



MARKETING STARTUP GUIDE

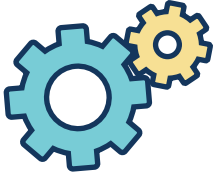
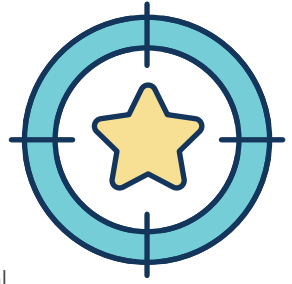
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A GUIDE TO MARKETING SUCCESS

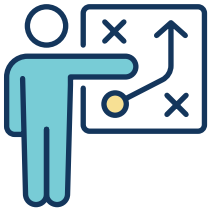
Marketing is an important component of every successful business, but there is a lot that goes into developing a complete and successful marketing strategy.

Here at Corken Steel we appreciate your partnership and loyalty. It is only through the success and growth of your business that we are able to succeed. We want every one of our business partners to achieve the level of growth they aspire to. From commercial contractors to residential service providers, this guide can assist with building a marketing strategy to lead you to success.



WE PUT THE FUN IN CO-OP FUNDS

One of the shining opportunities that we want to take full advantage of is utilizing your co-op dollars. This is FREE money from Corken Steel to you, so spend it on something and don't allow it to go to waste. Consider your co-op funds a bonus to your planned marketing budget and use these free dollars to take your business above and beyond its current state. Try something different with these dollars; take a chance, you have nothing to lose.



IDENTIFY YOUR GOALS

Before moving forward with any marketing efforts, it is important to determine what goals you are trying to accomplish. Knowing what your end goal is helps you to make smarter decisions and make better use of your marketing budget and co-op dollars. A variety of factors can affect your goals, including how long you have been in business, how much competition you have and how much you plan to spend.

INCREASE AWARENESS

Branding
Directory management
Website upgrade
Postcards
Print ads

GENERATE LEADS

Google / digital display ads
SEO
Yard signs
Swag / promotional items
Content marketing

CUSTOMER RETENTION

Newsletters / email blasts
Business cards
Social media
Door hangers
Swag / promotional items



PICK YOUR AUDIENCE

Who are you marketing to? Focus your efforts on a specific group. This might be your most active customers. It might be lapsed customers with whom you want to re-engage, or new customers within a specific zip code.

Determining common characteristics among your current customers can help you identify your ideal customer (known as a customer persona). This allows you to determine your best areas for growth and success.

THINK ABOUT YOUR CURRENT CUSTOMERS:

- ▶ Are there common traits among your best customers?
- ▶ Do you have more success in certain cities or zip codes?
- ▶ Are there cities or zip codes where you think you could find better success?
- ▶ Are most of your customers young families, older customers, landlords, businesses?
- ▶ Who are your competitors targeting? If they are well-established, maybe consider targeting a different audience.

Content sourced from the Marketing Advisor, created by the Flottman Company exclusively for Corken Steel Products.



STAND OUT

DIFFERENTIATORS

To beat out competition, determine what makes your company unique and communicate that to potential customers. Be as specific as possible. Anyone can say they have great customer service, so tell them why yours is great.

These shouldn't be things everyone offers, but aspects of your business that make you the best choice. But remember, still focus on your customers' needs first. Combine these with the pain points for effective marketing messaging.

PAIN POINTS

Identifying the problems your customers have is crucial to knowing the best way to convince them to give you their business.

- ▶ Do they need a repair done immediately?
- ▶ Have they had issues with poor service from another company in the past?
- ▶ Do they need affordable repair options?

Make sure your content demonstrates how you can solve these issues. Focus on what your customer needs, not what you offer.

SPENDING WHAT & WHERE

Once you have created your marketing plan and have an idea of what tactics will help you accomplish your goals, take a look at the marketing menu below to see the variety of items for which we provide assistance. Your marketing co-op dollars can be used on any of the items and services below. The colorcoded pricing scale gives you an idea of what you may expect to spend on each of these options.

This pricing scale is meant to help establish your budget or budget range.



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IN-HOME SALES TOOLS

Need help selling in the home? Professional-looking print pieces can help build trust with homeowners! Enhance the selling experience and close more sales.

