

SONNY'S

**AIR CONDITIONING &
HEATING**

SOCIAL MEDIA PROPOSAL

PREPARED FOR

Dale Maggard

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Executive Summary

By partnering with Sonny's Air Conditioning and Heating we hope to increase the online presence of the company using social media, to help bring in more customers. This report will cover Sonny's current social media presence, competitive analysis of competitors, organizational needs, target audience, strategic goals, and strategies we recommend the company take.

Social Media Presence

Sonny's Air Conditioning and Heating currently uses YouTube and Instagram to set up their online presence alongside their website. The company is most active on the Instagram platform in its posts, the page has posts for both the HVAC and Appliance side of the company incorporated. There are five specific posts for Sonny's Air Conditioning and Heating on the platform that advertise the services provided, noteworthy discounts, or new unit installations. To ensure the social media platforms are successful the key metrics of engagement from customers are views, likes, comments, and shares on the posts, allowing the company to gauge the potential discoverability the company has. The more of these metrics that each post receives will make the posts show up to more potential customers.

Competitive Analysis

The key competitors within this general area include Alan's Air Conditioning Service, Bayonet, and Integrity Home Solutions. Each of these companies offers air conditioning services in residential and commercial capacities to the general Tampa and Pasco County area, making the current area that Sonny's is trying to target highly competitive. Sonny's must ensure it perpetuates itself as better than the competition in quality of service provided. Each of these companies prides itself on providing quality services and uses various online social media posts alongside its website to pull in new business.

Organizational Needs

We have compiled the list of requests that the client Dale Maggard stressed during the presentations in class. These requests and needs that we have set out to solve include refining the target audience, introducing users to the HVAC side of the company and not just the appliance aspect, and trying to maximize ROI (return on investment) for expenditures made into advertising.

Target Audience

Currently, Sonny's Air Conditioning and Heating is targeting those over the age of 18 that live within the Pasco County Area. The individual groups within this current target market that were most profitable were labeled as "suburban moms", "upper retired", and "price conscience couple with a new baby." These customer groups have been able to be reached by combining social media efforts, the website, print media, and television advertising.

The newer market that we wish to target is attracting more of the 18 to 65 age demographic that are interested in the change out and new installation business. As many of the current market is currently aging the business would like to pull in new markets and customer groups to continue to grow the company's customer database. When Dale was in the class at one time, he said that they had never had to advertise for the HVAC side of the company as they had felt they were busy enough, but by implementing a target market the hope is to pull in more of

the changeout business. As Sonny's major business stems from repeat customers, it is imperative to make a good impression.

Strategic Goals

Our goal is to aid in measurably promoting the company and to measure how social media is aiding in pulling new customers to the business. Many people may be familiar with the appliance aspect of the company under the name Sonny's Discount Appliances but may be unfamiliar with the HVAC side of the company under the name Sonny's Air Conditioning and Heating.

Strategies

Within the strategies section of the report, we supply recommendations that can be applied in the hopes of achieving the goals we set in the strategic goals section. This will include integrating a Facebook presence into the social media presence of Sonny's, alongside adapting a regular posting schedule for posts involving the HVAC and appliance sides of the company in a cohesive manner that introduces customers to both sides of the company.

We have been contacted by Dale Maggard, proprietor of Sonny’s Air Conditioning and Heating, to enhance the visibility of his company through social media platforms and online channels. In our initial meetings, we recognized that the term “platforms” required clarification for Dale. We then took that recognition and applied it to the significance of digital marketing for his company.

During our comprehensive discussions with Dale Maggard, the key focus was to reach a target audience seeking HVAC change-outs while he moved away from business in the track industry. This was our directive from him to redefine the geographical outreach for his advertisement. It was clear that he wanted to promote his services but also begin to establish his online presence.

Social Media Presence

Current Practices

Currently, Sonny’s uses YouTube and Instagram as their main social media platforms. The platforms can both be reached through the company website, on Instagram there is a direct link that can be used to get back to the company website, but there is no link to the company website on YouTube.

Platform	Description
YouTube @sonnysappliances772	<ul style="list-style-type: none"> • 3 Videos (2 Videos and 1 YouTube Short) • 2 Subscribers • 992 total views • Account created September 24, 2018 • Last Post October 2, 2018
Instagram @sonnysappliances	<ul style="list-style-type: none"> • 165 Posts • 305 Followers • 430 Following • Account created October 2015 • Most Recent Post July 11, 2023

On Instagram, the company has posted a combination of the appliance side and the HVAC side of the company. Unfortunately, though there are only 5 posts that are linked to the HVAC side of the company. These posts contain memes, videos, and advertisements of certain products or services that are offered.

On YouTube, the company has posted two videos and one YouTube short. The two videos are short videos with a video duration of under 60 seconds in total. The videos show off a

specific appliance including the “Viking French Door Double Oven” and “Frigidaire Stainless Steel Appliance Package.” The videos have no speaking in them, but there is music that is overlaid. The videos show off the specific product including the opening and closing of the product. However, these videos are purely focused on the appliance side of the business, there is no content posted for the HVAC side of the company.

Current Measurements of Success

Within the YouTube software, the current metrics collected referred to as “vanity metrics” are subscribers, views, likes, and comments. These metrics are useful in boosting the discoverability of the business to bring new customers into the business.

