

# How Lawrence Media Helps HVAC Dealers Thrive: A Simple Guide for TMs

1



## Lead Generating Websites

We ensure websites loads fast, looks professional, and makes it simple for customers to contact the dealer or schedule services. We use online ads, social media, and search engines to make sure potential customers find the dealer when they're looking for HVAC services.

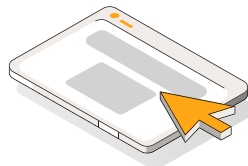
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## Local SEO (Search Engine Optimization)

We build websites that show up in search engine results when people look for HVAC services. We use keywords, blogs, and technical adjustments to make sure the dealer's website is easy for search engines to find and recommend.

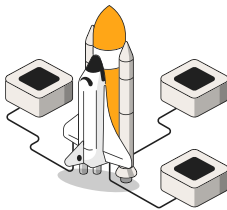
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## Co-op Marketing Management

We handle the complicated rules and budgets for co-op marketing. We ensure dealers follow all guidelines, maximize their co-op dollars, and get reimbursed quickly for marketing expenses.

4



## Digital Ads- Google, Meta, Facebook

We help manage Google Ads and all other Google Products that drive immediate, targeted, reportable results, taking this responsibility off you and your dealers. We are a Google Certified Partner. We create and place social media ads that retarget potential customers who visit a dealer's site and create leads.

5



## Review Generation

Many dealers struggle to generate reviews. We can utilize systems that help them generate new reviews each week, which builds trust and credibility and helps them rise in Google rankings!



## 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

### CONTACT:

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256-653-3005

✉ info@lawrencemediatl.com

🌐 www.LawrenceMediaGRP.com

## 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.

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

## Maximize Your Marketing Budget with Lawrence Media

01



### 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.

02



### 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

03



### 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.

04



### 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.

# Digital Marketing Services for American Standard HVAC Dealers

## Boost Your HVAC Business with Proven Digital Marketing Strategies That Generate Leads

### Core Digital Marketing Services:

01



#### Local Search Engine Optimization (SEO)

SEO ensures your business appears at the top of search results when potential customers are looking for HVAC services. We optimize websites by improving content, speed, and local SEO strategies, helping the dealer rank higher on search engines like Google.

- The Benefit: Increased visibility means more traffic and leads.

02



#### Pay-Per-Click (PPC) Advertising

PPC ads allow your dealer to show up at the top of search results or on relevant websites, and they only pay when someone clicks on the ad. Create targeted ads using keywords potential customers are searching for, ensuring the ad reaches people in the service area.

- Create high-intent traffic and leads.

03



#### Social Media Management- Facebook & Meta

We manage accounts on platforms like Facebook, Instagram, & LinkedIn, including Meta lead generation and retargeting ads.

Create and post engaging content, run Meta lead generation ads to capture customer information, and use retargeting ads to follow up with website visitors who haven't converted.

- Increase brand awareness, generate new leads, and convert interested prospects into customers through targeted social campaigns.

04



#### A User-Friendly Website That Converts

Your website is the first impression many customers have of your business. We ensure it's fast, mobile-friendly, and easy to navigate. We build websites that are visually appealing, fully functional, and optimized for search engines.



# Get Your HVAC Business into the Top 3 on Google Maps

## Why Ranking in the Map Pack Matters for Local HVAC

### Leads

01



### Why the Top 3 on Google Maps is Crucial

- Most People Don't Scroll: Studies show that over 90% of local searchers only look at the top 3 businesses listed in the Google map pack.
- More Clicks and Calls: Being in the top 3 increases your chances of getting clicks, calls, and new leads.
- Higher Trust: Businesses that appear in the Google map pack are seen as more credible and trusted by local customers

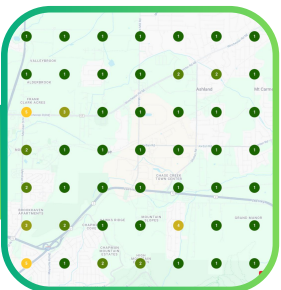
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### How We Help You Rank in the Top 3

- We optimize your website and Google My Business profile with relevant local keywords, ensuring you rank higher in Google's local results.
- We help you get more positive reviews, a key factor in ranking higher in the map pack.
- We ensure your business's name, address, and phone number (NAP) are consistent across all online platforms, boosting your local rankings.

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### What You'll See with Local Heat Map Data

- Track Your Rankings: See exactly where your business ranks in different parts of your service area.
- Pinpoint Growth Areas: Identify parts of town where you aren't ranking in the top 3 and focus on improving visibility in those areas.
- Measure Improvements: Monitor how our SEO efforts improve your rankings over time and get you into the top 3 positions.

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### Why This Matters for HVAC Dealers

- More Calls, More Leads: Being in the top 3 means more people will find and contact your business.
- Dominate Your Local Market: Outrank your competitors and become the go-to HVAC provider in your service area.
- Trackable Results: With heat maps, you'll clearly see where your rankings stand and how they improve over time.