Literature is designed in house at Corken Steel.



EQUIPMENT SELECTION GUIDE

Helps the homeowner better understand the technical terms about equipment and make the decision process less intimidating.



IAQ UPGRADE BROCHURE

Address air quality issues in your customers' home by selling upgrades like humidifiers, air cleaners, and smart thermostats.



SERVICE PLAN BROCHURE

Keep your customers' equipment warranties valid with regular scheduled tune-ups.

FORMS & INVOICES

Not everyone does digital! Put your equipment proposals and service invoices on two-part carbonless forms. We can also create a fillable PDF version so you have options.



PRESENTATION FOLDERS

Keep all of your leave-behinds organized and in one place.



BUSINESS CARDS

So they know how to reach you. Enhance with a QR code that leads to a landing page.

BRAND AWARENESS

Remind current and potential customers that you're here to help! Whether their system needs service or a tune-up, they'll know who to call.



STICKERS

Place directly on equipment or literature rack. Include your phone number, website, or a QR code.



YARD SIGNS

Let homeowners know that you've performed services in their neighborhood. Yard signs promote highly valuable word-of-mouth referrals amongst neighbors!



USEFUL PROMOTIONAL PRODUCTS

Affordable yet highly reusable items like chip clips, pens, notepads, and koozies.



MAGNETS

Occupy the refrigerator!



TRUCK WRAPS / LETTERING

Get seen! Add a big QR code to the back of your truck to capture leads at traffic stops.

TARGETED ADVERTISING



DOOR HANGERS

Have your sales team distribute door hangers to let homeowners know you're in the neighborhood, ready to service their heating & cooling system and improve their air quality.

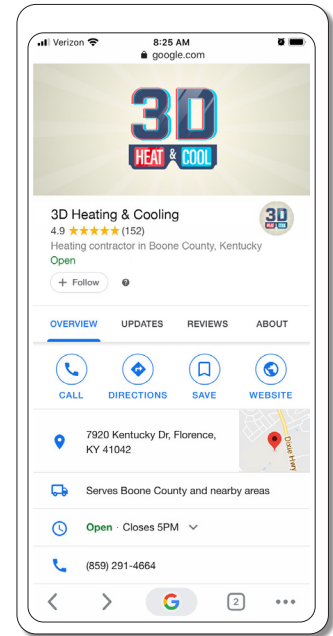


POSTCARDS

Advertise seasonal tune-ups, equipment rebates, or services that make you stand out from the crowd.

DIGITAL MARKETING: DIY

Simply existing on Google Business Profiles and Facebook can go a long way... Add in some Google Reviews and the occasional Facebook post, and you're well on your way to getting a stream of customer referrals!



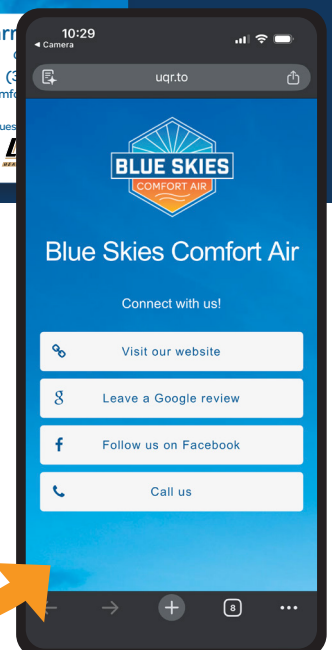

**Google
Business Profile**
 Visit google.com/business

WHAT CAN A QR CODE DO FOR YOU?

Make it easy for your customers to contact you, follow you, or leave a review. (Or all of the above!)

APPLICATIONS & FUNCTIONALITY

- ▶ Use it on business cards, stickers, yard signs, sales materials, etc.
- ▶ Acts as a virtual business card
- ▶ Social media links (Facebook, Instagram, LinkedIn, YouTube, Google Reviews)
- ▶ Your website or other specific URL



DIGITAL MARKETING: LEAVE IT TO THE EXPERTS

If you simply do not have the time to manage social media or a Google Business Page, or if you just need a website, let the professionals handle it! Partner with FusionWrx to manage your online presence. These services qualify for 50/50 co-op, just be sure to get it preapproved.

