



2018 BRAND ALMANAC

Your personal and professional guide to building, protecting and promoting our brand.



2018 BRAND ALMANAC

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**“It Takes Many Good Deeds
to Build a Good Reputation, and
Only One Bad One to Lose It.”**





WHAT IS A BRAND?

Our Brand is a Promise We Make to Our Customers Every Day.

It is a promise of trust delivered with every customer experience. A promise of respect for our customers' time, property and intelligence. A promise of skilled workmanship, ethical behavior, and genuine caring for our customers and community.

A brand is also a vital system of language and design elements that help differentiate us from the competition, and communicate a consistent, professional face to our customers.

Your 2018 Benjamin Franklin Plumbing® Brand Almanac is your personal and professional guide to building, protecting and promoting our brand.





BENJAMIN FRANKLIN PLUMBING: A BRIEF HISTORY

In 2000, a survey of residential customers revealed that most people saw plumbers as honest, frugal and hard working. At that time, punctuality was the top driver for choosing a plumbing company.

Known for his famous phrase, “Time is Money,” Benjamin Franklin became our brand’s namesake, “The Punctual Plumber®” became our slogan, and our robust On-Time Guarantee was born.

In 2010, Benjamin Franklin Plumbing was purchased by Direct Energy. Direct Energy Services (DES) and Clockwork Home Services combined to become one of the largest residential providers of heating and cooling, plumbing, and electrical services in North America – serving more than three million households annually in the U.S. and Canada.

In 2014, Benjamin Franklin Plumbing became the first plumbing company to partner with Children’s Miracle Network Hospitals (CMNH) – demonstrating our company’s commitment to helping kids in our local communities.

In 2018, as times have changed, so have our customers’ priorities. **Today, trust and integrity are at the forefront of their decision-making.** Happily, wisdom and humanity are timeless attributes – and our respected namesake, Benjamin Franklin, continues to represent the commitment to excellence we bring to each and every customer experience.

Fun Fact:

In 1732, Benjamin Franklin wrote “Poor Richard’s Almanac.” A yearly publication packed with useful and interesting facts and observations. It became an instant bestseller and is still in use today.



BRAND VALUE PROPOSITION & VISION STATEMENT

What is a Value Proposition? A value proposition communicates the reasons why prospects should choose to do business with you rather than your competitors.

VALUE PROPOSITION FOR BENJAMIN FRANKLIN PLUMBING:

Homeowners seeking worry-free plumbing repairs and replacements rely on Benjamin Franklin Plumbing for highly trained service professionals who willingly share their skills and knowledge, and perform quality work – guaranteed.

What is a Vision Statement? An aspirational description of what an organization would like to achieve or accomplish, and a clear guide for choosing current and future courses of action.

VISION STATEMENT FOR BENJAMIN FRANKLIN PLUMBING:

“To inspire confidence and trust among customers and employees by consistently bringing the highest level of professional knowledge and personal commitment to every service experience.”

“An Investment in Knowledge
Pays the Best Interest.”





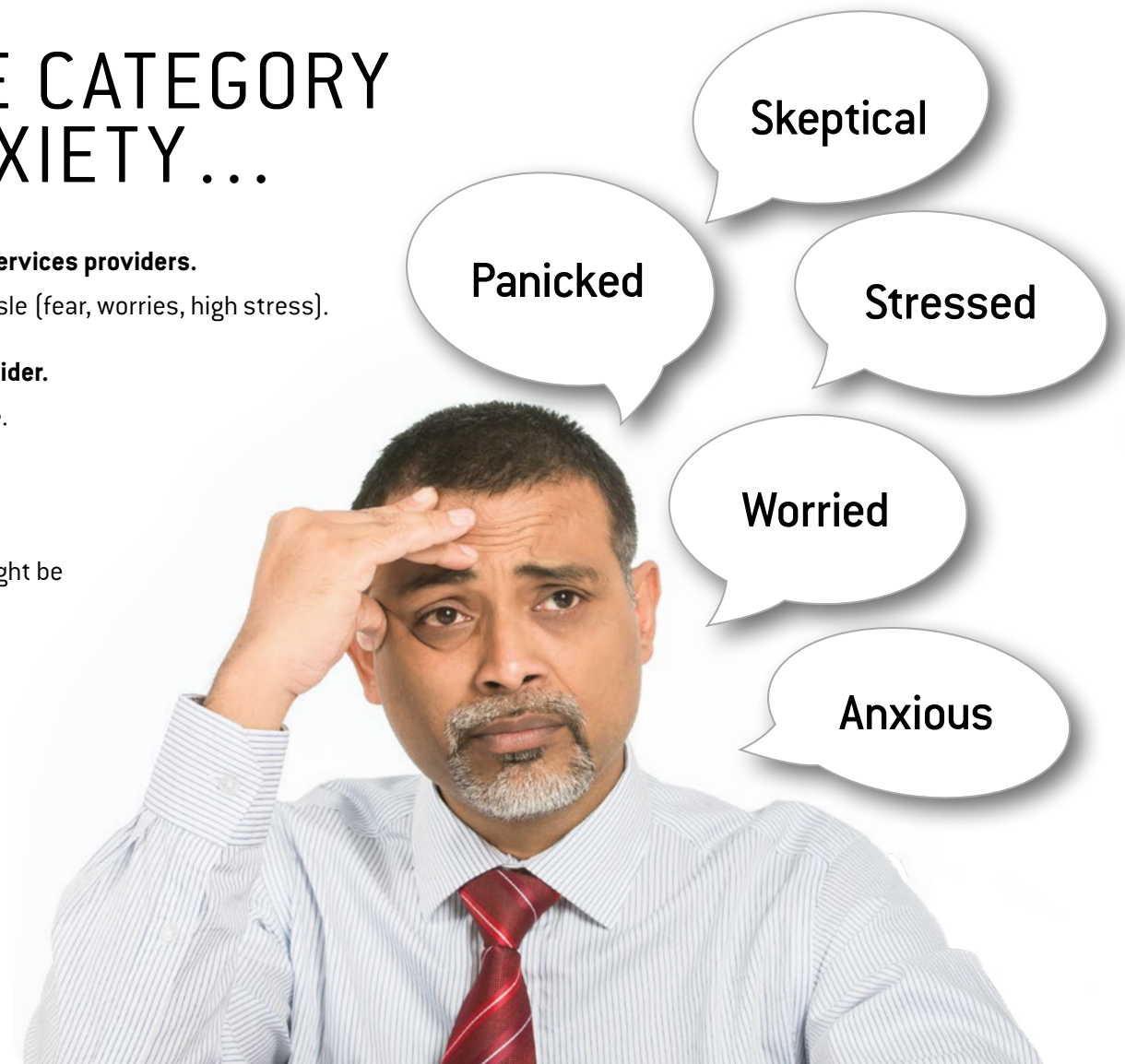
TRUST RESEARCH

What led our company to focus on trust for all our communications? Our customers did. In 2014, DES Marketing launched an extensive homeowner survey to identify their key motivators when choosing a home services provider.