On Instagram, the group is collecting data on followers, views, likes, comments, and shares as their main measurements of success. These components will go into measuring the engagement or user interactions for each post.

Current Strengths of Each platform

The Instagram platform has combined infographics, memes, videos, and pictures to incorporate the HVAC side of the company in an exciting manner that will keep customers returning to the page to watch what will happen next. These posts have received a high number of likes, receiving relatively the same amount of engagement as the other posts on the platform.

The YouTube videos have all received over 100 views, with two of the videos receiving over 400 views. While the views are for over the whole 5 years that the videos have been posted, the posts were made within one month of the channel’s creation. Each of these videos has received a high rate of engagement or views, considering the page has two subscribers. These videos on the platforms are made in a short video duration of under 60 seconds, which will make the viewer more likely to watch the video’s full duration.

Competitive Analysis

This section is meant to assist with identifying competitors and using the analysis to help disclose the strengths and weaknesses within Sonny’s Air Conditioning and Heating. To improve the business strategy, we need to understand how other air conditioning companies marketing to their clients are compared to Sonny’s. “Alan’s Air Conditioning Service”, “Bayonet” and

“Integrity Home Solutions” are Sonny’s Air Conditioning’s main competitors in the Dade City area.

Both Integrity Home Solutions and Alan’s Air Conditioning Service were selected due to their popularity and high level of Google Reviews. Both companies are sponsored by Google, with Google promising that customers will be satisfied with the quality of service. Since the companies have both been sponsored by Google when users look up HVAC companies in the Pasco County and Dade City area, those two companies will receive search priority. Under the “GOOGLE GUARANTEED” program Google will offer customers who are dissatisfied with the quality of work provided to apply to receive up to \$2,000 in a money-back guarantee (Google, n.d.). This program reassures customers of the higher quality of work provided by Integrity Home Solutions and Alan’s Air Conditioning Service. Integrity has received 4.8 stars out of 5,424 reviews on Google. Alan’s Air Conditioning has 4.9 stars on Google with 1,116 reviews at the time of this report. Both Bayonet and Alan’s are family-owned businesses, which means they operate similarly to Sonny’s Air Conditioning and Heating in terms of management. All the companies that were chosen serve Pasco County, which means that Sonny’s must compete against them for the attention of customers. To help in comparing Sonny’s Air Conditioning and Heating it will be important to look at the other competitor's online presence.

Alan’s Air Conditioning is also a family-owned business that has been around for 29 years and provides services in Dade City and Zephyrhills area. Meaning that the company has been open for a long time, and the concept of family-owned is common in the industry. This company offers maintenance and installation services, particularly in the residential and commercial sectors. Alan’s social media uses a combination of videos, job site photos, and memes across the Facebook, Instagram, and TikTok platforms. As part of the posts, there have been specific posts that target specific age groups such as the Millennials who are new to the Tampa area and are looking for HVAC services. To reach their website go to <https://alansairconditioning.com/>. Their social media platforms can be reached from their website.

Bayonet is a company that has offered Plumbing, Heating, and Air Conditioning services since 1977. The company also prides itself on being family-owned as well. The company operates in both the residential and commercial sectors. They serve Brandon, Brooksville, Clearwater, New Port Richey, Orlando, Palm Harbor, Riverview, Spring Hill, Tampa, and Wesley Chapel. The company has over 320 trucks that can help to provide servicing and maintenance,

new construction market installation, and installation of equipment in residential homes. On Facebook, Bayonet offers a combination of memes, photos, and videos. The posts on YouTube include employee interviews, commercials, and help videos. On X (formerly Twitter) the company combines images, memes, and survey questionnaires to attract new customers. To reach their website visit <https://www.bayonet-inc.com/> the social media platforms that they use including Facebook, , and YouTube can be reached from their website.

Integrity Home Solutions offers Air Conditioning, Electrical, Plumbing, and Drain Services and has been open for about 4 years. The company serves the Tampa area and surrounding communities. The company prides itself on its qualities of integrity and providing services that will ensure customers receive the best services that can be provided. Also, on their website, they mention their community involvement including donations of over \$15,000 to Moffitt Cancer Center. On all social media platforms, the company combines photos, job site photos, photos of community events, and short-form videos. To reach the Integrity website visit <https://www.homeofintegrity.com/>. the platforms that the company uses include Facebook, Instagram, and X are on their website.

Organizational Needs

Sonny's Air Conditioning and Heating has been a family-owned business since 1967, characterized by its commitment to honesty and integrity in the HVAC business. Dale Maggard emphasized the contrast with his competitors, ultimately emphasizing the frequent changes in ownership and a lack of transparency with clients. Dale, however, has a personal guarantee of trust and reliability to the clientele.

The history of advertising for the company has predominantly focused on TV ads, allocating 25% of the combined budget for both Sonny's Appliances and Sonny's Air Conditioning and Heating. Print media, with a 4.5% response rate based on McCarthy and King metrics, has been an effective avenue for spreading information to the public and potential clients.

Regarding the existing social media presence, Sonny's Air Conditioning and Heating has accounts on Instagram, YouTube, and Google Reviews. Dale Maggard stressed the pivotal role of Google Reviews in several of our meetings and how important they are in shaping the company's reputation. Recognizing the importance of positive online reviews for local businesses, in terms

of search engine optimization, underscores the need to highlight favorable reviews (Nunez, 2020).

