

Case Study / Heating & Cooling

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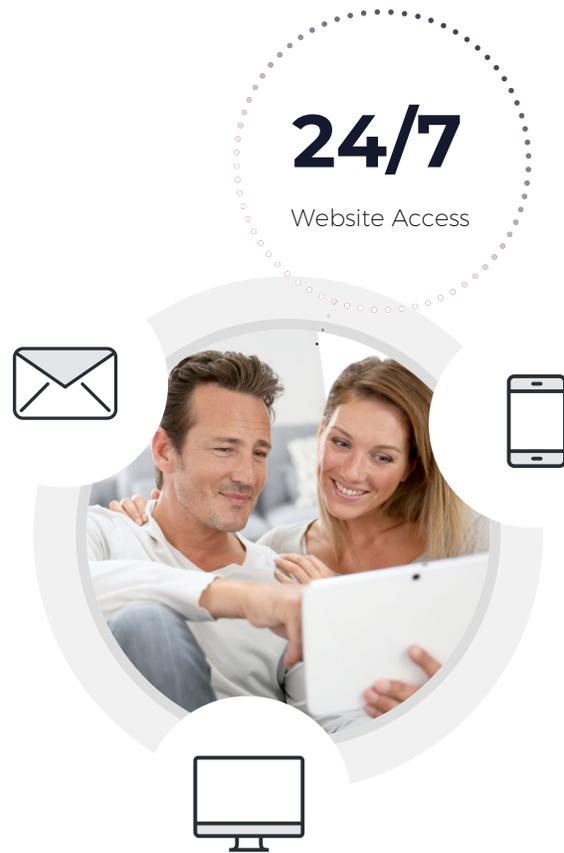
Challenge

Client is a manufacture that provides homeowners with air conditioners and heat pumps featuring the latest innovations and technologies, ensuring optimal home comfort. They offer units for both residential and commercial businesses.

The client offers rebate dollars to their contractors and wanted to find a better way for them to spend that money to grow their businesses as well as the client's. The contractors and sales force were asking for a direct marketing program that would promote the ductless units.

Solution

Proforma Graphic Services created a custom commerce site for contractors to access through the manufacturer's toolbox. Contractors can enter in demographics to get a targeted mailing list, personalize postcard templates, add a call to action and their contact information. It's all turnkey in one system and we create the mailing list, print the cards and mail them and at checkout the contractor's available co-op dollars are applied to their order.



Success

The site is great for contractors because they can access the site any day at any time. It works within the confines of their schedules. With minimal effort to market themselves using co-op dollars they can generate more calls for business. They control the when, where and what! Recently one contractor received three calls in one day and converted all of them into sales.

Another contractor stated: *"Our experience working with Proforma was easy and effortless. We selected our favorite postcard design, added a few personal touches, narrowed down our geo-target, and they took it from there. We received many new leads from the campaign and were very pleased with the results!"*

Not only can Proforma Graphic Services help with print, we are also promotional marketing firm. We can tie your print and promotional needs together! Contact Marlena Woodtke at Marlena.woodtke@proforma.com for more information.