

HVAC

Business Tips

to **Grow Your Company**



Best Marketing Tactics for HVAC Companies

When it comes to customer relationships, the HVAC business is no different from any other: success comes not only from creating a great relationship with your customers from the beginning, but also maintaining that relationship. **Finding new customers can cost 6 to 7 times more than working with those you have already.** Retaining customers is therefore essential, and converting them is your first step.

Here are the basic areas you should cover to convert and keep your customers.



Your Brand

While branding isn't exactly the same thing as marketing, the two are linked. Your individual marketing efforts will serve your brand, and it's the quality of your brand that will keep customers coming back to you.



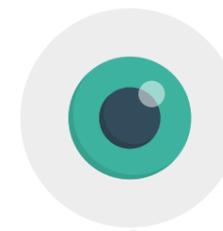
Brand Your Company

Many contractors choose to brand the manufacturer, but that's a bad decision. You aren't a salesperson for *that* brand; you want customers to become familiar with yours. If your customers are able to put their trust in you, they won't care what brands you carry. You will serve as the trusted touchpoint for their HVAC decisions.



Long-term Campaign

Remember that online marketing isn't a one-and-done thing. You won't be able to run one ad for a week and suddenly see an enormous influx of business. Online marketing is more about being the tortoise that keeps moving forward than the hare who rushes ahead and then gets tired out.



First Impressions Are Important

30 seconds (or less) is how long you have to impress potential customers. In half a minute, you'll either have a new customer or you won't. And that first impression doesn't begin when someone starts speaking to you or walks into your place of business. Your ads and your marketing campaign in general are how you introduce yourself to the world. If your ads turn somebody off, then that's money walking out of your pocket.



Multiple Impressions

While you don't want to spam your customers, you do want to be in their thoughts. You can do so through a number of ways, such as branded trucks, billboards, phone calls, emails, etc. Vary your advertising channels in order to see what works best for you and the clients you're trying to attract.



Are You a Local Expert?

If there's a particular machine or service in which you specialize, don't be afraid to let people know about it. If you're the local expert in tricky HVAC problems (or even routine issues) it will be easier for you to secure a potential customer's business. Who doesn't want to work with an expert?

To show off your expertise, develop a strong presence on social media, especially places like LinkedIn. Be sure to connect with others and try to solve their problems. Writing articles on issues common in the industry is another great way to present yourself as an authority on the subject, and demonstrate your expertise to others.



Make Your Business Memorable

You don't want someone to see your branded truck on the highway and then forget the name of your business by the time they get to a computer, so make sure your business is as memorable as possible. (Often, people have 10 seconds or less to remember your contact information.)

Begin by selecting an effective business name that not only says what you do, but also one that's easy for potential clients to remember until they get a chance to look you up. By the same token, do your best to secure a contact number that's simple to remember.



Consistency

While you should market to your customers through a variety of different channels, keep in mind that your overall message should remain consistent. This includes the tone and voice for all the different channels your market through. Your messaging should be relevant to the audience that you're trying to connect with.

Your Customers

Businesses can't survive without their customers, and the HVAC business is no exception. Keep in mind that your customers should be your number one priority and treat them accordingly. Companies that treat their customers fairly and with respect will see them time and again, maybe even bringing a few friends with them as new customers.



Personal Services Business

The HVAC business is all about forming personal relationships, especially with residential customers. These people let HVAC technicians into their homes, so if they're not happy with the way those technicians treat them, they won't give them any more of their business. While the work you do on HVAC systems is obviously the major part of your business, how you treat



Provide Information

Customers that can't find your website or contact information won't be able to get in touch with you, and those that find your website confusing probably won't work with you either. Be sure you clearly provide all the necessary information to potential customers in a variety of different ways, including on your website, blog, and social media accounts.



Implement a Referral Program

In that same vein, incentivizing your customers to bring you new customers through a referral program is a great way to grow your business. And don't just offer the discount to the old customer either. A coupon or waived service fee is a great way to cement your business relationship with the new customer, and keep them coming back to you for all their HVAC needs. Who knows, they might even refer someone else to you themselves.



Collect Email Addresses

Emailing your customers is a simple way to keep them updated about your services. Remind them about any special deals you might have going on, and generally keep your company in their thoughts, thus boosting your customer retention rates. There are plenty of ways to get customers' email addresses, including sign-up forms on your website, offering a newsletter, and training technicians to collect them on service calls.



Service Agreements

Service agreements are win-win situations for both you and your customers. No one wants to have to clean out their own air conditioning filters, or mess around with their hot water boiler, but keeping those systems maintained is essential to their functioning properly. By securing a service agreement with a customer, you not only keep them from having to do those unpleasant tasks themselves, you also save them money by improving the efficiency of their home, and by fixing small problems before they become big ones.



Offer Quality Testimonials

People trust what other people have to say about businesses more than what those businesses have to say about themselves. If a TV ad says an HVAC service is the best in town, you might dismiss it as marketing hyperbole, but if your neighbor says that they serviced his house and he loved them, you're much more inclined to become a customer.

Take advantage of this by contacting your current customers and asking them if they'd be willing to write a brief testimonial about your services. Not only will the ones who do so feel much better about the services you've provided them, their kind words will help persuade others to become your customers too.

To acquire these testimonials, make it easy for customers to rate your services, whether through paper surveys mailed to their homes, or online forms for them to fill out on your website. You can always ask for testimonials directly, and encourage them by offering discounts and coupons to people who rate you.



Ease the Buying Process

Every HVAC business is going to encounter a variety of customer needs. Some people have done all their research and just need to know how to get in touch with you to have you work for them. Others are still browsing, and want to know why they should choose your business over another. Both kinds of customers need to be able to look through your website and find what they're looking for, so be sure to design your site in such a way that it's easy to contact you (whether that's by toll-free number, email, etc.) as well as providing descriptive information about your services.

Your Company

Here are some internal things that any HVAC company needs to keep in mind if it wants to see long-term growth and success:



Focus on generating internal business leads

Not everyone in your company will have "Sales" as part of their official job description, but they should always keep it in mind. Whether it's the person who answers your phones, your service technicians that go out on calls, or your salespeople themselves, everyone in your company needs to remember that every interaction with the public can serve as an opportunity to make a customer.



Be Confident

Show the world that you're the best in the business by acting like it, each and every day. Studies show that if you're confident in yourself, others are more likely to like, admire, and listen to you, and isn't that what everyone wants? So don't let anything stand in your way when giving a quality sales pitch. Your company provides tangible value for people, and showing that value is the best way to convert customers.



Forge Partnerships

Many people need HVAC services and don't even know it yet. Think about realtors trying to sell a home. Have you considered offering heating and cooling inspections? That's valuable information both for the buyer and seller. Or people with rental properties. If their tenants need someone to come fix the air conditioner on a hot summer day, who are they going to call?

As with anything, many people won't realize that they need HVAC services until it's too late, and someone who's panicking because the heat won't turn on during the winter isn't going to make smart buying decisions. That's why you need to establish relationships with contractors, realtors, and other people who can appreciate the value of your services before something goes wrong.

The HVAC business is an important one, and there's hardly anyone who doesn't need your services. The key to converting those customers (and keeping them) is to **brand yourself well, forge strong relationships with your customers, and to make sure your company is set up for success.** If you follow the tips above, you should achieve long-term growth and overall prosperity.



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