



How to Use Marketing **Now** to Build Momentum for **2027**

| October 2, 2026

Today's Conversation

01

THE ROLLER COASTER

Why busy months turn into slow ones

02

ENGINEER YOUR MIX

The projects that steady your cash flow

03

FILL THE FUNNEL

Marketing that brings in the work you want

Meet Your Hosts



RON CALLIS
CEO & Founder



REBECCA STERNLICHT
Corporate Marketing Lead





Laura Jean Null

Senior Marketing Specialist - Residential Luxury



Ashley Keaveney

Senior Marketing Specialist - Residential Luxury



You're Here Because...



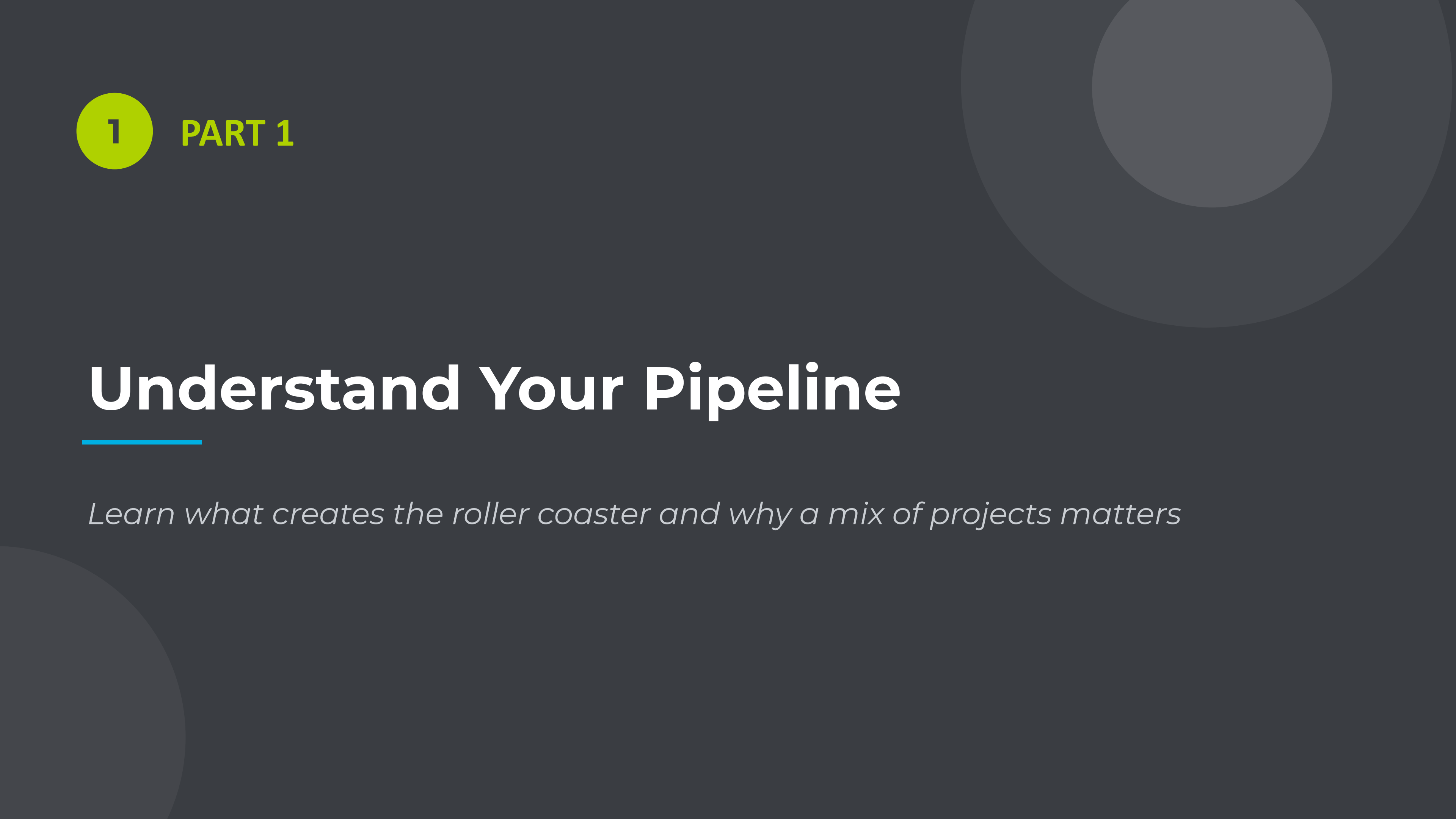
You need more opportunities now



You're busy today, but unsure of what will fill next month



You want to build a stronger pipeline heading into 2027



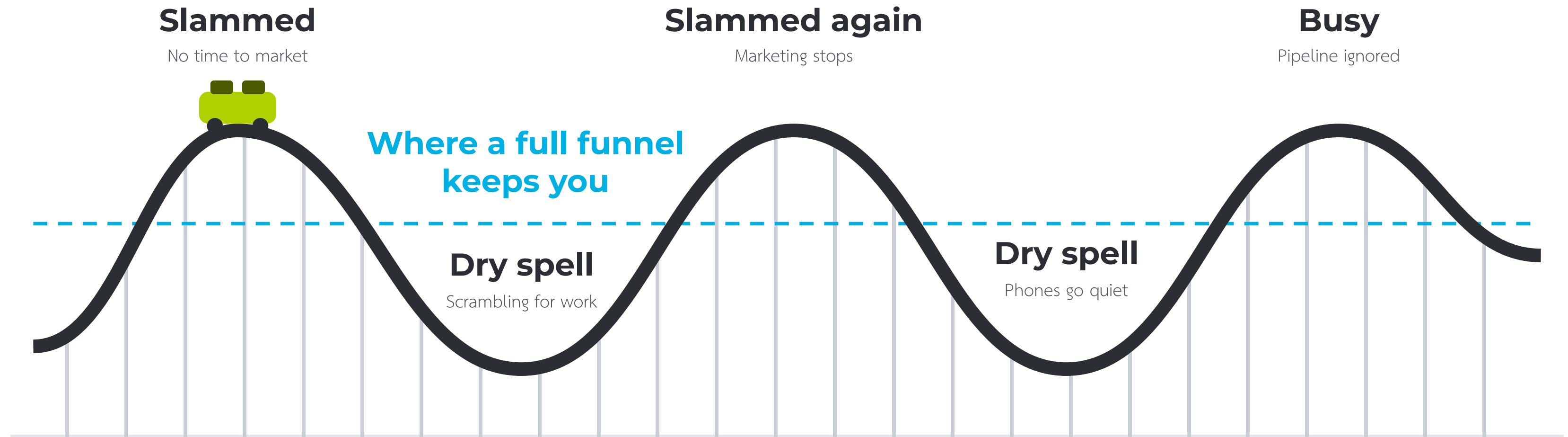
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PART 1

Understand Your Pipeline

Learn what creates the roller coaster and why a mix of projects matters

Many Integrators Ride a Roller Coaster



WHY IT HAPPENS

When you're busy, marketing stops. Months later, the pipeline runs dry.

THE FIX

Keep projects in every stage of the funnel, all the time.

Where are you on the **roller coaster** right now?

What Is a Pipeline?

Inquiries come in the top. Sold projects come out the bottom.

Marketing
fills the top



Inquiries

Calls, web forms, showroom visits, referrals

Consultations

Qualified conversations and site visits

Proposals

Designs and quotes in the homeowner's hands

Signed projects

Deposits in, jobs on the calendar

What comes out the bottom is what pays you. And different projects pay on very different timelines.

How Do You Want to Fill Your Pipeline?

Every opportunity has a few important dimensions

🕒 Project Type

What kind of work is it?

- Lighting & shading upgrade
- Major retrofit
- New construction

👤 Customer

Who is it?

- Existing customer
- New customer
- Trade partner

📅 Timeline

When will it become revenue?

- Near term
- Developing
- Further out

The **mix of these factors** shapes your pipeline

✓ Write It Down

What kind of **opportunities** do you
want more of in **2027**?

Lighting

Lighting Control

Window Treatments

Lighting

◆ Lumaris

◆ Orluna*

◆ Rania

◆ Ketra

Lighting Control

◆ Caséta

◆ RadioRA 3

◆ HomeWorks

Window Treatments

◆ Triathlon Select

◆ Triathlon

◆ Sivoia

◆ Palladiom

◆ Serena

◆ Caséta

* Available to order by 2027

Quick Projects Pay You Fast



\$30K projects, completed and paid in about 4 weeks

Projects:



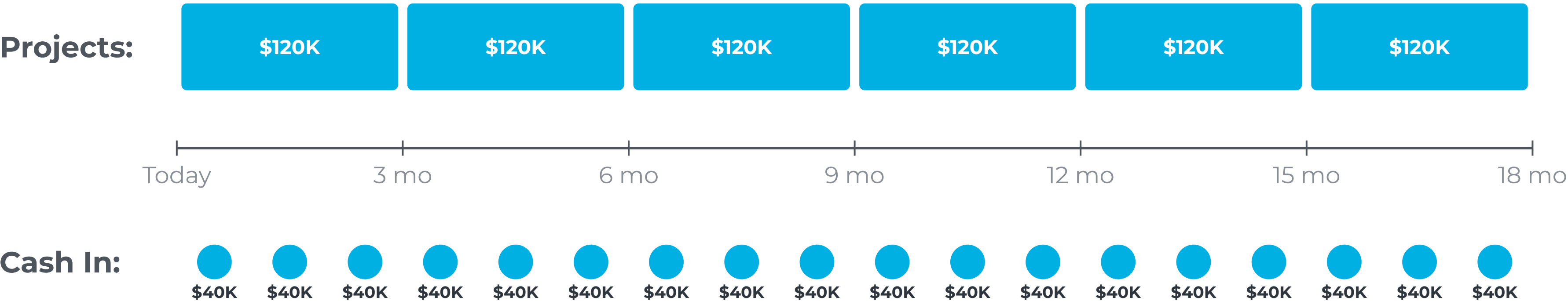
Cash In:



Small and steady. Quick cash, all year long.

