

# THE LENNOX® SOCIAL MEDIA PROGRAM

BUILT AND MANAGED BY STRATEGIC AMERICA  
AND AVAILABLE THROUGH CAP



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Air is life. Make it perfect.™

**SA**  
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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 social strategy, containing three main ingredients:



### STRONG AND CONSISTENT CONTENT

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



### IMMERSIVE AND RELEVANT ADVERTISING

78% of marketers have either invested in social advertising or plan to do so because of the decline in organic reach and challenging Facebook algorithm\*\*



### REAL-TIME RESPONSIVENESS

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

## THE LENNOX SOCIAL MEDIA PROGRAM IS PROVEN TO BE EFFECTIVE IN INCREASING ENGAGEMENT AND PAGE GROWTH ON DEALER SOCIAL MEDIA ACCOUNTS.

Dealers who were enrolled in the program for at least **three** months in 2020 saw an average growth of 2% on their Facebook pages; however,

Dealers who were enrolled in the program for at least **six** months in 2020 saw an average increase of 80% in new fans on their Facebook pages and a 47% increase in engagement!

Sources:

\*Sprout Social Index 2019

\*\*Hootsuite 2019 Trends Survey



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## PROGRAM OVERVIEW

### Features and Core Benefits

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The Lennox Social Media Program is built for all HVAC dealers, no matter their journey in social media marketing.

#### BASE PACKAGE ENROLLMENT

##### Turnkey and Regionally Customized

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

##### Smarter Together

Ongoing organic content coupled with in-platform paid campaigns is the most effective strategy to grow your social media presence. Paid campaigns will reach new, relevant and interested audiences while organic content will keep them engaged with your brand.

##### Measuring Results

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

##### Trends and Tips Straight to Your Inbox

Join free quarterly webinars hosted by Strategic America experts and receive bimonthly emails about relevant, HVAC-related social media trends, tips and updates.

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### TAKE YOUR SOCIAL MEDIA TO THE NEXT LEVEL:

With optional add-ons, you can customize your approach to social media marketing, whether you're interested in utilizing more video, attracting qualified talent or expanding to new social channels.



#### Conversations Generate Leads

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



#### Video is King

Grab user's attention in a split second with short, engaging video. One to two videos will integrate seamlessly in each month's content calendars. Themes would range from how-to's and tips to product promos, educational industry information and trending topics.



#### Get Visual Using Instagram

As the fastest-growing social media network, Instagram requires a unique approach to effectively reach intended audiences. During a three-month takeover aimed to support the growth of your Instagram channel, tactics include engaging with similar user accounts, strategically selecting hashtags to optimize posts and broadening the account's reach using Instagram Stories.

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Visit [LennoxDealerMarketing.com](http://LennoxDealerMarketing.com) to enroll or call **800-728-0991** with questions.

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## Pricing

### Easy Program Billing

Dealers who participate in the Consumer Advertising and Promotions (CAP) program and have a Full Service package can use CAP package funds to pay for their participation in the Social Media Program. Self Service CAP dealers, as well as non-CAP dealers, can pay for the Social Media Program costs by credit card.

### BASE PACKAGE ENROLLMENT

\$340 per month includes ongoing organic content, quarterly reporting and educational webinars and emails. The costs associated with a paid campaign on Facebook/Instagram for **three** months are \$400 per month. Additional paid campaigns can be added throughout the year for an additional fee. Full Service Premium CAP dealers can use CAP funds to pay for Base Package costs.

Service	Monthly Cost	Minimum Months Required	Recommended Months Annually
Organic Content	\$340	3 consecutive	12
Paid Campaign	\$400+	3 consecutive	3+

### Optional Package Add-Ons:

Video Content	Receive 1-2 videos per month in content calendar. Videos are proven on social media to increase engagement.	\$75 per month
Instagram Startup	Agency will take over a new or current Instagram account for three months to grow the account through creative and specific tactics.	\$450 per 3-month takeover
Instagram Management	If you have an Instagram account, agency will manage it for you and publish content three times per week.	\$100 per month
Response Management	Agency responds to comments and messages on your Facebook page within 48 hours while also escalating negative feedback to you for resolution.	\$150 per month
Social Page Creation or Refresh	Agency will create new channels for you or, if your current Facebook channel needs a face lift, agency will refresh it for you.	\$200 one-time fee per channel
Employee Recruitment Campaign	A three-month paid and organic campaign executed on Facebook and LinkedIn, focusing on employee recruitment. Includes strategy, key performance indicators, custom content and graphics, and paid campaigns. Three months must be consecutive.	\$1,800 per 3-month campaign

# FAQ

## General

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**Where will my ads and posts be running?** As part of the Lennox Social Media Program, you receive a minimum of three months of advertising. These ads will run on your Facebook page, and if you opted in to any of the Instagram add-ons, will run on Instagram.

**What is organic posting on social media and why is it important?** Organic social media refers to social media efforts with no monetary addition (not advertising). Organic efforts are important for brand awareness and developing a loyal following on social media. When thinking about the customer journey and how someone might get started with your brand, most often consumers start on social media. It's crucial to have strong social media content and presence on your channels to give your customers the right impression about your business before they continue working with you.

**What is paid advertising on social media and why is it important?** Paid advertising on social media means setting a dedicated budget to serve content to specific audiences. Social advertising ensures you are able to speak to your intended audience. Targeting can be very finite to be able to successfully reach the people you want.

**Why does a paid and organic strategy work best together?** Your paid strategy brings in new, relevant audiences while your organic strategy works to develop brand loyalty with this audience through conversation and content.

**Can I use CAP funds for the Lennox Social Media Program?** Yes!

- 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 can pay for all social program costs by credit card.