As a collaborative team, we have formulated a comprehensive plan for Sonny’s Air Conditioning and Heating. Our strategy aims to leverage social media platforms and online channels to bring brand awareness to Dale Maggard’s company and his specific marketing objectives through effective communication strategies.

Target Audience

City	Population Demographics
Dade City	Senior citizens, aging communities, changeout business potential
Odessa	Developing city, with new community developments being made, new families, potential for new unit installations and changeout.
Spring Hill	Senior citizens, older communities changeouts business potential

A target audience is a group of like-minded individuals that a company will choose to market towards by selecting certain attributes that the consumer would possess, common demographic categories can include age, income, relationship status, hobbies, etc. (Investopedia Team, 2023). When a company uses a target audience, it can help to define its messages to the individuals who will be more likely to purchase from the company or will be most likely to respond to a company’s social media posts. This is also useful as it can ensure the company receives the full ROI (return on investment) on its expenditure made in advertising efforts.

Current Target Market and Practices

Sonny’s Air Conditioning and Heating's current target audience involves homeowners who are currently living in the area surrounding Sonny’s and know about the company, this group involves those over the age of 18. The company’s current market concerning the HVAC side involves aging customers who are either interested in changeout, or part of the new individuals looking to have new units installed. On the appliance side of the company, for example, key groups were laid out including “suburban moms”, “upper retired”, and “price conscience couple with a new baby” as the most profitable customer groups. These groups likely still apply to the HVAC side of the company as well.

Currently, Sonny's uses their website, Instagram, and YouTube as mechanisms to establish an online presence for the company. The group, however, updates and posts most frequently using the website and Instagram. The groups have also been able to be reached by using direct mail to surrounding communities to help advertise the company. Also, television advertisements have been a way to bring in new influxes of customers into the store.

Desired Future Market and Practices

In describing the desired target market, we would like to cover the demographics of age and geographic area. For the geographic area, we are recommending West of Dade City, South of Spring Hill, and North of Odessa to help decrease the area that the company would have to cover. This is due to the in-class presentations that stated Sonny's has a challenging time with the HVAC side of the company if the site is not within a relative vicinity of the store since it is not profitable to drive to locations such as New Port Richey to complete jobs. This target market can also help define the area that the direct mailers should be released to, as those campaigns have been good for the company, but if the correct location is not selected the profitability of the company will be hurt.

In terms of age demographics, you expressed wishes to bring in a younger customer group between the ages of 18 and 65, as the existing customer group is aging. Those age groups can be broken down into Millennials, Generation X, and Baby Boomers.

Millennials are those who were born between 1980 and 1995, meaning these individuals would be between 22 and 37. In 2022 US Homebuyer statistics reported that 28% of total homebuyers were in the Millennial age range (Corporal, 2023). This group was heavily impacted by the Covid-19 Pandemic which slowed the rate of purchasing drastically from 43% of total homebuyers in 2021, to 28% in 2022. A 15% decrease is a drastic change in the homebuying industry. Since homeowners are the ones that are going to be looking for HVAC services these groups should be heavily advertised to. On social media, this group is among the top users of the platform including those between 18 and 34 comprising 30.2% male users and 21.2% of global female users for Facebook (Statista, 2023b). This means that key promotions placed on Facebook will be able to attract this group. On Instagram, between those 18 and 34, comprise 61.9% of total global users on the platform (Aslam, 2023). These individuals are most likely to be working through the day and will need services provided quickly and place higher trust in the companies that can provide the best service in the least amount of time.

Gen X (Baby Bust) are those that are born between 1965 and 1979, meaning these individuals would be between 39 and 53. In 2022 statistics show that 24% of homebuyers were from the Gen X generation (Corporal, 2023). These individuals are also working so they will require air conditioning services to be provided quickly, and will pay for all services.

Baby Boomers are those born between 1946 and 1964, meaning these individuals would be between 53 and 71. Statistics show that 39% of homebuyers were of this generation in 2022 (Corporal, 2023). These individuals are in retirement age and have the most available disposable income to pay for air conditioning services. This group will pay for all the services and will place a higher priority on the companies that ensure the services are carried out till the end.

The platforms we recommend for use within this report are Instagram, Facebook, and YouTube. To see examples of the posts see Appendix A, B, and C. These platforms will be useful in maximizing the efforts of Sonny's Air Conditioning and Heating by educating viewers and ensuring that people are educated in the HVAC process. As well as attracting new prospective business.

Strategic Goals

The goal for promoting the HVAC side of this company is to increase the amount of traffic through social media accounts such as Facebook, Instagram, and YouTube. We want to be able to see the analytics of how many people we are getting on the sites, and how many people shared and reposted the information that we are putting out on social media. We passionately believe that you can bring more people into the business and our goal for you is to increase the number of new clients by at least 5% in the next three months after we create a strong social media presence. We also believe that we can help you bring past clients back in and our goal is to help bring at least 5% of former clients back in for something else. We strongly believe that if both sides of the business are cohesive with the social media pages this will create less confusion for future and past clients that will be using social media to find the best businesses for them. There is also the thought that your target markets are hit in your social media presence because you want it to be inclusive to all.

Another suggestion would be for you to hire an individual who specializes in running social media pages. You could review the posts the week before and then you would be working one-on-one with an individual who is solely focused on running your business. This position

could even be filled as an internship or as a part-time job for people such as students learning this and specializing in this daily.