Mid-Size Projects Pay Over a Season

\$120K projects, paid over about 3 months



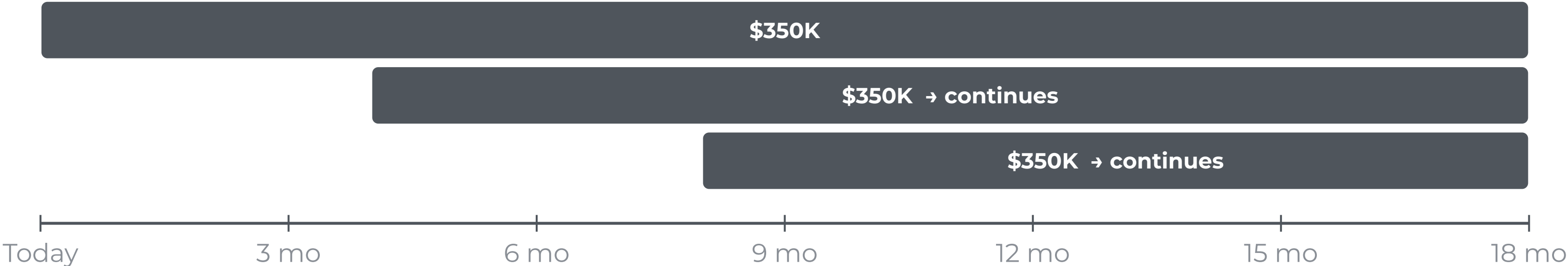
Fewer of them. Each one carries you for a season.

Big Projects Pay Over a Year or More



\$350K projects, paid in pieces over 18 months or more

Projects:



Cash In:



Big money, slow money. **It arrives in pieces.**

What's Different in Today's Market



SMALL & MID-SIZE PROJECTS

Fewer of them

Homeowners who don't feel rich pull back first when things tighten. Quick jobs get put off.



LARGE PROJECTS

More than ever

The very wealthy keep building. But a big job pays out over the year or more the home takes to build.

Stagger big projects so deposits land all year. Keep enough quick work to keep cash moving.

With a Mix, Cash Flow Stabilizes

Quick Projects



\$30K

Paid in ~1 month

Mid-Size Projects



\$120K

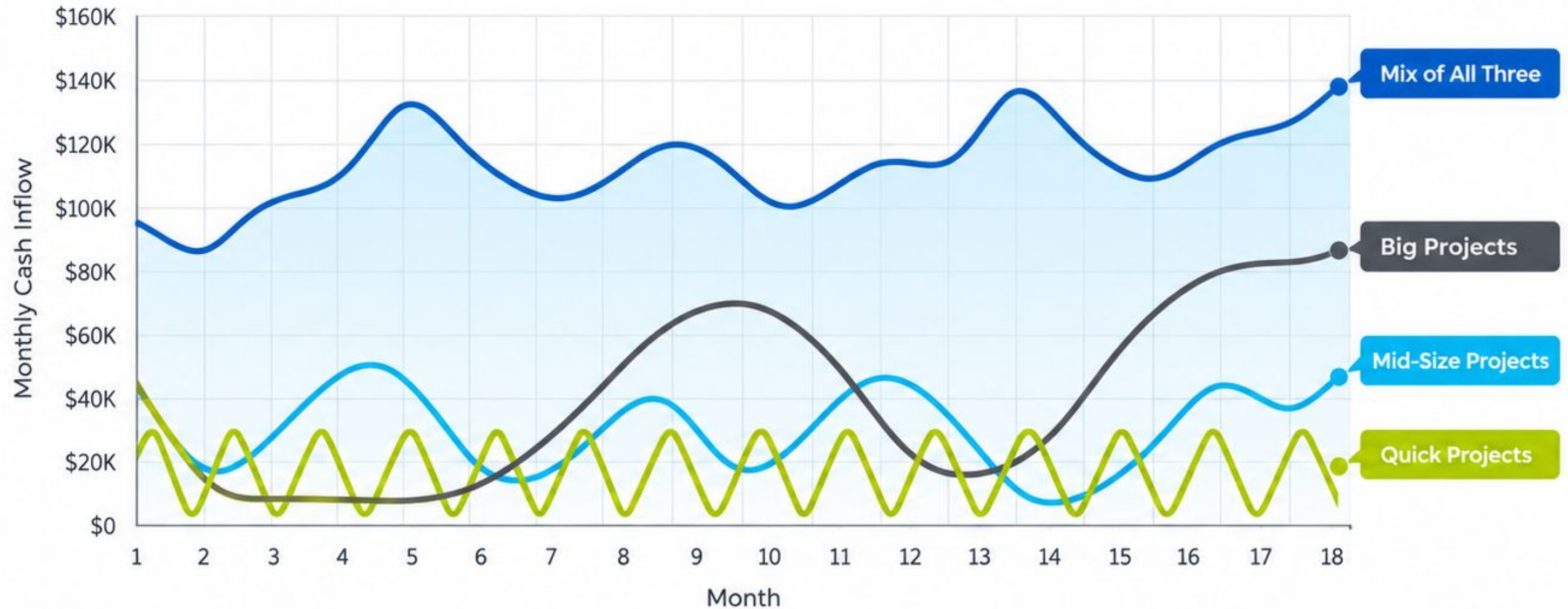
Paid over ~3 months

Big Projects



\$350K

Paid over 18+ months



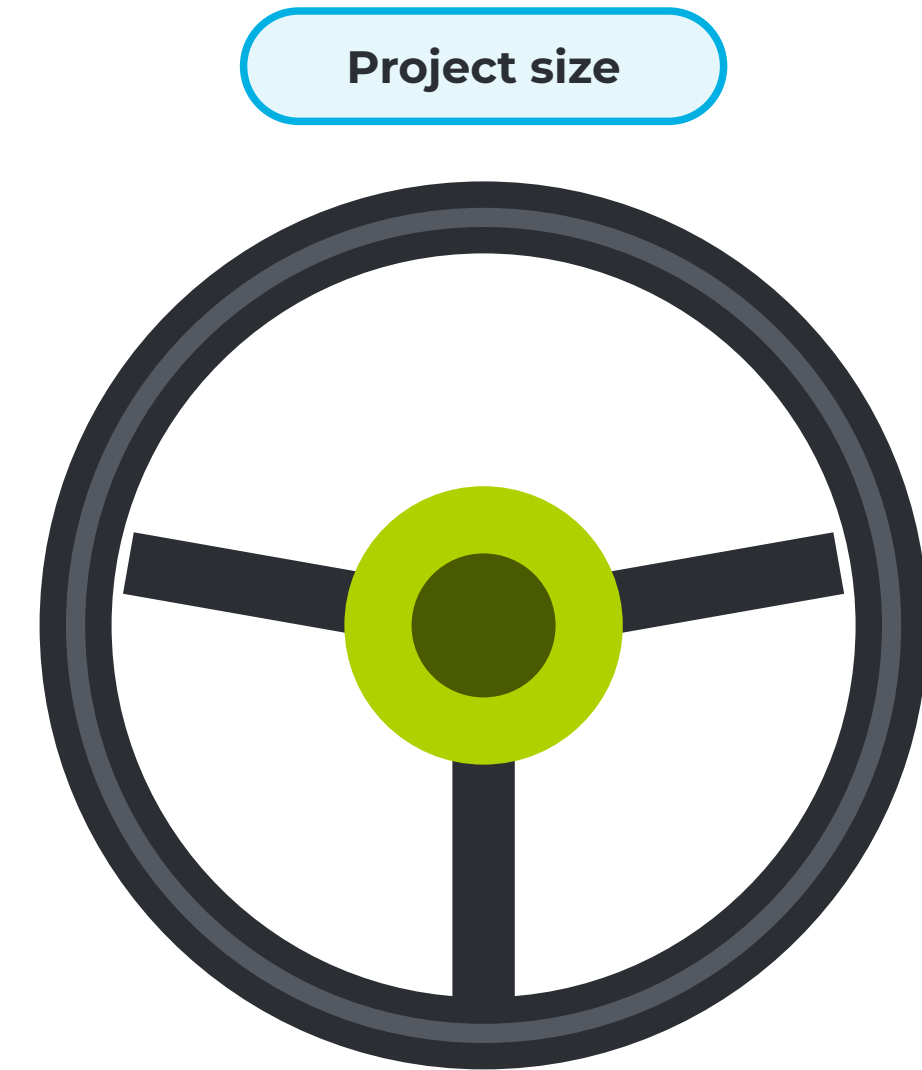
Marketing Puts You in the Driver's Seat

ALONG FOR THE RIDE

You market when it gets slow and take whatever comes in. The pipeline decides your year.

IN THE DRIVER'S SEAT

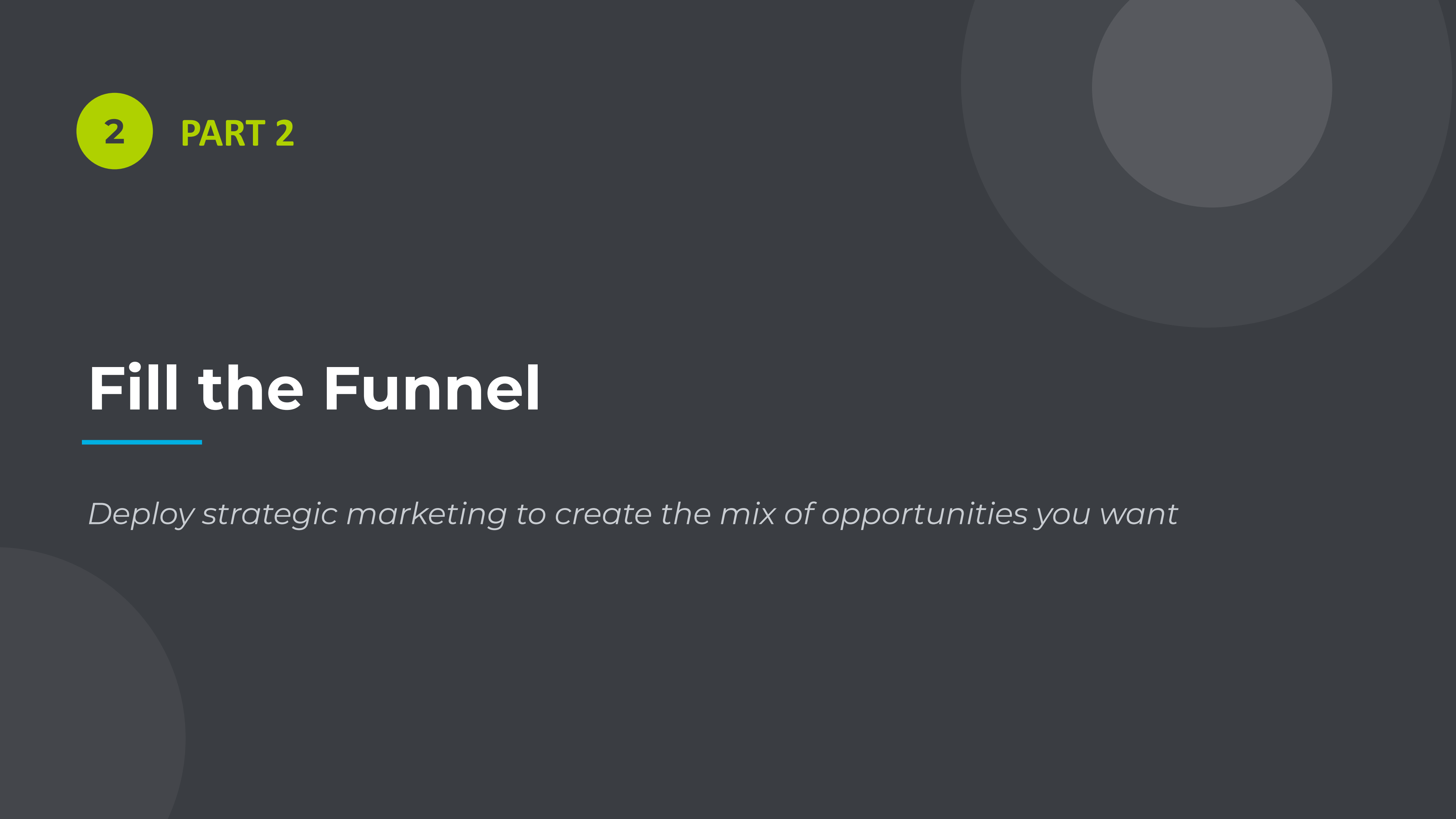
You market every month, aimed at the work you want. You decide your year.



