

California Contractor Heat Wave Toolkit

Why promote heat pumps during a heat wave?

You know firsthand that when temperatures rise, so do service calls. From maintenance requests to emergency replacements, it's an ideal time to connect with customers who are actively looking for a trusted heat pump expert, and we've got tools to help you do that.

The California Heat Pump Partnership's advertising campaign is also raising awareness across the state and helping homeowners see heat pumps as an effective cooling solution. So far, over 6 million residents across the state have seen this campaign. By promoting your business during periods of heightened customer interest, you can reinforce that message, reach homeowners when they're most engaged, and further position yourself as a trusted expert.

What's in the toolkit

We've created a ready-to-use toolkit full of social posts, content you can use in your own ads, and customer communications that you can customize with your branding and send out quickly when hot weather arrives.

What's included:

- [Organic social media](#): Images and messaging you can use to share on platforms like Facebook, Instagram, and others (plus an image library).
- [Paid social media](#): Images and messaging you can use to create your own targeted ads on social media networks or paid search.
- [Email Newsletter](#): Messaging you can use to reach out directly to potential customers via email.

How to use it

- Choose the content that best fits your business.
- Add your company name, logo, and contact information.
- Share it across your social media channels, website, email newsletter, or on site with customers.

When to use it

- A heat wave is in the forecast in your service area.
- Extreme temperatures are expected to stick around for several days.
- Service calls and emergency replacements are picking up.
- You want to promote preventative maintenance before peak summer demand.

Organic Social Media Templates

Feel free to use our [organic social image library](#) to bring your social posts to life.

1.

☀️ Another heat wave is here. Is your home ready?

If you're relying on an aging air conditioner, it may be time to learn about heat pumps. They provide efficient cooling during the hottest months of the year while also keeping your home comfortable when temperatures drop.

Whether you're replacing an aging air conditioner or simply exploring your options, we're here to help you determine if a heat pump is the right fit for your home.

#HeatPump #HVAC #StayCool #HomeComfort #EnergyEfficiency

2.

🔥 Heat waves, meet heat pumps 💪

Heat pumps cool your home just like a traditional air conditioner, while also providing efficient heating when temperatures drop.

Let us help you find the right solution to keep your home comfortable all year long. Give us a call.

#HeatPump #Cooling #StayCool #HVAC #HomeComfort

3.

😓 When your air conditioner quits in the middle of a heat wave, there is no time to waste.

But needing a new system right away doesn't mean you have to replace it with the same type of equipment. Modern heat pumps offer more than a traditional air conditioner, they are designed to keep your home cool during the hottest days while providing year-round comfort from a single system.

We'll help you understand your options and get your home cool again as quickly as possible.

#HeatPump #Cooling #HVAC #HomeComfort #StayCool

4.

😓 Heat waves are a real reminder that heat pumps do more than just heat.

Many homeowners are surprised to learn that a heat pump works like a traditional air conditioner, moving heat out of your home to keep you cool especially during the hottest months of the year.

If your cooling system is struggling to keep up or you're thinking about replacing an aging AC, a heat pump may be worth considering. It provides efficient cooling in the summer and heating in the winter, all in one system.

Have questions about whether a heat pump is right for your home? We're here to help.

#HeatWave #HeatPump #StayCool #HomeComfort #HVAC

Paid Social Media Templates

Feel free to use [these graphics](#) to elevate your brand presence via paid media.

1.

Headline:

Heat pumps are cool.

Body:

Seriously. Heat pumps cool your home just like a traditional air conditioner, making them a versatile and efficient choice for staying comfortable during a heat wave and all year long.

CTA:

Learn More *[include link to your website]*

2.

Headline:

Lock in year-round comfort today.

Body:

If you're replacing your air conditioner, consider a heat pump. It keeps your home cool during the hottest days of the year while also providing efficient heating when temperatures drop.

CTA:

Explore Your Options *[include link to your website]*

3.

Headline:

Body:

If your air conditioner is nearing the end of its life, now is the time to explore replacement options. Heat pumps provide efficient cooling in summer and efficient heating in winter.

CTA:

Explore Your Options *[include link to your website]*

Email/Messaging Template

Subject: Another Heat Wave Is Coming. Is Your Home Ready?

Dear [Name],

When temperatures soar, your cooling system works harder than ever. If you have an air conditioner that is struggling to keep up, or one that is nearing the end of its expected lifespan, now is the time to explore your options before you're faced with an unexpected breakdown.

Many homeowners are surprised to learn that **heat pumps cool your home just like a traditional air conditioner**. They provide efficient, reliable cooling during the hottest days of the year, with the added benefit of efficient heating in the winter and year-round comfort.

Whether your current system needs a tune-up, a repair, or a replacement, we're here to help you find the solution that's right for your home and budget.

Call us to keep your cool: (###) ###-####