

What's the Benefit of a Contractor Community?

Summary:

In this episode of the Mega Marketer podcast Justin Jacobs and Melissa Broadus discuss the benefits of being an ACCA member. Find out why ACCA is the place to be for contractors and what resources are available to help you grow your contracting business.

Main Questions Asked:

- What is ACCA?
- What are some of the tools and resources you offer?
- How do you reach out to contractors?
- What are the largest benefits of going to a conference?

Key Lessons Learned:

ACCA

- ACCA is the Air Conditioner Contractors of America; they are a national trade association, and they represent all the HVAC contractors in the industry.
- They create the standards in the industry that help contractors install equipment the right way and pick the right material to work with.
- ACCA also acts as an advocate on Capitol Hill to help explain the contractor side of the equation. The ACCA story is the story of contractors.
- They also offer training in all aspects of the business.
- Taking the good information that is available in the ACCA forum and duplicating it in your business is a great way to grow and avoid making mistakes. Asking questions will get answers from contractors all over the country and of all sizes.
- You can get access to good ideas from contractors that aren't competing with you but have still been in the same position as you.

Knowing who to talk to to break through to the next level can be priceless.

- Every contractor needs to be at the national ACCA conference. It is a contractor lead mega learning event with an expo as well. Learning takes place everywhere.
- Having a different perspective is a great way to refresh your business.

Tools and Resources

- There is a lot of material available in the ACCA blog, content that is only available to members. The blog is a great way for contractors to get inside info on the industry.
- ACCA also offers webcasts that bring in experts to share their accumulated wisdom.
- For the techs in the membership, the downloads that they make available are another great resource.
- Being a member of ACCA also gets you on their contractor locator, which makes it very easy for customers to locate you.
- Contractors love to talk to other contractors. The forum gives them a place to connect with other contractors and share what they've learned.

Outreach

- Contractors are a multi-generational bunch, so to reach them ACCA has to use a number of different outreach methods. For some that means the fax machine or direct mail, and for others that can be digital.
- If you send out a stunning, informative direct mail piece, you are going to see a good return on that. Direct mail works and is worth the time and money.
- You're dealing with different people that consume media in different ways. You have to use the different tools available.

- You have to tell the story, not just ask the person to buy something. Calls to action are important, but you have to explain why it's worth their time.
- People don't like to be sold to on social media. 80% of your social media content should be helpful, valuable, or entertaining.

Links to Resources Mentioned:

www.acca.org