DES consumer research has shown that
TRUSTWORTHINESS is extremely important
when selecting home services providers.

CONSUMERS APPROACH THE CATEGORY WITH A HIGH DEGREE OF ANXIETY...

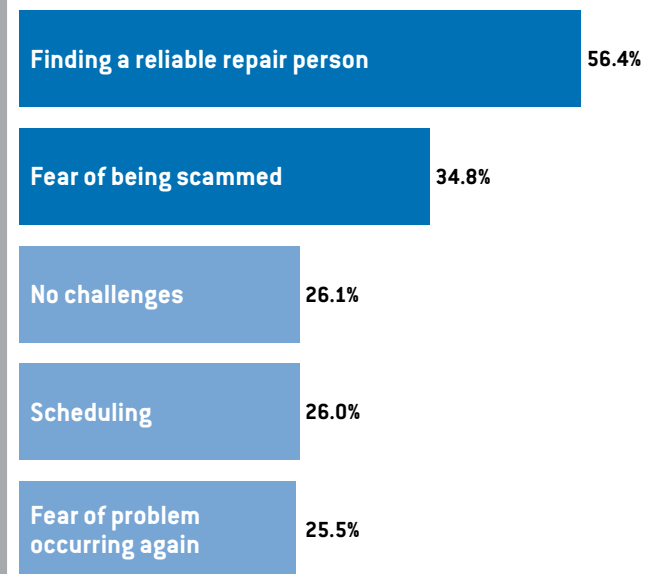
- **Research shows that trustworthiness is extremely important when selecting home services providers.**
 - ✓ Expectations are low and consumers anticipate that the repair process will be a hassle (fear, worries, high stress).
- **Finding a reputable and trustworthy provider is the #1 concern when selecting a provider.**
 - ✓ Trust emerged as most important challenge/purchase driver, ahead of cost and time.
- **Consumers find it difficult to ascertain the trustworthiness of providers.**
 - ✓ They feel out of control and say that selecting a provider feels like taking a gamble.
 - ✓ Because of their lack of knowledge/expertise in the category, they fear that they might be taken advantage of.
- **They try to regain some control and try to minimize risk and uncertainty.**
 - ✓ Most do research, check online reviews, or seek referrals.
 - ✓ They also seek out technicians that are licensed/bonded, and have a good overall reputation/track record.
- **While cost is a concern, consumers are willing to pay for quality work.**
 - ✓ They are concerned about being scammed, but are willing to pay a fair price (or even a reasonable price premium) for good work.



Consumers indicate that finding a trustworthy/
reliable company/repair person is a key challenge.

GREATEST CHALLENGES (Selecting Provider)

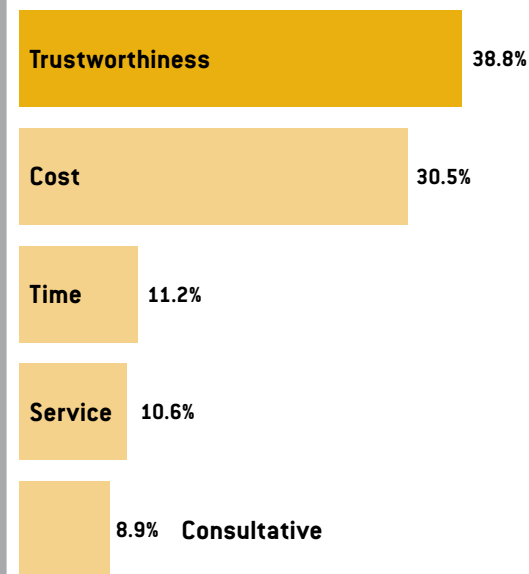
Q: What is most challenging to you about having a major appliance or home system repaired or replaced?



Survey conducted by Total Protect, a home warranty company, in 2013. Responses from 1,059 homeowners.

MOST IMPORTANT (Selecting Provider)

Q: What is most important to you when selecting a home services provider?

