

EDGE
MEDIA SOLUTION

**WE MEAN
BUSINESS**

Matthew Smith

Owner Smith Heating And Air Conditioning
Director Of HVAC Expertise Central Valley

HVAC Expertise Central Valley **2012**

Approach

- Website Marketing / Optimization
- ONE-ON-ONE Consulting
- Seasonal Mailings
- Monthly Newsletters
- Social Networking
- Events

Awareness

Educate

Engage

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Online Stats

2011 Website Stats:

| Month | Unique visitors | Number of visits | Pages | Hits | Bandwidth |
|----------|-----------------|------------------|-------|--------|-----------|
| Jan 2011 | 132 | 175 | 723 | 3,961 | 86.95 MB |
| Feb 2011 | 100 | 139 | 377 | 2,935 | 70.92 MB |
| Mar 2011 | 97 | 130 | 474 | 2,205 | 51.66 MB |
| Apr 2011 | 98 | 154 | 423 | 1,958 | 40.61 MB |
| May 2011 | 108 | 150 | 565 | 4,401 | 75.43 MB |
| Jun 2011 | 113 | 162 | 481 | 2,178 | 42.77 MB |
| Jul 2011 | 140 | 185 | 489 | 3,428 | 64.81 MB |
| Aug 2011 | 140 | 193 | 651 | 4,236 | 60.83 MB |
| Sep 2011 | 184 | 279 | 981 | 4,864 | 92.59 MB |
| Oct 2011 | 183 | 299 | 1,116 | 4,178 | 77.29 MB |
| Nov 2011 | 165 | 221 | 1,224 | 4,569 | 75.03 MB |
| Dec 2011 | 189 | 260 | 690 | 3,537 | 69.09 MB |
| Total | 1,649 | 2,347 | 8,194 | 42,450 | 807.99 MB |

Targeted Traffic:

- Stockton, CA
- Lodi, CA
- Manteca, CA
- Tracy, CA
- Modesto, CA
- Galt, CA

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Mailings

Implementation:

- Contractor Radius Monthly Marketing
- Seasonal Marketing Campaigns
- Newsletter Campaigns



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ONE-ON-ONE

Contractor Consulting:

- Weekly Strategy Meeting
- Brand Management
- Design Work
- Implementation Schedule

Available To All HVAC Central Valley Participating Contractors

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Newsletter

- HVAC Expertise Community Project
- Special Coupons
- Seasonal Home Energy Savings Tips
- Featured HVAC Expertise's Contractor
- Upcoming Events
- ETC.

YOUR HEALTH AT HOME **SPRING ALERT**

The Quality of Your Homes Air Has A Direct Effect On Your Health

According to the American Academy of Allergy, Asthma and Immunology, approximately 20% of illnesses are either caused or aggravated by air air inside the home. "Dirty" air is also a problem for your pet's health and can seriously affect your family's health and well-being.

- They perform and biologically compromised like Flu, Sinus, Allergies, Asthma, and other respiratory illnesses.
- Open and chemical vapors from painted dry surfaces, cleaning supplies, paints, oils and building fumes can cause headaches, nausea and dizziness.
- The high humidity can promote the growth of mold, bacteria and other pollutants that can aggravate allergies and asthma.
- The air humidity can cause dry skin, joint aches and increase the risk of infections and respiratory ailments.

LEARN WHICH FILTER IS BEST FOR YOUR HOME AND HEALTH

SMART SAVING

Call (209) 466-1434 or email info@smithheating-air.com with questions about our SMART SAVING Program today.

You can also visit www.smithheating-air.com for more information.

Safeguard Yourself From Airborne Pollutants Today

Call The Kisser at Smith Heating and Air Conditioning.

Like Smith Heating and Air Conditioning on Facebook. Follow J.H. Simpson Heating and Air Conditioning on Twitter.

Like Smith Heating and Air Conditioning on LinkedIn. Follow J.H. Simpson Heating and Air Conditioning on YouTube.

Like Smith Heating and Air Conditioning on Google+. Follow J.H. Simpson Heating and Air Conditioning on YouTube.

SPRING 2010 COMFORT NEWS

YOUR SPRING GUIDE TO A HEALTHIER MORE EFFICIENT HOME

2 Quick Tips To Lower Utility Bills | 3 Cool Down | 4 Tidy Backyard | 4 Manufacture and Government Prohibits

6 Quick Tips To Lower Utility Bills

WB: the start of summer and current high energy costs. Avoidance the trick to try ways to cool their homes, they comfortable and save money.

When you reduce the amount of energy used in your home, you save money on energy bills, and reduce the greenhouse gas emissions generated by burning fossil fuels in power plants.

Taking energy smart steps can help keep your air conditioning costs as low as possible this summer.

- 1) Use a higher (jeaned) thermostat setting during peak periods or when the area is unoccupied. A 75 to 80 degree setting will cut power consumption by 15%.
- 2) Don't let heat build up all day and then try to cool areas quickly. Start with water on the day and cool areas already before they are occupied.
- 3) Draw shades or window blinds to reduce solar and outdoor heat.
- 4) Regularly change or clean filters and check airflow for blockage or test on the evaporator coil.

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did you know?

The recommended energy efficient summer thermostat is 78 degrees. Set the thermostat as high as possible. For every degree that you raise your thermostat setting on your air conditioning, your energy use will be reduced by 2 to 5 percent.

J.H. SIMPSON COMPANY
(209) 466-1477
www.jhsimpsoncompany.com

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Social

- Yelp - Community Review Site
- LinkedIn - Executive Network
- Twitter - Blog Site
- Facebook - Community Site
- Associations

Why? Social Networking allow us to communicate and be involved with the community and promote the SMACNA brand to all generations.

Events

- Sponsored Local Events
- Sporting Events
- Teams
- Schools
- Community
- Trade Shows

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**WE MEAN
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In The Press

Sheet Metal Training
Featured on **News 10**



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Examples

IT'S TIME TO...
**HAVE YOUR
AIR CONDITIONING
SERVICED**

IT'S TIME TO...
**HAVE YOUR
FURNACE
SERVICED**

SMITH
HEATING AND AIR CONDITIONING, INC. SINCE 1972

We Are In Your Neighborhood

Fall 2011 Reminder

Dear Neighbor,

IT'S TIME TO...
**HAVE YOUR
AIR CONDITIONING
SYSTEM SERVICED**

SMITH
HEATING AND AIR CONDITIONING, INC. SINCE 1972

Residential
**Maintenance
Members**

Call Now To Schedule Your
Winter Maintenance

See Back For Details

**IT'S THE
LAW**

EFFECTIVE JULY 1, 2011

JH Simpson Customers
Get A Carbon Monoxide Alarm System Installed
Today By One Of Our Licensed Technicians

Systems **STARTING AT \$99.00**
*Includes The Installation
Of 1 Carbon Monoxide Alarm

**WINTER
REMINDER**

SMITH
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Details

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