Customer type

Timing

Steer toward the work **you want**.



2

PART 2

Fill the Funnel

Deploy strategic marketing to create the mix of opportunities you want

Where the Right Work Comes From

01

Existing customers

Past and current clients: upgrades, expansions, and referrals.

02

New customers

People in your market planning a project, or about to.

03

Trade partners

Builders, architects, and designers. A key source of big projects.

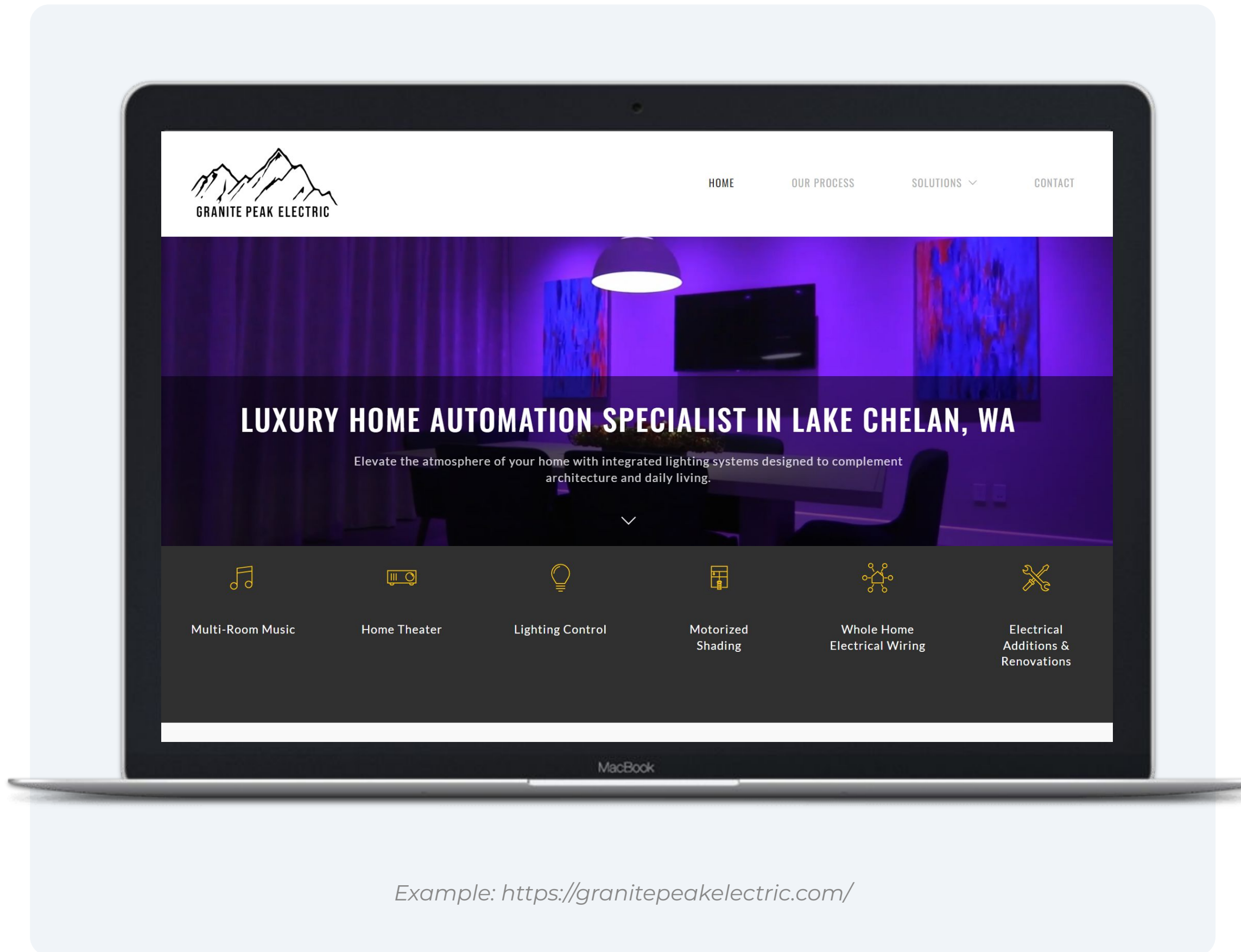


Any channel can bring any size of job. Referrals often bring in work like the job that earned them.

FOUNDATION #1

Build a Website That Reflect the Work You Want

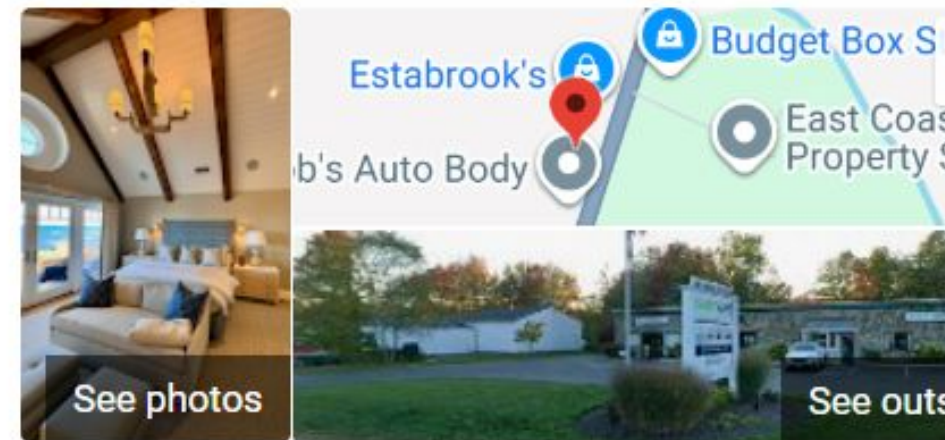
- Clearly show the services and solutions you want to sell
- Use project imagery that reflects the size and quality of work you want
- Create dedicated pages for your most important services
- Make it easy to take the next step: call, inquire, or schedule a consultation



FOUNDATION #2

Keep Your Google Business Profile Current

- Keep your contact information, hours, service areas, and website accurate
- Select and maintain the services you want customers to find you for
- Add recent project photos and updates regularly
- Consistently ask satisfied customers for Google reviews



SmartHome Solutions, Inc

4.7 ★★★★★ 26 Google reviews

Small business · Home automation company in Kennebunk, Maine



Website



Directions

+4

Address: 99 York St Ste 1, Kennebunk, ME 04043

Phone: (207) 985-9770

Hours: Closed · Opens 8 AM Fri ▾

[Suggest an edit](#) · [Own this business?](#)

From SmartHome Solutions, Inc

"SmartHome Solutions, Inc. designs and installs custom home automation systems for luxury, historic, waterfront, and seasonal residences throughout Portland, Kennebunk, Southern Maine, and coastal New Hampshire. Our services include lighting control,... [More](#)



SmartHome Solutions, Inc
on Google



Adding great audio to a historic home used to mean a hard choice: modern sound or...

Sep 24, 2026

[Learn more](#)



