



Morgan Miller Plumbing Sets an Example for Social Media Success

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It takes a combination of great customer service and proactive digital advertising to turn a small business into an empire. Morgan Miller Plumbing speaks about their road to success on the Plumbing Marketing Podcast and gives some great insights for other businesses on how to leverage social media and other marketing strategies to drive in more leads, calls, and sales.

Already in business for over a decade with a great reputation preceding them, in 2011 Jeff Morgan decided it was time to take their internet marketing game to the next level by hiring Web guru Tosha Everhart. After coming onboard Tosha Everhart has implemented several different advertising campaigns that has taken Morgan Miller Plumbing from \$1.7 million in annual revenue in 2012 to almost double in 2015. Everhart implemented various forms of media marketing including television, Pandora radio, online retargeting like banner ads, Yelp, and Facebook to give existing and potential customers a more in-depth look into what Morgan Miller Plumbing is all about.

Morgan Miller Plumbing is the type of company that works hard and plays hard. Over the years they have grown to be much like a family often enjoying outings after work together that only strengthens their relationships. Everhart wanted to illustrate the type of bond they shared in order to give people a sense of their fun-loving and quirky personality through social media. With over a billion people using Facebook each day she knew the great potential for generating more sales through this market, but the way she went about it was anything but conventional.

Other Plumbing and HVAC companies make the mistake of utilizing social media as strictly a promotional tool, and while a superior return on investment is the main goal, Everhart believed that she needed to give prospects something they could relate to. Instead of simply saying, "choose us we're the best" she wanted to give members of Kansas City and the surrounding communities a look into what Morgan Miller Plumbing was all about. Instead of talking at them she spoke with them and created a rapport that bridged the gap between service provider and customer, and tapped into something much deeper. In this business personality goes a long way and what Morgan Miller Plumbing did through social media and community networking is make themselves likeable to the public on a more emotional level.

Other companies can really learn a lot from Morgan Miller Plumbing, which is why the counsel at Facebook personally chose them as 1 of 12 small businesses to act as an example of what smart social media advertising entails and how it can contribute greatly to your success. Now you can get a first hand account of Morgan Miller Plumbing's story on this episode of the Plumbing Marketing Podcast.

To hear groundbreaking social media tactics from Morgan Miller Plumbing that will truly take your Plumbing or HVAC business to the next level, click on the link below?

<http://plumbingmarketing.net/see-how-morgan-miller-plumbing-uses-social-media-marketing-for-the-ultimate-return-on-investment>

About Plumbing & HVAC SEO:

Plumbing & HVAC SEO was founded by Josh Nelson and Dean Iodice. The company specializes in working with Plumbing and HVAC Contractors across the United States, helping them to obtain PAGE ONE placement on major search engines such as Google, Yahoo, and Bing for their Plumbing Related Keywords in their area of service. Plumbing & HVAC SEO has a passion for sales, Internet marketing, and helping business owners to accomplish their goals. Over the past 10 years, they have had the opportunity to work with contractors in some of the most competitive markets in the United States and internationally. Over years of continuous training, reading, and trial/error, they have developed a proven system that has consistently

worked for getting their clients to the top of all the major search engines.

Proud members of the PHCC and QSC, Plumbing & HVAC SEO speaks and conducts educational seminars about Internet marketing for Plumbing and HVAC contractors across the globe.

For more information about what Plumbing & HVAC SEO can do for you, contact Josh Nelson at 866-610-4647 or go to our website at <http://plumberseo.net/>.

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