

# PHP survey installer marketing practice preliminary results

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# Introduction

- Part of ProHeatPump, Work Package 3 “Marketing of RES-Heat”.
- Aim survey: to build up a picture of marketing activities for heat pumps and of the most useful forms of marketing
- Survey covers: installers listed as an accredited HP installer covering Scotland under the Low Carbon Building Programme (LCBP) and the Scottish Community and Householder Renewables Initiative (SCHRI)
- So far response from 22 installers (about 50%)

# Survey

- Several companies installed GSHPs during the 80s
- Companies have been installing GSHPs for 2 to 12 years
- Average 4.5 years

# Survey

- Almost half of the installers cover the whole of the UK
- Over one third cover only Scotland, or parts of it
- One fifth cover only England, or parts of it
  
- Most installers install and offer more than one manufacturer's unit out of commercial and technical reasons.
- Aspects or advantages of HPs highlighted.
  - Depending on the audience, but generally low running costs are highlighted, the low-carbon or carbon savings potential secondly.

# Survey - marketing channels

- Own website is considered by the vast majority of respondents as the most productive marketing channel
- Also very productive is listing on:
  - i. LCBP website
  - ii. EST website (SCHRI)
  - iii. Greenbooklive (BRE)
- Word-of-Mouth recommendations: generally considered to be very important, but only productive in the longer run. References are important for business now.
  - i. Customers
  - ii. Consultants, architects, builders, engineers and other trades previously worked with
- Print adverts (used by half of the installers)

# Survey - marketing channels less used

- Stands at exhibitions
- Speaking at conferences or workshops
- Direct approach to house builders or building services contractors
- Listings on other websites
- Targeted mailings
- Some have enquiries and opportunities forwarded directly to them by other parts of the industry, manufacturers in particular.

## To conclude...

- Installers are starting to limit their geographical range of operation
- There is generally no strong need to market GSHPs actively
- Website and secondly listing on LCPB/ETS/BERR website are very productive
- Word-of-mouth recommendations and references are fairly to very important



Thank you.

For final project results and more  
information, please visit

[www.proheatpump.eu](http://www.proheatpump.eu)