Great music should be visible speakers in or carrying one for

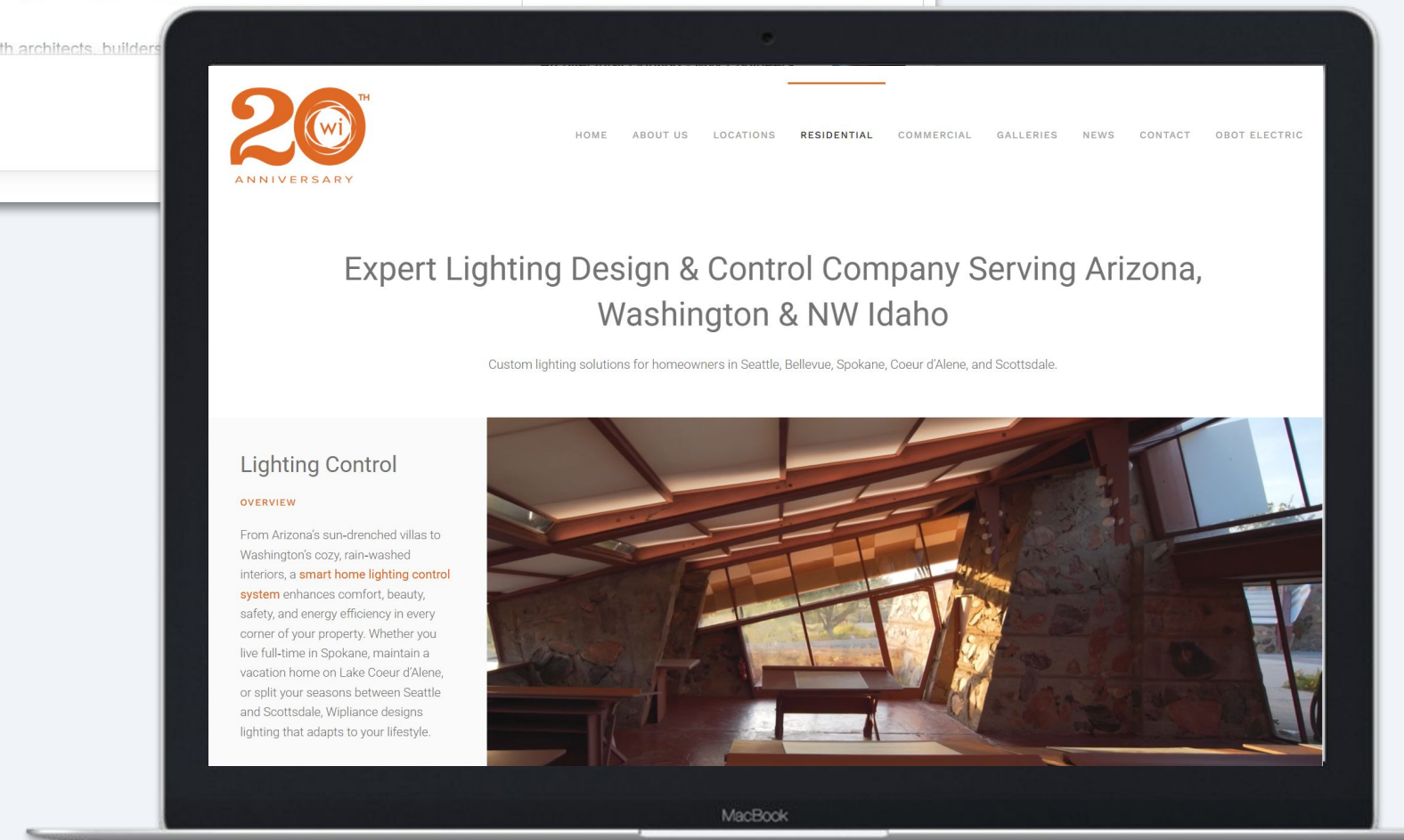
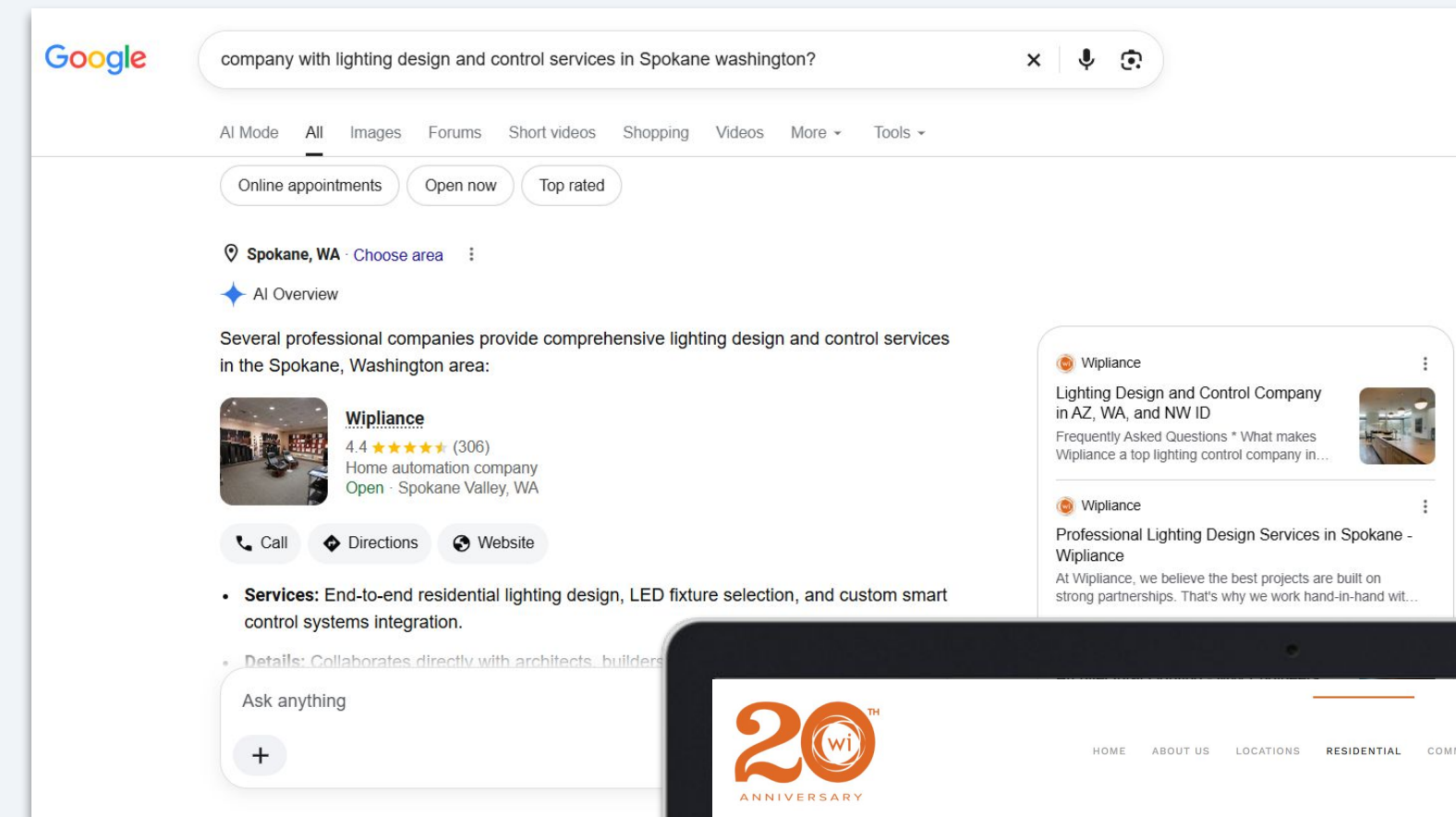
Sep 17, 2026

[Learn more](#)

FOUNDATION #3

Build Your SEO + AI Visibility

- Create helpful content around the questions your customers are asking
- Build authority around the services, products, and markets you want to grow
- Use clear, specific language about what you do and where you do it
- Keep publishing useful, original content that demonstrates your expertise

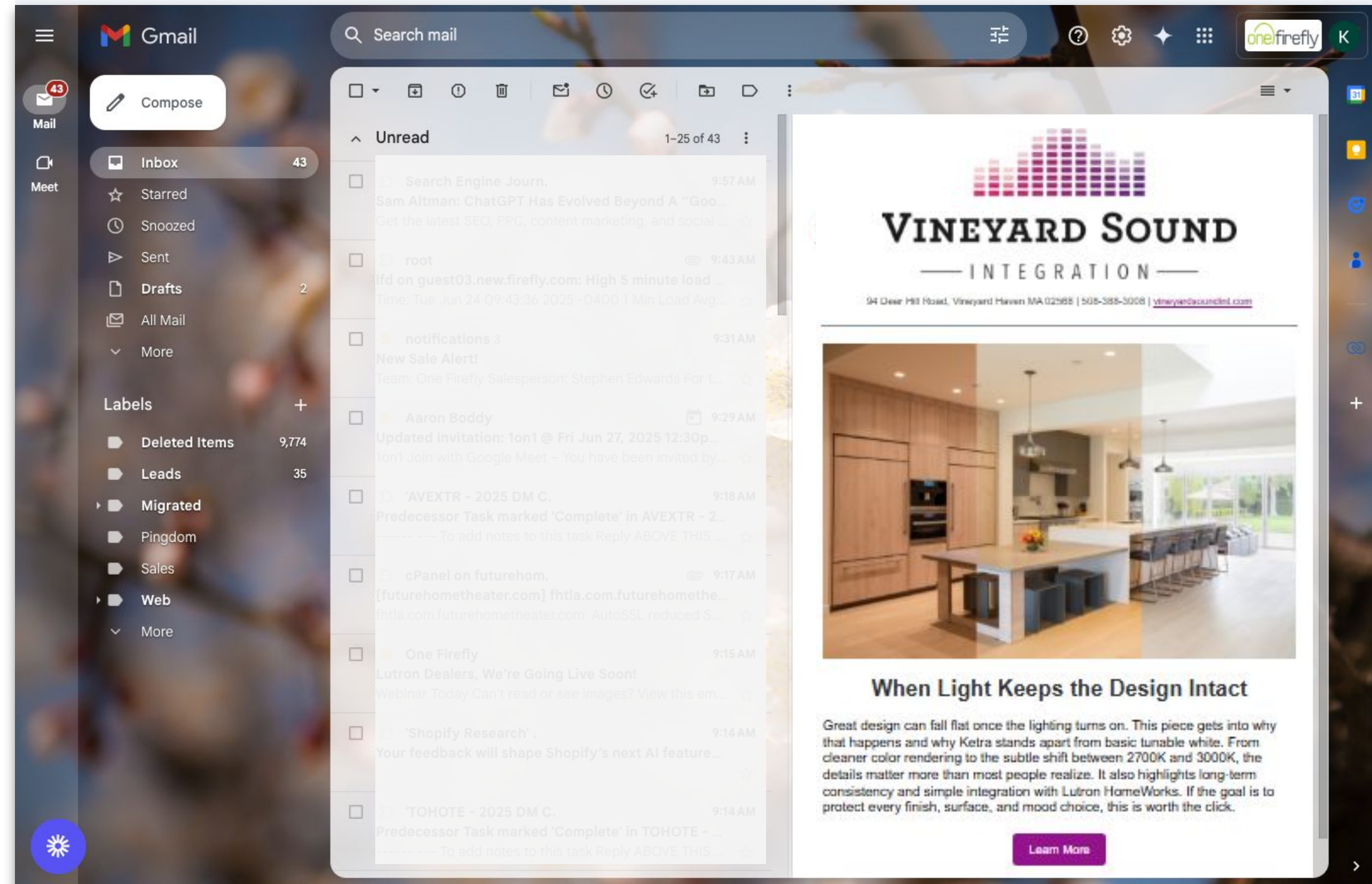


Example: <https://wipliance.com/>

EXISTING CUSTOMERS

Email Your Existing Customers

- Introduce new products and capabilities they may not know about
- Show clear upgrade and expansion paths from what they already own
- Offer an annual technology tune-up or system review
- Use seasonal needs and life events to make the message timely



NEW CUSTOMERS

Reach Target Homeowners with Direct Mail

- Choose neighborhoods that match the homes and customers you want to reach
- Focus each campaign on one specific service or homeowner need
- Use strong project imagery that reflects the work you want more of
- Give homeowners a simple next step to learn more or contact you

SET THE STAGE FOR A SOPHISTICATED LIFESTYLE FROM DAY ONE.

