

SA strategic america®

LENNOX
COMMERCIAL SOLUTIONS



Exclusive Marketing Solutions for Lennox Commercial Contractors

OFFERED BY STRATEGIC AMERICA





Your Goals. Our Expertise. Driving Success Together.

Strategic America is honored to support Lennox Commercial contractors with a suite of professional marketing and creative services designed specifically for the commercial HVAC space.

Why Choose Strategic America?

With more than four decades of experience supporting Lennox Residential dealers, Strategic America brings a deep understanding of what drives results. Now, we're extending that knowledge to Lennox Commercial contractors — offering full-service marketing support built around the unique needs of commercial businesses.

A Trusted Marketing Partner for:



Let's Move Your Business Forward

Whether you're aiming to enhance your brand image, communicate more effectively, or build a more polished marketing foundation, Strategic America is ready to partner with you. We'll learn about your business, recommend the services that align with your goals, and provide the creative and strategic guidance to help you make a greater impact in the commercial space.

Inside, you'll find an overview of the services Strategic America offers. See something that fits your needs? Let's connect and get started!

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WEB SERVICES TO STRENGTHEN YOUR DIGITAL PRESENCE

In today's competitive market, your digital footprint matters more than ever. Strategic America offers tailored web services to help Lennox Commercial contractors improve visibility, credibility, and customer engagement across key online platforms. Whether you're looking to upgrade your website, boost your local search performance, or better manage online reviews, we're here to help.

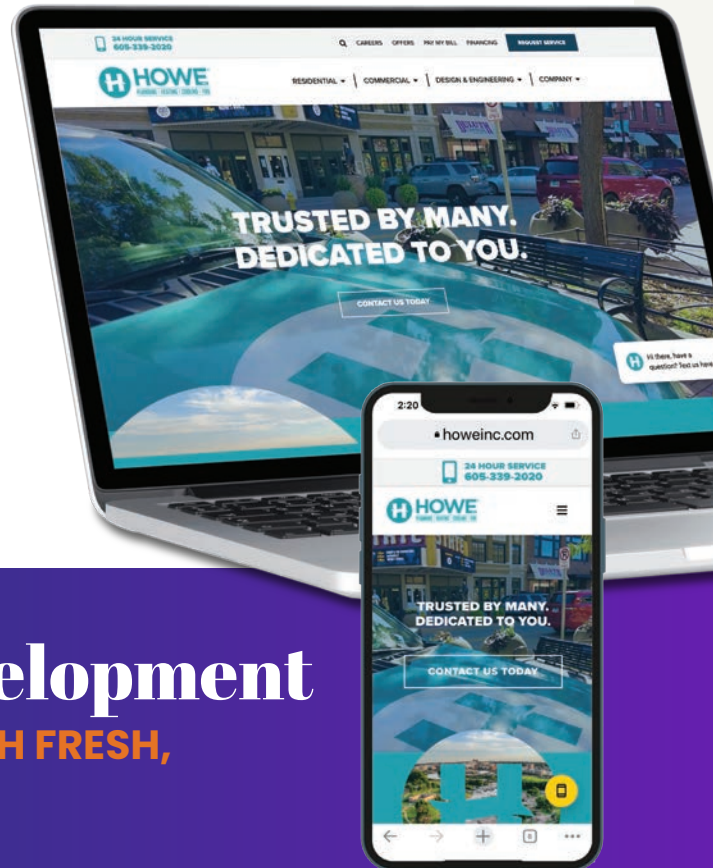


Website Audit & Recommendations

UNCOVER OPPORTUNITIES. TAKE ACTION WITH CONFIDENCE.

We'll perform a comprehensive audit of your website, evaluating key areas including SEO, content, and design. You'll receive a detailed report with clear, actionable recommendations and a 45-minute review call to walk through the findings and answer any questions.

- Report delivered within 4 weeks of request
- **Investment: \$1,250**
Optional implementation available at \$165/hour



Website Content Development

BUILD TRUST AND IMPROVE SEO WITH FRESH, RELEVANT CONTENT.

Project Gallery Pages

Showcase your expertise with 4 custom Project Gallery pages developed over 12 months.

