

Flo-Rite Mechanical

HVAC / INDUSTRY

San Antonio, TX / LOCATION

Frank Flores / OWNER

BUSINESS IMPACT

200%+ Overall Customer Growth

Flo-Rite increased their staff and service vehicles, plus is planning an office expansion to support their growth from their marketing campaign.

\$35k Initial Revenue Boost

Flo-Rite generated \$35k in revenue from the first three jobs they booked after launching their targeted Express-News print program.

OVERVIEW

Business Challenge

Flo-Rite owner and proud military veteran Frank Flores' challenge was increasing awareness of the business up to the level of his competition. He felt that if awareness was equal, his team could compete and win long-term customers based on their high quality of service. As the lesser-known regional player in San Antonio, he needed to invest wisely in a marketing campaign that delivered his powerful and unique message to the right audience at the right time.

Campaign Strategy

The team at Express-News built Flo-Rite's campaign assets immediately to match their ambitious goals. These assets included new creative for print & digital, website, search campaign and editorial content with Flo-Rite's message of integrity and quality woven in. The next step was sequencing the campaign to 1) build a base level of awareness, 2) increase volume during peak seasons and 3) leverage relevant event-based advertising opportunities.

PRODUCTS

NEWS SITE
DISPLAYAUDIENCE EXT.
DISPLAYPRINT
ADVERTISINGNATIVE
ADVERTISINGSEARCH ENGINE
OPTIMIZATIONPAID SEARCH
MARKETINGWEBSITE
DESIGNREPUTATION
MANAGEMENT

CAMPAIGN ELEMENTS

Print Advertising

Flo-Rite's ad campaign was featured in the Express-News JBSA's Air Show special section and magazine-quality keepsake publications, Rodeo and Fiesta. Included in the ad is a new tagline developed by Express-News that emphasizes Flo-Rite's commitment to quality.

THE LAST A/C GUYS YOU'LL EVER NEED

SERVICE: "We pride ourselves in quality customer service. We won't take advantage of you like many other companies. We're here to educate you and build a life-long relationship."

INTEGRITY: "As a veteran-owned company, we follow strong moral principles and values which we won't compromise. You'll notice that we truly want what's best for you as soon as we set foot in your home."

EXCELLENCE: "We provide you what other companies simply can't: excellence. We use 100% American-made parts installed by our expertly-trained technicians. Quality parts, superior service, overall excellence."

Choose Flo-Rite for your next and last HVAC company
210-469-8500

FLO-RITE MECHANICAL, LLC
License #: TACLA65320E
www.acrepairsatx.com

Native Advertising

Express-News featured Flo-Rite's story of HVAC education for local homeowners and Frank's distinguished military career and business values in an editorial style advertisement that was distributed on mySA.com and a network of targeted sites.

Sponsored by **FLO-RITE** About sponsored stories

What every homeowner should know about HVAC maintenance
by @flo-rite-mechanical on 04/16

Did you know that over the course of a year, your home heating and cooling system can easily run for more than 3,000 hours? If you compare that to a vehicle running at 45 mph for the same amount of time, you're looking at putting the equivalent of 140,000 miles on your heating and cooling unit each year.

That's a lot of mileage on something that you rely on to keep you and your family comfortable and happy in Texas' extreme weather. An annual tune up will keep your HVAC system functioning at its safest and healthiest – and will save you energy and money.

We've put together everything you need to know to maintain your HVAC system this summer, including how the handy experts at Flo-Rite Mechanical can help.

FLO-RITE MECHANICAL, LLC 210-301-1173
flo-rite-mechanical.com

Five reasons why summer HVAC maintenance is important:

In addition to keeping your system working efficiently, maintaining your system during the summer will:

Display Advertising

Display ads were promoted on mySA.com and an extended network of sites targeting Flo-Rite's ideal customers with compelling copy highlighting seasonal promotions throughout the year.

FLO-RITE AND CHILL

FREE ESTIMATES

COMPLETE AC REPLACEMENT FROM \$3997

FLO-RITE MECHANICAL, LLC
If it ain't Flo-Rite, it ain't done right
210-469-7600
LICENSE #: TACLA65320E
U.S. VETERAN

Website Design

A professional website was built featuring Flo-Rite's accreditations, equipment specials, forms, live-chat and more to turn casual browsers into onsite HVAC appointments.

CALL US TODAY FOR A FREE ESTIMATE (210) 301-1173

FLO-RITE MECHANICAL

HOME ABOUT US HVAC SERVICES CONTACT US TESTIMONIALS SPECIALS

SPECIAL FINANCING!
72 MONTHS**
0% INTEREST** w.a.c.

TEXAS WEATHER IS UNPREDICTABLE. WE'RE NOT!

PROUDLY SERVING SAN ANTONIO, HELOTES, SCHERTZ, BOERNE, BULVERDE & SURROUNDING AREAS

Live Representative Available
Press the icon to chat, text, or call
855.911.2627

Powered by Trustline



"Express-News has been a game-changer for my business. They write my ads, set up my website and meet with me weekly to discuss performance. They truly care about my company as well as me personally. No doubt, they helped my business grow threefold in the last 2 years."

FRANK FLORES | Owner