Moving into a new home is a major milestone—don't let complex technology slow you down. We deliver high-end security, Wi-Fi, and entertainment that works perfectly the moment you walk in and fits instantly with your decor.

- **Smart Automation:** Centralized control simplifies your daily routines by putting total control in your hands.
- **Lighting & Shades:** Manage brightness and privacy to protect your interiors and set the perfect mood.
- **Wi-Fi & Networking:** Enterprise-grade connectivity eliminates dead zones, so you stay connected from the kitchen to the patio.
- **Audio/Video:** Enjoy high-fidelity sound and 4K visuals that disappear into your decor while delivering an immersive cinema experience.
- **Security & Surveillance:** Smart sensors and cameras that alert you instantly to suspicious behavior for absolute peace of mind.

CLAIM MY COMPLIMENTARY HOME TECHNOLOGY AUDIT
SCAN TO SCHEDULE YOUR AUDIT

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1603 Chapel Hill Rd
Suite 101
Columbia, MO 65203

ENCORE AUDIO VIDEO DESIGNS

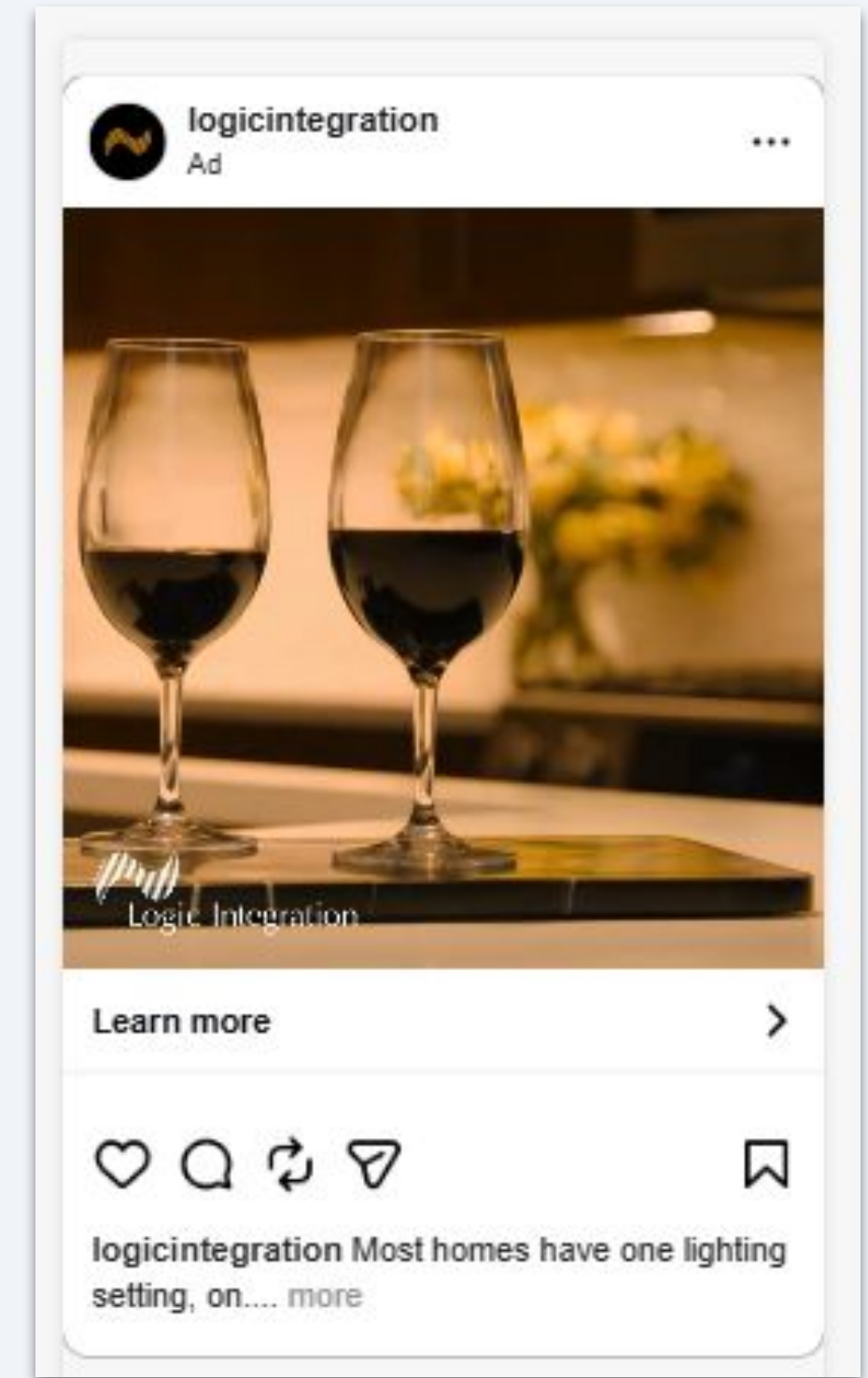
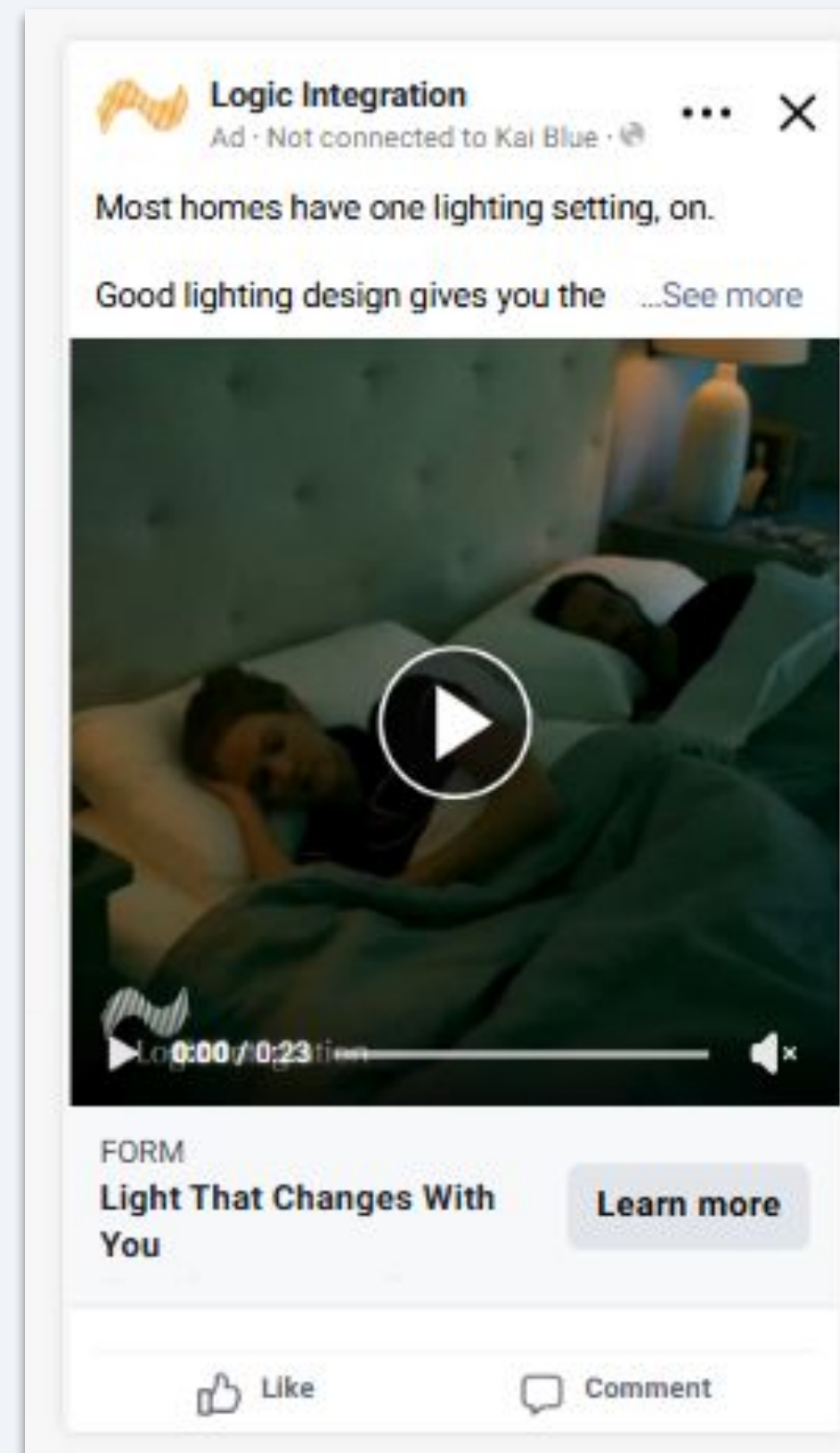
LUTRON