- Includes writing and proofreading
- **Investment: \$2,000**

Blog Articles

Engage visitors and improve SEO with 3 professionally written blog posts over 12 months.

- Choose from curated topics or provide your own
- Includes keyword research, writing, and proofreading
- **Investment: \$2,000**
Optional add-on: Posting pages to your website

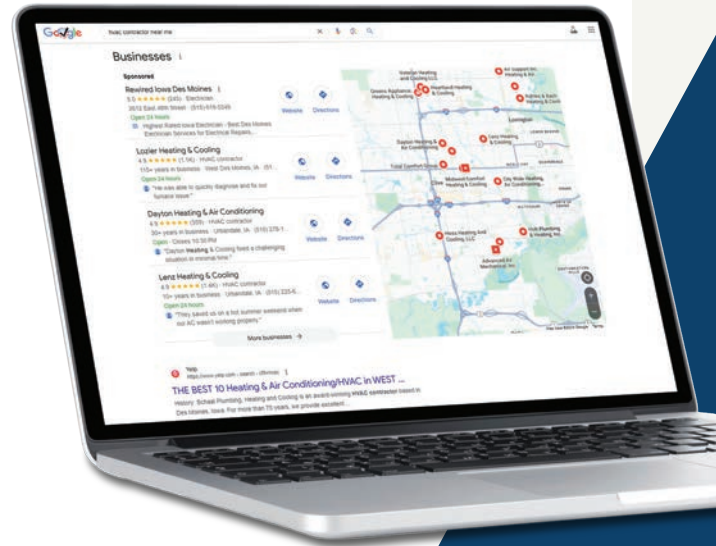


Google Business Profile Management

KEEP YOUR BUSINESS FRONT AND CENTER IN LOCAL SEARCH.

Strategic America provides hands-on management of your Google Business Profile to help you appear in more local searches and look more professional to potential customers.

- Full profile optimization
- Custom content calendar with weekly Google Updates
- Support for duplicate profiles suspension issues
- Best practices for responding to reviews
- Monthly performance reports delivered via email
- **Investment: \$200/month**

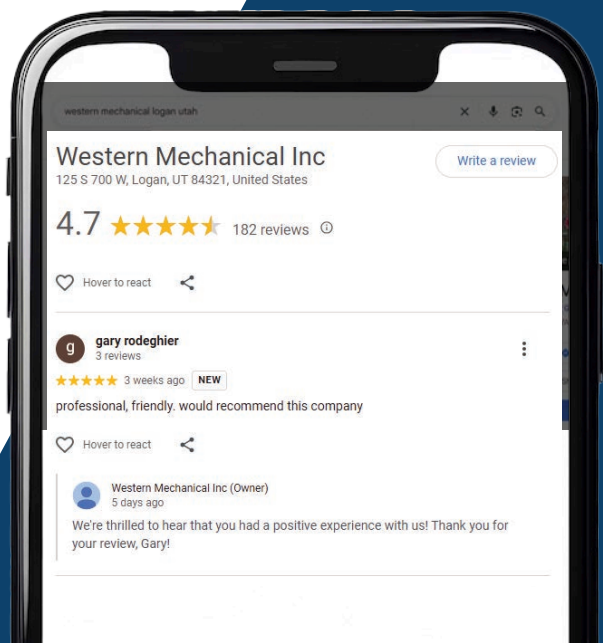


Review Management

ENHANCE YOUR ONLINE REPUTATION WITH TIMELY, PROFESSIONAL RESPONSES.

We monitor and respond to your Google reviews weekly—so you stay engaged without lifting a finger.

- Responses to all new Google reviews
- 1- and 2-star reviews flagged to you for input before responding
- Tiered pricing based on review volume:
 - 0–10 reviews: \$50/month
 - 11–20 reviews: \$90/month
 - 21–30 reviews: \$130/month
 - 30+ reviews: Custom pricing available





CREATIVE SERVICES TO ELEVATE YOUR BRAND

Your brand is more than just a logo—it's the impression you leave behind. Strategic America offers a full suite of creative services to help Lennox Commercial contractors present a polished, professional image across every customer touchpoint.





