

## Using the Media to Sell the Whole-House Approach

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## Radio messaging has the potential to:

- **Generate interest**
- **Raise curiosity**
- **Educate consumers about benefits of Home Performance and diagnostics vs. traditional contracting & “guesswork” estimating**
- **Communicate the value of the systems approach**

## Radio messaging has the potential to:

- **Generate pre-qualified leads.**
- **Pre-educate and pre-screen your leads**
- **Economically funnel customers to your business**
- **Keep you honest, visible, and accessible to past customers**

## Our experience with radio

- **Phase 1:**  
1994-95: 60-sec. ads on a popular local home improvement / home energy show local a.m. station, local host, 100-mile radius coverage
- **Results:** Reasonable volume of responses per investment; calls for diagnostic inspections, blower door tests, consulting

## Our experience with radio

- **Phase 1:**  
Results: Visits following calls led to Home Performance jobs, proved market support for the message, the approach, and the work needed to fix the problem homes

## Our experience with radio

- **Phase 2:**  
Based on the response, we approached the station to start our own show.  
We agreed to purchase the full hour for \$300 instead of the few spots we had used for \$75 per 60-sec. spot  
42 minutes of actual show air-time with breaks for news and ads

### “HOUSE CALLS” with Joe & Royce Saturday mornings



### Our experience with radio

#### Phase 2:

- We broadcast the show live on Saturday mornings for over 10 years.
- During that time, our cost increased over three-fold for the air-time
- Even at a cost of \$1,000 per show, the marketing budget was only 5% of the gross revenues.
- We found it was the only form of marketing we needed, and the best we could get.

### Our experience with radio

#### Phase 2:

- Listenership grew to average between 20,000 – 30,000 per show (8-9 a.m.)
- Consumers came to accept Home Performance as a desirable option in the market
- Listen for fun and education (entertaining ala Click & Clack style)

### Our experience with radio

#### Benefits of having our own show

- Credibility: people realize you know
- Regular: consistent, steady message
- Reliable: We're there (live) for you every week
- Spontaneity: Respond to current events and issues (weather, utility costs, global climate issues, etc.)

### Considerations in determining the venue

- Identify target audience: where are the most likely prospects?
- Demographics (available from the marketing arm of the station).

### Considerations in determining the venue

- Listeners vs. “dial-twisters”
- *Tip: “Music-cruisers” are more likely to jump stations during commercial breaks or a song they don’t like; talk-radio listeners are more likely to be “thinkers” who tend to hang through breaks*

### Considerations in determining the venue

- **Image:** You will assume part of the station's identity
  - What might the venue say to consumers about your company?
  - Character, reputation, and format of the station (Sports; Political; Music type, i.e. Classical, Oldies, Country, etc.; Community-event oriented;

### Considerations in determining the venue

- **Coverage:**
  - Identify coverage area (do the radius miles overlap your service area well?)
  - *Tip: don't advertise to people who live where you don't want to drive for business.*

### Considerations in determining the venue

- **Broadcast time**
  - Drive-time, early morning, noon, drive-home sports, weekends?
  - *Tip: Following or buying spots on a similar-interest program works well. Example: Home-improvement/handyman shows, Gardening or Cooking shows draw listeners whose homes and indoor environments are important to them, and will be receptive to your message..*

### Considerations in determining the venue

- **Venue/tools:**
  - 60-sec. spots; regularly scheduled talk show; infrequently-scheduled infomercial; guests on other established show, i.e. home improvement or handyman shows, following popular shows of any type (political, sports, Paul Harvey, Rush, etc.

### Considerations in determining the venue

- **Messaging**
  - Tailor your message to your climate zone, housing issues, hot buttons, (positive and negative buttons and frustrations).
  - *Tip: Hit early and often the things that people are most concerned about, i.e. ice dams, mold, high bills, uncomfortable rooms, "Green" issues and environmental concerns, health indoor environments, rebates or financing, home value and equity, etc.*

### Considerations in determining the venue

- **Cost**
  - Context of overall advertising budget
  - *Tip: What is your measuring stick? "Too expensive" may not apply if it gets results/\$ that are better than other avenues. "Quality of leads" which saves you time and increases your closing rate have very high value.*

### Considerations in determining the venue

- **Goals of the spot or show: What action do you want them to take as a result of hearing your message?**
  - Call you
  - Be at least aware or curious about the whole-house approach
  - Make them think that you can help them better than others to solve their problems
  - Understand the downside of the “low bidder”

### Considerations in determining the venue

- **Goals of the spot or show: What action do you want them to take as a result of hearing your message?**
  - Trust science and diagnostics to identify problems/solutions
  - The 2 most expensive things you can do are: nothing and the wrong thing
  - Prescription without diagnosis is malpractice

### Considerations in determining the venue

- **Goals of the spot or show: What action do you want them to take as a result of hearing your message?**
  - It's not what you expect, it's what you inspect
  - Free estimate = worthless guess
  - Don't buy HVAC without a load calc
  - “Looking at your ducts” is not a diagnostic air tightness test

### Considerations in determining the venue

- **Goals of the spot or show: What action do you want them to take as a result of hearing your message?**
  - Test-in / test-out process as a major component of QA
  - Desire what you can deliver
  - Desire to build their new home RIGHT
  - What do you have to lose?

### Evaluate and improve your effectiveness.

#### Key questions and tips:

- Did it result in calls?
- Were the calls from the right people?
- Did they understand the message?
- Did the calls result in jobs?
- Do you need to change the message?

### Evaluate and improve your effectiveness.

#### Key questions and tips:

- Ask them how they heard about you.
- Ask them what they liked, didn't like about the message or the show.
- Listen to your recordings, make it better next time.
- Give it time to work; don't expect instant results.
- Keep it simple, repeat often, clarify.

## Evaluate and improve your effectiveness.

### Key questions and tips:

- Ask customer base why they bought, use those reasons in your messaging.
- Compare the response to the budget and to other methods of generating customers.
- Rinse and repeat.

**THANK YOU!**

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