JUNE 18 – 19, 2019
NEEP’S ASHP MARKET TRANSFORMATION WORKSHOP
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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?
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.
Today 40% of adults use voice search at least once per day!
50% of search will be voice by 2022
By 2020, $1.4 Trillion in Spending Power or 30% of total retail sales
Use reviews when purchasing

Born 1965 - 1980
Born 1946 - 1965

$2.3 trillion in spending power

81% research products online

Top Reasons for Home Improvement

- Make Repairs: 78%
- Increase Home Value: 78%
- Energy Efficiency: 66%
- Update Home Style: 65%

Aging-related Reasons

- Easier to Maintain: 58%
- Easier for Aging: 44%
- Health Needs: 23%

Source: MRI Doublebase 2015
Immediate Impact Demo: Baby Boomers & Gen X
Long Term Demo: Millennials and Gen Z