RULE YOUR ATTIC!
WITH **ENERGY STAR®**

The simple choice for energy efficiency.

GENERATING LEADS WITH ENERGY STAR's RULE YOUR ATTIC!

We're excited that you are interesting in participating in the ENERGY STAR's Rule Your Attic! campaign. This document provides some suggestions on how to leverage the campaign to help you generate leads. Keep in mind that the campaign is designed to raise awareness among consumers about the benefits of proper insulation by asking them to take the simple step of measuring the insulation in their own attics. Contractors can use this as an opportunity to begin a conversation with prospective customers. Below are a few ideas on how to do that.

1. Engage potential customers on social media, your website, and other marketing channels.

- **Post Rule Your Attic! content on your company's Facebook, Twitter, and Pinterest accounts or incorporate it into your blog or newsletters.** If someone likes your post, tweet, or pin, then make sure you reach out to them and offer to set up a consultation!
- **Harmonize and sequence your message with the campaign messaging.** Customers who hear reinforcing messages from different sources are more likely to pick up the phone and call your company.
- **Ask former customers to post before and after images of their attics and include information about your business.**
- **Collect testimonials from satisfied customers and include these when you post campaign content.**

2. Review your existing customer base and consider using the campaign to remarket your services.

- **Did you add insulation to a customer's main attic, but weren't able to insulate their attic over the garage or addition?** This might be the right time to help them rule that other attic!
- **Have a prospective customer that didn't purchase your services in the past?** They may have gotten the job done by another contractor or perhaps they did not get the job done at all. Send them a reminder about what differentiates your company from the competition.
- **Do you have existing customers that you might be able to upsell?** A customer who you installed R-30 for a few years ago and who is enjoying a more comfortable home with lower utility bills may be willing to upgrade to R-49 – just ask!

3. Create partnerships with other local businesses.

- **This may seem counterintuitive at first, but working with other local contracting businesses may help you generate leads.** Depending on your business model, these relationships could turn into long term sources of revenue.
    - **Roofing contractors:** If they are replacing sheathing, use this as an opportunity to work with them to air seal top plates around eaves and suggest to their customers that they consider more extensive air sealing and upgrades to their insulation.

- **HVAC contractors:** Do their customers have complaints about hot and cold rooms? The answer may not always be simply installing new equipment. Help HVAC contractors avoid call backs and unhappy customers by augmenting their services with your own.
- **Pest control companies:** Removing squirrels and other unwanted guests is a good first step, however, customers may not be aware of the damage that pests can do to their insulation and the impacts that this can have on indoor air quality. Have pest control companies offer your services as a way to help customers protect their family's health. Consider posting before and after images of insulation jobs you've done that involved pest damage.
- **Home performance auditors and Home Energy Raters.** They can help to identify customers who are good candidates for air sealing and insulation upgrades. You may even consider becoming one yourself to provide added credibility to your services.

4. Hold or participate in an event.

- **Hosting an in-person event to share your knowledge about the benefits of proper insulation is a great way to reach new customers.**
- **Consider reaching out to your local government, utility, homeowners associations, community groups or other organizations that may already be planning community events and see if you can set up a booth.**
- **To make the most of your time at the event, try some of these ideas:**
  - Print out the RYA graphics like the "Common Attic Air Leaks," "Does Your Insulation Measure Up," or "Proper Attic Sealing and Insulation" to create handouts
  - Create a simple model to demonstrate what proper attic insulation levels look like
  - Show before and after images of jobs that you've completed
  - Always remember to collect contact information and follow up to set up consultations

Questions?

If you have any questions or examples of how you've successfully used the RYA Campaign to generate leads we want to hear from you at Insulation@energystar.gov.

RULE YOUR ATTIC

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