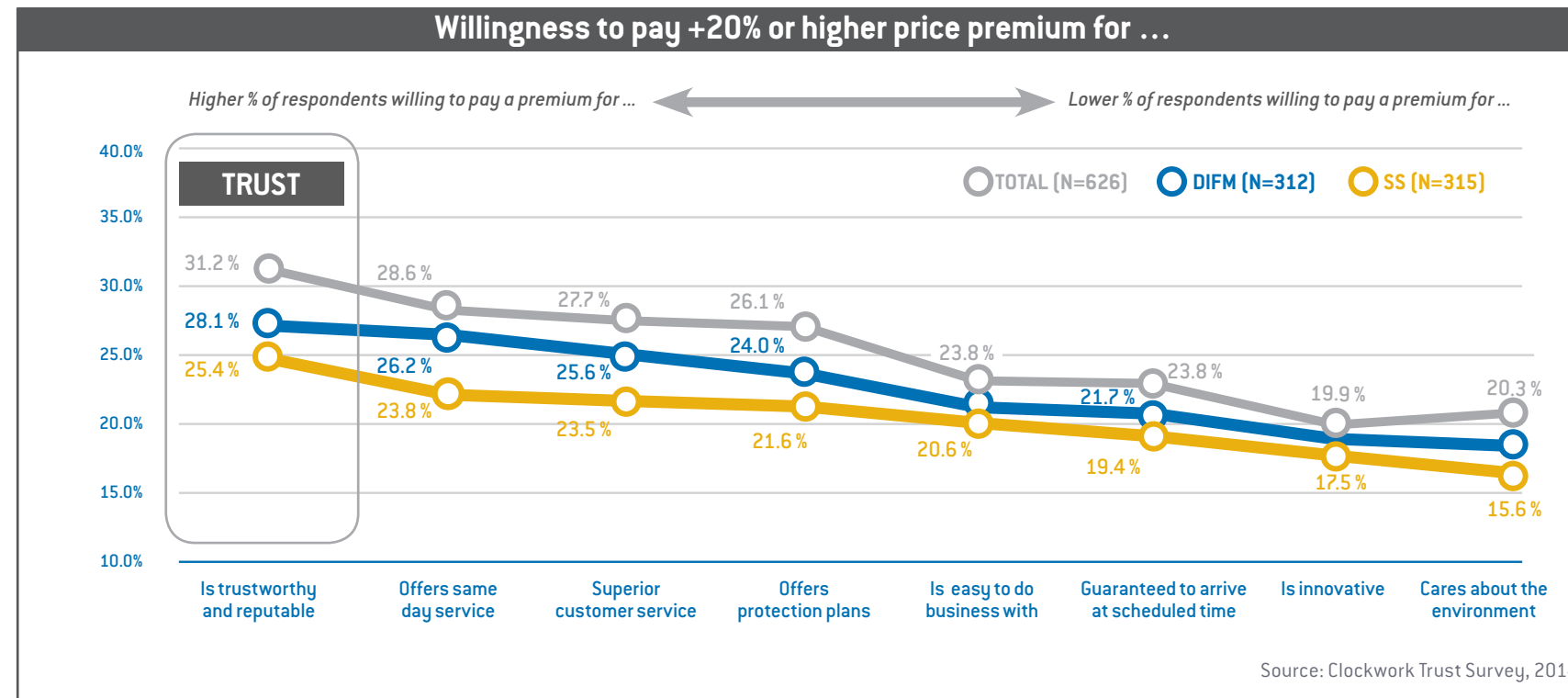


Source: FKM Awareness & Usage Study, 2011
N=400

In comparison to other service attributes, TRUST RANKS HIGHEST in justifying a price premium in the mind of consumers.

Trust is the #1 ranked attribute in terms of respondents' willingness to pay a +20% price premium.

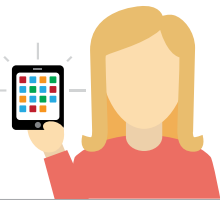
- DIFMs show a stronger willingness to pay price premiums across all attributes



Q: How much of a price premium would you be willing to pay for a plumbing, electrical, heating or air conditioning services provider that ... ?
 (Please select one response per row.)

FIVE CORE CLOCKWORK CUSTOMERS

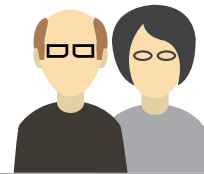
Savvy
SALLY
THE SMART SHOPPER



BARGAIN-HUNTING
BETH
THE DEAL-CHASER



The Old
FAITHFULS
THE STABILITY SEEKERS



HIGH ROLLER
HENDERSONS
THE DO-IT-FOR-MES



The
GET-ER-DONE GREENS
THE SUSTAINABLE SELF-RELIANTS



Savvy Sally is not the most price-sensitive customer, but she loves shopping for a good deal – so long as it’s not too risky. Her hunting ground? The Internet – where she pounces on product information, price comparisons and service reviews.

Bargain-hunting Beth lights up at the word “deal,” but she’ll spend a few bucks more to protect her purchases. For Beth, convenience is huge, too. Give her a choice of payment plans, have a positive online presence, and make her overall experience pain-free – and she’s yours.

The Old Faithfuls are typically middle-aged folks who value honesty, integrity and flexibility in every relationship. They proudly support their community and the businesses within it. Show up on time, look tidy and treat them like they’re your top priority, and they’ll be your customers for life.

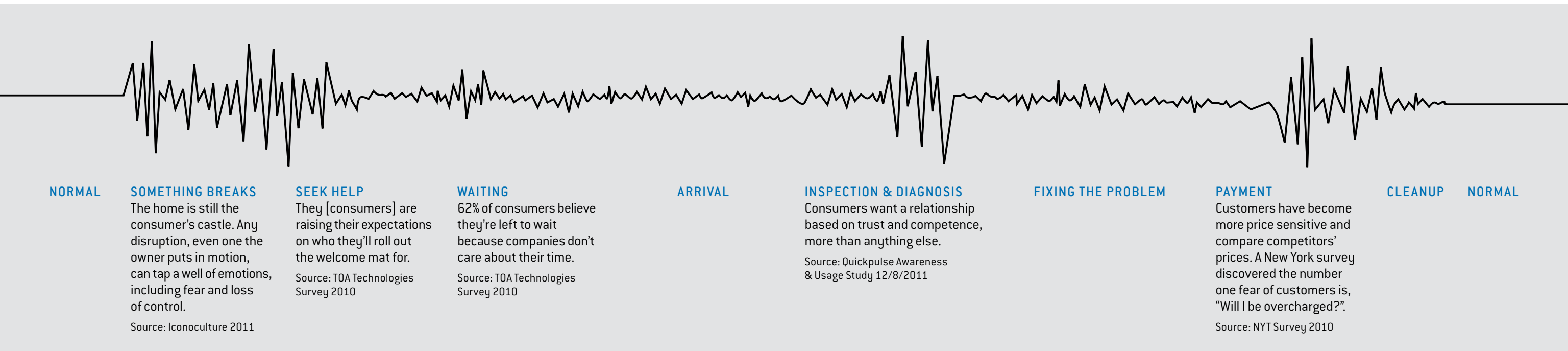
The High-Roller Hendersons don’t want to spend time doing home repairs, but they’ll spend plenty of money to have someone else do it. Just make customer service a priority, explain choices in simple terms, and offer service protection – they’ll call you time and time again.

The Get-er-done Greens are a self-reliant bunch. They’re super handy around the house, so when they do call in the pros, they expect top-notch service, innovative products and quick response – even on nights and weekends. They also care about the environment and make decisions accordingly.



CUSTOMER EMOTIONAL PATHWAY

People don't think about their plumbing until something goes wrong. This chart illustrates the emotional highs and lows customers experience when they have a plumbing issue. Understanding their emotional state can help you communicate with them at every stage of service.



