

SOCIAL MEDIA HVAC MARKETING TOOLKIT



When you're trying to come up with a solid social media strategy for your HVAC business, it can be difficult to separate myth from reality. There is plenty of information out there and everyone has an opinion on what you should do and how you should do it. When you understand the reality of social media in the HVAC world, you can effectively leverage it to build brand awareness, drive traffic to your site, get new business, and learn more about your customers.

Here at All Contractor Marketing, we've put together a list of the Top 5 HVAC Social Media Myths and have debunked each and every one.

Myth: The only metric I need to worry about is my follower count

In the HVAC world, it's easy to believe that you're successful on social media if you have a large number of followers on Facebook, Instagram, and/or Twitter.

The **reality** is that although it is good to have a large follower count, it doesn't necessarily mean your social media strategy has been successful. The true measure of social media success is **engagement**. Engagement can be anything from liking, reacting, commenting on or sharing your posts. An HVAC company with a few hundred followers that are *actively engaged* is much more successful than a company that has a thousand followers with little to no engagement. Social media is more about *quality* than *quantity*.

It will take some time to learn the best way to engage your audience. Some questions you should be asking yourself are: *What are my competitors doing? What do my followers (or the followers of my competitors) respond to? What time of day is my target audience online and engaging with social media?* By asking yourself these questions, you'll learn how to start conversations with your potential and current customers online.

Myth: It's nearly impossible to figure out social media ROI.

Many of our clients are afraid that they won't be able to easily figure out the ROI on their social media efforts.

In **reality**, each social media platform offers insights for businesses. You can access analytics that provide key information on post engagement, time of day your followers are active, which images get more engagement than others, etc. By accessing this data, you can learn more about what works and what doesn't, allowing you to fine-tune your posts, photos, and hashtags.

Myth: The only way to be successful on social media is to pay for advertising.

Many of our clients worry that the only way they can build a good following, with high engagement, is to pay for advertising (or boosting their posts) on Facebook, Twitter and Instagram.

In **reality**, some businesses may find it beneficial to utilize social media advertising if they're trying to reach new customers, but

that's not the only way to drum up new business. Some alternative ways to use social media to grow your following, increase engagement and build brand awareness are:

- Using Appropriate Hashtags: Good hashtags are one of the **best** ways to put your information in front of new faces. It's 100% free, and a little research on your part will help you identify the best hashtags to use to reach new customers.
- Contests: Contests are *very* popular on Instagram and Facebook and they can increase engagement and put your content in front of potential followers/customers.
- Promote other Channels: Some of your followers may not follow you on all your social media accounts. You can easily share content from one platform to another and you may learn that some of your followers are more active on other social media channels.

Myth: You can use the exact same content/post across all social media channels.

Many businesses have a one-and-done approach to social media posts. They use the same image, text, and hashtags and then wonder why their engagement is low.

The **reality** is, the majority of your customers have accounts on Facebook, Instagram, Twitter, etc. and they won't be as engaged with your content if it is the same across all channels. In addition, different types of content typically work better on

one platform or another and there's a slightly different demographic for each as well.

We suggest that you use a unique post for each social media channel. For example, you can post a different *summertime* image on each social media channel and include the following text:

Twitter: "We're ready for summer, is your #HVAC?
#summertime #HVACmaintenance"

Facebook: "Summertime is hot and humid, but your home doesn't have to be. Book your pre-summer HVAC maintenance before our schedule fills up!"

Instagram: "Trust the local HVAC experts at [company name] to make sure your AC is ready for summer!
#summertimeingeorgia #supportlocalbusinesses
#athensgeorgiabusinesses"

Myth: Businesses should only use social media for marketing purposes.

Many of our clients initially believe that the **only** reason they need a social media presence is to market their services to current and potential customers.

In **reality**, social media is all about building relationships with current and potential customers. Businesses who solely use social media to market their goods and services are doing their business a great disservice. If a person follows your HVAC company on social media, that means they have a genuine

interest in your business and services. Your job is to nurture that relationship and add value to their social media feeds. Consider sharing these relationship-building content types:

- Educational: You're the HVAC expert. You can use social media to host an HVAC Q&A session or to share information and articles your followers might find helpful.
- Testimonials: Social media is also the perfect place to highlight testimonials from satisfied customers. This is a great way to keep your business at the top of your customer's minds and highlight some of your business' core values, all while sharing a testimonial you are proud of.
- Entertainment: Oftentimes social media feeds are bogged down with heavy topics and/or drama. Many social media visitors appreciate their feeds being broken up by something funny, interesting, or lighthearted. You may consider sharing fun photos of your team at work, a funny cartoon about the HVAC industry, or a random, *fun fact* about heating and cooling systems.

Social Media Marketing with ACM

All Contractor Marketing is here to help our HVAC clients improve their online presence through the social media channels that matter most to their customers. Contact us to learn more today!