Brand Audit

GET A PROFESSIONAL OUTSIDE PERSPECTIVE.

We'll review up to 10 of your company's branded assets—including your logo, marketing materials, website, photos, and social media—and provide written feedback with actionable recommendations.

- Turnaround: 3–5 business days
- **Investment: \$750**

Logo Refresh

GIVE YOUR LOGO A MODERN EDGE.

We'll update your existing logo's design, colors, and typography—while maintaining brand recognition.

- Includes 2–3 logo options and 2 rounds of creative revisions
- Final files for both print and digital use
- One-page logo usage guide included
- Turnaround: 2 weeks
- **Investment: \$1,450**

Updates to other creative assets beyond the logo are available for additional costs.

Business Package Refresh

POLISHED MATERIALS FOR DAILY USE.

We'll apply your refreshed logo and company info to business cards, letterhead, envelopes, thank-you cards, and email signatures.

- One standard version of each item
- One round of creative revisions
- Print-ready electronic files provided
- **Investment: \$750**



Signage Refresh

STAND OUT ON THE ROAD AND ON YOUR BUILDING.

We'll create updated building and vehicle signage using your company logo and existing signage specs (e.g., magnetic vehicle signs, door graphics).

- One round of creative revisions included
- Final files for local print/production use
- **Investment: \$650**

Full vehicle wrap or custom signage designs available at an additional cost.

Video Testimonials

LET YOUR HAPPY CUSTOMERS TELL YOUR STORY.

We'll send you a plug-and-play video kit to help capture up to 5 customer testimonials via Zoom or Microsoft Teams. Then, we'll edit them into a polished 30-second testimonial video.

- Light branding, background music, and 2 rounds of revisions included
- **Investment: \$2,000–\$2,500**

Stock footage, voice-overs, or sound effects available for an added cost.



Print Ad Customization

PROFESSIONAL, POLISHED PRINT ADS—CUSTOMIZED TO FIT YOUR BRAND AND MESSAGE.

Option 1: Using Your Content

Customize a full- or half-page ad using a pre-designed template and your supplied copy/images.

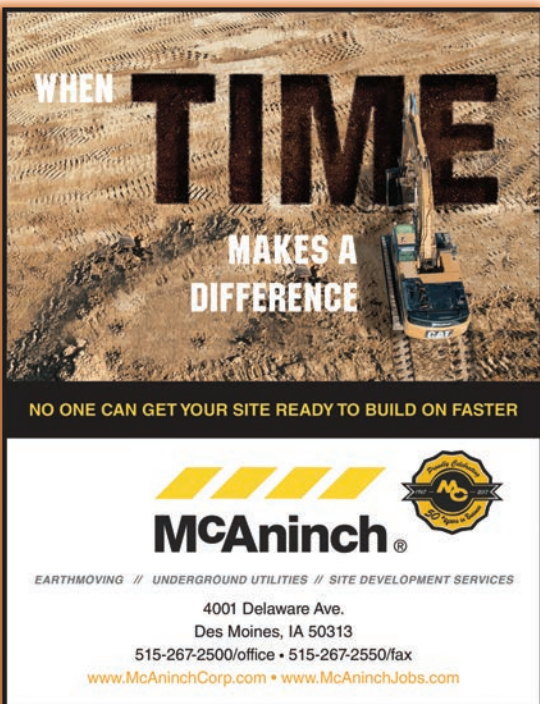
- Includes 2 sizes of one template
- One round of revisions included
- **Investment: \$750**

Option 2: Content Created by SA

We'll create ad copy and select imagery based on your input, then build your ad using a pre-designed template.

