

## How We Made It Easy for Our Partner to Expand Into a New Market

“ We have been a partner with Abstrakt for over seven years. I have a team dedicated to my company’s specific needs. The web site design, social media and lead generation teams have never let me down. **Great partnership.**

– Mike D., President

### OUR PARTNER’S EVOLUTION

Air Comfort, a trailblazer since 1935, is now branching out into plumbing services. We fully support this growth and apply our marketing strategies to promote their expanded offerings. We’re committed to helping them achieve sustained success in this new venture, ensuring that their hallmark of high-quality, reliable repairs and installations continues to resonate in both HVAC and plumbing services.



### CONNECTING THE PIPES OF OPPORTUNITY

Expanding into a new industry invites new challenges in terms of marketing. So, Air Comfort turned to us, their trusted partner since 2017, to replicate the success we achieved together in their HVAC division. The goal was clear: establish a robust presence in the plumbing sector and create a stream of steady growth. They wanted to expand their reputation for quality and reliability from HVAC to plumbing, ensuring seamless market entry and customer trust.



### WITH A NEW MARKET COMES NEW STRATEGY

Leveraging their already robust HVAC lead pipeline, we seamlessly integrated Air Comfort’s new plumbing service. Our strategy involved filtering and engaging with qualified leads, fostering relationships through strategic communication, and guiding them towards successful meetings with Air Comfort’s sales team.



### SUCCESS FLOWS IN OUR PIPELINE

Abstrakt’s strategic approach to promoting Air Comfort’s plumbing services in a new market segment has yielded impressive results in a short span of three months—securing a **\$16,320 contract for preventative maintenance** in plumbing. We’ve also successfully closed over **\$700K in deals**, encompassing both HVAC and plumbing services, and have over **\$1.2M in proposals**.



**Don’t let potential business drain away!**

**Connect with Abstrakt for a flood of opportunities.**

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