2018 CUSTOMER PRIORITIES

In 2018, we conducted a non-branded 1000+ homeowner study to quantify service-attribute dynamics for different types of home services contractors.

As with previous research, TRUST emerges as a critically important decision factor, and highly relevant when consumers are making choices in the home services category. We also asked homeowners their preference for:

- Local contractors
- National contractors
- Local part of a national franchise

KEY INSIGHT: When we explained the benefits of a local provider that is affiliated/supported by a national company, 70% of those respondents who initially preferred a local contractor said they would be much or somewhat more likely to reconsider their local preference.

- Legitimate company with a national reputation
- More resources and standardized procedures
- Professionalism
- Better warranties and extra sense of security

Percentage who selected a given attribute as one of up to five criteria considered to be *most* important:



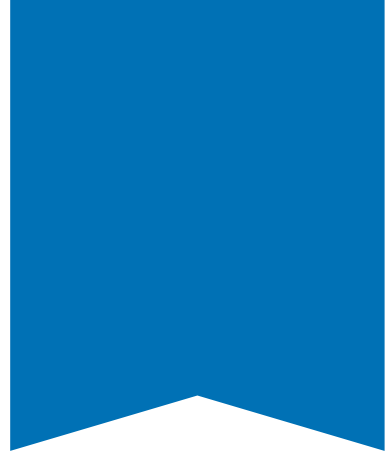
Source: DES Trust Dynamic Research Study, 2017 N=389

Q: From the list below, please select up to five (5) attributes that would be most important to you when selecting a contractor to perform [SERVICE] at your home.



“Well Done is Better Than Well Said.”





PROTECTING OUR BRAND

We've compiled this comprehensive Graphic & Design Standards guide to help you protect and promote our brand. It includes all policies and procedures associated with the approved use of the Benjamin Franklin Plumbing name, logo and associated branding elements.

Any applications for Benjamin Franklin Plumbing graphics that are NOT covered here must be directed to your Field Marketing Manager for approval PRIOR to use.

Correct and consistent use of our logo and tagline is essential to protecting our brand image. Official reproduction artwork for both is available on the Marketing Toolbox (MTB) for download and use.

Always require your printing and digital vendors to follow the EXACT logo specifications for reproduction.

PREFERRED: Full-Color Logo



If there's any delay, it's you we pay!®

A logo lockup with the Brand's Unique Selling Proposition (USP), "If there's any delay, it's you we pay!®" is available and must be used to maintain size and proportion standards.

Black & White Logo



Reverse Logo Usage



If there's any delay, it's you we pay!®

IMPORTANT! Color specifications for print and digital are included in the "Brand Colors" section.

All logos are fully detailed for reproduction

The registered mark (®) is required and must appear clearly

Size limit: No smaller than 1.25 inches wide

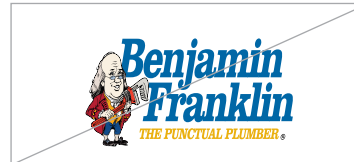
Clear Space

It is important to keep our logo away from clutter and other elements so that it can stand out and shine. The minimum clear space around the logo is 1x with “x” being the height of the letter “F” in “Franklin.”



Unacceptable Usage

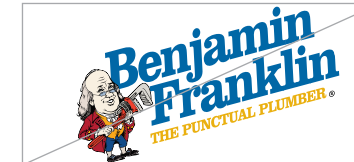
Use only the provided art files. Do not recreate the logo, change the colors or fonts.



Do not distort the logo in any way.



Never use the logo inverted or flipped.



Do not use the logo on an angle.



Do not use distracting shadows.



Do not place the logo on busy or distracting backgrounds.



Do not use the logo vertically.

STAND-ALONE FIGURE OF BENJAMIN FRANKLIN

To support our 2018 campaign materials, we have recently gained legal permission to separate the illustrated figure of Benjamin Franklin from the logotype and tagline.

- **Illustrated figure must be shown head to toe (Do not crop)**
- **Must feature the registered mark (®) where indicated**
- **Size limit:** No smaller than 1.25 inches wide
- **Follow the same proper usage guidelines outlined for the primary logo**

IMPORTANT! Use of this stand-alone illustration is not allowed without prior written approval.

OUR UNIQUE SELLING PROPOSITION (USP)

On occasion, our USP may be used alone, such as vehicle applications.

- **Must feature the registered mark (®) where indicated**
- **Size limit:** No smaller than 1.5 inches wide
- **Follow the same proper usage guidelines outlined for the primary logo**

IMPORTANT! Use of this as a stand-alone element is not allowed without prior written approval.

ALTERNATE CIRCLE LOGO

On occasion, use of an alternate logo is possible.

- **Must feature the registered mark (®) where indicated**
- **Size limit:** No smaller than 1.25 inches wide
- **Follow the same proper usage guidelines outlined for the primary logo**



***If there's any
delay, it's you
we pay!®***

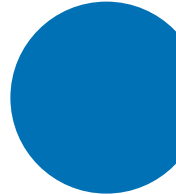
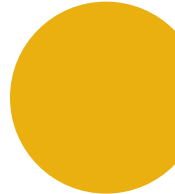


Color is a vital element in our brand identity. Correct, consistent use of this design element is important to portraying a quality image for our brand – no matter what media you’re using.

Different media require different color specifications. Use this chart to guide you and your vendors to the best solution.

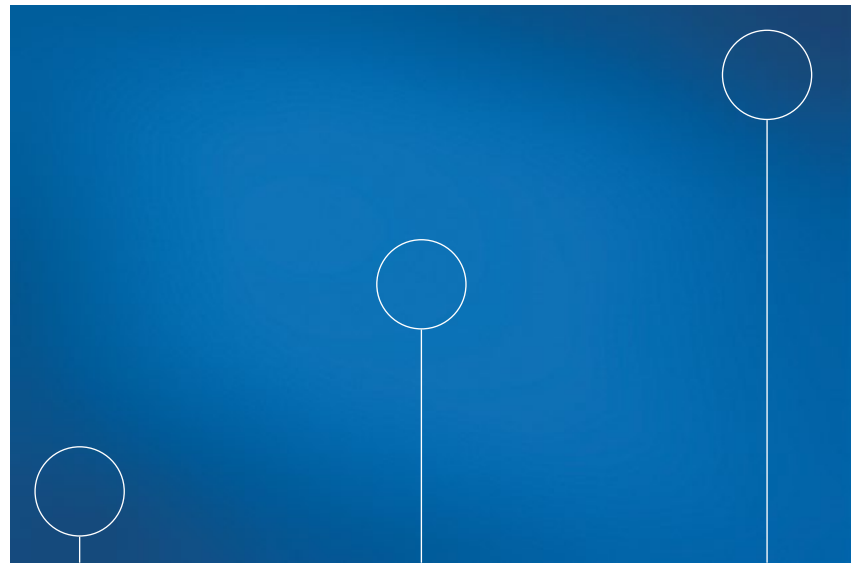
IMPORTANT! Color specifications for our trucks are detailed in the “Vehicles” section.