- Includes 2 sizes of one template
- One round of revisions included
- **Investment: \$1,500**

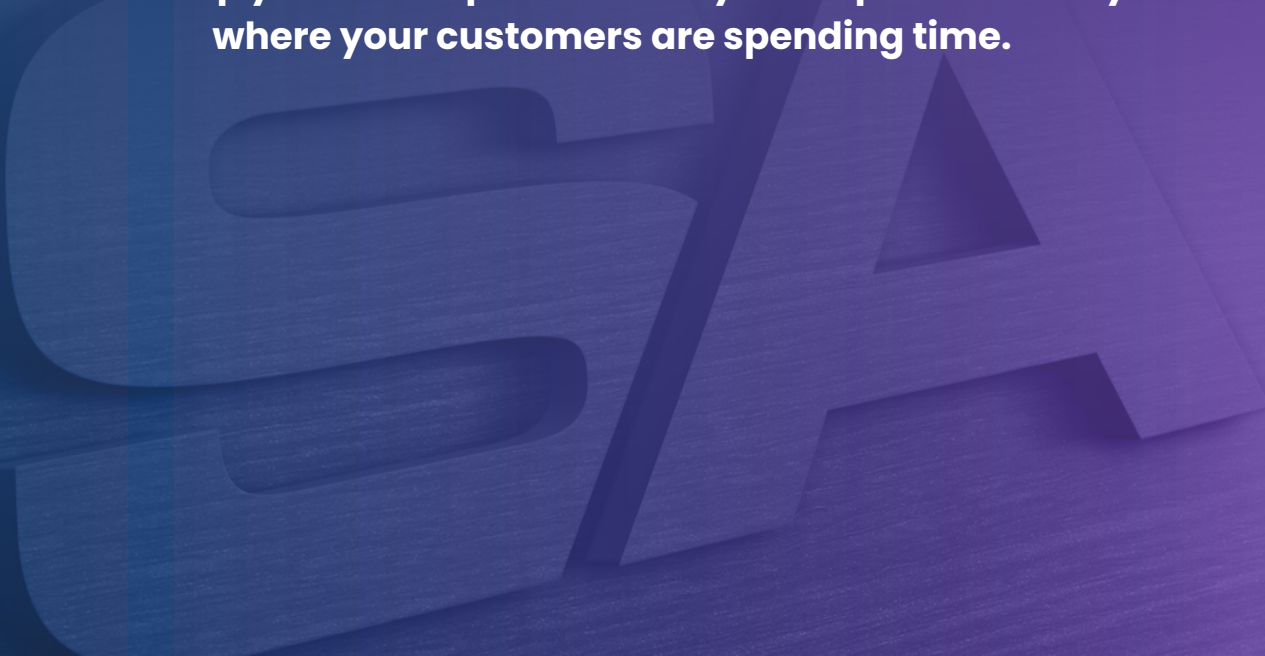
Stock photography purchases billed separately.





SOCIAL MEDIA SERVICES TO ENGAGE YOUR AUDIENCE

Whether you're looking to generate leads or strengthen your brand presence, Strategic America offers social media services tailored specifically to Lennox Commercial contractors. From paid campaigns to organic content, we'll help you show up consistently—and professionally—where your customers are spending time.



Paid Social Campaigns

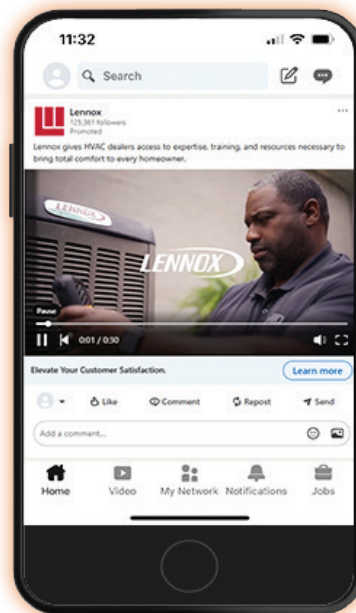
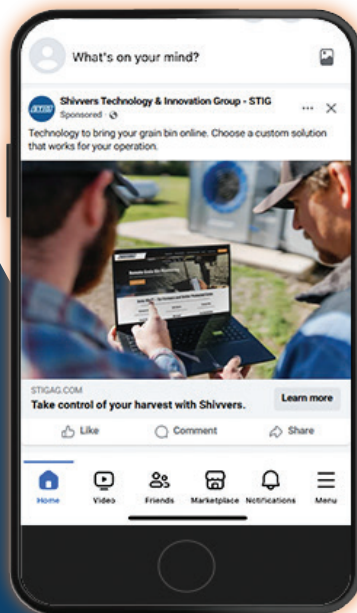
TARGETED ADS THAT DRIVE VISIBILITY AND LEAD GENERATION.

