



Digitizing an Industry Leader

For over 15 years, Koch Air has been providing the best and most affordable home services for Ontario families through traditional, tele-marketing. Their next step was to communicate their top quality service and competitive prices in a digital space.

In close collaboration with the Koch executives & team, Veza Digital designed and built several landing pages for their top services and set up marketing automation.

Roles

UX/UI Design

Digital Marketing

AdCampaign Management

Deliverables

Landing Pages

Website Set-up

Automation

Technologies Used

HubSpot CRM

Marketing Automation

Google AdWords

OUR PROCESS



We first identified what problem they were solving and for who this problem was for. From our research, we found the target users to be Ontario home owners in small to medium sized towns who don't have immediate access to their services.

By gaining domain knowledge on Koch's HVAC solutions, we helped craft a communication that resonates with their target audience.



The Target audience size was then established using tools like Google Ad/ Words and Google trends which allowed us to understand their total addressable market.

The plan to get in-front of their total addressable market was then crafted, which includes a new website, landing pages to sell offers via Google Search and automation tools such as a call centre answering service which was able to answer all of the inbound enquiries for HVAC services.



FINAL PRODUCT

Clear "Call to Action" for customers to take up

A screenshot of the Koch AIR website landing page. The page features the Koch AIR logo at the top left, followed by several award logos. The main headline reads "Need a new air conditioner? We've got you covered." Below this, it says "Low monthly payments. Reliability Guarantee." There is a search bar with the text "What number should we call?" and a blue "FREE QUOTE" button. At the bottom, it says "Ready to save? Call 1-(866)261-3605". The background of the page shows a woman and a child looking at something together.

Forget rentals. We help you **OWN THE BEST** for less.



Armstrong Air Conditioner Unit + Installation
\$48 PER MONTH*

Looking for a reliable Air Conditioner? We'll look no further. Koch-Air has a wide selection of only the best brands and reliable models that provide energy efficient home comfortable cooling systems. Our selection of brands includes top brands such as Armstrong Air, Goodman, Ducane, Enyork and Trane. (Total price: \$7499)



Kevin M. Barrie
★★★★★

"20 years and still going"

Have owned this unit 20 years and feel that I am on borrowed time and was hoping to replace when needed with another Armstrong. Only one capacitor in each unit replace in 20 years! Glad to see they are still popular and good units."



Josh J. Woodbridge
★★★★★

The local distributor has lots of parts, so repairs should not be a problem. I would not know as this unit works perfectly. I have had it for over 6 months and it turns on every time.

Cools evenly and is very quiet.
If you have a louder unit get a blanket and boom, problem gone.



Sylvia Z. Mississauga
★★★★★

"Great Unit and a must buy! Furnace package is very good. I was looking for a unit that's reliable and this unit is great! Quick install, technician was great. The startup is really quiet.

I recommend this unit for anyone who wants reliability and quality."

Receive a FREE CALL and get your A/C running in no time.

Whatever you need, we'll call you with the best price we can offer, and we're ready to answer all your questions. No commitment, guaranteed.

Ready to save? [Call 1-\(866\)261-3605](tel:1-866-261-3605)

Name

What's your name?

Phone number*

Your best number

Email

Email Address

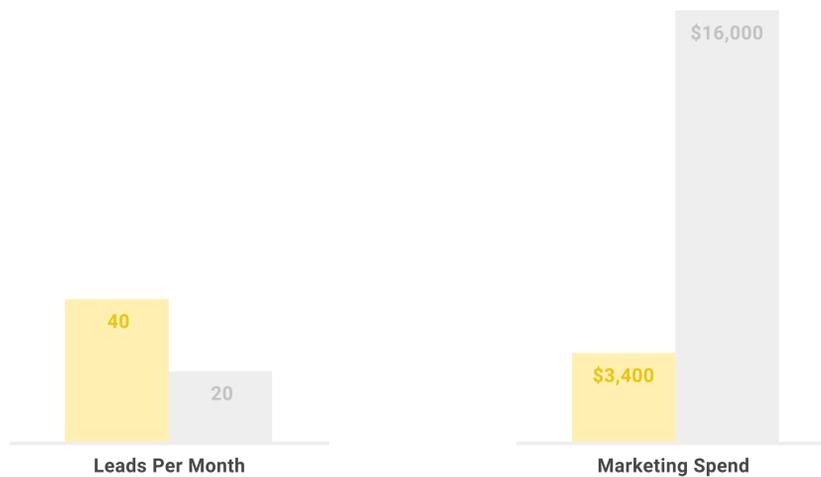
[Book a Free Estimate Call](#)

Featuring a singular product as the best option

Leverage testimonials to empathize with customers

Second "CTA" to close deal

Our digital solution **increased** Koch's leads by **100%** while **lowering** costs by **78%**



New: Landing pages, campaign, automated marketing
Previous: Phone marketing and door to door direct sales

Immediate Results

- #1 Phone booking system and marketing automation cut sales cycle by 44%
- #2 Inbound approach allows Koch to be a fast, affordable and expert service provider
- #3 Human resources can now focus more time providing the best customer service

Long Term Growth

- #1 Koch is now expanding into other provinces and in the United States using this model, because this model is proven in Ontario, Canada. They are able to use the same systems for other businesses
- #2 Koch is also working on becoming the first self-serve online platform for HVAC and Home Comfort equipment and services, where clients can book services, order equipment, speak to customer service reps and make online payments from their phones and computers at home.



KOCH

The only review that matters

"The marketing team at Veza was able to give me the insights and educate me on modern marketing technologies and how they all come together.

Once they launched, *we saved time* on looking for deals and more time nurturing customers and giving them a great service. Our total investment yielded me my time back (and my teams) in addition to new customer leads increased by 100%, **if you're looking to grow your business, I'd highly recommend working with Veza.**"

Peter. K
VP of Operations