COLOR PALETTE

	Primary Blue PMS 301 CMYK 100/43/0/18 RGB 0/103/166		Secondary Yellow PMS 124 CMYK 0/27/100/8 RGB 234/176/16
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APPROVED COLOR BACKGROUND

A textured and vignetted blue background has been created specifically for the Brand as an additional design element and is available on the Marketing Toolbox.



		
CMYK 99/76/25/9 RGB 14/76/128	CMYK 86/50/1/1 RGB 17/116/184	CMYK 99/76/25/9 RGB 14/76/128

PRIMARY FONT FAMILY – Conduit ITC Standard

The official typeface, or font, that is used in nearly all (Preferred) Benjamin Franklin Plumbing marketing materials is Conduit ITC Standard font family.

This family of fonts has several faces. Their respective treatments are outlined here. Following these typographic guidelines is important in maintaining a uniform look.

HEADLINES

Headlines can be set in “initial caps.” If the headline is short, it can be set in “all caps.”

Leading in multiple-line headlines should be solid. Adjust for descenders.

Tracking should default to zero except when text is set in all caps. In this case, tracking can be added proportionately to size of font, [i.e., 36 point type can be tracked as much as +40].

Kerning should be set to optical and should be adjusted to allow even, consistent letter spacing.

As a rule of thumb, the larger the point size chosen, the lighter the font weight.

SUBHEADS

Subheads should generally follow the same guidelines as headlines, but proportionately smaller.

BODY COPY

Body copy should be set in Conduit Light except when on a background color, where it should be set in medium weight. Leading should be fairly aired out to help with legibility. Ideally, body copy is sized at 10 point and leading is set to 16 point. Maintain this relationship when resizing text. Kerning should be set at optical and should be adjusted to allow even, consistent letter spacing.

ONLINE FONT – HELVETICA FAMILY

Conduit ITC Standard is not a web-safe font. For online applications, use the Helvetica Family.

Conduit ITC Standard Bold

abcdefghijklmnop
qrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Conduit ITC Standard Medium

abcdefghijklmnop
qrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Conduit ITC Standard Light

abcdefghijklmnop
qrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

CONDUIT ITALIC FACES should be used sparingly. Setting type in italic “all-caps” is not preferred.

Conduit ITC Standard Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Conduit ITC Standard Medium Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Conduit ITC Standard Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

2018 CAMPAIGN SPECIAL ACCENT FONT

The following section of your Brand Almanac contains details about the special accent font we’re using for the 2018 Benjamin Franklin Plumbing Brand Campaign. Directions for its proper usage are on page 37.

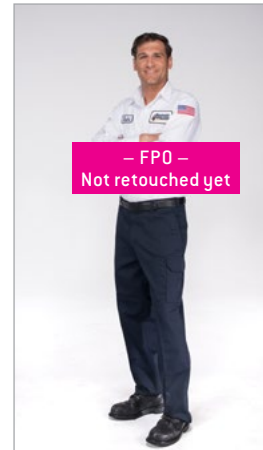
Benjamin Franklin Plumbing Expanded Photo Library

Photography assets have been added to the Marketing Toolbox for your use on marketing and collateral materials, including online and digital deliverables. The collection includes images of our plumbers working and consulting with homeowners; images of plumbers on white seamless; and product shots.

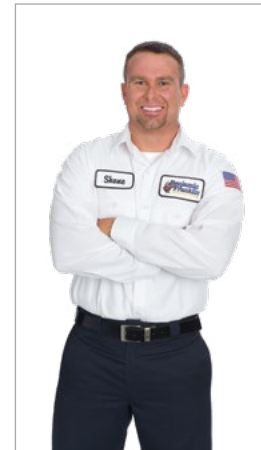
These images have been color-corrected and retouched for the best reproduction. In some instances, cropping an image is acceptable. However, no other retouching or color correction is allowed without permission.

Thumbnails of available images and their file names are provided here for reference.

