

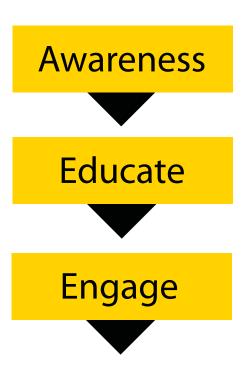


#### **Matthew Smith**

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

## Approach

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





### Website

#### **Advertising Efforts:**

- Pay-Per-Click
- Influence Engine Listing
- SEO
- Video Marketing
- Social Power Cluster
- Contractor Websites
- Print Ads / Marketing Material





### **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



# Mailings

#### Implementation:

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





## ONE-ON-ONE

#### **Contractor Consulting:**

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

**Available To All HVAC Central Valley Participating Contractors** 



### Newsletter

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







## 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



### In The Press

Sheet Metal Training Featured on **News 10** 







# Examples







