Regional Ductless Marketing For National Mini Split Brands Now Available

August 06, 2019

SAINT PAUL, MN - August 06, 2019 -

?The Ductless Directory has launched their State Pages for Ductless Marketing which allows qualified manufacturers to increase visibility of their brand and elevate their contractors online on a State-by-State basis,? Michelle LaFrance of the Ductless Directory, Saint Paul Minnesota, announced today.

The State Page was first tested and verified in the great state of Minnesota. It very quickly dominated search results on many popular ductless searches. The State Page provides a one stop shopping experience for consumers who can find a featured product, information on rebates and incentives, financing options and a listing of the top Ductless Contractors in the state. This formula for success can be replicated in every state across the US.

?We?ve tripled the amount of leads we get. Our guys are quoting mini split every week where we used to get a quote maybe once a month. We certainly have increased our consumer awareness by being in the Ductless Directory,? said Ben Melvin, Sales Manager, Blue Ox Heating & Air.

Every manufactures wants to grow their ductless business, but most national websites by the manufacturer

aren?t equipped to get the SEO ranking that a 3rd party site like the Ductless directory can deliver. The Ductless Directory which created by a marketing and SEO team with over 11 years of experience in ductless marketing and was built specifically to address Google?s search algorithm and get top results for their clients. The Ductless Directory offers a powerful and reliable SEO strategy that can be used to target the unique characteristics of each state and gain a competitive advantage for the manufacturer.

The internet landscape is getting more and more competitive. Knowing how to use resources that impact search results is critical to increasing market share. Historically, the manufacturers of ductless products were typically Japanese companies like Daikin, Fujitsu, LG, Mitsubishi, Panasonic, Sanyo, Sony as well as Korean based Samsung. In recent years the Domestic Manufacturers like Bryant, Carrier, Lennox, Pioneer, Payne, Rheem, and Trane have all joined in.

LaFrance goes on to explain that, ?Although the ductless message applies to every state in the union, there is a need to address the specific factors that are unique to each state. As an example, many homeowners in the Northern States may benefit from some of the newer extended temperature models. The State pages deliver a targeted and relevant message to consumers in that state. Consumers can get many of their questions answered in a one stop shop, including brand selection, product selection and finding a qualified contractor.?

Regional marketing provides an opportunity to fine-tune your marketing messages to meet a specific demographic. Proof of concept is demonstrated and easily verified by doing a ?ductless heat pump? search in Minneapolis, Saint Paul or the Twin Cities. Here you will find proof of the company?s ability to get a top search engine results. The formula for this success can be replicated in any state throughout the union.

Stacy Castleman, President, Temperature Pros said, ?It worked great! It helped us move up our position in both web searches and map listings. It made a huge impact, even in a neighboring city which isn?t our area. It made a Big difference. We?re excited about that. It?s a huge improvement.?

For a limited time, the Ductless Directory is offering their State Page for just $500 per month or $5000 for the year when paid in advance. This offer is good for most States however, a handful of state like California, Texas, New York and Florida require additional attention to get results. However, this is a time-limited time offer.

The State Page offer includes 3 pages on the directory. The first is a robust page dedicated to that state in general as well as heating and cooling needs for the state. The second is a page dedicated to rebates and incentives offered by the utility companies throughout the state. The third page is a financing options page that provides consumers with option to purchase a ductless system. All pages are branded with the manufacturer logo.

The opportunity to gain market is greatest now noted LaFrance. She continued, ?The quicker you establish yourself in a state the longer and better your search results will be. Early adopters are always the most richly rewarded because Google looks for longevity and quality of content online.

Manufacturers that claim a state listing are also eligible to add a Featured Product and create a Brand page to further extend their exposure. Video advertising, which has been proven to be extremely effective 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 message can make a dramatic difference to the bottom line for those who decide to create their listing on The Ductless Directory.

Manufacturers can further enhance their online footprint by supporting their contractors to get listed in the directory. The powerful backlink from a website dedicated to ductless gives every participating contractor a competitive edge. Using the step-by-step approach to grow their ductless business, every vetted contractor has the opportunity to reach many more homeowners. Any manufacturer who would like to find out if their state is available, can connect with the company, and others interested in this growing market, may contact Michelle LaFrance of The Ductless Directory. https://ductlessdirectory.com/claimastate/

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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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