

## What it BuzzBoard?

Buzzboard is an all-encompassing third-party platform that offers businesses a wealth of invaluable insights and tools to optimize their sales and marketing strategies. Its feature-rich platform includes the ability to review website speed, performance, social media monitoring, and lead generation. With Buzzboard, businesses are equipped to make well informed, data-driven decisions, identify growth opportunities, and gain a competitive edge.

## YOU CAN UTILIZE REPORTS SUCH AS...



### REVIEWS

This analysis checks the number of reviews the business has on Google. Reviews are a great way to understand customer experience and work towards improving customer satisfaction. Additionally, they also help new customers make purchasing decisions.



### ADVERTISING SIGNALS

This analysis checks the extent to which a business advertises online with AdWords and other Ad signals. AdWords are a hugely successful method of driving additional traffic to a website, marketing of products, and ultimately, increasing sales



### SOCIAL MEDIA PRESENCE

This analysis checks if a business has a presence on social media platforms. An engaging social media page gives customers the sense that they know you and your business, which can increase loyalty and make them more likely to recommend your services. With a good social media page, you can reach individual users who are most likely to be interested in your company. It is a great approach to encourage activity about your site on social media.



### LOCAL BUSINESS PRESENCE

This analysis checks if the website is listed in various local business directory services. Ensuring a business is listed with correct information on relevant directories can help people to find a local service, driving directions to the business, or reviews. Businesses present in search results, that are listed on directories, are considered more trustworthy compared to that which are not.



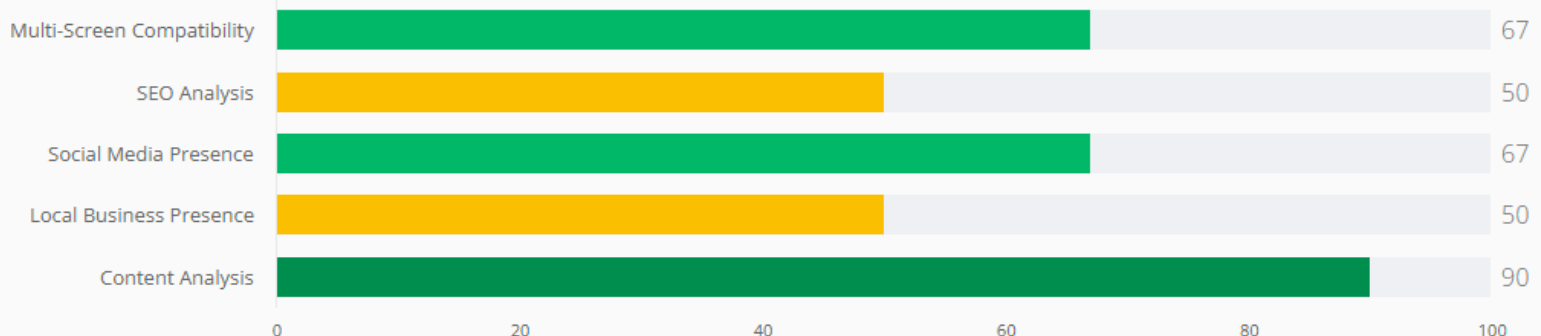
## SCORING

- Average score is 55-60
- Scores do NOT effect any generated leads from Trane.
- The goal is not to get a 100 but to improve in areas allowed.

Your score is broken down so you know exactly what needs improving.

### Digital Marketing ⓘ

Analysis of the current digital health of this business.



# GROW.


TRANE - BUZZBOARD UTILIZATION

# IMPROVE.


BuzzBoard reports are provided to our elite dealers to help highlight some possible areas of improvement for digital presence. The goal is not to be at 100, but to make sure they are on the right path of identifying how they can improve their digital presence. It reviews how consistent their contact information is across multiple sites on the internet, how mobile friendly their sites are, review social media accounts, and a ton more.

## Where can my Trane Comfort Specialist Dealer find their BuzzBoard Score?

TCS Dealers should already have a BuzzBoard report, it's linked to the dealer's homepage in MAX under Funds Available. If your TCS Dealer is missing their report, sign up to get a report generated.




It's Hard To Stop A Trane.




MARKETING ADVERTISING EXPRESS

ADVERTISING MATERIALS FUNDS MANAGEMENT SALES SUPPORT INFO CENTER REPORTS DEALER LOCATOR ENROLLMENT SUPPORT

**FUNDS AVAILABLE**  
[CLICK HERE](#)

**YOUR BUZZBOARD SCORE: 84** 

- VIEW YOUR SUMMARY REPORT
- VIEW YOUR DETAILED REPORT
- BUZZBOARD DEFINITIONS

**ADVERTISING MATERIALS**  
*"Connect with customers"*

## WE ARE HERE TO ANSWER YOUR QUESTIONS!

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OR

**For More Info:**

listen to our podcast!

**Click Here!**