YOUR NEW HOME, EFFORTLESS LIVING

NEW CUSTOMERS

Reach Local Homeowners with Social Media Ads

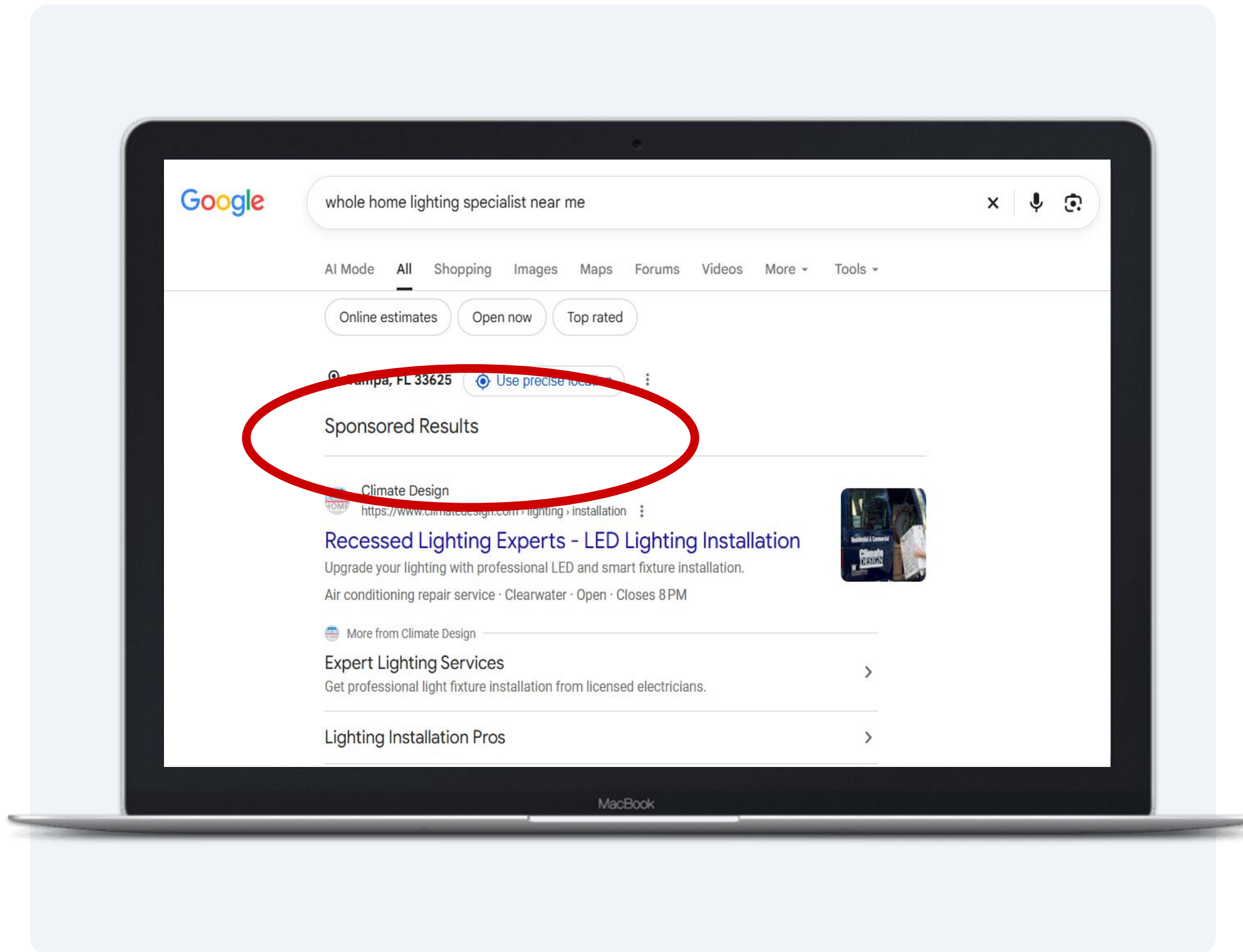
- Promote a specific service or project that's easy for homeowners to understand
- Lead with the lifestyle benefit: comfort, privacy, convenience, security, or design
- Target the locations and homeowner profiles you want to reach
- Give people a simple next step to learn more or request a consultation



NEW CUSTOMERS

Capture Homeowners Actively Searching

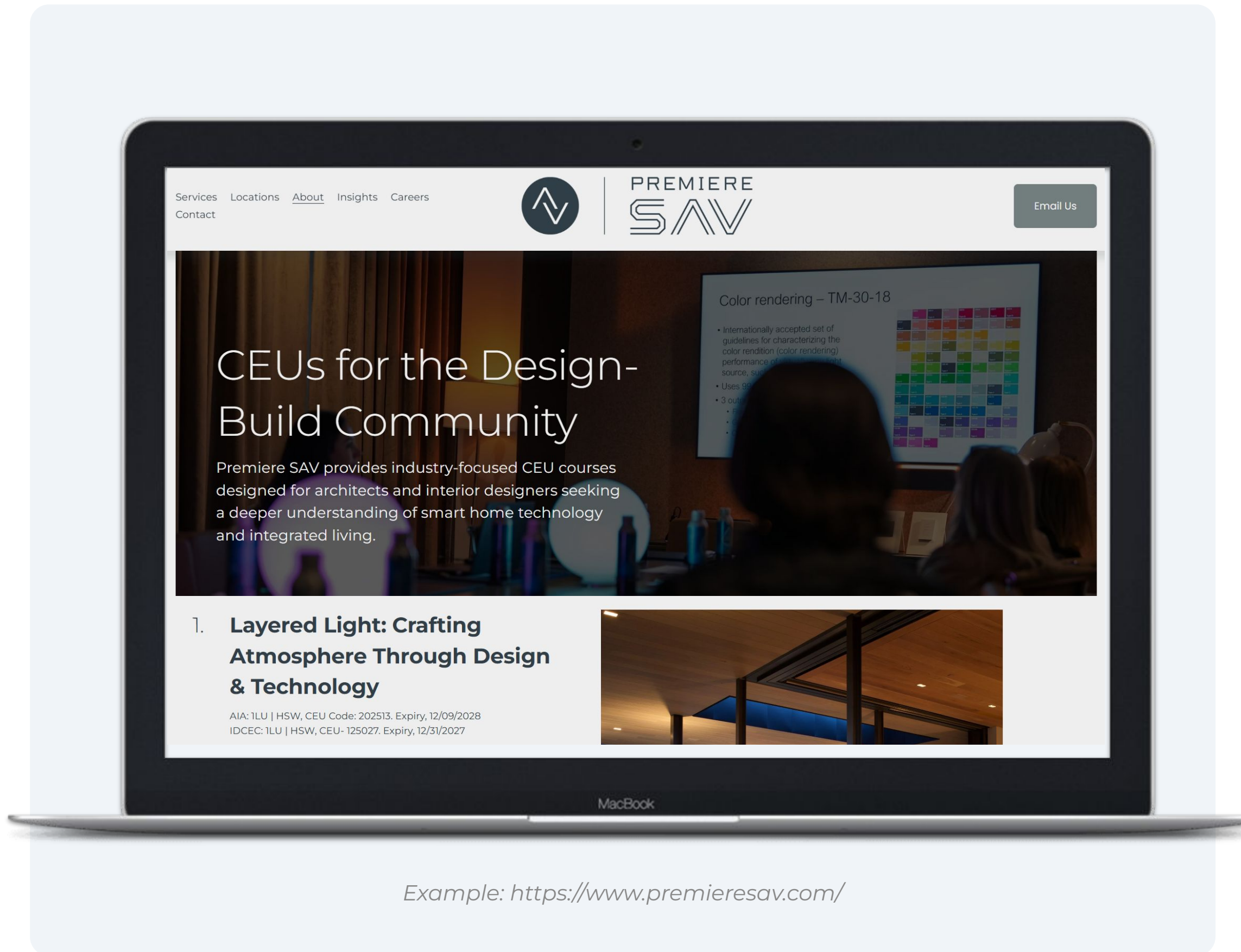
- Target searches that signal interest in the services and projects you want
- Focus your campaign on the geographic areas you actually serve
- Match the ad message closely to what the homeowner is searching for
- Send them to a focused page that continues that same conversation



TRADE PARTNERS

Build a Trade Partner Marketing Program

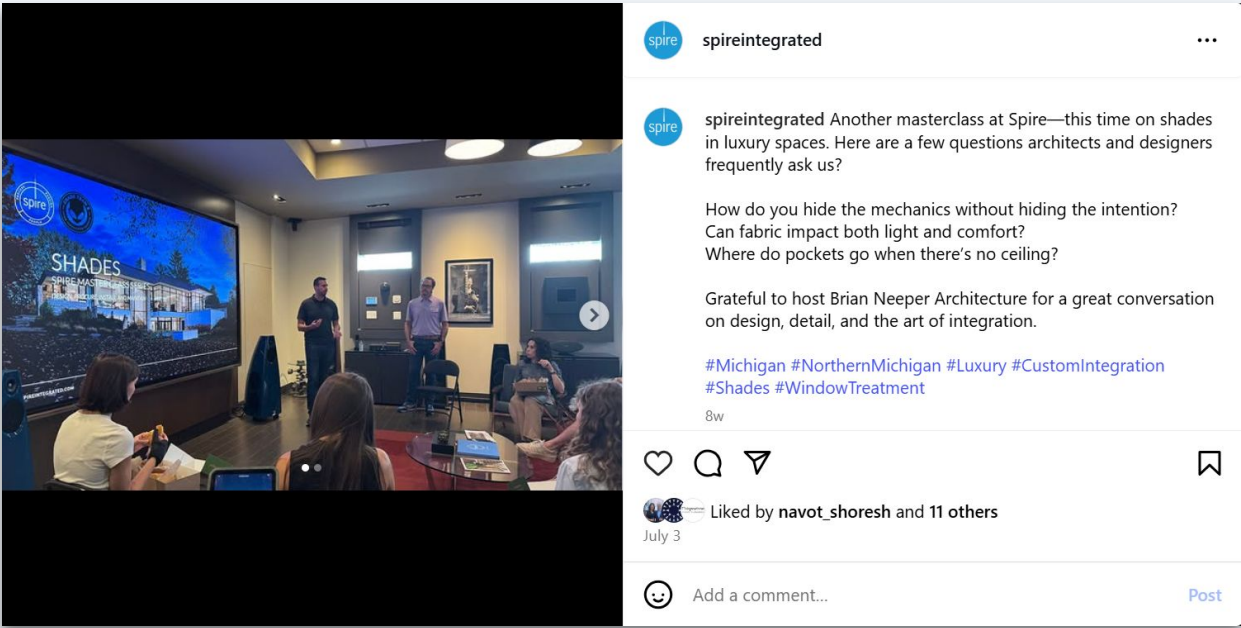
- Set a specific relationship goal — for example, 10 priority partners this year
- Assign an owner and budget for trade partner marketing
- Create a consistent cadence for outreach and educational content
- Track engagement, meetings, referrals, and opportunities generated



TRADE PARTNERS

Host Educational Specifier Events

- Choose a topic that helps builders, architects, or designers serve their clients
- Offer CEU-accredited courses when appropriate to add value for attending
- Invite a focused group of priority partners
- Follow up with useful resources and a reason to continue the relationship



✓ Write It Down

My Ideal Mix

Which project sizes and Lutron categories do I want more of in 2027?

Where I'm Light

Quick projects, mid-size projects, or big projects?

Sources I've Gone Quiet On

Existing customers, new homeowners, or trade partners?

