

# Co-op Marketing Program Overview for American Standard HVAC Dealers

## Maximize Your Marketing Budget with Lawrence Media

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### How We Simplify the Co-op Process

- Managing Submissions: We handle all co-op fund submissions, ensuring they are submitted correctly and on time.
- Compliance: We ensure your campaigns meet American Standard's guidelines, so you can focus on growing your business without worrying about compliance issues.

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### Maximizing Your Marketing Budget

By taking advantage of co-op funds, HVAC dealers can increase their marketing budget, allowing them to invest more in reaching potential customers through:

- Digital Ads (Google, Facebook, Meta), Traditional Ads (TV, radio)
- Social Media Campaigns & Seasonal Promotions

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### Why Utilizing Co-op Matters

- Increased Visibility: More marketing dollars mean more opportunities to promote the business and reach new customers.
- Reduced Costs: With American Standard reimbursing a portion of your ad spend, you can invest more in campaigns without increasing your out-of-pocket costs.

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### How to Get Started

We're here to help create a tailored marketing strategy for your dealers.

- Contact us to schedule a call or meeting with you and your dealer.
- We'll review the dealer's current marketing efforts and determine a marketing strategy utilizing any available co-op funds.