FusionWrx™

A Corken Steel preferred partner

FUSIONWRX SPECIALIZES IN...

- ▶ Website Design & Content Creation
- ▶ Directory Listings
- ▶ SEO (Search Engine Optimization)
- ▶ Google Local Services (Google Guaranteed)
- ▶ Pay-Per-Click Ads
- ▶ Social Media Content Creation and Advertising



BUSINESS LISTING OPTIMIZATION

Your customers search your business.
Are you showing up the right way?

VISIBILITY & SEO

We boost your presence across Google, Apple, Bing, Siri, and 50+ top directories, making your business easier to find. Optimized, consistent listings improve local search traffic and organic rankings. AI models often pull data from business directories and review sites, so accurate listings help both customers and AI tools find you.

ACCURACY & TRUST

We optimize business listing information (name, address, phone, and hours) which builds credibility with customers and search engines. We optimized your business listings to signal reliability and help drive more clicks, calls, and direction requests.

EFFICIENCY & ENGAGEMENT

We simplify management of multiple locations, products, images, updates, etc. from a single dashboard. We help you share posts, promotions, and updates easily, keeping your customers engaged while saving time and effort.

GOOGLE BUSINESS PROFILE MANAGEMENT

Keep your business active, accurate, and engaging.

ENGAGE CUSTOMERS WHERE THEY SEARCH

Nearly half of all Google searches are looking for local businesses, and 88% of people who search nearby visit a business within a week. By sharing posts, offers, updates, and photos directly on your Google Business Profile, we help your brand show up where people are already looking, in Maps and Search.

SAVE TIME WHILE STAYING CONSISTENT

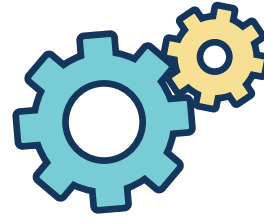
Our team manages your profile content, hours, and updates working to keep your online information accurate. With 62% of consumers avoiding businesses that show incorrect details, accuracy is very important for overall trust and visibility.

SHOW UP AT THE TOP OF LOCAL SEARCHES

When someone searches for a business like yours, Google highlights the top three nearby results first, that's where you want to be. Active, optimized profiles are far more likely to appear in that top group and get more clicks, calls, and direction requests from customers ready to act.

CO-OP REFERENCE GUIDE

Corken Steel Marketing Program members receive 50/50 co-op on qualifying marketing purchases.



TO QUALIFY FOR 50/50 CO-OP:

- ▶ Your company *must* be enrolled in our Marketing Program.
- ▶ Marketing purchases *must* pass our preapproval process prior to purchase. Vendors will not fund any purchases that do not meet their brand guidelines, and you will be responsible for 100% of that purchase.
- ▶ Marketing purchase claims must be submitted to Corken Steel within 90 days from invoice date. Your account will then be reimbursed for the qualifying amount.

Contact Jeanean Vincent for pre-approvals and questions:
jvincent@corkensteel.com | (859) 815-1253

**50/50
CO-OP**

on qualifying purchases

Claims must be submitted
90 DAYS
from invoice date.
No exceptions!

ICP CO-OP REQUIREMENTS

- ▶ All ICP logos must have the registered trademark
- ▶ Tempstar & Comfortmaker logos must have the Heating & Cooling tagline
- ▶ **If using the Tempstar blue logo, the tagline must be black.** Logo cannot be all blue. Otherwise, the logo has to be all black or all white.

TEMPSTAR®
Heating and Cooling Products

TEMPSTAR®
Heating and Cooling Products

TEMPSTAR®
Heating and Cooling Products
Quality you can feel.

Comfortmaker®
Air Conditioning & Heating

Comfortmaker®
Air Conditioning & Heating

Comfortmaker®
Air Conditioning & Heating
Comfort with Confidence.



ADVERTISING SUPPORT WEBSITES:

tempstar.hvacpartners.com

comfortmaker.hvacpartners.com

Follow the Marketing tab to all pre-approved advertising logos, photography, scripts, etc.

Request a Brand Guideline packet for guidelines on TV, Radio, Social Media, and Vehicle Wraps.

These avenues can be very complicated with what qualifies and what doesn't. To ensure full co-op coverage, get prior approval from Jeanean.