Run professionally managed ad campaigns on LinkedIn and Facebook to reach decision-makers in industries like education, healthcare, manufacturing, and retail.

Each campaign includes:

- Campaign setup and strategy
- Ad copywriting and creative development
- Platform ad costs
- Ongoing performance tracking and reporting
- **Investment: \$650+ /month per platform**

Minimum campaign duration: 3 consecutive months.





Organic Social Media Services

STAY TOP OF MIND WITH CONSISTENT, HIGH-QUALITY CONTENT.

We'll manage your business pages on LinkedIn and Facebook, creating content that speaks directly to your commercial HVAC audience.

What's included:

- Monthly content strategy and planning
- Four professional posts per month
- Monitoring and moderation of comments, messages, and spam
- Performance metrics, including:
 - Engagement (likes, shares, comments)
 - Follower growth
 - Click-through rates

Example content themes:

- Energy efficiency and sustainability tips
- HVAC technology trends and industry updates
- Facility management tips for schools, hospitals, and retail
- Project spotlights and before/after photos
- Behind-the-scenes team highlights
- Awards, certifications, and community involvement

Investment:

- **\$325/month for 1 platform**
- **\$370/month for both platforms**



STRATEGIC COMMUNICATIONS SERVICES TO SHARE YOUR STORY

Whether you're announcing a company milestone or rallying votes for a local award, Strategic America helps Lennox Commercial contractors communicate with clarity and confidence. Our strategic communications services are designed to elevate your brand visibility and strengthen your reputation—both in your community and across the industry.



News Release Development & Distribution

**GET THE RIGHT MESSAGE TO THE RIGHT AUDIENCE—
AT THE RIGHT TIME.**

We'll create and distribute a professional news release aligned with your business goals. Whether it's a company announcement, community partnership, or industry trend, we'll help shape the story and get it seen.

What's included:

- Writing a compelling news release tailored to your message
- Curating a targeted media list with relevant local and industry contacts
- Distribution through HVAC trade publications, local outlets, and online platforms
- Earned media coverage report to show where your story landed
- **Investment: \$2,500 (per news release)**

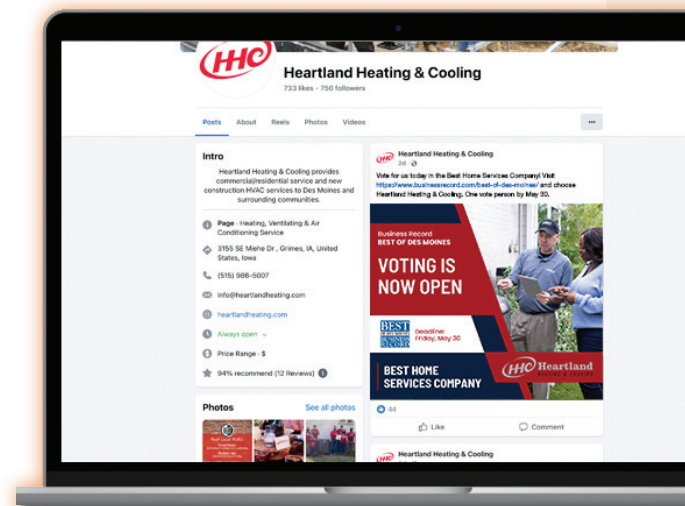
“Best Of” Award Kit

MAXIMIZE YOUR CHANCES—AND YOUR EXPOSURE.

Being nominated for a “Best Of” award is a big deal. We'll help you make the most of it—before, during, and after the voting period.

What's included:

- A Best Practices Kit with tips on when and where to encourage voting, how to activate your team and customers, and ways to promote your win across multiple channels
- Custom-designed social media graphics and content:
 - 2 posts to drive voting
 - One celebratory post if your business wins
- **Investment: \$1,500**



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