Strategies

Strategies – Current

There is an unofficial Facebook page under the title Sonny's Discount Appliances. The platform created this page due to interest in the business, however, it is not managed by any representative of Sonny's Discount Appliances. This is dangerous as it misleads consumers because many will believe that they all do the same service when in fact they are two separate businesses. Social Media platforms are an important way to engage and connect with potential and existing customers to help establish an online presence. Displaying products and features are crucial to capturing the audience's attention, which is currently being displayed on the main Instagram page. Along with having high-quality photos, it is vital to encourage customers to decide that Sonny's HVAC will satisfy their needs by posting reliable testimonials.

Content is important because social media can help Sonny's Air Conditioning and Heating educate the public about maintenance tips and tricks. Building up a community is set up by how well the social media platform is interacting with their audience members. Right now, there is not much consistent posting happening which is not leading to any engagement. To engage the audience, it is important to post constantly whether it is doing a poll on the story or going live. Without consistent posting, the audience will not know much about what your company offers because social media is fast paced, so short educational videos and keeping up with the latest trends can boost your pages discoverability to new customers.

Strategies – Recommendations

To perfect Sonny's Air Conditioning and Heating's online presence and enhance brand consistency, our first recommendation involves the establishment of cohesive usernames across various social media platforms. We propose adopting the username @Sonnysairconditioning uniformly on Instagram, Facebook, and YouTube. This approach allows for easy recognition for customers and prospective clients, ensuring the authenticity of the account. For any existing accounts, we recommend that you modify the settings to align with the suggested username, @Sonnysairconditiong.

As a second strategic step, we recommend the creation of a comprehensive bio for each platform. Your bio is essentially vital information about your company and appears at the top of your profile for everyone to see. In this, it should include the company's name, Sonny's Air Conditioning and Heating, location, services that are offered (changeouts, free estimates, and custom designs), and a personalized message from you emphasizing the family-owned nature of the company and its mission statement. On Instagram, this bio will be found under the profile picture, while on Facebook, it will be incorporated into the "About Me" section. On YouTube, all information will be featured in the channel description, including the business location.

Next, we propose a redesign and development of Sonny's Airconditioning and Heating's website. This will assure a separation of the two sides of the company, Sonny's Appliances and Sonny's Air Conditioning and Heating. The website redesign should show cohesiveness in terms of color scheme, fonts, and overall aesthetics, creating a uniform theme. The recommended color palette – red, white, and blue – symbolizes passion, confidence, trustworthiness, and purity, aligning with the values of your company. Choosing an easily readable font, text size, and structuring the homepage for easy navigation with a contact page and links to all your social media will enhance the experience of your clientele, enabling access to information effortlessly (Module 2 Week 1 Website Design PowerPoint).

By addressing social media strategies, our focus is on reaching your intended target audience and market towards them efficiently. Incorporating relevant hashtags and location tags into your posts is important for the visibility of your posts and your company. Given the boundaries you wished to define as your service area, Pasco County East of the Suncoast Parkway and South of Spring Hill, tagging your location in posts will group them with other posts appropriately when keywords are searched. These keywords are also known as hashtags. We recommend using 3-5 hashtags per Instagram post (up to 30 are allowed), and 1-3 hashtags for Facebook and YouTube (Sprout Social, 2023). Establishing hashtags and keywords related to your company and services broadens the discoverability of your company and its services. This allows for multiple entry points for your target audience. Checking posts for comments, and your messages regularly is also especially important as you might receive questions or inquiries.

Suggestions for hashtags that should be included in posts: #airconditioning, #HVAC, #Sonnysairconditioningandheating, #howto, #changeouts, #PascoCounty, #HVACservice, #customdesigns, #airconditioningservice, #repair, #Florida. #serviceac,

#airconditioninginsallation, #HVACproblems, #HVACHelp, #familyowned, #SonnyHVAC, #DadeCity, #Zephyrhills, #EastPasco.

Consistency with posting is also particularly important. You want your customers and potential customers to know you are still in business and know information about your company, but you don't want to annoy them with an abundance of information on air conditioning. It is suggested that posting 1-2 a day is ideal for many companies (Hill, 2023). Curating posts and a schedule of when to post them and how many to post a day can be found over time and will require someone to sit down and look at the metrics of your platforms.

To help understand how to apply these strategies we have included some example posts for Facebook, Instagram, and YouTube. On Facebook we would include posts that talk about the company, have job site posts, memes, and infographics (see Appendix B). On YouTube the posts could include advertising special promotions, tips and trick videos, do's and don'ts, answering frequently asked questions, and maintenance videos (see Appendix A). On Instagram posts would contain requests to leave a review, special promotions, and videos (see Appendix C).

Conclusion

By having discussions with you, Dale Maggard, and a thorough exploration of your company's objectives, we have collaborated on a detailed report encompassing the crucial elements to enhance your company's visibility on social media.

Our report encompasses an examination of your standings across current social media platforms, a strategic evaluation of your competitors, a deep dive into your company's values, and the formulation of effective strategies to build your online presence.

This report outlines a pathway to success for Sonny's Air conditioning and Heating using social media, Instagram, Facebook, and YouTube, by setting specific goals and recommendations specific for your company. By adhering to these objectives and implementing them into your advertisement and marketing, we predict benefits for your company including an expanded clientele, target audience engagement, and a boosted online presence contributing to the improved search engine optimization.

