



# Creating and Marketing Special Offers for Heat Pump Water Heaters

Create a special offer for heat pump water heaters, and advertise in your service area to raise awareness among homeowners and generate customer leads.

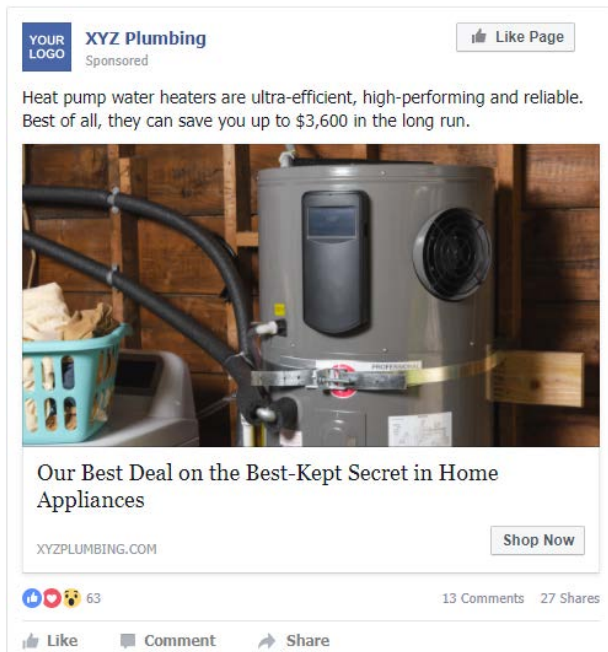


## Creating a special offer

Presenting marketing materials with an appealing offer for heat pump water heater installations can help convert your ads to sales. The materials can also position you as a knowledgeable and trustworthy resource for energy-efficient and consumer-friendly technology.

Start by determining a low price that will appeal to homeowners. A basic 50-gallon garage installation heat pump water heater, the most common in the marketplace, is a good starting point for creating special offer. Consider excluding the price of plumbing, ducting, or electrical work in the baseline offer price. If extra incentives are available to you, consider passing them on to the homeowner to lower the installation price even further.

Once you have arrived at an attractive sale price you are confident advertising to consumers, think about how you can lower your quotes for the other sizes of heat pump water heaters you offer.



## Marketing your offer

To get the word out about your business and product offer, consider placing ads digitally on platforms such as Facebook, Instagram, YouTube and Google Search. Digital platforms are the quickest way to run a campaign. Each platform offers robust audience-targeting options to help ensure your ads reach homeowners in your area who are most likely to be interested in upgrading to a heat pump water heater.

You can also advertise using direct mail, community newspapers, TV and radio.

To enhance the user experience for your audience — the homeowners — create a landing page on your website for additional

details about the offer, and an easy way to contact you for an estimate or to book a job.

In your ads, mention the sale price and the percent off the regular price. Many homeowners aren't familiar with the price of standard or heat pump water heaters, so this can provide valuable context. Visit the Hot Water Solutions [website](#) for sales and marketing materials such as a marketing toolkit, social media content, Google Search ad keywords and copy, to help develop your ads.

## Capitalize on Hot Water Solutions' consumer campaign

On April 1, Hot Water Solutions launched a region-wide heat pump water heater consumer-awareness campaign that runs through June 30. Ads are targeted to homeowners throughout the Northwest, and direct them to a [campaign landing page](#) to find local installers and learn about available utility rebates.

The campaign will generate millions of impressions and drive thousands of interested homeowners to the landing page. Take advantage of this increased consumer interest in several ways:

- Ensure your website includes heat pump water heaters as a product you sell and install.
- Run specific marketing during the campaign period.
- Brush up on installation and sales best practices in the Comfort Ready Home Learning Center.

[Contact your Comfort Ready Home Field Specialist](#) for assistance or additional support.

