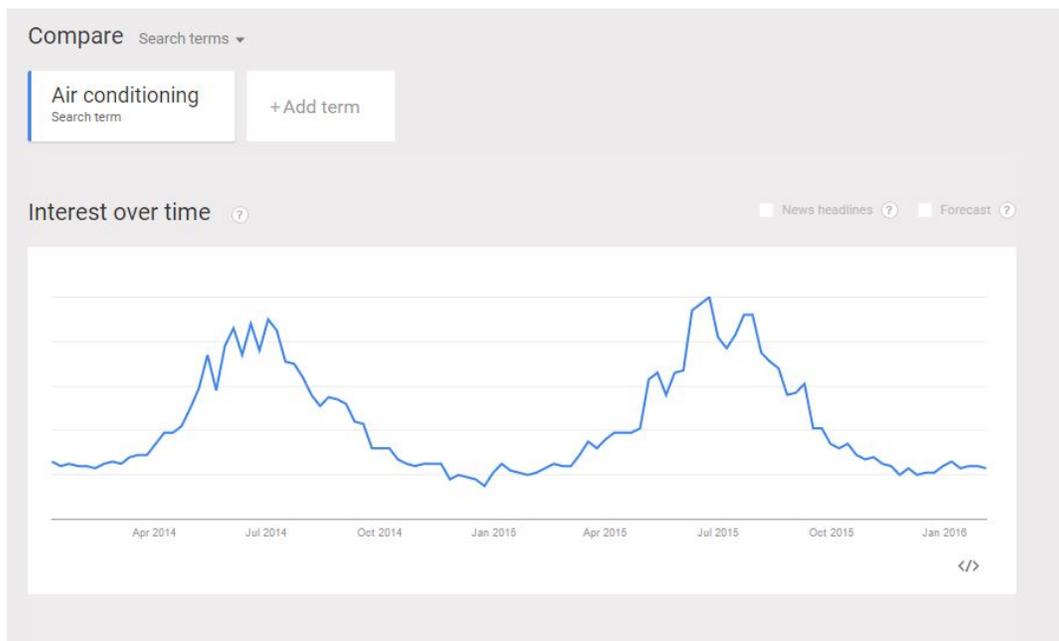




CHECKLIST: Spring Marketing Strategies for HVAC Companies

- Check Out Keyword Trends in Your Area

Take a look at [Google Trends](#) to see when the searches for cooling-related terms start to spike. Here's nationwide keyword search trends for "air conditioning" from the beginning of 2014 to the beginning of 2016. The rise and fall are dramatically noticeable:



Try narrowing the keyword trends to your company's service area to see when your customers are going to start calling for AC-related services, and prepare your marketing campaigns ahead of time to be the top company on their radar.

- Update Your Related Service Pages

By making the content on your service pages clearly cooling-related, you greatly increase the likelihood that your site will show up for users on the prowl for a tune-up, installation etc. Simple things -- putting the AC service copy first on the page, updating your calls to action to be cooling and comfort-related, and restructuring your

menu items to show cooling before heating -- all send signals to both Google and your visitors that you are open for AC business.

Email your customers a seasonal newsletter that highlights your latest spring-related blogs, talks about the promotion you're running, and gives users an easy way to contact you to schedule a service. E-newsletters provide an excellent way to boost user engagement and retention rates, since they are a valuable touchpoint for providing information and deals to your existing customer base.

- Create a Landing Page

Landing pages are hidden from your main menu and are typically used to send traffic to a targeting campaign, both through paid ads and organic traffic. If your company, for example, is running an AC maintenance special in a certain area, create a landing page targeted to that geographical area and use related keyword to increase the page's SEO value. The landing page can be used while the special is running, and either redirected or updated later when the special ends or changes.

- Update Your Home Page Copy

Among our customers, the home page is one of the most-visited pages of the site, and in many cases, users are going to land directly on this page first. For new and returning customers, make it clear that you offer cooling-related services right off the bat by updating your home page content accordingly. Make sure to add internal links to your related service pages, and perhaps highlight a current cooling promotion prominently on the home page.

- Switch Up Your #1 Google Plus Category

Though Google Plus allows you to add up to ten categories of business (things like "Contractor," "Insulation Contractor," "Solar Energy Equipment Supplier," "HVAC Contractor"), the first one you list is considered your "primary" category of business. Once cooling season is approaching, make sure to update your #1 category to boost your business's visibility for cooling-related search queries. Cooling-specific categories available through Google Plus include "Air Conditioning Contractor" and "Air Conditioning Repair Service."

- Run a Facebook Ad...Or Two

With supremely detailed targeting capabilities and a highly customizable selection of ad formats, Facebook Ads are a great way to connect with customers during specific seasons and for specific promotions. Create an audience of customers in your area by uploading your customer list and matching to Facebook users, or by creating a custom audience based on interests, behaviors, and advanced demographic data. Then create

some ads that drive to your cooling service pages or promotional landing page. You can even bump up the budget during particularly hot stretches, to reach more users.

- Send Out a Mailer

For our customers, print mailers continue to be a great driver of leads, particularly during maintenance and tune-up seasons. Mailers are an easy, tangible way of connecting with customers and sending them a physical reminder of your services. Send out a maintenance reminder, a deal on a new AC install, or an irresistible tune-up offer to your customer list. Remember to use a unique tracking number so you can keep record of the number of calls you get from the mailing.

- Switch Your Display Ads

First of all, if your company isn't running paid ads, it should be. Paid ads are a great way to target customers in your area while they're Googling or visiting other websites. Display ads are shown to users while they're browsing other sites. Make sure that your display ads are switched to cooling-related ad copy and images.

- Watch the Weather!

Stay up-to-date on the forecast in your area to get a sense of when the temperatures are really going to start climbing. The real trigger event that catalyzes people to start getting their cooling systems in gear? Temperature swings, according to research from NEST. Stay in the know about when these swings are coming, and when a temperature hike is forecasted, promote the heck out of your AC services.