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Changing the
Dynamics
of **HVAC**
Marketing

MTA360

Jack Nagy,
President

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MTA360

Changing the Dynamics of HVAC Marketing

The prevalence of online advertising and the proliferation of digital channels have undoubtedly made modern-day marketing complicated, data-driven, and multi-layered. From social media, affiliate marketing to SEO, content marketing, and many more, brands today have a multitude of ways to reach consumers. However, this paradigm shift into the digital world presents a unique challenge—one that no company can ignore.

21st-century consumers prefer to be reached on the platform they desire. Meaning, brands can opt to invest marketing capital on one single channel and expect positive outcomes as it's clearly not a feasible or effective strategy. They need to invest and master most—if not all—channels of online marketing. And in a rat-race to dominate the online world, brands often find themselves stuck in an endless maze, where every turn introduces a new set of challenges with no guarantee of success. They struggle to rightly navigate the digital realm as well as establish a strong digital foothold, which must ideally help them understand, acquire, and retain their target audience.

While the challenges are similar across different verticals, players in the home improvement field—

especially the HVAC sector—are probably the ones requiring immediate attention. At present, this area of business is growing at scale due to new entrants and business opportunities alongside technological advancements enabling smarter and efficient means for heating and cooling. In fact, reports project that this market will reach \$208.6 million by 2024 at a CAGR of 2.6 percent. Needless to say, such exponential growth will lead to a more competitive market. This makes it essential for businesses to revamp their marketing strategies instead of relying on brand loyalty, which most players have thrived on for decades. Also, consumer behavior is changing rapidly. They are constantly seeking more product choices and personalization at an economical price point. So the ones who have such offerings in place need to their SEO techniques, build user-friendly websites, and master the art of content marketing.

Enter MTA360.

This full-service marketing, advertising, and training agency is dedicated to assisting businesses to reach their highest potential by combining marketing campaigns and strategies with business-specific tailored sales training.



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“Leveraging our extensive digital expertise, we have created a technology to provide better visibility and understanding of search engines to obtain desired



MTA stands for marketing, training, and advertising. In addition to providing service and initiating a digital campaign, we offer training.

outcomes. Our turn-key solutions are all designed with the goal of generating leads,” says Jack Nagy, President of MTA360. “Over the years, our result-oriented marketing services have proven to be beneficial for every sector. Yet, our core focus has been on the U.S. HVAC sector”

A Comprehensive Approach to Client Servicing

Having years of experience in the HVAC industry, the experts at MTA360 understand that a nicely-designed website is a key to success for any business. As a result, the company builds responsive, SEO-ready websites for clients and, more importantly, ensures that the sites rank properly in the world’s top search engines—Google, Bing, or Yahoo.

“Unlike most of our competitors who use stock content or downloaded commercial themes, we believe in building everything from the scratch. Perhaps this is the reason behind our websites being more aesthetically pleasing and promises higher lead generation rates,” prides Nagy.

Clients can also discuss the features and functionalities that they would like to integrate within the website with



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MTA360’s sales and SEO teams. “We do not provide a driverless car that is solely dependent on technology. Nothing can be more innovative than the human mind! Our solutions integrate the creativity of human mind with cutting-edge technology to drive better outcomes for our clients,” Nagy prides. “And our efforts are always focused towards empowering that mind and fostering a sense of creativity. So, we provide our SEO analysts with the ability to constantly innovate or modify their existing content through the WordPress Administrator portal.”

That’s not all. Creating websites is just a drop in the MTA360’s deep blue ocean.

The company’s seasoned SEO Analyst’s focus on utilizing well-researched strategies to drive traffic. They keep abreast of the changing search engine algorithms and industry trends—enabling them to ensure the relevancy of the clients’ websites. “For every marketing strategy, having the proper insights is an imperative,” says Nagy. “That’s why we provide businesses with a live dashboard with 24/7 availability to help our clients understand the impact SEO efforts, including organic rankings, GMB calls, amount of traffic generated and lead generation from SEO, and a variety of useful performance metrics.”

Interestingly, MTA360 never relies on third-party SEO solutions during the entire process. They have actually gone about building a proprietary technology to fulfill this requirement. This AI-driven tool is also able to understand code and title tags—making the tedious task of performing high level SEO as seamless as can be. What’s more? MTA360’s services are entirely customizable. “You decide the budget and let us take it from there. From web designing to ensuring lead generation—our holistic



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approach towards marketing and client servicing combined with our expertise in this field promise incredible marketing outcomes. We also create natural backlinks that are especially valuable for SEO because they represent a "vote of confidence" from one website to another encouraging search engines to show our clients’ websites high in the rankings,” Nagy adds.

Surprisingly, these aspects are still not all of the ones that help MTA360 dominate this niche segment. What differentiates this battle-hardened veteran is its relentless commitment to client success.” MTA360 stands for marketing, training, and advertising. So, instead of just providing service and initiating an ad campaign for clients, we can train them as to what needs to be done to take their business forward,” says Nagy.

MTA360 has a proven track record in offering the HVAC industry’s dealer network comprehensive training strategies and tactics to help them achieve profitability goals. By equipping clients with robust training materials designed from current research and best practices, the company helps clients stay on par with the ever-evolving industry standards and assists them in streamlining the sales process—making MTA360’s services end-to-end by most counts.

Exemplary Instances of Client Success

To elaborate on the value MTA360 brings, Nagy highlights the story of their engagement with Badger Bob’s Services—a provider of HVAC and plumbing services. For over three years, MTA360 has helped the client achieve ranking on the first page and Google My Business purely based on organic growth via SEO and backlink creation. Consequently, Badger Bob’s Services could expand its business, acquire an electrical company, and open a new showroom due to increased sales.

Today, they are generating leads under \$10 per lead and have received over ten thousand in a year.

In another instance, the company reduced the cost per lead to a single digit and drove organic website traffic for All Temp, an HVAC dealer in the Northwest suburbs of Chicago. This ultimately helped the client grow their business while reducing their annual spend on advertising.

These instances of success always motivate MTA360 to continually enhance its technology and incorporate the latest technologies such as AI and ML into websites to help clients stay ahead of the curve. These advanced capabilities would automatically make changes to the website that are appealing to search engines. MTA360’s experts come from an HVAC background and are well aware of all the terminologies of the space. This enables them to easily communicate with the clients and understand their particular business requirements and then customize the offerings accordingly. The company understands the significance of thoroughly analyzing the needs and habits of consumers for generating leads for businesses and therefore believes in continually evolving and staying on top of market requirements.

In fact, given the increasing demand for user-friendly products and intuitive user interfaces, MTA360 is in the process of designing its brand new website to expand their clientele. Customers can expect to see this revamped iteration in the months to come. Subsequently, The company is bringing new people onboard to support its expansion and bring innovative ideas to build better solutions. “We acknowledge the urgency of ranking on Google My Business or Google Map. This is precisely why we invest the extra time and effort to make that happen. Our ultimate goal is to keep our client’s phone ring. They grow, we grow; it’s a win-win situation for everyone involved,” concludes Nagy. **MT**