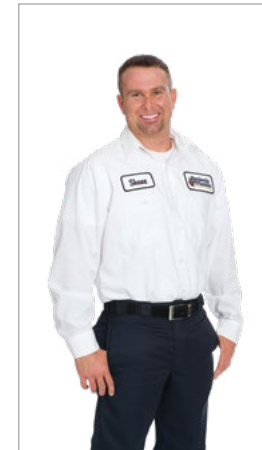
Plumbers on white seamless



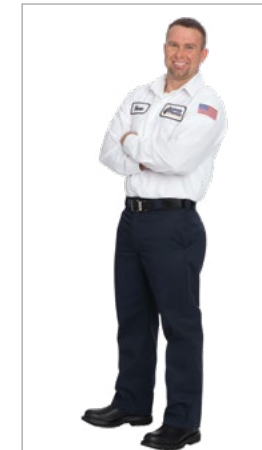
DEC_2096



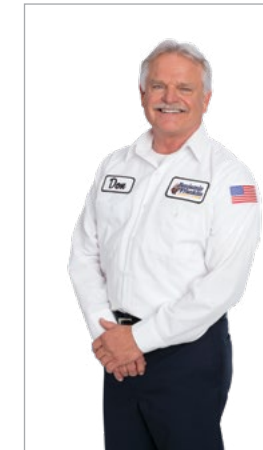
MS6_9655_HRCC



MS6_9687_HRCC



MS6_9696_HRCC



MS6_9809_HRCC

Van shots



MR_0236_HRCC



MR_0511_HRCC

Plumbers in action



EDP_6989



EDP_7019



EDP_7052



EDP_7091



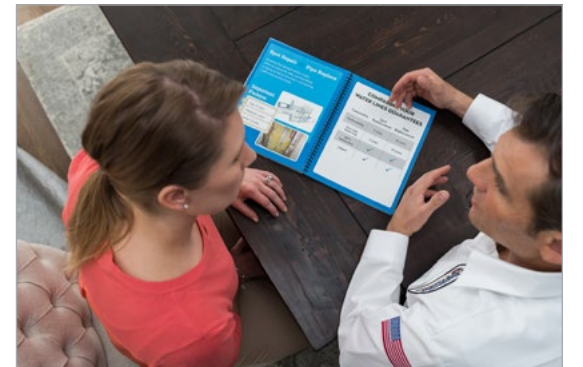
EDP_7205



EDP_7258



EDP_7365



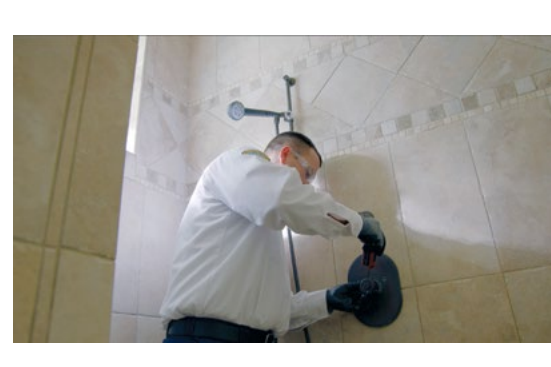
EDP_7425



EDP_7461



EDP_7521



BF_Tech_ScreenShot_1_HR



BF_Tech_ScreenShot_2_HR

Plumbers in action *(continued)*



BF_Tech_ScreenShot_3_HR



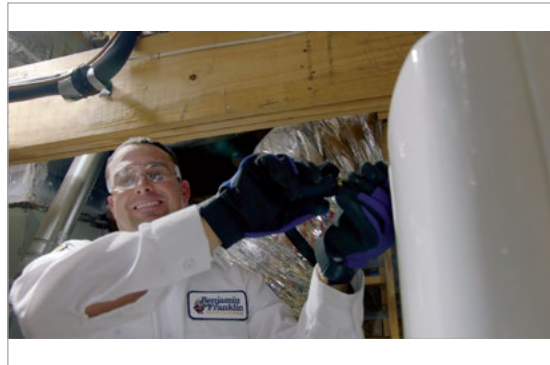
BF_Tech_ScreenShot_4_HR



BF_Tech_ScreenShot_5_HR



BF_Tech_ScreenShot_6_HR



BF_Tech_ScreenShot_7_HR

Plumbers in action – DIGITAL USE ONLY



EDP_7116



EDP_7124



EDP_7129



EDP_7143



EDP_7181



EDP_7570

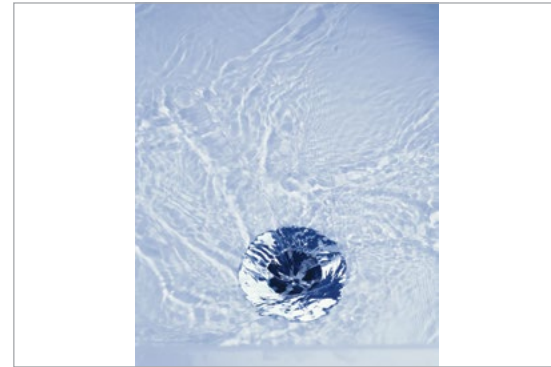
Product shots



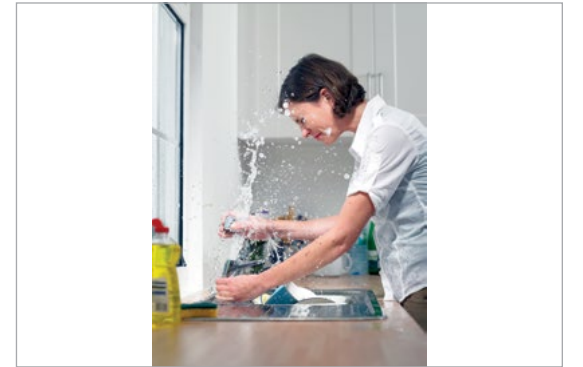
RBI10070127



PCH0010726



PCH0007634



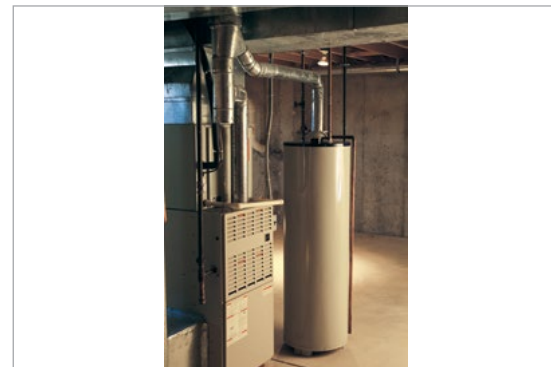
DVP0089127



PCH0158348



DSP0114266



COM0012774

VEHICLE GRAPHIC GUIDELINES

The vehicles you drive are among the most visible and dramatic marketing tools you have. The importance of following the guidelines for vehicle graphics cannot be overstated. The design and layout of these graphics have been planned to achieve maximum brand impression in your geographic area.

Vinyl Graphics

Our logo has been reproduced on reflective vinyl in full color and various sizes.

Vehicle Identification

It is imperative that all vehicles are painted in the following manner and with the approved color.

