



THE LENNOX ORGANIC SOCIAL MEDIA PROGRAM

MANAGED BY STRATEGIC AMERICA AND AVAILABLE THROUGH CAP



Social media remains a crucial component to your marketing mix. From building awareness to generating leads, social media meets your audience where they are in their buyer journey.

What do you need to do to connect with your social audience to build brand awareness and drive sales?

A strong organic social strategy contains:



STRONG AND CONSISTENT CONTENT

50% of consumers follow brand social accounts to learn about new products and 48% follow to be entertained*



REAL-TIME RESPONSIVENESS

On Facebook, 56% of consumers unfollow brands due to poor customer service*

New Program Features and Core Benefits

Turnkey and Regionally Customized

Content is generated and posted automatically on your behalf at a frequency of three times per week on Facebook. Content is regionally focused and relevant to your local audience's interests.

Conversations Generate Leads[†]

Stay on top of the messages, comments and reviews on your social pages, even when you can't. Crafted professional responses, both for negative and positive interactions, will move interested customers through to sales and show external audiences your brand cares.

[†]Available as an add-on option to your Base Package.

Measured Results

Receive a performance report every quarter, tracking the successes of social media efforts on your pages.

Easy Program Billing

- Full Service Premium CAP dealers can use CAP package funds to pay for Base Package costs in full. CAP package would need to be increased to pay for any desired Package Add-Ons.
- Full Service Standard CAP dealers can increase their CAP package investment to accommodate any Social Media Program costs.
- Self Service and non-CAP dealers will be invoiced on their Lennox monthly statement for all social program costs.

Pricing

Base Package:

Service	Monthly Cost	Minimum Months Required	Recommended Months Annually
Organic Content	\$450	3 consecutive	12

- Includes ongoing organic content for Facebook.
- Full Service Premium CAP dealers can use CAP funds to pay for Base Package costs.

Optional Package Add-Ons:

Response Management	Agency responds to comments and messages on your Facebook Page within 48 hours while also escalating negative feedback to you for resolution.	\$197.25 per month
Social Page Creation or Refresh	If you don't already have a Facebook page created for your business, the agency can create a page/account for you. Or, if you have a page/account that needs a facelift, the agency can refresh it for you.	\$262.97 one-time fee per channel
Employee Recruitment Campaign	A three-month organic campaign executed on Facebook and LinkedIn, focusing on employee recruitment. Includes strategy, key performance indicators, custom content and graphics. Three months must be consecutive.	\$2,340 per 3-month campaign
Video Content	Grab followers' attention quicker with short videos! Agency creates 1-2 videos a month to share across Facebook. Video themes would range from how-to's, tips, product promos, just for fun and more. This is a great addition to the program, as video content usually performs best across all platforms.	\$98.60 per month
Instagram Start-Up	A 3-month Instagram takeover aimed to support initial growth of your page. Agency will engage with other users by commenting on posts, following others and creating conversations. Some included tactics are hashtags — strategically selected to optimize posts — and Instagram Stories to broaden reach and increase engagement.	\$591.59 per 3-month takeover
Instagram Management	Includes a separate calendar for Instagram content. Posts will be similar to Facebook but optimized and formatted for Instagram. Agency also responds to comments and messages on your Instagram page within 48 hours while escalating negative feedback to you for resolution.	\$131.47 per month

Visit LennoxDealerMarketing.com to enroll or call 800-728-0991 with questions.



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