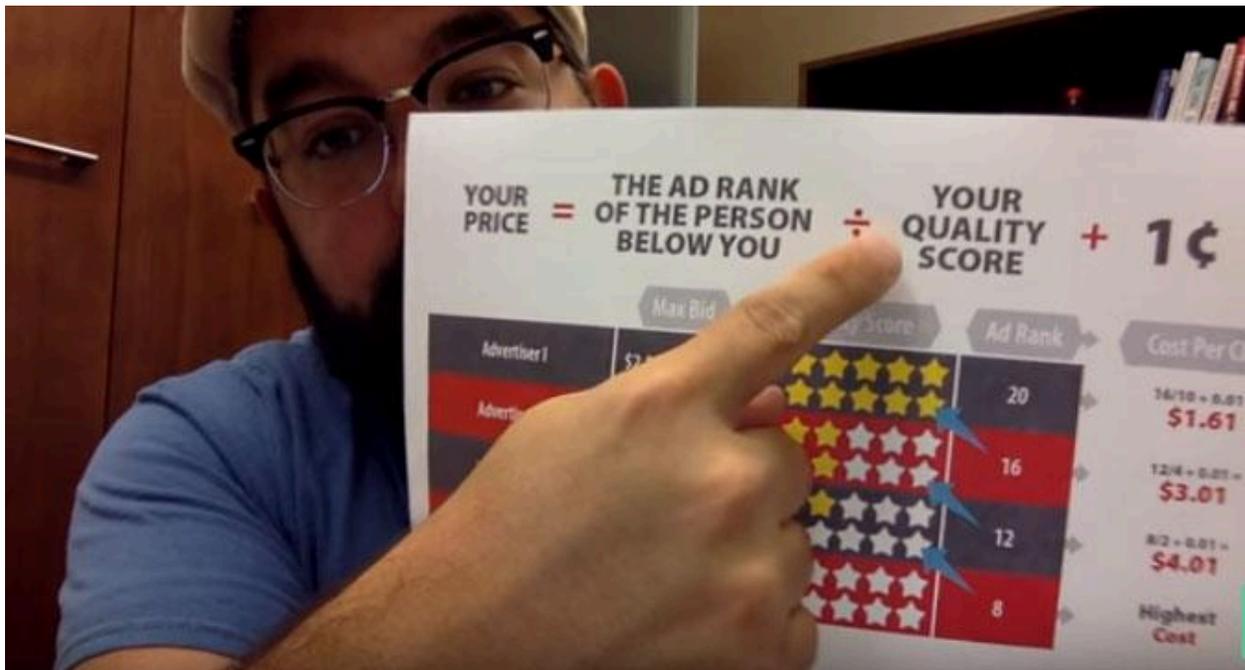


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HVAC Marketing Company

The HVAC industry often welcomes new start-ups every year. Most often, these HVAC companies are helmed by installers and technicians who want to run their own business. Unfortunately, many of these hopeful entrepreneurs lack business skills and training to hit the mark, which is why many seek out an HVAC marketing company. While this dooms businesses even right before they started, there are those that do make it despite the odds stacked against them.



If you are to make it in the HVAC business, the secret lies in your ability to attract the right people, the right customers which can be achieved by making your company stand out from the rest. Companies that have their own unique identity will find it easier to get ahead of the competition. It helps too when you're aware of the common missteps that many businesses make when it comes to online marketing. It doesn't hurt to know what works and what doesn't to make it easier to position your company for success.

Below are some common HVAC marketing mistakes you want to avoid.

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Non-existent marketing plan

Like a car needs GPS to safely and correctly traverse its route towards its destination, your company needs a marketing plan if it were to succeed. You need a marketing plan that identifies the strategies and methodologies you will utilize, as well as the specific medium and platforms you'll want to focus on. With a properly defined marketing plan, you get a clear vision of how to establish your branding, hone your offers and messages, as well as determine the tools you can use to determine if your strategic goals are met.

Out of sync marketing and strategic plan

A marketing plan alone isn't going to make the cut. A half-baked marketing plan is no better than no plan at all. You'll just be wasting valuable money in the process. For a marketing plan to be effective, see to it that your strategic goals are clearly defined first so the rest of your methodologies will be developed in support of these goals. This helps you have better control on the direction your marketing efforts should be headed.

Undefined customer base

To effectively reach your customers, you first need to know who exactly they are. Sure, everyone may be a potential customer but you'll find that there are specific demographics that define those people that are most likely to gravitate to the services and products you are offering. Among the things you need to look into include age, gender, location, and income. Even the number of children they have or the schools their kids attend can be crucial factors. You'll also want to find out if they are homeowners, apartment dwellers, property owners, or business owners. When you have all these information at your fingertips, you'll know how to better connect with them. For instance, people aged 55 and older may still read the papers while the younger one will gravitate more towards online searches.