We genuinely appreciated the hands-on experience that Sonny's Heating and Air Conditioning provided us by agreeing to undertake this process, allowing us to apply what we

are learning in the Social Media Marketing course. This is a key project that we will be able to add to our portfolio within the Marketing industry as we seek new jobs and internship opportunities. If you need additional assistance with this report or prospective future projects, please don't hesitate to reach out, contact Tyler Drone at tyler.drone@email.saintleo.edu or call 352-531-6771, Clare Flanagan at clare.flanagan@email.saintleo.edu, Shyanne Waller at shyanne.waller@email.saintleo.edu, and Ananda Bennett.



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Appendices

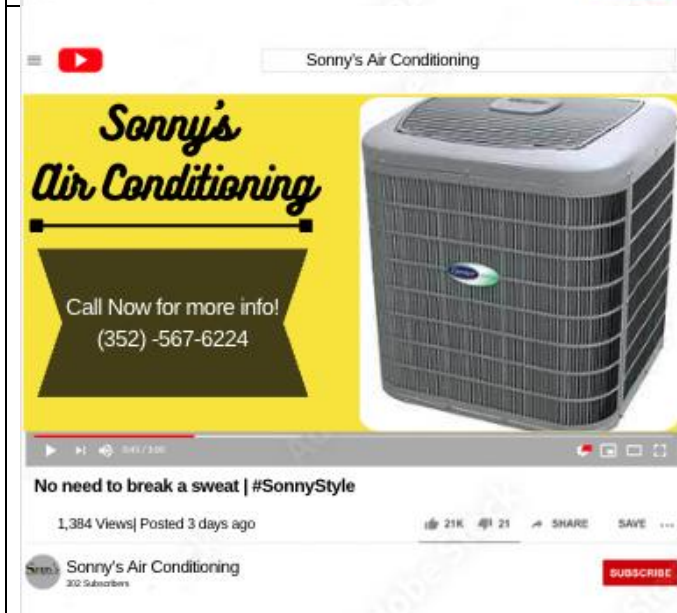
Appendix A

YouTube Sample Posts

Post	Description
 <p>Cool moments, Cooler memories! #SonnyMoments</p> <p>1,384 Views Posted 3 days ago</p> <p>Sonny's Air Conditioning 302 Subscribers</p>	<p>An example post that could be posted on the YouTube platform as a short form video for the company. The video lengths are shorter to try and make the customer watch the whole video.</p>
 <p>Stay Cool and Save Energy #SonnyKnowledge</p> <p>1,384 Views Posted 3 days ago</p> <p>Sonny's Air Conditioning 302 Subscribers</p>	<p>An example video that could include tips and tricks to save money when using air conditioning. The video could be posted during the summer, telling the customers about ideas such as only using air conditioning during the day. Or during the winter saying don't use the air conditioning and instead use some extra layers to warm up.</p>



A video could be posted on how to ensure that the system is cleaned properly and some preventative measures that can be taken to extend the life of the system.



The video could be posted in a similar fashion as the appliance YouTube video where it shows an employee doing a job with music overlaid.



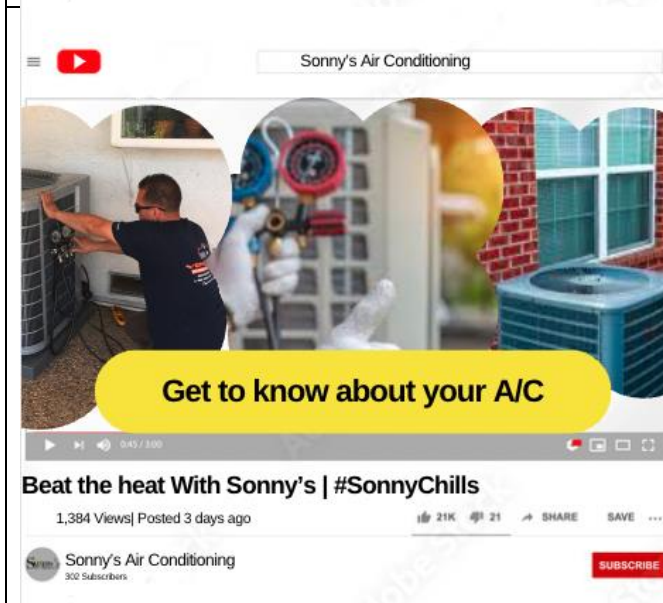
The post could combine both aspects of the company including the appliance and HVAC side that way people begin to associate with both sides of the company rather than just one individually.



The post could be about comparing HVAC units and how to decide which unit is the best one. Including window units, portable units, HVAC units and how to measure the cubic feet of a room to get the most coverage.



