



CONSUMERS ENERGY HVAC PROGRAM UPCOMING MARKETING

In an effort to align the timing of our marketing activities with that of our participating contractors, Consumers Energy would like to provide an overview of the planned tactics for the HVAC program for the rest of 2019. Please note that these dates are tentative and are subject to change.

In addition to the customer email and postcard campaigns listed in the table below, we will also be deploying digital search and display ads between September and November. These efforts aim to increase homeowner awareness and further generate leads for heating comprehensive tune-ups and equipment replacements.

Tactic	Date	Promotion
Email and Postcard	Aug. 13	Heating Comprehensive Tune-up
Email and Postcard	Sept. 19	Heating Comprehensive Tune-up
Email and Postcard	Oct. 22	Heating (Furnace) Equipment Replacement
Email and Postcard	Nov. 20	Heating (Furnace) Equipment Replacement
Email	Dec. 11	Heating (Furnace) Equipment Replacement

Thank you for your continued support of the Consumers Energy HVAC program! Please contact your Account Advocate Team for extra support.

Account Advocate Support Team
877-404-7937
consumershvac@icf.com



ConsumersEnergy.com/myhome

Connect With Us

