



EARTHLINKED
TECHNOLOGIES



Marketing for EarthLinked Dealers

Appleton Creative

- ▶ WBE Certified Business
- ▶ Over 25 Years in Central Florida
- ▶ Over 200 Local, National and International Awards and Accolades
- ▶ Culture of Giving

Services Include: Brand Development, Marketing Strategies, Public Relations, Print, Video, Web, Online and Social Marketing and Environmental Spaces





Appleton Creative EarthLinked Partnership



A P P L E T O N
C R E A T I V E




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- “ Audit materials
- “ Strategic Goal Setting
- “ Areas of focus:
Traditional,
communications and
media, consumer-
centric focus, ongoing
media and lead
generation

Traditional



Communications and Media

SET YOUR BUSINESS APART



GET OUT OF THE WATER

DISTINGUISH YOURSELF

EarthLinked.com

The advertisement features a green and blue color scheme. At the top left, the text 'SET YOUR BUSINESS APART' is written in white on a green background. To the right is the EarthLinked Technologies logo. Below this, a central illustration shows a yellow figure running on a green path towards a flag, surrounded by several blue icons of people swimming in a pool. At the bottom, the text 'GET OUT OF THE WATER' and 'DISTINGUISH YOURSELF' are written in white on a blue background, with 'EarthLinked.com' in a white box below.

STOP UNDERPERFORMING



CHOOSE COMFORT

EarthLinked Geothermal Renewable Energy System Delivers

- ✔ Year-round geothermal heating and cooling
- ✔ Even comfort with no hot or cold spots
- ✔ Multiple services in one smart design
- ✔ Peace of mind

PURCHASE YOUR SYSTEM TODAY
EarthLinked.com or call 866-211-6102



The advertisement features a photograph of a baby crawling on a white surface. To the right of the baby, the text 'CHOOSE COMFORT' is written in large blue letters. Below this, the text 'EarthLinked Geothermal Renewable Energy System Delivers' is written in green. A list of four benefits follows, each preceded by a green checkmark. At the bottom, the text 'PURCHASE YOUR SYSTEM TODAY' is written in blue, with 'EarthLinked.com or call 866-211-6102' below it. The EarthLinked Technologies logo is in the bottom right corner.



SIMPLE SELLS



The advertisement features a photograph of a man in a dark suit sitting in a meditative pose on a large green ball. To the right of the man, the text 'SIMPLE SELLS' is written in large blue letters. At the bottom right, the EarthLinked Technologies logo is displayed.



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The New EarthLinked



Consumer-centric Focus

SIMPLE:

TAKE CONTROL OF YOUR HEATING & COOLING

Live comfortably with EarthLinked



Simple

Revolutionizing renewable energy with a smaller and smaller design.



Efficient

Offering 100% of all your heating and cooling needs for your home, with no additional pumps or equipment required.



Effective

Providing superior heat transfer and an unmatched dedication to your consistent comfort.

Choose peace of mind with EarthLinked Renewable Energy Systems.

INCENTIVES
for Geothermal
Installation



SAVE ^{up to}
80%
on Heating
& Cooling

HARDWARE
Becomes Software



Website Launch:

- “ Customer appeal
- “ Education
 - “ Benefits
 - “ Incentives
- “ Drive to dealers

Phase 2:

- “ Decision-making tools
- “ Additional content
 - “ Case studies
 - “ Testimonials
 - “ Customer education



On-going Media & Lead Generation



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THE LEADING GEOTHERMAL SOLUTION
THE EARTHLINKED RENEWABLE ENERGY SYSTEM



**Save up to
80% on
heating bills.**

EarthLinked Geothermal Renewable Energy System Delivers

- Year-round geothermal heating and cooling
- Consistent indoor comfort with no hot or cold spots
- One system, total efficiency, complete comfort
- Engineered for your home
- Peace of mind

Simple



We are revolutionizing renewable energy to bring year-round comfort to your home. With a smarter and smaller design, our personalized compact systems provide both heating and cooling in one complete compact unit. EarthLinked

Request a Free Quote

for a Home Geothermal Heating & Cooling System

Your Name (required)

Email (required)

Phone

Street Address

Current Projects:

- “ Advertising
- “ Relationship building with associations & media
- “ Lead generation digital campaigns
- “ Social & blog content marketing
- “ Co-op opportunities



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Your New Marketing Tools



Empowering Our Dealers



Website



Social Media



Customer Support



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For Your Website



Strategy: Content Marketing



Instead of pitching your products or services, you are delivering information that makes your buyer more intelligent.