Original Pantone Matching System (PMS) litho colors:

PMS 301 Blue

Avery Vinyl for lettering:

3M Vinyl in White

Automotive color codes – Sikkens® “Auto Cryl” paint:

Blue code: PPG Color – DBC16484 (Pacific Blue)

Sherwin (Genesis) – Code: 41886

(Vehicles should be primed in gray)



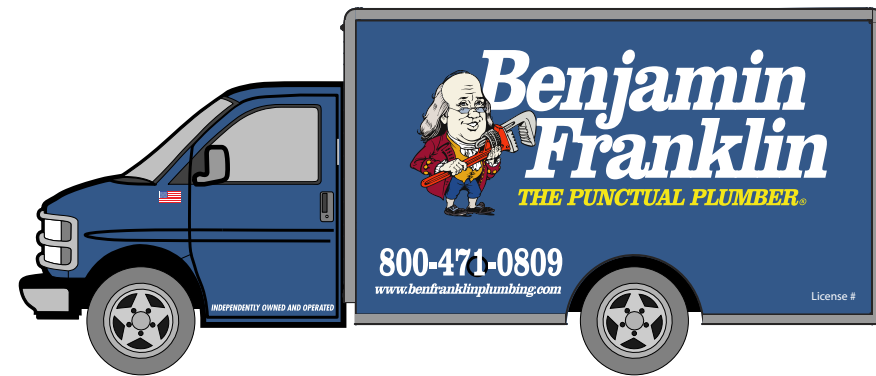
Box Truck: Solid Benjamin Franklin Blue with white and yellow lettering. Large Benjamin Franklin logo graphic makes a lasting impression. Visual examples are contained on the following pages.



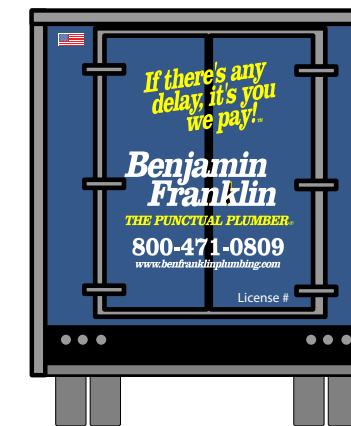
Standard Cargo Van: Van body contours vary widely from manufacturer to manufacturer. Visual examples are contained on the following pages.

Logo position is approximate. All makes and models will vary, such as body lengths, door positions, etc.
Use this drawing as your base reference for final application.

Box Truck Driver Side



**Box Truck Passenger Side
Reverse Position**



Logo position is approximate. All makes and models will vary, such as body lengths, door positions, etc.
Use this drawing as your base reference for final application.

Standard Cargo Van Driver Side



**Standard Cargo Van Passenger Side
Reverse Position**



Preferred Vendors

The Benjamin Franklin Plumbing home office works with various product vendors on a constant basis to ensure that our franchisees have access to the top vendors in the country. For graphics and paint, we have Preferred Vendor agreements with three providers; two in the vinyl category and one in the paint category. These vendors have been identified as preferred, in part because of their customer service, product quality, workmanship and product warranties. These vendors are also very familiar with our brands and standards. If you have any questions regarding their products and services, please feel free to reach out to the vendor directly, your Franchise Business Consultant or Operations Manager.

VINYL PROVIDERS

<p>Schneider Graphics 6082 Northeast 14th St. Des Moines, IA 50313 P: (515) 289-4464 F: (515) 289-4468 www.schneidergraphics.com</p>	<p>SignZoo 4139 N. Washington Blvd. Sarasota, FL 34234 P: (800) 239-3815 F: (941) 355-9802 www.signzoo.com</p>
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PAINT PROVIDERS

<p>Maaco U.S. Headquarters 440 S. Church Street Suite 700 Charlotte, NC 28202 (704) 377-8855 www.maaco.com</p>	<p>Maaco Systems Canada 8400 Lawson Rd. Unit 1 Milton, Ontario L9T 0A4 Canada (905) 875-1248 www.maaco.ca</p>
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*Each Maaco location is Independently Owned and Operated.
 Please visit www.maaco.com or www.maaco.ca to find your local shop.



**“If You Would Persuade,
You Must Appeal to Interest
Rather Than Intellect.”**





“WORDS TO LIVE BY”

2018 BENJAMIN FRANKLIN PLUMBING ADVERTISING & MARKETING CAMPAIGN

Creating a Stronger Brand Connection

Our Company's namesake, Benjamin Franklin, wrote some of the most memorable phrases in American culture. And though the man himself had little to do with plumbing, his trusted sayings create the perfect springboard for communicating Benjamin Franklin Plumbing's varied service and promotional messages:

Trusted, local service • Highly trained, skilled professionals • Quality work, guaranteed • StraightForward Pricing®

As shown in our 2018 DES Customer Priority Study, these service messages resonated strongest with homeowners.

"WORDS TO LIVE BY" 2018 CAMPAIGN ELEMENTS

We have loaded your Marketing Toolbox (MTB) with fresh, exciting and hard-selling advertising campaign materials ready for use in your market. All materials are designed to accept YOUR customized message. All materials feature our branded illustration of Benjamin Franklin, a Ben Franklin quote that ties directly to the service we're featuring, and a strong call to action.

PLUS, broadcast materials get the added oomph of our catchy new jingle! It's fun, memorable, and a total brand booster!

CAMPAIGN MATERIALS AVAILABLE TO YOU ON THE MTB INCLUDE:

- **NEW** Television with Jingle
- **NEW** Radio with Jingle
- **NEW** Radio DJ Endorsement Scripts
- **NEW** Out-of-Home
- **NEW** Direct Mail
- **NEW** Digital Ads
- **NEW** Photography
- ***And much more!***

"WORDS TO LIVE BY" 2018 CAMPAIGN SAMPLES

We've included a sampling of the robust toolbox of advertising materials available to you on the MTB.
Use them all to increase brand awareness, gain customer trust, and most importantly **make more sales!**

TELEVISION :30 SAMPLE SPOT



RADIO :30 SAMPLE SPOT



IMPORTANT: Refer to the MTB to see all the creative executions available for customization.

OUT OF HOME



"A Small Leak Will Sink a Great Ship!"

Your Local Plumbing Pros

Benjamin Franklin
THE PUNCTUAL PLUMBER®

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DIRECT MAIL



"Honesty is the Best Policy."

Benjamin Franklin
THE PUNCTUAL PLUMBER®

StraightForward Pricing® on every repair.
CALL 877-BEN-1776® TODAY!

Front



CALL TODAY!

Has Your Water Heater Gone Cold? We're on it!

For repairs done right, trust the highly skilled pros at Benjamin Franklin Plumbing. We take the time to explain the problem, give you StraightForward Pricing® for parts and service, and we stand behind our work – guaranteed! Call today and keep your water heater running hotter, better and longer.

TAKE \$XX OFF any plumbing repair!

