

STEPS



STAGES

1

WEBSITE & BRANDING

- 1 Professional Logo/Brand
- 2 Maintenance Plan
- 3 Refresh Plan
- 4 Landing Page
- 5 Mobile First Website
- 6 Apply for Financing
- 7 Subscription Maintenance
- 8 Live Chat System
- 9 Schematic Markup
- 10 AMP Accelerated Mobile
- 11 Wishlist/ Ecommerce System
- 12 Referral Rewards System

2

WEBSITE CONTENT

- 1 SEO Content
- 2 Website Copywriting
- 3 Blog Writing
- 4 Product Descriptions
- 5 Email Copywriting
- 6 Social Media Content
- 7 InfoGraphic Content Writing
- 8 Presentation Content Writing
- 9 Video Script Writing
- 10 Ebook Downloads
- 11 Authority Content
- 12 White Papers

3

CRM | SCHEDULING

- 1 Lead Capture Forms
- 2 Scheduling - Sales
- 3 Automation - Reminders
- 4 Contact Management
- 5 List Segment Tagging
- 6 Document Mangement
- 7 Support
- 8 Email Campaigns
- 9 Text Campaigns
- 10 Scheduling - Operations
- 11 Online Payments
- 12 Group Meetings/Webinars

4

LOCAL LISTINGS

- 1 Google Business Listing
- 2 Top 60 Local Listings
- 3 AI Alexa & Google Home
- 4 Set Up / Accuracy
- 5 Monitor/Report Reviews
- 6 Duplicate Suppressions
- 7 Dynamic Reviews
- 8 Asset Marketing
- 9 Listing Optimization
- 10 Listing Reporting
- 11 Local Review Remarketing
- 12 3rd Party Review Builder

5

REVIEWS

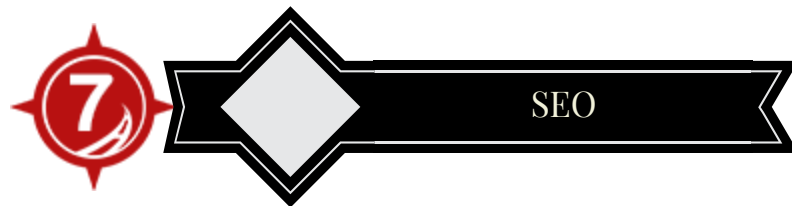
- 1 GBL Review Acquisition
- 2 Schema Reviews
- 3 Local Checkins
- 4 Mobile Review Requests
- 5 Review Web Publishing
- 6 Reviews Monitor/Report
- 7 Reviews SEO by City
- 8 Reviews SEO by Subdivision
- 9 Reviews SEO by Service
- 10 Review Graphics
- 11 Reviews Remarketing
- 12 Reviews Optimization

6

SOCIAL MEDIA

- 1 Facebook Biz Page
- 2 Professional Design
- 3 Optimized Pages
- 4 Basic Content
- 5 Custom Content
- 6 Boosting
- 7 Engagement Campaign
- 8 Lead Gen Campaigns
- 9 Twitter Auto Post
- 10 Post Blogs to G+
- 11 YouTube Content Marketing
- 12 Targeted Advertising

- | | |
|--------------------------|------------------------------------|
| 1 SEO Company Brand | 7 SEO Products |
| 2 Low Competition SEO | 8 SEO FAQ's |
| 3 Medium Competition SEO | 9 Mobile Search Queries |
| 4 High Competition SEO | 10 AI Search Queries |
| 5 SEO Services | 11 How To Phrases |
| 6 SEO Cities | 12 Job Titles Phrases |
| | |
| 1 Service City (seo) | 7 Top 5s, Top 10 Blogs |
| 2 Product Location (seo) | 8 What to Ask When Blogs |
| 3 Frequent Questions | 9 Major Brand References |
| 4 Comparison Blogs | 10 Industry News Blogs |
| 5 Case Study Blogs | 11 Tie in Current Events |
| 6 How To Blogs | 12 Story Telling/Authority Content |
| | |
| 1 Magnets | 7 Text Reminders |
| 2 General Information | 8 Weather Alerts |
| 3 Seasonal | 9 Blog Promotions |
| 4 Promotions | 10 Yard Signs |
| 5 Courtesy Reminders | 11 Mailers |
| 6 Financing/Maintenance | 12 Door Hangers |
| | |
| 1 YouTube Channel Setup | 7 Promotional Videos |
| 2 Music / Jingle | 8 Social Media Videos |
| 3 Intro / Outro Video | 9 Photo Videos |
| 4 FAQ Videos | 10 Testimonial Videos |
| 5 Branded Product Videos | 11 YouTube Video SEO |
| 6 Holiday Videos | 12 Custom Videos |
| | |
| 1 Google Ads PPC | 7 Link Building Advertising |
| 2 Google Local Services | 8 Industry Articles / Awards |
| 3 Facebook Boost/Ads | 9 Retargeting |
| 4 Instagram Advertising | 10 Radio Advertising |
| 5 YouTube Advertising | 11 TV Advertising |
| 6 Pay Per Call | 12 Billboard Advertising |
| | |
| 1 Manuals & Warranties | 7 Referral Rewards |
| 2 Maint Agreements | 8 Home Services Network |
| 3 Reminders | 9 Emergency Alerts |
| 4 Special Promotions | 10 Courtesy Notifications |
| 5 Emergency Service | 11 Preferred Network |
| 6 Savings & Tips | 12 Community Resources |



Effective HVAC Marketing Strategy

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More places

11 Google Home Services

11 Google Ads

4 Google Business

4 Local Listings

7 SEO & Blog Content

8

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ACHIEVE ACCELERATED RESULTS
12

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