



**Want to Outshine Your
HVAC Competitors
on Social Media?
Take These 6 Steps.**

Want to Outshine Your HVAC Competitors on Social Media? Take These 6 Steps.

Creating an engaging social media presence that draws in new HVAC customers and sets you apart from competitors is complex. It involves juggling multiple moving parts and charting a well-thought-out plan. Social media, after all, is not a hat you can put on and take off when it suits you, and your audience will know if you're phoning it in.

Because of social media's complexity, crafting a presence online requires a genuine time commitment. Posts that serve your target customers have to be interesting, engaging, informative, entertaining, and honest. There are plenty of competitors willing to snatch leads from you, so if you want to draw people to your HVAC business via social media, you have to consistently provide real value and expertise.

That's why it's important to form a comprehensive social media strategy. Set your goals. Why are you on social media in the first place? What are you hoping to achieve: more HVAC leads, increased engagement, something else? Then let those goals guide your actions. And remember, the best social media plans are specific, so be sure to get down to the nitty-gritty.

Here are some of the most impactful steps you can take to get your social media strategy up to scratch:



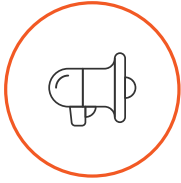
1. Research your audience personas.

If you're struggling to know where to start in improving your social impact, spend some time getting to know your audience members. Research factors like age, geographic location, income, interests, job title, etc., to determine what kind of content they prefer to see on social media. Understanding in detail who your customers are will allow you to talk to them on social media in engaging ways and share content that they'll enjoy. In turn, they'll share, comment on, and like your posts — eventually becoming brand ambassadors and loyal customers.



2. Analyze your competition.

You've probably spent a long time thinking about your competition and what differentiates you in the HVAC market. Success on social media requires the same awareness of the competitors around you. Perform a competitive analysis every six months (at least) to understand what other HVAC companies are doing on social (both what they're doing well and not so well) and whether you're missing any opportunities to get closer to your audience. For example, maybe you notice that one of your biggest competitors is popular on Instagram but doesn't post much or engage with audiences on Facebook. You may want to decide to focus on Facebook because it has an HVAC audience waiting to see more content.



3. Test your campaigns constantly.

A/B testing — sometimes called split testing or conversion optimization — is critical to guiding you toward the most successful version of your social media campaign. Don't rely on your own taste or intuition to create memorable pages. Instead, send test posts out to small samples of your user base (one half would see option A and the other would see option B) and track their impact. This will require you to change your creative, captions, punctuation, time posted, and many other variables that can affect user engagement. Evaluate which option generates the most likes, shares, conversions, etc., and then choose the option that resonates best with your audience.



4. Keep a social media calendar.

Timeliness is critical in marketing, so having a plan for when you'll post on social will garner the greatest results. Creating (and sticking to) a content calendar will help you plot regular posts, but don't be afraid to incorporate spontaneous content, too. For example, you could run a Facebook Live session that showcases how one of your providers fixes a leaky unit. A content calendar also helps you stay on top of the best posting days and times, as well as special occasions when you might need to spend extra time on your social platforms. As part of your calendar, be sure to add space to monitor and respond to user comments. You can't post it and forget it; your customers expect you to engage with them, even after normal business hours.



5. Reformat landing pages.

Your social media landing pages are your shop windows, greeting and educating potential customers about your HVAC business. Once people click through to your landing page, they expect to see the content they were promised (like, for example, more information on your services). Make sure you optimize landing pages for mobile because most people use social media on their smartphones. Too many companies stick with the first landing page they design and hope for the best; you can differentiate your social presence by tracking conversions and tweaking the formatting of your pages to better serve your audience.



6. Manage your tracking codes and retargeting pixels.

Though you may be posting engaging content regularly on social media, you have no way of knowing whether it's generating conversions unless you add tracking codes. Tracking involves adding UTM parameters (i.e., short text codes) to the URLs in your social posts to determine where traffic comes from. By following your audience down the funnel — from a Twitter post to your website to eventually a sale — you'll discover which actions make the biggest impact. As a result, you can double down on those strategies. In addition, you should do pixel-based retargeting on each of your social channels to push people down the sales funnel.

How CMG Local Solutions Can Help Simplify Your Social Media Strategy

These are just six of the numerous steps you must take to ensure your social media presence resonates with audiences and turns them into leads and (eventually) sales. Fortunately, you don't have to figure all of this out on your own. CMG Local Solutions is here for you: We can create a robust social media strategy, craft emotionally compelling ads, and get the right message in front of the right people at exactly the right time.

The result will be an increase in your brand awareness, more traffic to your website, and new leads in the pipeline to elevate your business. Take your social media presence to the next level and boost your HVAC business with the help of our trusted experts. [Contact us](#) today to learn more.