My 2–3 Moves

The specific plays I'll commit to in the next 90 days

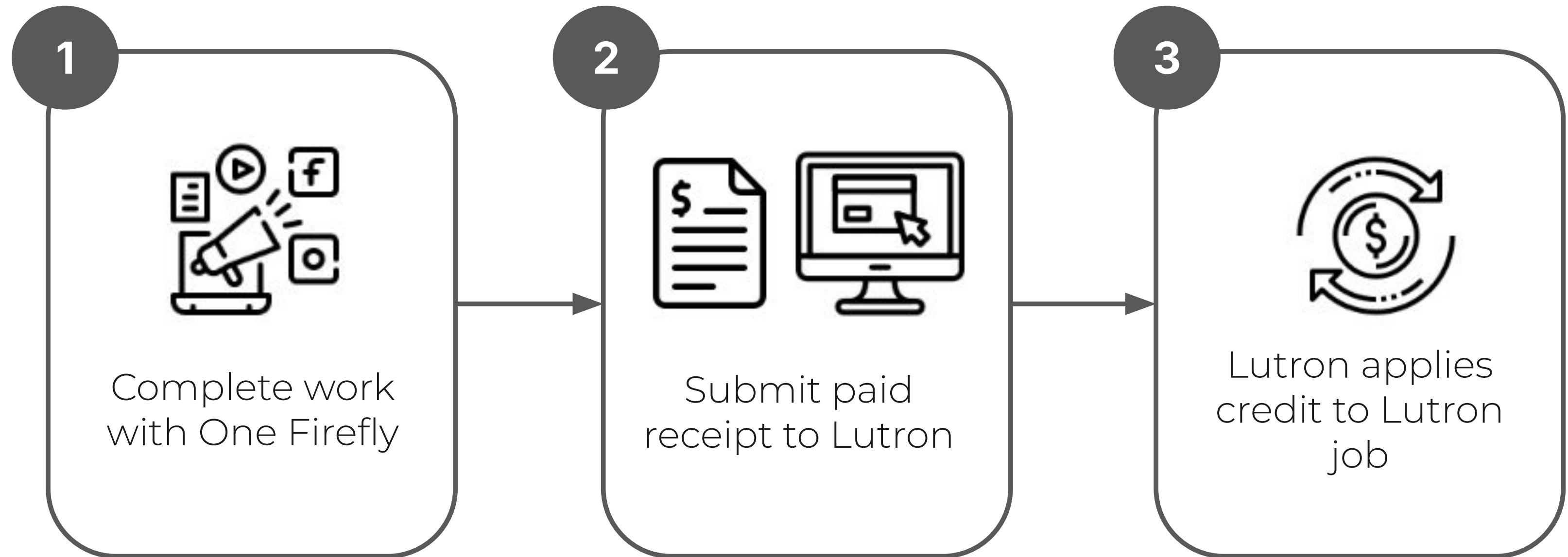
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PART 3

Put Your Resources to Work

How to redeem your DMC & additional credits

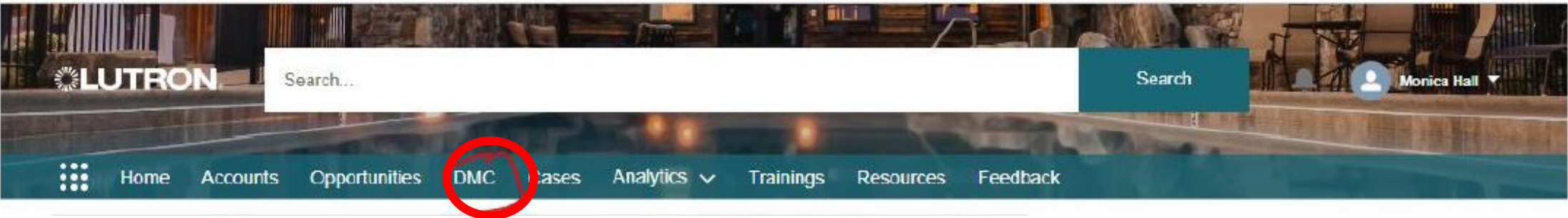
DMC Process



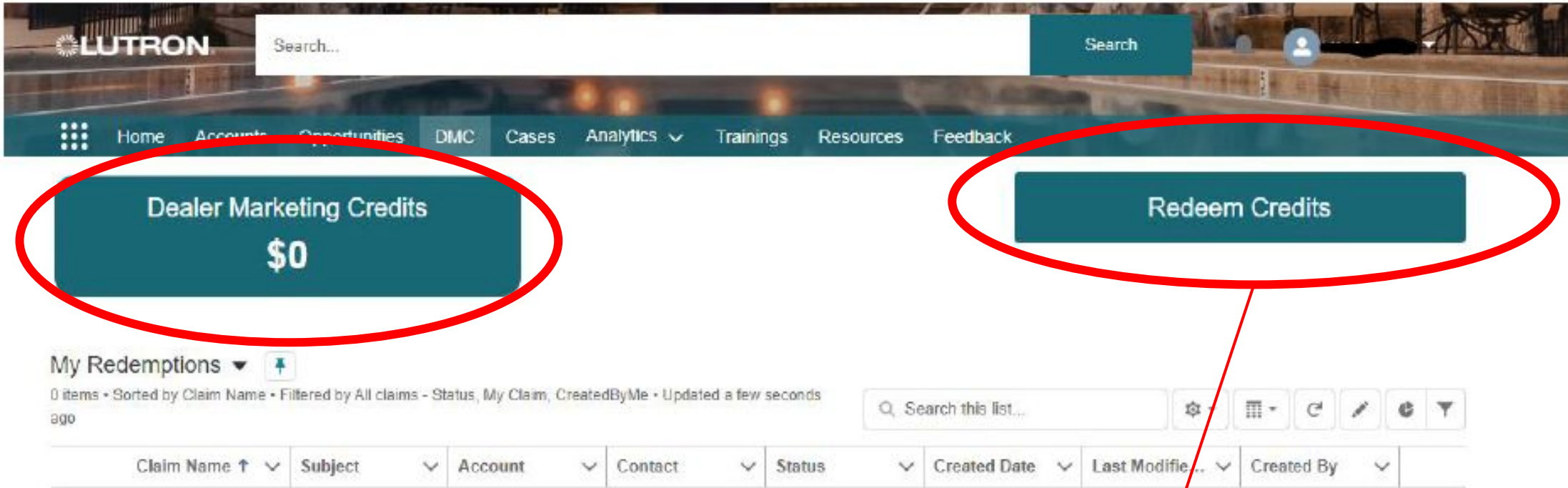
DMC: Where to Redeem



Login to myBusiness, click DMC tab



View credits available and redeem credits



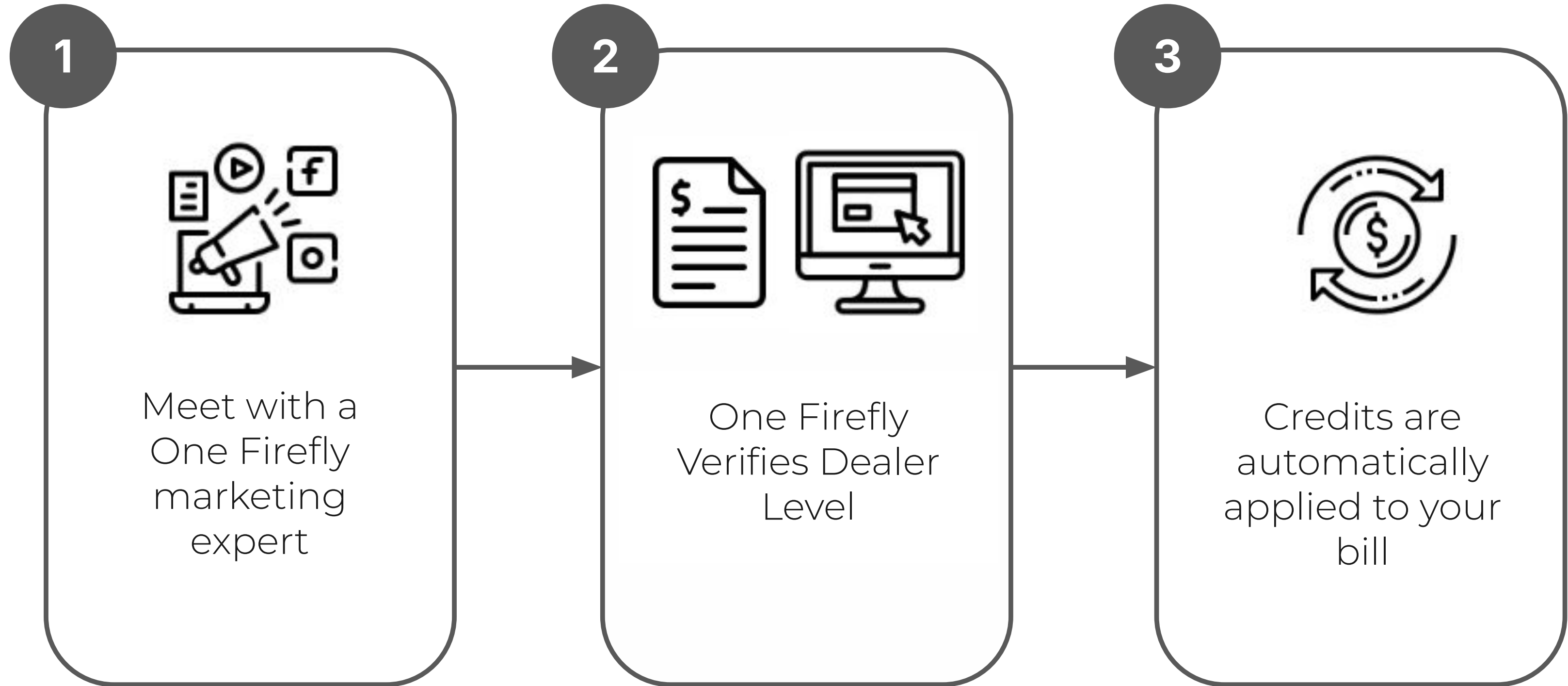
Redeem Credits

Redeem Credits

*Enter Amount to be Redeemed

Next

One Firefly Credits: Where to Redeem



Additional Credits Overview

Dealer Level	One Firefly Credits
Gold	\$500.00
Platinum	\$1,000.00
Diamond	\$1,500.00
Diamond Elite	\$1,750.00
Black Diamond	\$2,000.00
Sapphire	\$2,500.00
Titanium	\$3,000.00

“

I've been really impressed with the results we've seen since partnering with One Firefly. The website they built and the ongoing SEO work they're doing are making a big impact. In fact, we recently landed a **300K+ job that came directly from a customer searching for Lutron**. I don't think we would've captured that lead without a targeted SEO strategy in place. I really appreciate all the hard work the team at One Firefly is putting in — it's making a noticeable difference for our business growth.

