



CASE STUDY



HOW LAWRENCE MEDIA HELPED GARRISON & GARRISON DOMINATE THE HVAC MARKET IN MADISON COUNTY, AL

Garrison & Garrison is a leading HVAC company in Huntsville, AL, serving Madison County for over 50 years. Despite their strong local reputation, they needed to increase their visibility and remain the most recognizable HVAC name in the county.

WHY LAWRENCE MEDIA?

By offering personalized marketing strategies, expert co-op fund management, and a hands-on approach, Lawrence Media empowers HVAC companies like Garrison & Garrison to grow their brand and dominate their local markets.



"I have had the pleasure of working with Everett and Kelsey directly for the past 11 years. Lawrence Media ensures Garrison & Garrison is not only a top Madison County name but the most identifiable name in HVAC for Madison County. Through various media and marketing efforts, Lawrence Media always exceeds my expectations. Our customer base has grown tremendously, and that's why we trust them to deliver as the most trusted heating and cooling company in Madison County."

JOSH HEAD
General Manager

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THE CHALLENGE

Garrison & Garrison wanted to improve their online presence, attract more leads, and fully utilize co-op marketing funds to grow their brand. They needed a cohesive strategy across traditional and digital media to stay ahead of the competition.

THE SOLUTION

Lawrence Media developed a comprehensive marketing plan, which included:

- Digital Marketing- A new lead converting website, Google ads, Meta Ads, creation of a thorough and robust online presence.
- Television, radio, and streaming services to maintain brand visibility.
- Social media management to engage local audiences.
- Direct mailers and email marketing to re-engage past customers.
- Co-op marketing management, which allowed them to double their marketing budget by maximizing available funds.

THE RESULTS

Increased Brand Recognition:

Garrison & Garrison is now the most identifiable HVAC company in Madison County.

Customer Growth

Significant increase in their customer base thanks to targeted multi-channel marketing.

Increased Engagement:

Social media and email campaigns re-engaged past customers, leading to more inquiries.

Doubled Marketing Budget:

Fully utilizing co-op funds enabled a larger, more impactful marketing strategy.