

TURN KEY SOCIAL MEDIA

Benefits for ProTeam™ and ComforTeam™

Is Facebook part of your marketing plan?

It should be.



75% of Facebook users visit daily³⁶

Facebook is where the customers are. It's where they receive and give recommendations from friends and interact with local businesses.

When you enroll in our Turnkey Social Media program you'll get 12 professionally designed, easy to digest posts per month created by our social media partner Woodhouse. These posts will include information about your services, your business, and the industry topics customers often have questions about like air quality, service agreements, and the latest equipment.



**WANT YOUR SOCIAL MEDIA
CONTENT TO LOOK LIKE THIS?**

Search for woodhousehvac on Facebook
or scan QR code to see more examples.

TURN KEY SOCIAL MEDIA

Dealers have seen huge differences in just their first year.

88%

increase in engagement³⁷

120%

increase in post clicks³⁷

115%

boost in messages/leads³⁷

The process is simple. Once you provide the Woodhouse team with limited admin access to your account³⁸ they will:

Design or refresh your Facebook page

+

Create 12 engaging posts per month for you

+

Monitor & engage followers and commentors

Important messages such as appointment requests or account-related questions will be escalated to you by the Woodhouse team.

Turnkey social media is included with ComforTeam® and ProTeam™ enrollment, or it can be purchased for just

\$126 a month

as an à la carte program.

Learn more and enroll at www.ArmstrongDealerSocial.com

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36 SOURCE Pew Research Center April 2019

37 SOURCE Woodhouse Agency

38 For dealers who opt NOT to provide admin access, Turnkey will email content which can be manually posted if/when the dealer chooses.