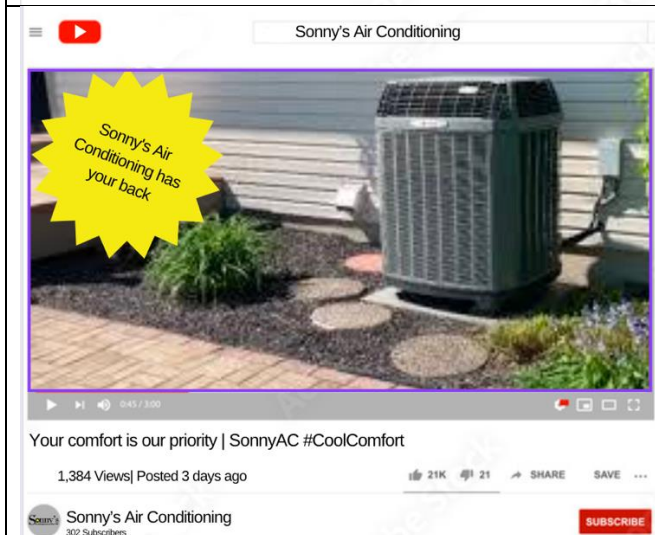
The post could serve as describing special packages or discounts that the company is running to bring in new customers. Such as receiving a discount on their next change out or mention a special promo code and receive a discount off the next diagnostic check.



The post could serve as a video that introduces the major brands of the industry that people can trust when making research as what brands have the highest quality and good reviews.





The post can serve as how to find the correct temperatures to set your thermostat at to receive the best savings. Mentioning how you may be able to save money by running a fan in the room alongside the air conditioner so you can save some money over the summer.



The post can serve as a video that guarantees the highest quality of service will be provided complete with the best technicians in the industry, as well as highlighting the certifications and licenses the company possesses.

Appendix B Facebook Posts

On Facebook Sonny’s Air Conditioning and Heating can use a combination of infographics and videos to help establish the online presence of the company more. The posts can also be used to help direct users back to the website or to special promotional offers that the company is running. Posts could also be made to direct users to the posts made on the Instagram and YouTube platforms.

Post	Description
	<p>A post made to advertise discounts that Sonny’s can run for the HVAC company including reduced maintenance costs, tune ups, and vent cleaning.</p>
	<p>A post made to reply to ratings that customers have left. This shows that Sonny’s is interested in building a relationship between them. This could assist in building customer loyalty.</p>

facebook

Sonny's
Recent Appliances Since 1958

Don't just cool, cool with confidence! Sonny's Air Conditioning delivers reliability you can trust. #SonnyReliable #ACConfidence #TrustInCool #ChillWithTrust #CoolAssurance

157 100 comments

Like Comment Send

A post with the link to the YouTube video that was posted. This helps to link the social media platforms together and will increase the discoverability of Sonny's across all platforms.

facebook

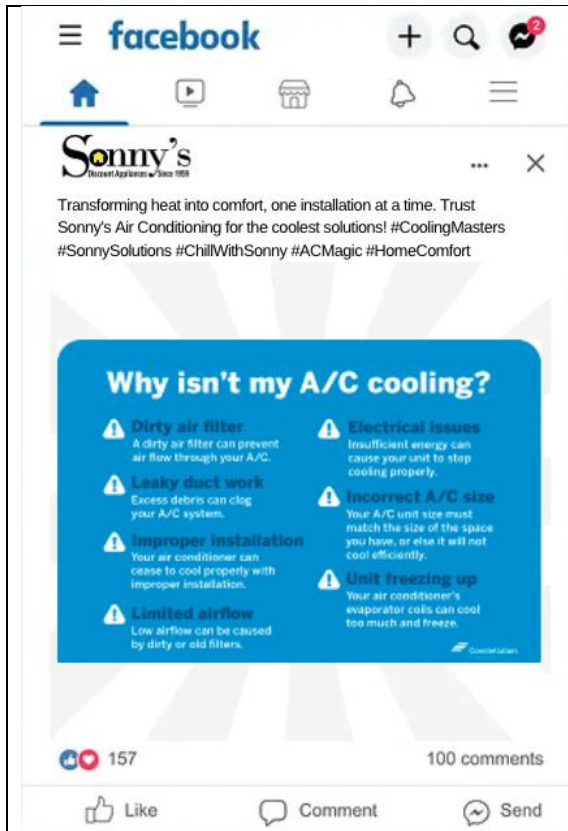
Sonny's
Recent Appliances Since 1958

Experience the Sonny's difference – where every installation is a masterpiece of comfort. Join the cool club today! #SonnyDifference #CoolClub #ACExcellence #ChillWithSonny #CoolingExperts