## Video Content

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**Why video?** 72% of customers prefer learning about a product or service through video. Video consumption through mobile devices rises by 100% every year and viewers retain 95% of a message when they watch it through video. It's the most consumed content type online and on social media, making it crucial to integrate into a successful social media strategy.

**Are these videos customized for my brand?** These videos will not be customized specifically to your brand; however, they will cover relevant topics important to your brand and your audience such as how-to's, product and promotional content, educational and informational content, and trending topics.

**Can I cancel this add-on at any point?** Yes, you can cancel this add-on anytime and your monthly content calendar would reflect no videos.

**What will these videos look like?** Videos will be short in order to capture your audience's attention and keep it (anywhere from :15 to :60 seconds). Videos will have high-quality visuals related to your industry as well as on-screen copy and music.

## Instagram Startup

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### **I already have an Instagram, does that matter?**

Not at all! An account will be created for your business upon enrollment, but if you already have one, work will be started immediately to begin growing your current channel.

### **What does "taking over my account" mean**

**exactly?** Strategic America will personally manage your Instagram account day-to-day beyond just posting content. This means incorporating hashtags for search purposes, engaging with other accounts to develop a loyal audience, following others, creating Instagram Stories and more effective tactics known to grow Instagram accounts. This is the most intimate and efficient method to making sure your account receives a solid boost to continue growth and reach new audiences.

**Why three months?** Much like any social media effort, growth takes time. Three months is optimal for Strategic America to be able to consistently bring new followers to your account and develop a frequent posting schedule.

## Instagram Management

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### **How is this different from managing Facebook as part of the base program?**

While owned by Facebook, Instagram is still a very different channel that requires a unique approach. Instagram is growing very fast among other social networks and is prone to more updates than others. With the management add-on, Strategic America can make sure your monthly content is appropriately formatted and created for Instagram, and include hashtags and a more easygoing tone in the verbiage used in posts.

### **Do I need to sign up for this with the Instagram**

**Startup?** No! If you want to sign up for the Instagram Startup, Strategic America will manage your account for you for the three-month period and then hand it back over to you. If you want Strategic America to continue managing your account after the three-months, you will need to sign up for this add-on.

## Response Management

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### **What does response management mean?**

Response management is the process of crafting professional responses to both negative and positive direct messages, comments and reviews on your social media platform.

**How will you manage these conversations?** Our SA team uses our publishing and engagement platform, Falcon, which aggregates all interactions into one feed for easy responding.

**How often do you respond?** We respond to everything within 48-72 hours. During the week, conversations are managed every day.

**What do you say to people who are upset?** We utilize public relations best practices in responding to upset customers. First, we apologize about the misunderstanding or inconvenience, careful not to admit any wrongdoing for liability purposes. Then, we establish interest in resolution and ask the individual if they are willing to take the conversation offline (away from public view) to messages so we can receive their contact information. If contact information is received, this will be passed on to the dealer through their advisor for resolution.

**Why do you respond to positive interactions?** If a customer has taken the time to share a positive experience about a business, it's responsible and respectful to thank them. This promotes a positive reputation for the business that other customers see when they visit your social media pages.

**Why is this important?** 56% of consumers unfollow brands due to poor customer service and 90% of social media users try to reach out to brands or retailers. Being responsive is crucial to maintaining a positive reputation, which directly correlates with business and sales. The more positive consumers feel about your brand, the more they develop trust and loyalty to your brand.

## Social Page Creation Or Refresh

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**Do I need a social media page to enroll in the social media program?** No! If you want to enroll in the social media program and don't currently have a Facebook page, you simply need to also purchase the social page creation add-on.

**Why would I take advantage of a refresh?**

Facebook makes updates to page formats several times per year. There is a chance you may have outdated information or unhelpful information somewhere in your profile that could have been added when the page was first created. With the refresh add-on, the SA team will clean up all the information on the page's profile and update profile and header imagery.

**What all is included in a page refresh?** With the refresh add-on, the SA team will clean up all the information on the page's profile (including about us, contact information, page story, hours, etc.) as well as update profile and header imagery.

**Do you offer page creation for other social media networks, like Twitter or LinkedIn?** Currently, the social media program does not cover page creation for Twitter or LinkedIn.

**Do I need to provide any information for page creation or the refresh?** Yes. When enrolling with this add-on, you will be prompted to submit some information as well as an updated logo for your business. Your advisor will work with you on any other specific information needed.

## Employee Recruitment Campaign

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**What is the purpose of this add-on?** Many dealers are looking for qualified talent to help grow their business. If this sounds like you, considering the recruitment campaign might be a good idea. This campaign will help promote open positions but also show the value of a career in the trade and portray a positive reputation for your company.

**What's all included?** The recruitment campaign is three months long, incorporating both paid and organic efforts on Facebook. For organic efforts, posts will be generated twice per week. Key performance indicators will be set before the campaign begins and agreed upon by the dealer and SA. Paid efforts will include traffic campaigns or boosted posts on Facebook.

**Why is it required for three months?** In any marketing venture, it takes time for your message to stick. Three months is the optimal time from both a paid and organic perspective to generate qualified applicants for open positions but also build positive brand awareness. Spanning the campaign over three months also allows the frequency of posting to remain at twice per week, which will complement other ongoing posts while not overwhelming your audience.

**Is this a solution to fill jobs I currently have open?** Absolutely! If you have an open position, we will incorporate promotion for that position into the three-month content. On Facebook, there's an option to set up the jobs feature, which will filter applications right to the business's Facebook page. Users can also be directed to job applications living on your current website or elsewhere.