Missing Unique Value Proposition

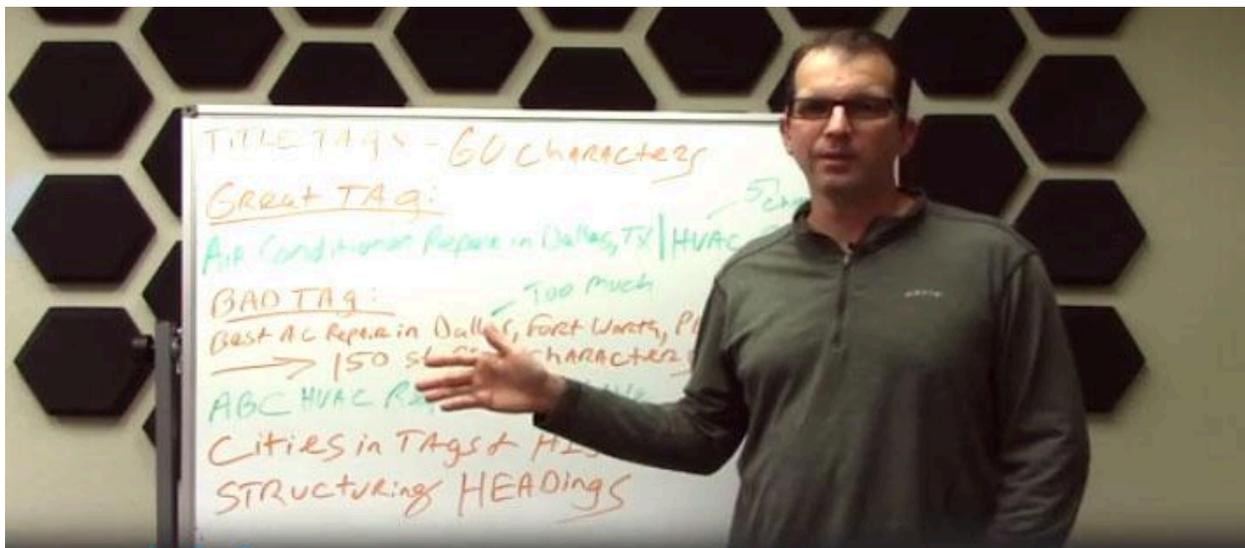
The unique value proposition (UVP) will help you stand out to the customers. It's what sets you apart from the rest and is what you'll use to convince your customers to choose you instead of

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the competition. Every marketing strategy should start with your UVP. It is, after all, what you can bring to the table. Once defined, it helps you set the marketing tone as well as determine the message you want to get across. Use this to define your company to your prospects. You do not even need to stick to the same UVP all the time. Part of being a successful company is your ability to reinvent yourself and your UVP to keep up with customer needs and demands.

Ignoring repeat business value

One of the reasons why many HVAC businesses fall off the tracks is because they don't pay enough attention to their already existing customers. In the HVAC industry, there are usually long intervals between purchases— with most customers buying only an HVAC system or two in their lifetime. This leads some companies to not give too much attention to repeat sales. However, a satisfied customer can do so much for your business especially in terms of referrals and leads. It wouldn't hurt to come up with a reward program that offers incentives to existing customers that refer you to friends who are looking for new systems or those that need help with repairs. Offering services contracts to retain the business of existing customers can also be a great source of additional income.



Now that you're aware of the common HVAC marketing mistakes you must avoid, it's about time you pay attention to your website. While they used to be a novelty just a few years ago, every single company these days seems to run one. In fact, people might not even believe you are a legit company these days if you do to have a website.

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Unfortunately, there seems to be an overload of websites now that standing out is becoming a huge problem. With billions of websites out there, catching the eye of your target demographics is indeed a challenge. While many of these websites are effective, most aren't.

If you still haven't established a company website, you're missing out a lot. Websites can sell your products and services for you without the need for 24/7 involvement and supervision. However, having a website alone isn't enough. It needs to be effective to start bringing in the bucks and cutting through all the clutter out there is crucial.

An effective website makes it easier to draw the right people to you. Below are some elements you need to better enhance the effectiveness of your website.

Credibility

It isn't enough that you've spent a good amount of your resources in marketing in building awareness and increasing the visibility of your site. You need to establish credibility to make your site the go-to place for people who are looking for solutions and services you offer. Consider making your site a sales platform too. Sure, you're offering complex equipment and other solutions that may involve intricate engineering, you can also offer other things such as replacement parts for people who may need them for repairing or upgrading their systems.

Customer testimonials

Never underestimate the importance of a customer testimonial page. You'll be surprised at how accounts of customers who have experienced your services before can boost your business to the next level. In the online platform, it's always about finding ways to stand out from the crowd. Drowning out the clutter means finding ways to make you more noticeable to the people you intend to sell your products and services to. You can never go wrong when you have customers that sing your praises. It's so easy to claim that you are the best in the business. But when your customers do it on your behalf, it lends credence to the fact that you are indeed the right choice for all their HVAC concerns. Whether in video or written form, no amount of self-promotion can beat true blue positive customer reviews.

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Consistency

If you want to build your branding, you need to be consistent. Whether on your ads or your website, consistency helps further strengthen your brand. You want a website that is more than just showing what your company does but one that highlights how you are the leading business in your community if not in your industry. Many businesses make the mistake of using website templates. Try to do away from that mold and instead, work on personalizing your pages to truly reflect the message and the brand of the company. More importantly, your website needs to be interesting while also emphasizing on the fact that you are the expert customers can rely on for all of their HVAC concerns.

Success story

You want to show to the rest of the world that you have a success record and that's what makes you a true expert in what you do. List down your happy clients and include case studies to show that your company is the only obvious choice for customers that want the best in terms of service and value. It is always easier to convince customers, especially those who are still on the fence when it comes to referring to you, when you can show them that you are not just successful but you are a leader in the HVAC field too.

Mix it all up

You'll realize that there's no such thing as a one size fits all formula in terms of building an effective website and a solid HVAC marketing approach. Combining all of the marketing efforts that work for you isn't a bad approach though because it through them that you can start seeing traffic coming in. Just because something works for a certain business doesn't mean it will yield the same results when applied to yours the key is to not be afraid to always be bold enough to try something that is different than what others are doing. Whether you want to create a report on what customers need to know about heat pumps or write an eBook about what makes the most effective HVAC contractor, you'll never really know what works and what doesn't until you give it a try. Only then can you easily pinpoint which strategies to stick to and which ones to drop.

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