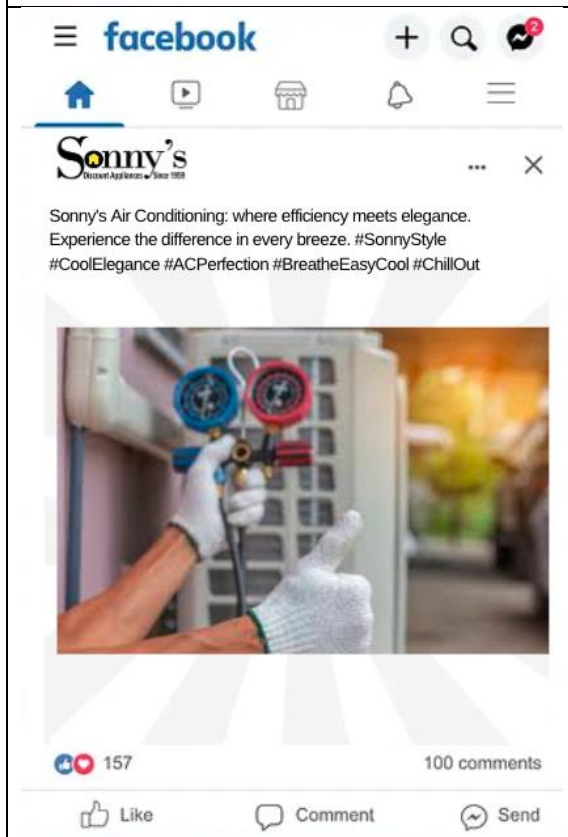
157 100 comments

Like Comment Send

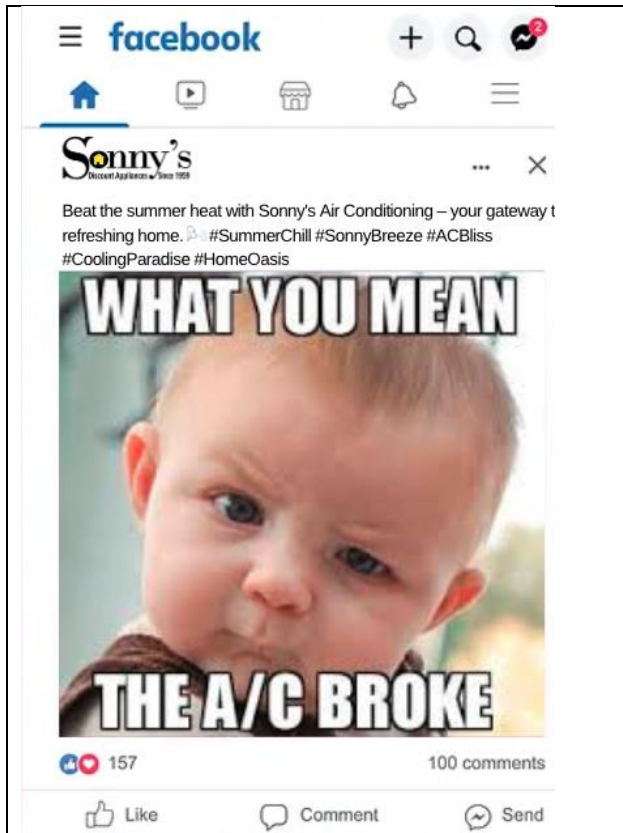
A post that contains the services that Sonny's Air Conditioning and Heating provides to customers.



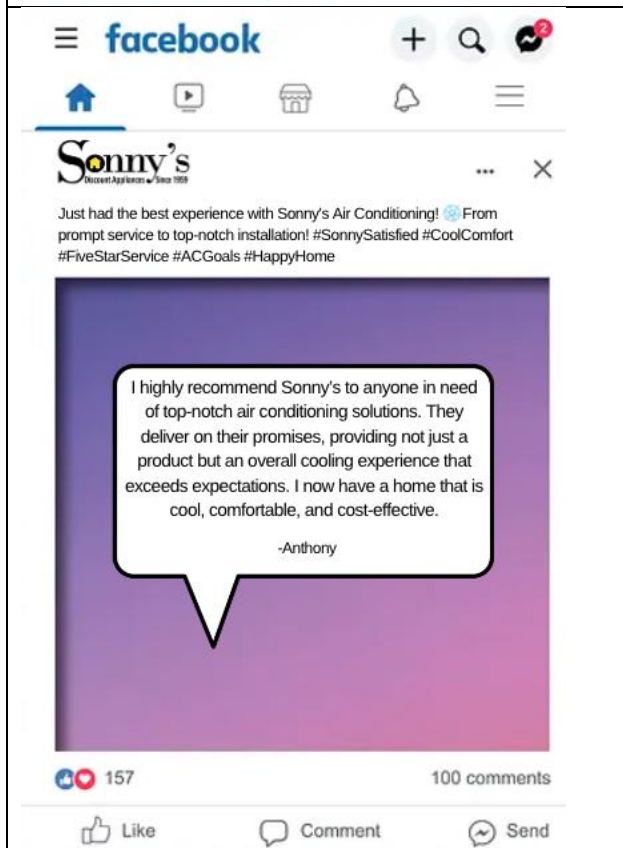
A post that contains steps to follow if customers are having problems with their unit.



A post containing an image from a jobsite and mentioning how Sonny's will provide services that increase the efficiency of the units.



A post containing a meme since Sonny's has some posts that already contain memes on Facebook. As well as some of the hashtags that could be used for summer posts.



Another post that contains a positive review for the company. This could also be used to suggest customers to leave a Google Review for the services they receive. As the owner indicated they needed help with Google Reviews.

facebook

Sonny's


Feeling the cool breeze thanks to Sonny's Air Conditioning! 🌬️🌟 If you've experienced the exceptional service and comfort upgrade like I have, don't forget to spread the love! Leave a glowing review and let others discover the secret to staying cool and satisfied all year round. #HappyCustomer #SonnySatisfaction

157 100 comments

Like Comment Send

A post that also asks users to leave a review for the company. As this helps to show other potential customers how great the company is.