# Get More HVAC Leads with Google Local Services Ads (LSA)

Become a Google Guaranteed Contractor and Drive Qualified Leads

Sponsored · AC repair service

GOOGLE GUARANTEED

01



## Why Become a Google Guaranteed Contractor?

- A Google Guaranteed badge appears next to your business in the ads, showing customers that you've been verified by Google.
- Customers are more likely to trust and contact businesses with the Google Guaranteed badge.
- Unlike traditional ads, you only pay when a customer contacts you directly through the ad.

02



## How Google Local Services Ads Work

- You only pay for direct leads—calls, messages, or bookings that come through your ad.
- Your business appears above the regular Google ads and organic search results, giving you prime visibility.
- As a Google Guaranteed contractor, customers know your business has passed Google's background checks and verification process.

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## How We Help You Set Up LSAs

- We guide you through the steps to get your business verified by Google, including background checks, license verification, and insurance validation.
- We help set up your Local Services Ads, optimizing your profile with relevant information, service areas, and customer reviews.
- We monitor and adjust your LSAs to ensure you're getting the best results and the highest quality leads.

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## Why Google Local Services Ads Matter

- Instant Credibility & Prime Search Placement: Being at the very top of search results increases your chances of getting clicks and calls.
- Cost-Effective: Pay only for leads, not impressions or clicks, making LSAs a budget-friendly option.
- Qualified Leads: LSAs connect you with customers who are actively looking to book your HVAC services.

# Unlock More HVAC Leads with an Optimized Google Business Profile

## Essential for Local Search Visibility and Customer Engagement

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### Key Parts of a Google Business Profile

Your Google Business Profile is more than just a listing—it's a powerful tool for capturing local leads. Here are the essential components:

- Business Information, Service Areas, Business Hours, Contact Information, Contact Buttons, Book Now Button, Customer Reviews and Photos, Posts and Updates

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### How Google Business Profile is Different from Local Services Ads (LSA)

While both Google Business Profiles and Local Services Ads (LSA) help HVAC dealers get more leads, they serve different purposes. GBP focuses on organic visibility, customer engagement, and long-term trust-building, while LSAs focus on paid, lead-driven results with guaranteed leads.

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### How We Can Help You Optimize Your Google Business Profile

Full Profile Setup and Optimization: We ensure your business info (NAP), contact buttons, and booking options are complete and accurate. This makes it easier for customers to reach out to you directly from Google. We help put review generation strategies in place so dealers can continuously grow reviews.

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### Why Google Business Profile Optimization Matters

A fully optimized Google Business Profile is critical for HVAC dealers who want to dominate local search results. Ensure:

- Top Search Visibility, Easy Customer Interaction, Increased Trust, Higher Conversions, More Leads, Online Bookings, More Website Visitors



# Boost HVAC Leads with Meta Lead Ads and Retargeting Ads

## Capture and Convert More Local Customers on Meta's Platforms

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### What Are Meta Lead Ads and Retargeting Ads?

Meta Lead Ads and Retargeting Ads help HVAC businesses connect with potential customers on Meta's platforms (Facebook and Instagram) by simplifying lead generation and re-engaging interested prospects using remarketing ads.

- Meta Lead Ads: Allow customers to submit their contact information directly through an ad without leaving the platform.
- Meta Retargeting Ads: These ads re-engage

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### How Meta Ads Differ from Traditional Facebook Ads

- Meta Lead Ads streamline the lead generation process by keeping everything on-platform, making it easier for users to engage.
- Traditional Facebook ads often require users to take extra steps by navigating off-platform to complete an action. "Boosting" a Facebook post to reach more people for engagement is also considered a traditional Facebook ad.

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### How We Can Help You Get the Most from Meta Ads

- Ad Setup and Optimization: We create and optimize Meta Lead Ads ensuring you get high-quality leads from people in your service area.
- Advanced Targeting: Ensure your ads reach local homeowners
- Retargeting Campaigns: Follow up with people who've already interacted with your business online.
- Lead Management- Automation and structured messaging ensure all leads are responded to promptly.

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### Why Use Meta Lead & Retargeting Ads?

- Simplified Lead Capture: Meta Lead Ads allow users to submit contact information without leaving the platform.
- Highly Targeted: Meta's advanced targeting options allow you to focus on people in your service area only.
- Re-Engage Interested Customers: Retargeting Ads allow you to follow up with people who've visited your website or interacted with your ads but haven't converted.



# 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

# Quick Start Guide

## What You Need to Get Started

To help Lawrence Media set up your website and online platforms efficiently, we'll need some basic information about your business.

Having these items ready will ensure a smooth and fast process:

- **Domain Name and Hosting Information:** Access to your website's domain registrar and hosting provider to manage your website updates and improvements.
- **Logo and Brand Assets:** Your logo in high-resolution format
- **Business Photos:** Images of your business, staff, and/or work in action to showcase on your website and social media. These can be taken with your phone- photos of trucks, before/after.
- **NAP (Name, Address, Phone Number):** This information must be consistent across all online platforms to improve your local SEO rankings.
- **Business Information:** Up-to-date details about your services, operating hours, service areas, maintenance plans, and any special offers or promotions you want to highlight.
- **Google Business (GMB) and Social Media Logins:** Access to your Google Business account and any social media profiles to optimize your local presence and run ad campaigns.