- " Timely
- " Relevant
- " Valuable
- " Convenient
- " Consistent

Marketing is impossible without great content.



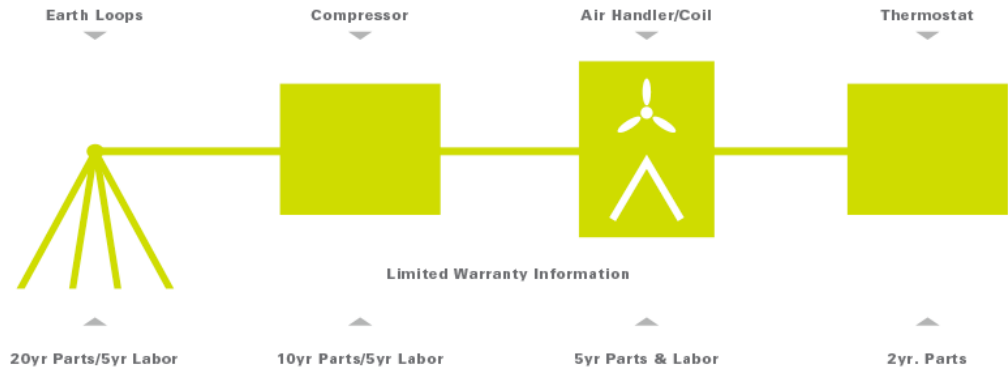
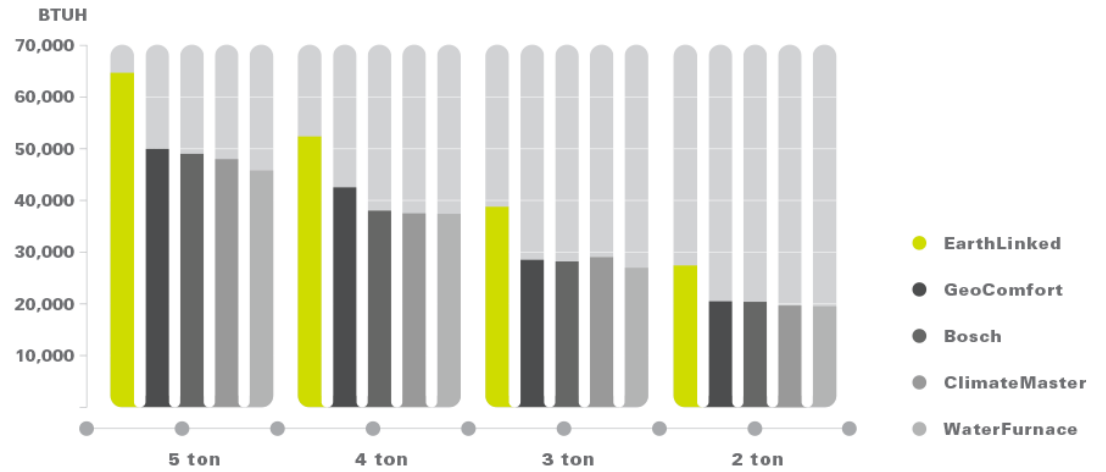
Top 10 Content Marketing Goals



1. Build trust and rapport with your audience
2. Attract new prospects
3. Explore prospect pain
4. Illustrate benefits
5. Overcome objections
6. Paint the picture of life with your product
7. Recruit partners & new talent
8. Deepen loyalty with existing customers
9. Develop new business ideas
10. Build your ranking with search engines

