Directory Helps Ductless Businesses Grow With Localized State Marketing

December 12, 2019

SAINT PAUL, MN - December 12, 2019 -
Michelle LaFrance of The Ductless Directory, Saint Paul Minnesota, is delighted to announce that the company has launched State Pages for Ductless Marketing which allow qualified manufacturers to advertise on the directory to provide localized marketing to their target consumers.

The launch was made in light of the growing popularity of Ductless solutions across North America. ?Because homeowners are reporting saving up to 50% on their utility bill, we know that many unauthorized outlets will try to dupe unsuspecting customers with imported knock offs. We bridge the gap to advocate for both consumers and HVAC contractors,? stated LaFrance.

Given that ductless heating and cooling systems are relative newcomers to the industry, many existing firms do not know how to compete against the wealth of new search terms developed by consumers who wish to buy and install these revolutionary systems as quickly as possible. The State Pages for Ductless heat pumps provide essential marketing content which helps consumers prepare for their purchase. The pages highlight many of the key selling points for ductless heat pumps, ductless mini split systems?or mini splits, as they are often called.

The directory then connects every buyer directly to trained and certified contractors who have been vetted by The Ductless Directory. As it is able to provide state by state information for rebates and financing options, it is a popular choice for homeowners to get the best deals available. ?The opportunity to gain market share and establish a great reputation serving homeowners and commercial properties that want to switch to ductless heating and air conditioning systems is at its greatest now,? noted LaFrance. She continued, ?Our goal is to help all our Ductless Directory members benefit from the huge interest and, at the same time, protect consumers from knock-offs from internet advertisers looking to cash in.?

The Ductless Directory is the leading independent source for unbiased information for consumers who value their vetting process to find certified local contractors. Since it does not recommend or ?sell? a brand, there is no conflict of interest. Authorized manufacturers can advertise on the site, which also helps raise awareness among consumers to be wary of DIY online ?bargains? which could void the warranty due to installation by an uncertified contractor.

The Directory has unique, content rich sources, which means it will appear at the top of the search results thanks to targeted search engine marketing techniques. The company will continue to track and evolve their marketing to ensure that they stay in the lead as consumer searching evolves. They will also continue to target each and every state rebate and incentive for consumers who choose these new, high efficiency systems.

Video advertising, which has been proven to be an extremely effective purchasing enabler, is one of the services the company offers to its contractors and sponsors via their YouTube channel here: https://www.youtube.com/channel/UCNpgMl1-gmIHxPEzPrZcKKQ. A professionally crafted two minute message can make a huge difference to the bottom line for those who decide to create their listing on The Ductless Directory?which only accepts businesses which install, repair, service, or sell ductless heat pumps. Their vetting process ensures that only contractors that consumers can trust make the grade for listing. They are currently accepting top contractors in Minnesota, Colorado, Oregon, and California. Those interested in claiming a state can jump start the process by contacting the directory.

Although the US has only had ductless systems for a short time, it is a tried and tested solution that has been used throughout Asia, Europe, and the rest of the world. The Ductless Directory highlights many of the benefits of these systems, such as reducing health problems for those suffering with asthma or allergies and improving indoor air quality (IAQ) along with flexible installation, which make them the logical solution for many consumers.

Using the step-by-step approach to grow their ductless business, every vetted contractor has the opportunity to reach many more homeowners who will be interested in purchasing; whether to replace baseboard heating

systems, add air conditioning, or as part of any home conversion or remodeling project.

Any consumer or contractor who would like to connect with the company, and others interested in this growing market, may contact Michelle LaFrance of The Ductless Directory. They may also follow the company?s official Facebook page at https://www.facebook.com/DuctlessDirectory/. To apply for a listing, ductless business can apply through the website.

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For more information about The Ductless Directory, contact the company here:The Ductless DirectoryMichelle LaFrance(833) 568-9474support@ductlessdirectory.comThe Ductless DirectorySaint Paul, MN 55125


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The Ductless Directory

The Ductless Directory, more than just another directory listing, it can be an important part of your Total Marketing Strategy. By invitation only! If you own a real business that installs, repairs, services or sells ductless heat pumps you are eligible.

Website: https://ductlessdirectory.com/

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