



**JUNE 18 – 19, 2019**  
**NEEP'S ASHP MARKET TRANSFORMATION WORKSHOP**



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**20 Years in HVAC industry**

**12 Years in Utility Industry**

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# MARKETING AGENDA

- Mitsubishi Electric National Marketing
- Contractor Local HVAC Marketing
- Changing Targets/How to Reach Them

# Local HVAC Marketing – Make a Plan!

- Establish an annual budget – percentage of your company's total Mitsubishi Electric sales
  - (average in HVAC industry small, between 2 & 5 %)
- Identify your Target
  - Who is your ideal customer
  - Where and how do you reach them
- Establish goals: dollars spent, leads generated, tracking effectiveness
- Create a calendar



# Local HVAC Marketing - Website

**Your website is your company. It represents your brand, your image, your message – who you are!**

- Is your website mobile optimized
- Is your website a secure site (https)
- Do all of the links on your website work
- Does your website have a review portal
- Is your website interactive (chat, contact us)
- Is your website content rich (videos, pictures, relevant testimonials)
- Do you measure website activities (GOOGLE ANALYTICS!)



**When is the last time you updated your website?**

# Local HVAC Marketing - Reviews

## Three Cost Effective Ways to Get More Reviews...

- **ASK!** Have your technicians ask your customer to write a review while they are in the home or after they leave the home. Make sure to provide the URL to whichever review site you prefer (Google – Angie’s List – Facebook – etc.)
- **ASK!** Reach out to your top 50 customers and ask for them to write a positive review on your company. Again, make sure to provide the URL to the review site.
- **ASK!** Send out a thank you letter to each installation customer 90 days after you installed their new equipment.

# Google Local Services - Future Proof Your Business

## Homeowners find Contractors

1990



2018

Google Local Services

McNamara Heating an...  
4.8 ★★★★★ · See reviews  
GOOGLE GUARANTEED  
Pearl River  
(845) 868-0263  
Open 24/7

ASE HVAC Inc.  
4.7 ★★★★★ · See reviews  
GOOGLE GUARANTEED  
New York  
(718) 504-3060  
Open 24 hours

2022

Google Assistant



Hi, how can I help?

Today 40% of adults use voice search at least once per day!  
**50% of search will be voice by 2022**

**Born  
1981 -  
2000**



**By 2020, \$1.4 Trillion in Spending Power or 30% of total retail sales**



**Born  
1965 -  
1980**

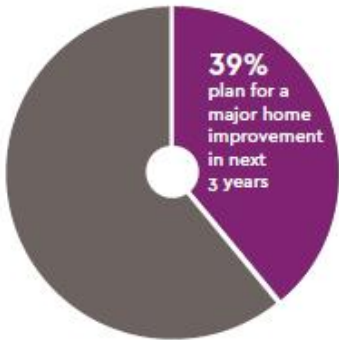


**76%  
Use  
reviews  
when  
purchasing**



**Born  
1946 -  
1965**

**\$2.3 trillion in  
spending power**

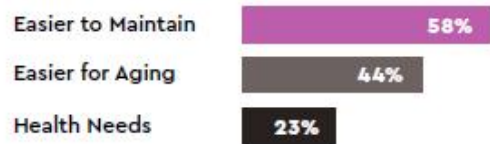


Source: MRI Doublebase 2015

#### Top Reasons for Home Improvement



#### Aging-related Reasons



**81% research products online**



**Immediate Impact Demo: Baby Boomers & Gen X**  
**Long Term Demo: Millennials and Gen Z**