



# HVAC

HVAC / INDUSTRY [REDACTED] / LOCATION [REDACTED] / OWNER [REDACTED]

## BUSINESS IMPACT

### 200%+ Overall Customer Growth

[REDACTED] increased their staff and service vehicles, plus is planning an office expansion to support their growth from their marketing campaign.

### \$35k Initial Revenue Boost

[REDACTED] generated \$35k in revenue from the first three jobs they booked after launching their targeted Express-News print program.

## OVERVIEW

### Business Challenge

[REDACTED] owner and proud military veteran, [REDACTED] challenge was increasing awareness of the business up to the level of his competition. He felt that if awareness was equal, his team could compete and win long-term customers based on their high quality of service. As the lesser-known regional player in San Antonio, he needed to invest wisely in a marketing campaign that delivered his powerful and unique message to the right audience at the right time.

### Campaign Strategy

The team at Express-News built [REDACTED]'s campaign assets immediately to match their ambitious goals. These assets included new creative for print & digital, website, search campaign and editorial content with [REDACTED]'s message of integrity and quality woven in. The next step was sequencing the campaign to 1) build a base level of awareness, 2) increase volume during peak seasons and 3) leverage relevant event-based advertising opportunities.

## PRODUCTS

- NEWS SITE DISPLAY
- AUDIENCE EXT. DISPLAY
- PRINT ADVERTISING
- NATIVE ADVERTISING
- SEARCH ENGINE OPTIMIZATION
- PAID SEARCH MARKETING
- WEBSITE DESIGN
- REPUTATION MANAGEMENT

# CAMPAIGN ELEMENTS

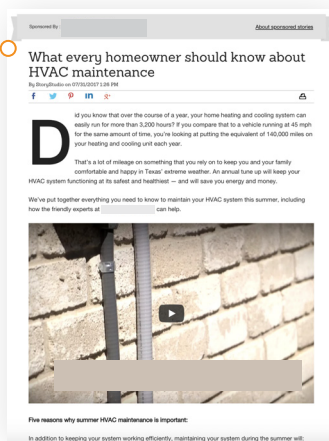
## Print Advertising

's ad campaign was featured in the Express-News JBSA's Air Show special section and magazine-quality keepsake publications, Rodeo and Fiesta. Included in the ad is a new tagline developed by Express-News that emphasizes 's commitment to quality.



## Native Advertising

Express-News featured 's story, of HVAC education for local homeowners and 's distinguished military career and business values, in an editorial style advertisement that was distributed on mySA.com and a network of targeted sites.



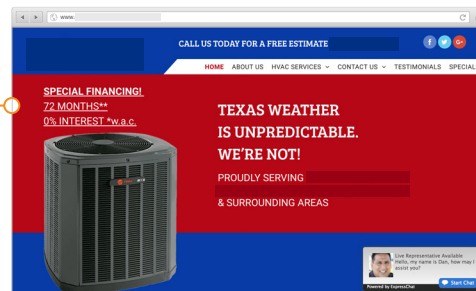
## Display Advertising

Display ads were promoted on mySA.com and an extended network of sites targeting 's ideal customers with compelling copy highlighting seasonal promotions throughout the year.



## Website Design

A professional website was built featuring 's accreditations, equipment specials, forms, live-chat and more to turn casual browsers into onsite HVAC appointments.



*"Express-News has been a game-changer for my business. They write my ads, set up my website and meet with me weekly to discuss performance. They truly care about my company as well as me personally. No doubt, they helped my business grow threefold in the last 2 years."*

[redacted] | Owner, [redacted]