## Here's a timeline of what to expect during the first 4-6 weeks:

### *Weeks 1-2: Website Setup and SEO Foundations*

- **Website and Platform Setup:** We'll begin by setting up or redesigning your website, ensuring it's mobile-friendly, fast, and optimized for search engines. This includes setting up contact forms and "Call Now" buttons to drive immediate customer inquiries.
- **Backlinking and Local SEO Work:** In the first two weeks, we'll establish foundational backlinks to boost your local SEO. We'll also ensure your NAP is consistent across platforms and optimize your Google My Business profile to improve your visibility in local searches.

### *Weeks 3-4: SEO, Content Creation, and Social Media Integration*

- **Local SEO Strategy:** We'll implement advanced local SEO tactics, targeting your service areas with location-specific keywords to improve your rankings in Google's map pack and local search results.
- **Content Creation:** We'll start creating content for your website and social media platforms, including blogs and service pages that highlight your expertise.
- **Social Media Setup:** Your social media accounts will be integrated with your website to ensure a cohesive online presence. We'll optimize these profiles with key business information and begin building engagement with local audiences.





# Quick Start Guide

## *Weeks 5-6: Launch and Reporting*

- **Final Website Review and Launch:** Once the website setup is complete, we'll review everything with you and launch the site. We'll also make sure all your tracking tools (like Google Analytics) are in place.
- **Initial Marketing Reports:** You'll receive your first performance reports, showing how your website is ranking and how your initial marketing campaigns are performing.

## **Custom Marketing Plan**

During this process, Lawrence Media will work with you individually to develop a custom marketing plan tailored to your specific business goals and your market. Whether you want to focus on increasing leads, improving your local search rankings, or expanding your reach through digital ads, we'll create a plan that meets your needs.

- *Co-op Marketing Management:* We'll also work with you to ensure you're fully utilizing available co-op marketing funds to extend your budget and reach.
- *Ongoing Support:* Once your website is live and campaigns are running, we will continue to provide regular updates, performance tracking, and optimizations to keep your marketing effective.

## **Ready to Get Started?**

Here's what you need to do:

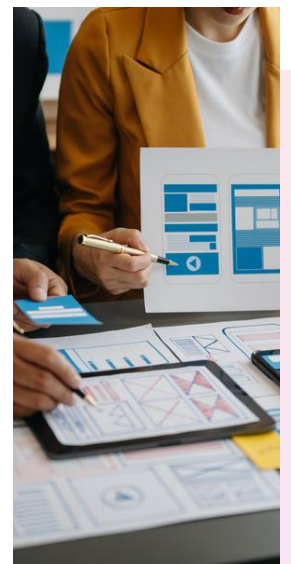
1. **Gather the Required Info:** Make sure you have your domain, hosting details, logo, and business information ready.
2. **Schedule Your Consultation:** Reach out to Lawrence Media to set up a consultation and start building your custom marketing plan.
3. **Watch Your Business Grow:** Once we launch your website and campaigns, you'll start seeing more leads and engagement from your local market.

## **Contact Lawrence Media**

- Email: [info@lawrencemediatl.com](mailto:info@lawrencemediatl.com)
- Phone: Everett Lawrence: 256-653-3005
  - Kelsey Lawrence: 256-975-2669
- Website: <https://lawrencemediagr.com>

Lawrence Media offers completely free consultations. We want to ensure we are a good fit with an HVAC company before beginning work together.

We value each of our client relationships and treat them like family!



## Email Templates for TMs- Lawrence Media Group

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### **Email 1: Initial Introduction to Lawrence Media**

**Subject:** Intro to Lawrence Media

Hi [Dealer Name],

I wanted to introduce you to Lawrence Media, a marketing partner that has been working with Shearer dealers to help grow their HVAC businesses. They specialize in marketing strategies designed specifically for HVAC companies, and I think they could make a big impact for you as well.

Lawrence Media handles everything from websites and lead generation to reviews and social media, allowing you to focus on running your business while they drive more customer inquiries.

Since you and I have worked together for a while, I wanted to personally recommend them as a great resource for taking your marketing to the next level. If you're open to it, I'd be happy to set up a quick introduction call with their team.

Let me know your thoughts.

Talk to you soon,

[Your Name]

### **Email 2: Follow up**

**Subject:** Let's Set Up a Time to Talk About Lawrence Media

Hi [Dealer Name],

I wanted to follow up and see if you're still interested in learning more about Lawrence Media. They've been working with several other Shearer dealers and have seen great results with their HVAC-focused marketing strategies.

Lawrence Media can handle everything marketing related for you, helping you generate more leads and improve your online presence. If you have a few minutes, we can set up a quick call to discuss how they can help you out.

Let me know when you're available, or you can reach out to them directly at [info@lawrencemediatl.com](mailto:info@lawrencemediatl.com) call the owner, Everett Lawrence at 256-653-3005. They will be able to quickly get you set up on online.

Talk soon!

[Your Name]