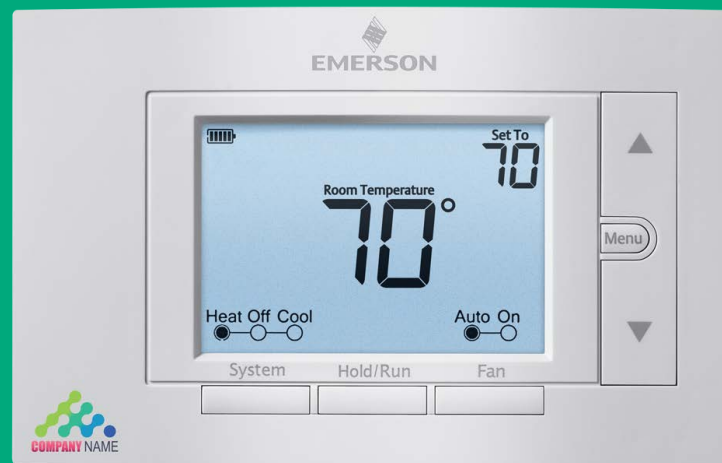


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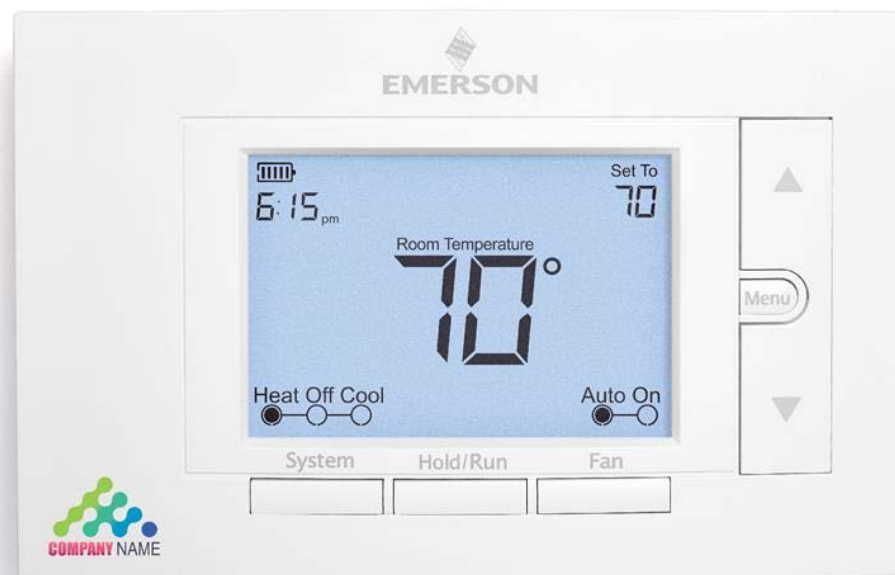
reasons contractors should
brand their thermostats



COMPANY NAME

We see the effect of branding in our daily lives. You can probably picture a CocaCola label or the Nike swoosh in your mind with ease. These companies understand the power that branding has on purchase decisions. Too many contractors think that these same principles don't apply to them — and this can end up being a costly mistake.

The importance of branding



It shouldn't be a surprise that companies with strong and consistent branding see up to a 23% increase¹ in revenue since the goal of branding is to make your company the first company someone thinks of in that industry. Branding ensures that a company is memorable by embedding themselves in the customer's minds.

1. Forbes.com

01

Branding makes your company unforgettable



The brands that are most successful even end up becoming our go-to word for all products in that category. Kleenex is a great example of this since we ask people to hand us a Kleenex or go to the store to pick up Kleenex even if we're using a generic facial tissue.

This concept works for contractors too. By creating clear, consistent, and easy-to-recognize branding, potential customers will be more likely to call your company first when HVAC needs come up, especially if your company logo is the first thing they see every time they adjust the thermostat.

This is no joke! 72% of marketers² say branded content is more effective than advertising in a magazine. Effective branding has a long term effect on potential customers. When potential customers start to recognize your brand, they start to build familiarity and trust, even if they have never hired your HVAC company before. Especially in the services industry where customers typically only search when they need that service, having consistent branding means they're more likely to pick your company out of a list of hundreds of other HVAC companies if they remember the name.

02

Branding can be more effective than advertising dollars



03

Branding helps customers know what to expect from your company



Think of a big brand like CocaCola who owns tons of other beverage products. When there's a new drink on the market, CocaCola leverages its brand power to market it as part of the CocaCola family or line of products. Why? It's because you already know and trust CocaCola, so you know you can expect something good from the new drink too.

This is the same idea behind contractor branding. 60% of American millennials³ expect consistent experiences when engaging with brands. Potential customers will feel like they can expect a consistent experience with your company simply by familiarizing them with your brand on t-shirts, work vans, thermostats, and more.



77% ⁴ of B2B marketing leaders say branding is critical to growth because it is. Building up a level of trust and familiarity means that customers will be more likely to choose your company over others. Creating a memorable brand also means that you won't have to fight to the top of the search results every time. As long as potential customers remember your brand, your chances of getting that call have already improved.