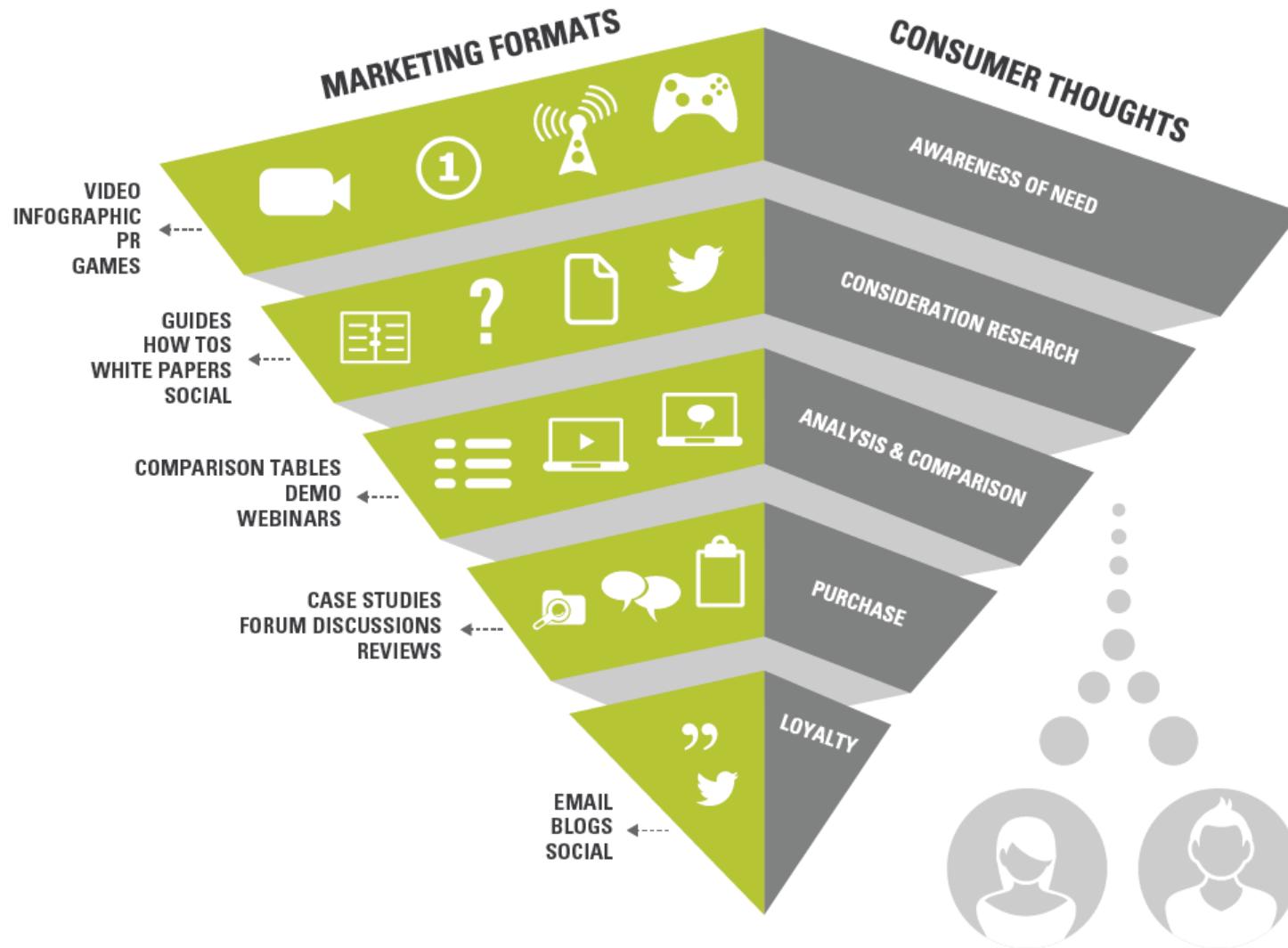


Use Earthlinked.com as Your #1 Resource





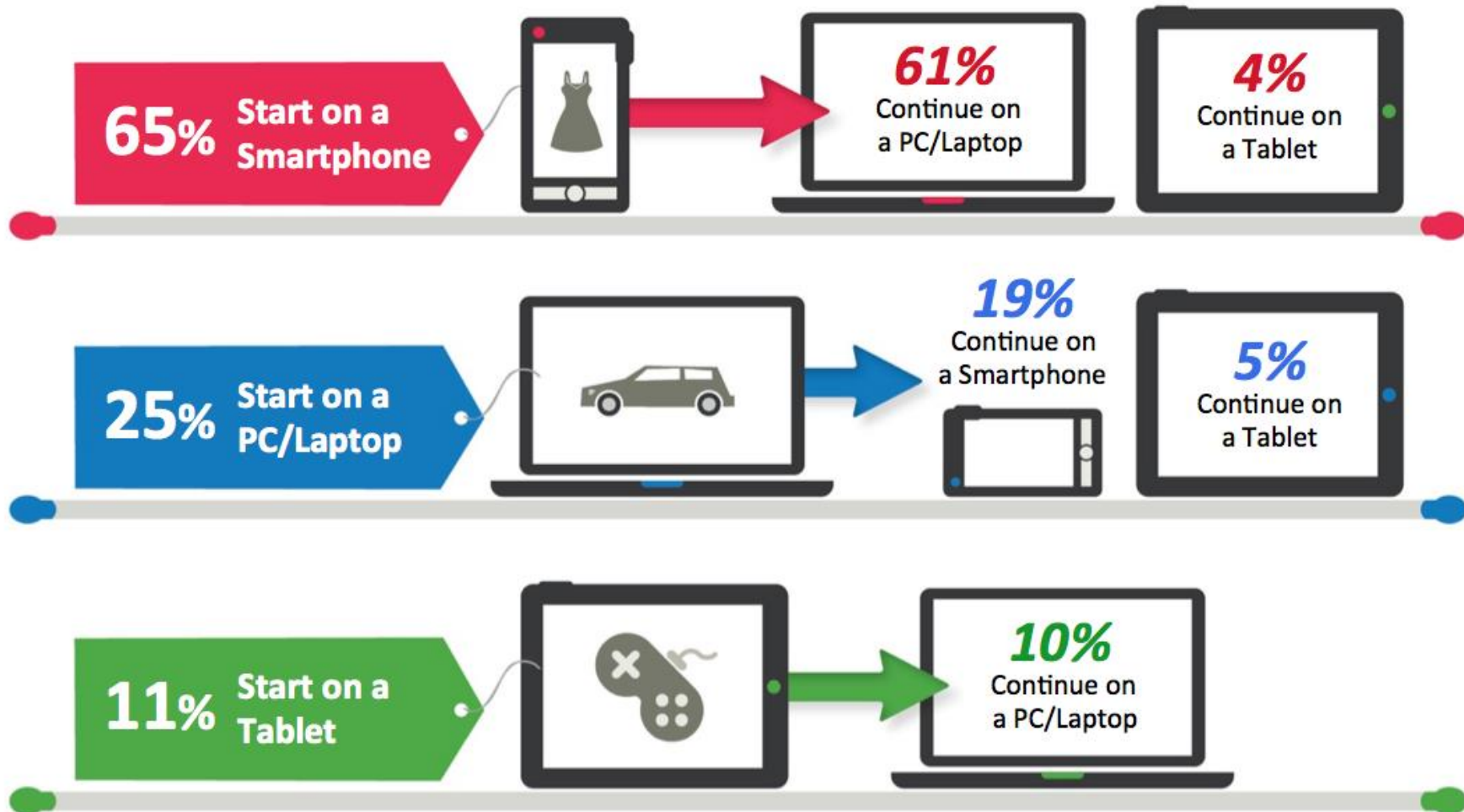
Support the Customer Journey





... Especially Across Devices!

Consumers take a multi-device path to purchase





Web: What Are My Next Steps?



TODAY

Install Google Analytics.

Update my content to match EarthLinked's new brand & information.

Check my website on a smartphone & tablet.

WITHIN SIX MONTHS

Identify and track website goals.

Develop & implement a content marketing strategy specific to my region.

Improve my website to be %mobile-first+.



