

FAQ for Territorial Managers

Helping Dealers with Marketing

How Does Lawrence Media Help HVAC Dealers with Marketing?

We provide a comprehensive range of marketing services specifically tailored to HVAC dealers. Our goal is to help dealers generate more leads, improve their online presence, and grow their business. Services include:

- Lead Generation: Using Meta Lead Ads, Google Ads, SEO, and more.
- Co-op Management: Maximizing available co-op funds for a bigger impact.
- Reputation Management: Improving and managing online reviews.
- Website Optimization: Ensuring dealers' websites are fast, mobile-friendly, and optimized for search engines.
- Social Media Management: Creating engaging posts and running targeted ad campaigns on platforms like Facebook, Yelp, YouTube, and others.

How Long Does It Take to Get Started?

Once we have the necessary information from the dealer, we typically get started within a week. This includes website work, setting up campaigns, optimizing existing platforms, preparing backlinks for local SEO, and creating content.

The timeline of starting with a new client to having everything ready to go to start generating online leads typically takes between 4-6 weeks. This depends heavily on the dealer and their access to necessary resources.

What We Need to Get Started:

- Access to the dealer's domain name, Google Business account, and social media accounts.
- Information about their service areas, business goals, and any current marketing efforts.
- Co-op accumulation to date and if the dealer wishes to utilize co-op funds.

How Do You Track and Report Results?

We provide transparent reporting on all marketing campaigns, so both the dealer and TM can see the impact of our efforts.

Reports typically include:

- Lead Volume: Number of new leads generated each month.
- Website Traffic: How many visitors are coming to the dealer's site and from where.
- Ad Performance: Breakdown of ad performance across platforms (Google, Facebook, etc.).
- SEO Metrics: Improvements in local search rankings and organic traffic.

We offer monthly reports and regular check-ins to review progress and make adjustments as needed. We are a Certified Google Partner, a Meta Business Partner, a Yelp Certified Ad Partner, a Microsoft Advertising Partner, and have gone through over 2,000 hours of SEO training in various Google workshops.

8. What Is the Cost of Lawrence Media's Services?

Our pricing is designed to be flexible and scalable, catering to the unique needs and budgets of HVAC dealers. We offer a variety of packages that can be customized based on the dealer's marketing goals, service area, and competition level.

Here's a breakdown:

- **Co-op Eligible Services:** All of our marketing services, including Google Ads, Meta Lead Ads, and websites, are co-op eligible. This means a significant portion of the marketing expenses can be reimbursed through American Standard reducing out-of-pocket costs for the dealer. We manage the entire co-op process to ensure full utilization of these funds.
- **Monthly Retainer Packages:** For dealers looking for ongoing support, we offer retainer packages that cover all essential marketing activities on a monthly basis. This typically includes lead generation, social media management, website updates, reputation management, and ad campaigns. The pricing for these packages varies depending on the scale of the dealer's marketing needs, starting from affordable entry-level plans for smaller dealers and scaling up for more aggressive growth strategies.
 - **Basic Package:** Covers website updates, local SEO, basic social media management, and a small Meta budget. Ideal for dealers just getting started with digital marketing or operating in smaller markets.
 - **Standard Package:** Includes comprehensive website structuring and local SEO, social media ads, lead generation campaigns (Google, Meta), and monthly performance tracking. This package works well for medium-sized dealers looking to grow in competitive markets.
 - **Premium Package:** For dealers who want to dominate their market, this package includes advanced website techniques and SEO, aggressive PPC/Meta ad campaigns, reputation management, and more in-depth reporting and strategy consultations.
- **Custom Plans:** If a dealer's needs don't fit into one of our existing packages, we can create a custom marketing plan. This approach ensures that each dollar is invested in strategies that align with the dealer's business goals, whether they want to focus more on digital ads, SEO, social media, or another area.

How We Keep Pricing Transparent:

- We provide detailed quotes before starting any work, breaking down each cost so the dealer understands what they're paying for. We also offer regular reporting to show exactly how their marketing budget is being spent and the return on investment (ROI) they're getting from their campaigns.

How Do You Handle Co-op Marketing Funds?

We ensure dealers make the most of their co-op marketing budgets by managing the entire process. This includes:

- **Tracking and Submitting Claims:** We handle the submission process to ensure compliance with American Standard's co-op guidelines.
- **Maximizing Reimbursement:** We structure campaigns to fully utilize available co-op dollars, allowing the dealer to get the most out of their budget.

We handle everything, so the TM and dealer don't need to worry about co-op filing