04

Branding is critical to growth



05

Branding influences customer affinity

We really are creatures of habit. Generally, humans tend to avoid the unknown. There is a built-in fear in us of things we don't know. This is where branding plays a powerful psychological role.

Focusing on the customer experience as part of your brand strategy means that you will start to see:

- Increased brand loyalty
- Increased profitability in the long-run
- Insight into customer behavior
- Increased brand trust
- Increased customer satisfaction ratings

If those all sound like great goals, it's time to stop ignoring branding.

06

Branding visuals are easier to remember than company names



Humans are visual creatures and we remember colors and images much more vividly than the words associated with them. The chances of a customer remembering your company from a line up of other HVAC service providers increase significantly with branded companies. 90% of purchases⁴ are influenced by visual factors like the color, so it's definitely not something to take lightly.

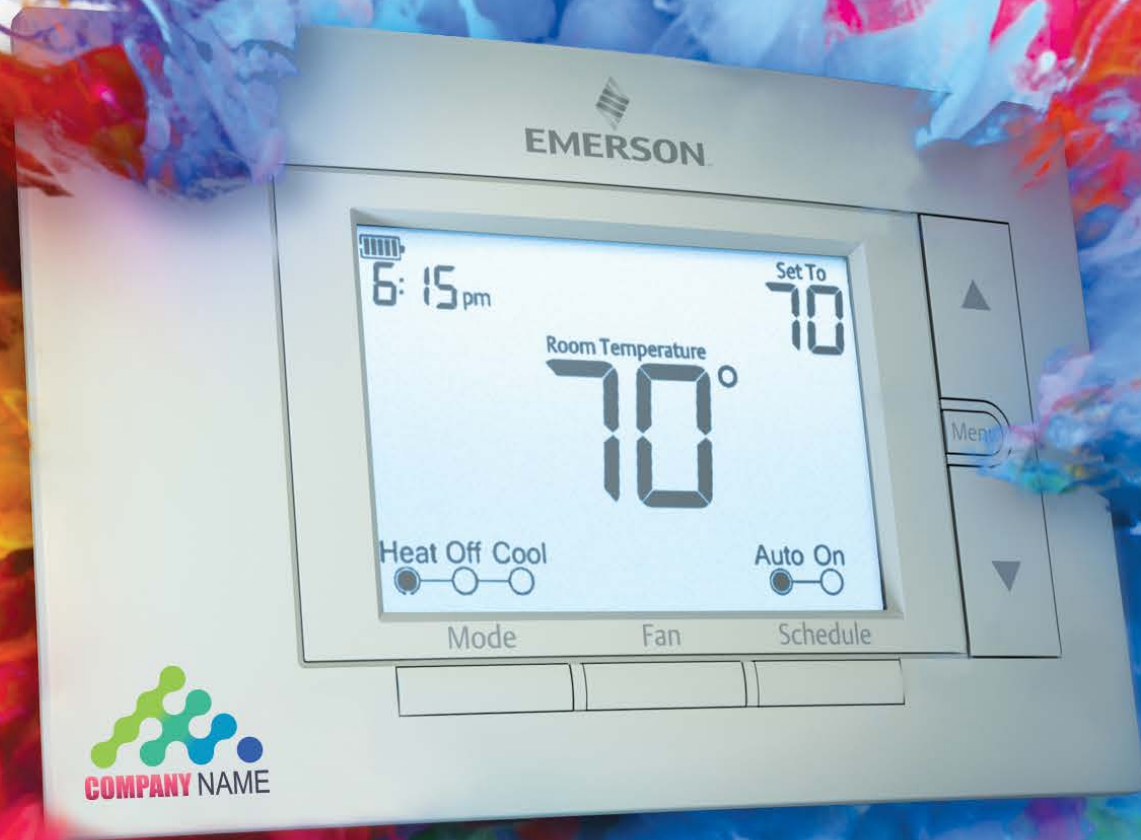
Of course, branding is more than pretty colors. If you're serious about branding your company, working with a branding specialist will help ensure you see a return on your investment.

Take action

The misconception with branding is that it's only for big companies and that it's costly, but that is simply not true. Effective branding doesn't need a big ad campaign, just consistency. When doing an audit of the current branding, make sure the logo, company name, and company colors are consistent everywhere. If employees are wearing shirts in old colors or with an old logo, those need to be retired immediately. It will cause a confusing experience for the customer if they see your brand online one way, but the person who shows up is representing it differently.

Another key piece to review is where the branding is visible. Is your proper logo and company colors on everything you do? This means not just work shirts and vans but also invoices, email signatures, and definitely on the thermostat itself. You can find options for branded thermostats through our Contractor Branding program. As you can see we take branding as seriously as we do the quality of our products because we know it's an added benefit for you.

We cannot stress the importance of branding enough, but branding does not have to be difficult, costly, or complicated. At the very minimum, having a consistent logo on everything a customer interacts with is a step above the rest.



Your logo in sight,
right when your customers
need it.

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