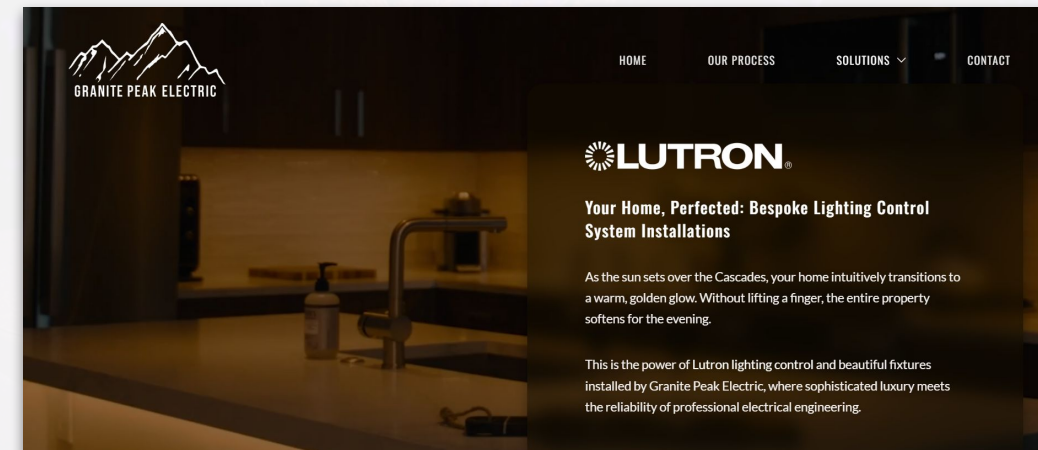


Ryan Cohen
President



“

The **website looks amazing** and the team did an incredible job throughout the entire process. The most exciting part is finally having a professional place to send clients where they can see a full overview of available options.



Jason Rayment
CEO

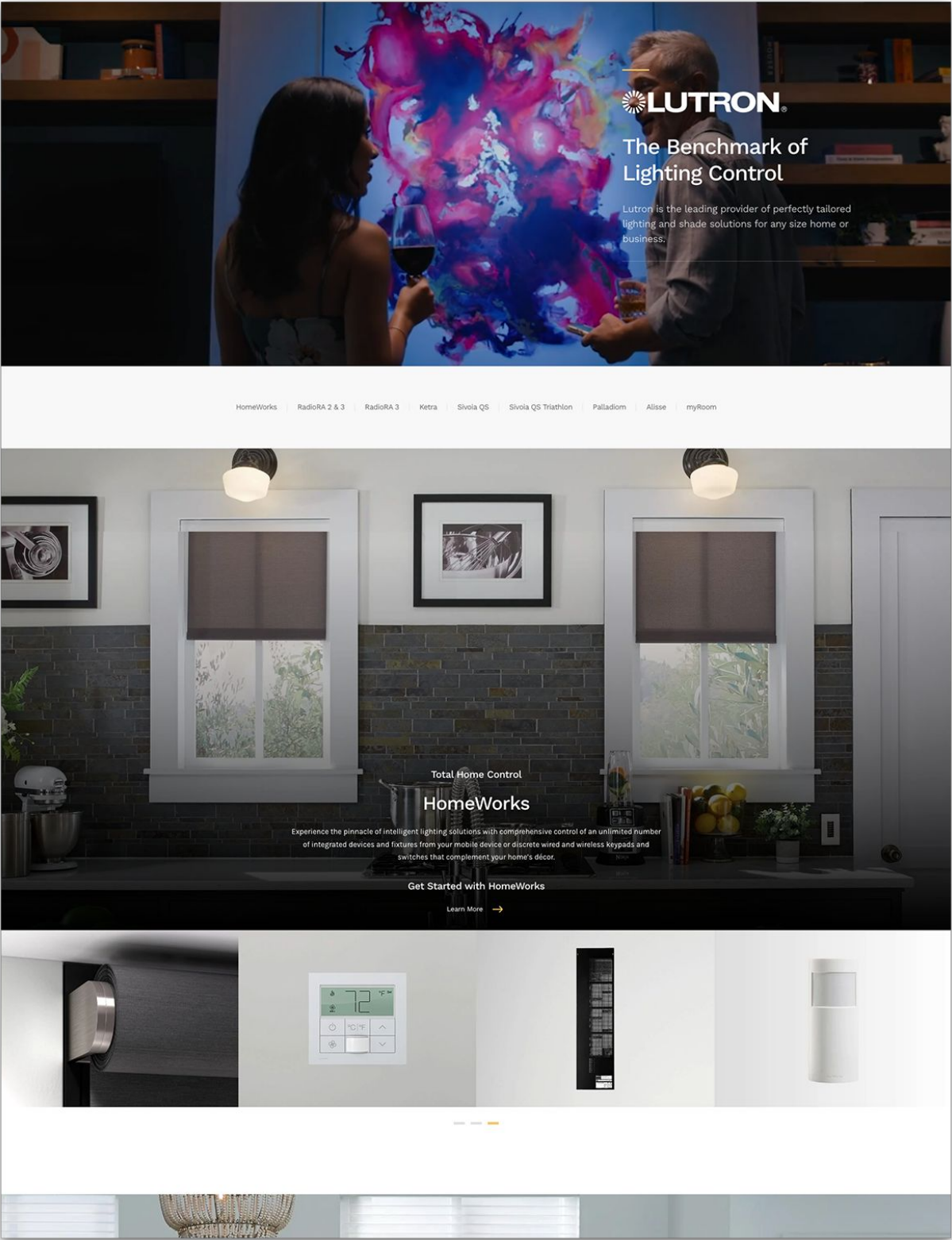
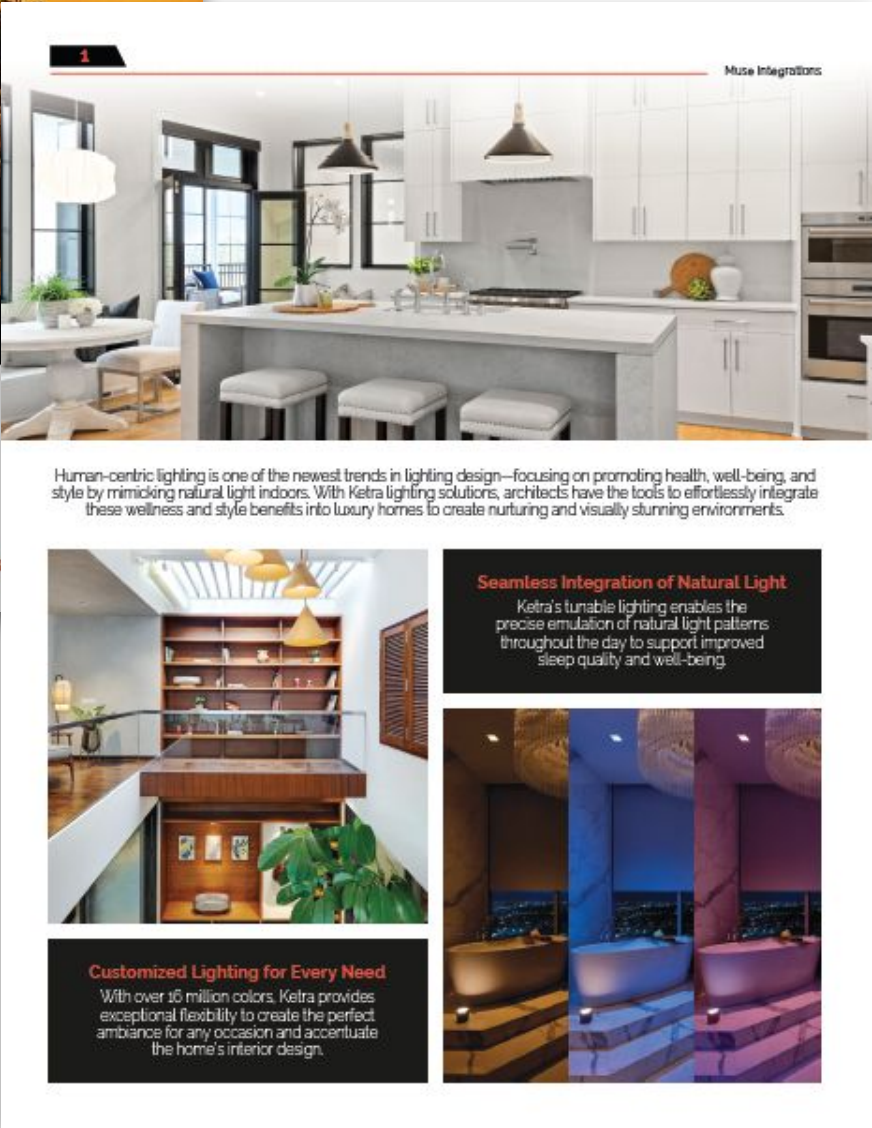


Ways to Put Your Funds to Work

Brand Page



Brochures



Ways to Put Your Funds to Work

Email



AUDIO/VIDEO | LOW VOLTAGE SPECIALISTS

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Create a Unique Home Environment with Lutron Lighting Control

Create a captivating atmosphere at home with Lutron's smart lighting solutions. This blog unveils how to orchestrate the perfect ambiance for your living spaces with effortless precision. Discover the art of crafting the perfect mood, enhancing energy efficiency, and transforming your home into a space of comfort and sophistication!

[Learn More](#)

Social Media/ Social Ads



Bethesda Systems
Sponsored · 🌐

During the day, circadian lighting mimics the natural cycle of the sun which helps you boost your focus, energy, and mood.



<https://www.bethesdasystem...>
Improve Productivity With Circadian Lighting

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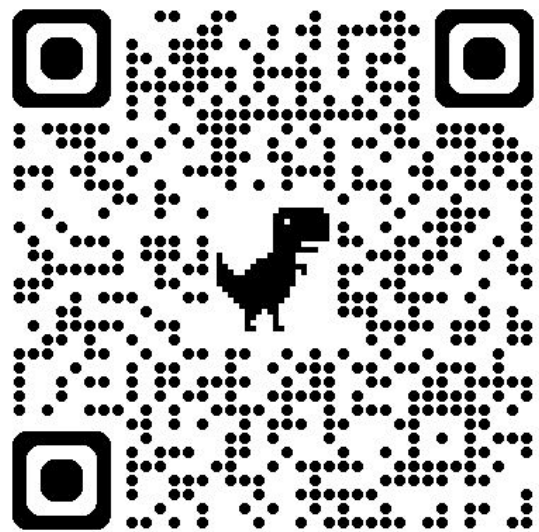
YOUR NEW HOME, EFFORTLESS LIVING

Let's Continue The Conversation

Explore more about One Firefly's Lutron partnership and marketing support.

Explore More

For additional blogs, case studies & exclusive content.



onefirefly.com/lutron

Reach Out

Your One Firefly Team is here to help!



onefirefly.com



sales@onefirefly.com



[954-921-2393](tel:954-921-2393)

