

# DIGITAL MARKETING FOR HVAC



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## How Business Owners Can Grow Their HVAC Companies Online

As time has passed the internet has become more and more intertwined with our daily lives. Research now shows that 88% of potential clients in need of HVAC assistance and other tradesmen services now do internet research on possible suppliers before they ever make personal contact. Further, as many as 92% cite online presence and reputation as deciding factors when they create their shortlist of companies to call.

In the not so distant past, creating a basic website and a minimal social-media presence would suffice. However, with 149,513 emails, 3.3 million Facebook posts and 448,800 tweets now being sent every minute of the day and a strong resurgence of interest in entering the trade fields creating an intensely competitive atmosphere, that is no longer sufficient. Now, maximizing one's web presence and emphasizing digital marketing, as part of an HVAC company's business plan, is a key factor in building and maintaining a successful business.

## CREATE A PROFESSIONAL LOOKING WEBSITE

In many cases a company's website will be the first contact point a person experiences when they begin to look for HVAC services. No matter how long a firm has been in business or the quality of their services they will be judged by what is presented on the searchers' screens.

Before a potential client reads one word of text, they will begin to form an impression of the company from its website's appearance alone. Having an uncluttered site that appears well organized, professional and functions properly helps to create that all-important good first impression.

There are many simple to use website building services available but considering the impact this single item can have on a company's market share makes it worthwhile to invest in a professional's services. This can help to alleviate the possibility of a poor customer experience before the client's work is even won.

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## **SEO OPTIMIZATION**

Having a web presence is a good start but a simple search for HVAC providers in any particular area can generate anywhere from dozens to thousands of results. 67% of clicks on search result pages occur on the first five listings, and 95% are on the first page. This makes SEO (Search Engine Optimization) of paramount importance.

This is another area that a company can manage in-house but it might not be the wisest choice. SEO is a constantly shifting field that requires close attention and includes a wide variety of roles. Link building, content creation, social media marketing, data mining and structure analysis all play a part. Google itself has acknowledged that it makes minor changes to its search algorithm as often as several times a day with major modifications being performed 3-4 times a year. This can make SEO a full-time job.

## **SOCIAL MEDIA**

Social media has played an ever-increasing role in business marketing for several reasons. It allows a company to share its story. It builds brand awareness and customer loyalty while providing an added avenue of connecting with potential clients. Beyond these functions it also provides more traditional functions like gathering customer research data and providing an extra means of providing customer support in a very cost-effective way.

## **REVIEWS**

A large part of social media's value lies in an often overlooked and under-utilized area. That is building a customer review portfolio. Google, Bing and other search engines are giving increasing credence and SEO value to customer reviews. Many social media platforms such as Facebook and even the often-overlooked Google Business Listings provide an extra means of gathering positive feedback that will boost a company's online and overall reputation. With 80%+ of customers now looking at online reviews as personal recommendations this has become such an important area that some companies have found it advantageous to offer discounts and other rewards to customers in exchange for positive reviews.

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## PAID ONLINE ADVERTISING

As complicated as some of the above may sound they are actually the simpler parts of mounting a digital marketing campaign for a HVAC company. All of the elements such as keyword research, customer profiling and geo-targeting that go into the features that have already been discussed come into play when you start paying for advertising. On top of them, it must be decided to go the more traditional route --- using Google Ads and email lists or newer platforms like Facebook Ads. It must be determined whether the targeted demographic responds more to video or text ads and whether PPC (Pay Per Click) or PPA (Pay Per Ad) will be more cost-effective.

## NEVER-ENDING CYCLE

One major consideration that must be considered when planning a digital marketing campaign is that it is not a fire and forget proposition. Split testing must be performed. Results must be constantly monitored and adjustments made to maintain and preferably increase its effectiveness.

## CONCLUSION

Few things can help promote a business's viability today more than digital marketing. It comes in a wide variety of forms that can require varying degrees of dedication to create and maintain. While there is no part of the digital marketing process that is beyond the average HVAC company owner's abilities, its effectiveness can be greatly increased with the help of professionals who are dedicated to specific sectors involved.