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For Your Social Networks



What's Your Social Media Strategy?

5 TYPES OF SOCIAL MEDIA STRATEGIES

TOM FISH BURNE



LIKE US SO WE CAN TELL YOU HOW AWESOME WE ARE

LIKE GRAB

- WE ARE AWESOME
- WE ARE AWESOME
- WE ARE AWESOME

BROADCAST

AWESOME DEAL



PROMOTION

HELP OUR AWESOME VIDEO GO VIRAL



ONE-HIT WONDER

- HOW CAN WE HELP YOU BE MORE AWESOME?

ALL TOO RARE



Inspiration for Creating & Curating Content



Create Content

- " Reviews
- " How-To's / Tips
- " Testimonials
- " Facts, Figures, & Statistics

Curate Content

- " EarthLinked Blogs
- " Other Newsworthy Articles
- " Repost Content from Other Dealers



Brand Consistency

BRAND GUIDE SHEET

EARTHLINKED
RENEWABLE ENERGY SYSTEMS



BREAKING GROUND: THE FUTURE OF GEOTHERMAL TECHNOLOGY



Social: What Are My Next Steps?

	CUSTOMER ENGAGEMENT	BRAND EXPOSURE	WEBSITE TRAFFIC	SEARCH ENGINE OPTIMISATION
facebook				
twitter				
LinkedIn				
YouTube				
Pinterest				

TODAY

Identify which social networks I am on.

Update my content to match EarthLinked's new brand & information.

WITHIN SIX MONTHS

Identify and track social marketing goals, expand to relevant networks.

Develop & implement a social marketing strategy specific to my region.



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**For Your
Customer Support**



Dealer Portal



Why Install EarthLinked?

Ease of Installation

Dealers who have installed a traditional closed-loop geothermal system know how difficult and expensive installing the large plastic earth loop and the related flow center can be. EarthLinked loops are easier to install.

Customer Benefits

Residential property owners who are either constructing a new home or renovating a current one have a lot of decisions to make -- none more important than what utility solutions to select. A geothermal heating and cooling system is the ideal solution because of the multiple benefits it can provide.

[Read more](#)

Become a Dealer

We choose experienced HVAC companies that have a genuine interest in EarthLinked's geothermal technology and a strong desire to use proper installation methods as authorized dealer/installers. After all, referrals from satisfied customers are a major resource for our business and are the most convincing form of advertising.

EXISTING USERS LOG IN

Username

Password

Remember Me

[Forgot your password?](#)

[INQUIRE ABOUT BECOMING A DEALER](#)

[SEE OUR TRAINING SEMINARS](#)

Ready to find a dealer? [Click here](#) or call 888-211-6102.



Product Information

- “ Data Sheets
- “ Literature
- “ Performance Data
- “ Tax Credits & Rebates

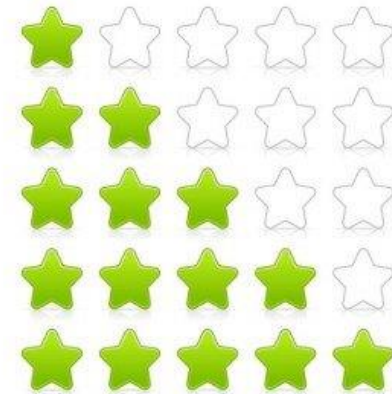
Support

- “ Tech Bulletins
- “ Warranty Information

News



Reputation Management



DO

Genuinely Address the Issue

Ask for Forgiveness

Try to Resolve It ASAP

Accentuate the Positive

DON'T

Just Give Up

Blame

Just Delete It

Over-Explain



Support: What Are My Next Steps?



TODAY

Confirm that Google maps knows my address.

Find review sites that mention my company.

Make a list of top customer concerns.

Identify who should be posting on the company's behalf on social media.

WITHIN SIX MONTHS

Make sure my identity is consistent across all review & other 3rd party sites.

Set up Google Alerts & other tracking to find current mentions of my company.

Set up a response plan for both positive & negative reviews.

Discuss employee responsibility when it comes to social media.



We Can Help!



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