient cooling before summer hits.
2. Install a smart thermostat to save energy year-round.
3. Seal air leaks & ducts to keep your home comfy and efficient.

Act now, rebates may be available! 💰



yourwebsite.com  
[Book a spring efficiency check](#) [Get quote](#)

← **Comfort Ready Home** Sponsored · 🌱

Did you know? Insulation helps keep your home cool in summer!

Most people think of insulation for winter, but it also keeps the heat out and your home cooler and more comfortable in warm weather.

1. Reduce cooling costs.
2. Maintain even indoor temperatures.
3. Qualify for rebates and incentives.

Contact us today for an insulation upgrade!




yourwebsite.com  
[Insulate to reduce cooling costs](#) [Get quote](#)

**Comfort Ready Home** Sponsored · 🌱

Drafty home? You could be losing up to 30% of your heating and cooling energy due to leaks! 🌬️

Get in touch today for information about sealing gaps around windows, doors, and ductwork to cut energy waste and improve comfort.



yourwebsite.com  
[Stop leaks and start saving](#) [Get quote](#)

**Download images and text**

# Paid Social Media Ad Guidance

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**Primary Audience:** Homeowners (not renters) in target service areas.

**Location:** Serviceable zip codes, cities, or counties.

## **Interests & Behaviors:**

- Home improvement.
- Energy efficiency.
- HVAC systems.
- Sustainable living.
- Smart home technology.

## **Custom Audiences (Advanced):**

**Website Visitors:** Retarget people who visited your site but didn't convert.

**Engaged Users:** Target those who interacted with past posts or watched videos.

**Customer List:** Upload past customers to create a Lookalike Audience of similar people.

## **Ad Placements:**

Feed & Stories Ads: Higher engagement.

Reels Ads: Good for visual, engaging content.

Local Awareness Ads: Best for reaching homeowners in your service area.

## **Suggested Budget & Bidding Strategy:**

**Budget:** Start as low as \$10–\$30 per day and adjust based on performance.

**Bidding:** Optimize for lead generation (Facebook Lead Forms) or website conversions.

## **Key Metrics to Monitor:**

- Click-through rate (CTR).
- Impressions.
- Cost per lead.

# Search Campaigns

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# Google Search Ad Examples




Sponsored

 Your Website  
www.yourwebsite.com ;

**Stop Energy Leaks and Save More**

Don't let energy escape! Air sealing and duct sealing can reduce waste and lower bills.  
Book a spring efficiency check now.


Sponsored

 Your Website  
www.yourwebsite.com ;

**Keep Your Home Cool This Summer!**

Insulation isn't just for winter! Upgrade now to keep your home cool and comfortable all summer long. Schedule your installation today!

Sponsored

 Your Website  
www.yourwebsite.com ;

**Cut Cooling Costs with a Heat Pump! Spring Install Discounts Available**

Stay cool & save with a high-efficiency heat pump. Lower bills, year-round comfort, and rebates available! Book your spring upgrade now.

[Download ad text](#)



# Search Campaign Guidance

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## Targeted Keyword Examples:

### Ductless Heat Pumps

- “ductless heat pump installation near me”
- “mini split AC install cost”
- “energy efficient cooling options”

### Heat Pump Water Heaters

- “best energy efficient water heater”
- “heat pump water heater rebates”
- “water heater upgrade near me”

### Insulation

- “home insulation to keep cool”
- “best insulation for hot climates”
- “energy saving home improvements”

## Keywords to Avoid for Cost Efficiency:

- “DIY”
- “cheap”
- “how to install”

## Targeting Parameters:

Have searched for energy-efficient home improvements.

Recently visited HVAC or home improvement websites.

Engaged with similar energy-saving content.

## Bidding & Budgeting:

Daily Budget: Start with \$20–\$50 per day

Bidding: Use Maximize Conversions for lead generation.

# Optimization Tips

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**Test multiple ad variations:** A/B test different headlines & images.

**Use lead forms on Facebook:** Easier conversion for mobile users.

**Track results & adjust:** Optimize ads based on click-through & conversion rates.

**Geo-target service areas:** Exclude locations outside your service zone.

**If click through rate (CTR) is low** (below 2% on social, below 4% on Google Search Ads):

- Test different headlines (e.g., add urgency: "Limited-Time Rebates Available!")
- Try a new image

**If click-through is good but conversions are low:**

- Check the website landing page has a clear call to action.
- Add a phone number — some users prefer calling vs. filling out a form.

**If cost per lead is too high (\$40+ per lead):**

- Refine targeting to exclude DIYers & renters, focus on high-income homeowners.
- Test different bidding strategies: Try Maximize Conversions vs. Target CPA.

# Web & Email Marketing

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# Spring Email Content



**Subject Line:** Get ready for summer with energy upgrades and savings!

**Email Body:** Spring into savings with energy-efficient home upgrades!

Warmer weather is on the way — is your home ready? Now's the perfect time to make smart energy choices that keep you cool and comfortable while lowering your utility bills.

- Upgrade to a heat pump: Efficient cooling and heating in one.
- Install a smart thermostat: Automate savings with effortless control.
- Seal leaks & ducts: Prevent energy waste and improve comfort.

Incentives may be available!

[Download images and text](#)



# Website Content



## Spring Energy Tune-Up: Upgrade Now & Save!

Spring is the best time to make energy-efficient upgrades before summer heat drives up energy costs. We help homeowners improve comfort and save money with:

- **Heat Pump Installations:** Efficient heating & cooling in one!
- **Insulation Upgrades:** Keeps your home cooler in summer and warmer in winter.
- **Air Sealing & Duct Sealing:** Prevent energy loss and lower your bills.

Rebates may be available — contact us today to learn more.



### Upgrade Now & Save!

## SPRING ENERGY TUNE-UP

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[Schedule your upgrade >](#)



[Download images and text](#)



Have a question? Want some help? Send us a note!  
[info@comfortreadyhome.com](mailto:info@comfortreadyhome.com)