Appendix C Instagram

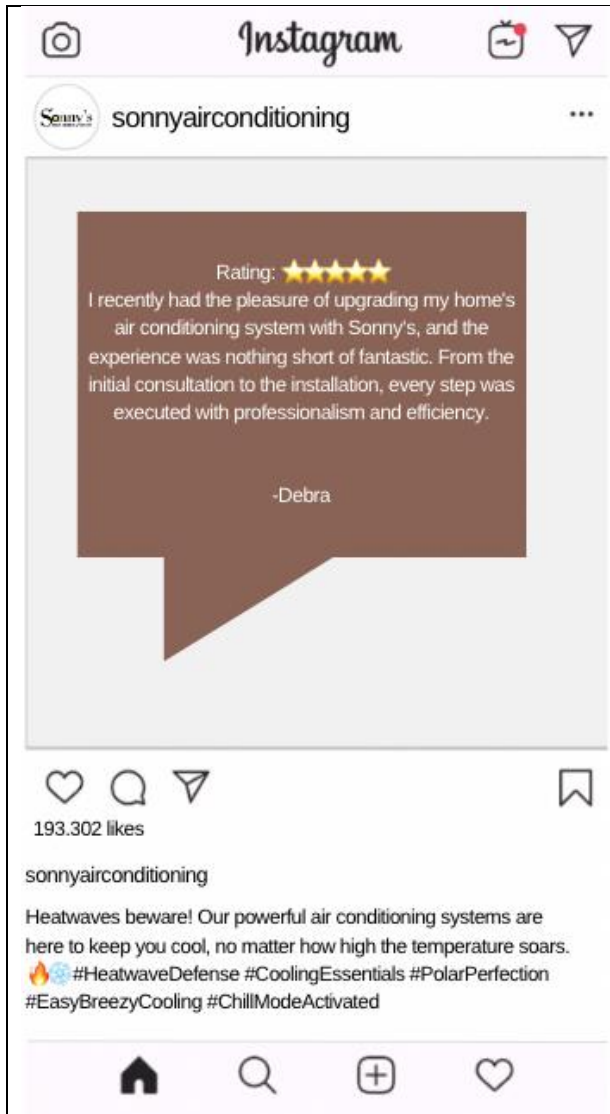
Post	Description
 <p>The screenshot shows an Instagram post from the account 'sonnyairconditioning'. At the top, the Instagram logo and navigation icons are visible. The post features a photograph of a technician wearing safety glasses and yellow gloves, working on an air conditioning unit. Below the photo, there are icons for likes, comments, and shares, followed by the text '212.122 likes'. The caption reads: 'Stay ahead of the temperature game. Our smart AC units adapt to your needs, keeping you cool and in control. 🧊 #SmartCooling #CoolEscapes #ChilledLiving #ArcticEcoCool #CoolingParadiseFound'. The bottom navigation bar of the Instagram app is also visible.</p>	<p>A post that shows a technician at a jobsite. By providing jobsite photos it helps to provide examples of how technicians work diligently.</p>



A post that shows how a ventilation system works to cool and heat a home.



A post containing a image, as well as descriptions for a summer post about how Sonny's is the correct choice for a new unit or change out this year.



A post that helps show off one of the great reviews that the company receives. Complimenting the professionalism and quality of service.

Instagram

sonnyairconditioning



9,333 likes

sonnyairconditioning

Beat the summer scorch with our high-performance AC units. Your escape to cool paradise is just a switch away. 🌿 #CoolEscape #BlissfulBreezes #CoolSerenity #AquaCoolExperience #IceAgeModernized

Home Search Add Heart

A post that contains an image from a jobsite which could be either from a residential or commercial job. As this way Sonny's can advertise to both individual home owners or to local businesses for jobs.



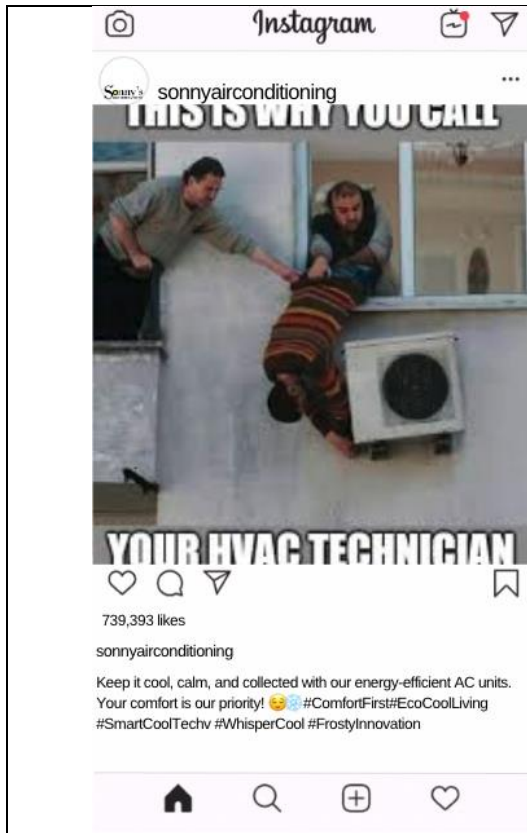
A picture of a job that was completed. Or the picture that could be replaced for other jobsite photos or events that Sonny's Air Conditioning and Heating attended.



A post meant to show off a unit that was installed. As well as that Sonny's is the perfect company to choose for their needs.



A post that contains a frequently forgotten item of the Air Conditioning filter. When the filter is replaced properly the air quality would be better. Also this can help with allergens.



A post that details what could happen if you don't call a technician to help you.



An infographic detailing how air conditioning works.