Locally Owned • StraightForward Pricing® • Quality Service Guaranteed

877-BEN-1776®

BenjaminFranklinPlumbing.com

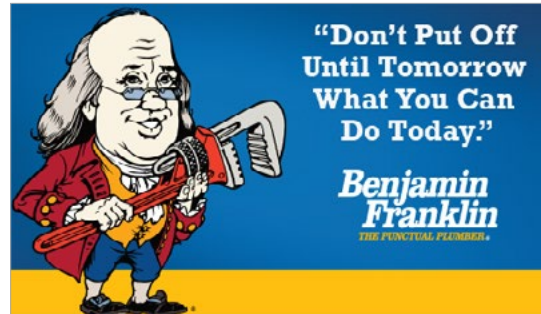
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Benjamin Franklin
THE PUNCTUAL PLUMBER®
0000 Any Street Drive
City, State 00000

Back

IMPORTANT: Refer to the MTB to see all the creative executions available for customization.

EMAIL



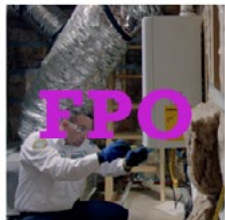
**"Don't Put Off
Until Tomorrow
What You Can
Do Today."**

**Benjamin
Franklin**
THE PUNCTUAL PLUMBER

It's Time To Flush Your Water Heater!

**GET \$XXX OFF
a Water Heater Flush!**

▶ [CLICK OR CALL 877-BEN-1776](#) to schedule this great offer today!




Sediment build-up in the bottom of your water heater can cause banging pipes, dangerous cracks and damaging leaks. Annual flushing can help you extend the life of your water heater and avoid costly breakdowns. Trust the highly skilled pros at Benjamin Franklin Plumbing to keep you running at peak efficiency year-round.

SCHEDULE NOW!

Locally Owned - StraightForward Pricing™
Quality Service Guaranteed

Call 877-BEN-1776®
BenjaminFranklinPlumbing.com

XXXXX Main Street, Springfield, ST XXXXX



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BANNER AD (All standard banner sizes on MTB)



**TAKE \$XX OFF
ANY Plumbing Repair!**

ACT NOW

**Benjamin
Franklin**
THE PUNCTUAL PLUMBER

IMPORTANT: Refer to the MTB to see all the creative executions available for customization.

ACCENT CAMPAIGN FONT – Rockwell Bold

The 2018 Benjamin Franklin Plumbing campaign utilizes quotes from Benjamin Franklin. These quotes have a special typographic treatment outlined here that must be adhered to in order to maintain a consistent look.

BENJAMIN FRANKLIN QUOTES

Quotes are always set in Rockwell Bold, initial-caps. Generally, the quotes are set centered, but can be set flush-left. The quotes should always be contained inside quotation marks, “”, not inch marks.

Leading in multiple-line quotes should be set at the point size plus 2 pts. (i.e., 28/30).

Tracking should be set at +20.

Kerning should be set to optical and should be adjusted to allow even, consistent letter spacing.

ADDITIONAL NOTES:

- Quotes will always be on the vignetted, textured blue background.
- Type is always reversed to white.
- Stand-alone Benjamin Franklin graphic should appear with the quote. Guidelines for this element are on page 20.

OPTIONAL YELLOW FLOURISH GRAPHICS:

- The optional yellow flourish graphics can be included with a quote where space allows.
- When flourishes are used to contain the quotes, they should appear above and below the quotes only.
- Do not rotate or change the flourishes in any way.



IMPORTANT: Not all Benjamin Franklin quotes are approved for use. Check with your FMM.

Rockwell Bold

abcdefghijklmnop
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

“These Are Proper Quotation Marks.”
”These Are Inch Marks!”

OPTIONAL YELLOW FLOURISH GRAPHIC IN CONTEXT:



—
**“If Principle is Good for Anything,
It is Worth Living Up To.”**
—





ONLINE MESSAGING & SOCIAL MEDIA

In today's age, it's critical to build and manage your online presence and reputation. The following guidelines and best practices will help you and your employees put your best foot forward while representing your business online.

THIS SECTION CONTAINS THE FOLLOWING:

- **COMING SOON:** Website Content Recommendations
- Social Media: Resources
- Social Media: Rules and Guidelines
- Social Media: Best Practices

RESOURCES

Corporate Social Media Pages

Follow and “Like” the corporate Facebook and Twitter accounts. You are welcome to share any of the content posted:

[Facebook.com/benfranklinplumbing](https://www.facebook.com/benfranklinplumbing)

[Twitter.com/benfrankplumber](https://twitter.com/benfrankplumber)

Content to Leverage

- Skilled Trades Infographic *(Released March 2018)*
 - You can find more information about how to leverage this infographic locally in the Infographic 101 document, which can be found on your Marketing Toolbox or requested via your FMM.
- Influencer Blog Posts and Social Media Posts *(Campaign running March – October 2018)*
 - You can find more information about this program, the bloggers that are promoting our brands, and how you can extend the life of the content on your own social media channels in the Influencer Campaign 101 document, which can be found on your Marketing Toolbox or requested via your FMM.
- Press Releases + Media Articles *(Monthly)*
 - Create Google Alerts for your brand to capture any news or press releases that are posted online. These are great assets to be shared across social media. Always link back to the source of the news.

How to Manage your Online Reputation

For more information regarding online reviews and the Reputation Management program, please refer to the Reputation Management Guide, which can be found on your Marketing Toolbox or requested via your FMM.

RULES AND GUIDELINES

Below are some high-level tips and guidelines for posting to Facebook and Twitter:

Facebook

- **LENGTH:** The common consensus for post length is around 40 characters
- **PRIVACY:** If you wish to post about a customer, always ask permission before you use their name, photo or any other content that includes them.
- **COMPANY PAGES:** When available, tag the Facebook pages of any organizations you include in a post by using the “@” symbol and typing in their company name; if they have a page, it should auto-populate. This lets them know they’ve been included in a post, while giving your readers a reference point to learn more about them.
- **VISUALS:**
 - Generally, the higher the resolution, the clearer the image. Recommended size is 1200 x 630 pixels.
 - Research shows engagement is there for videos up to 2 minutes, ideally between 30- and 90-seconds in length.

Twitter

- **LENGTH:** Twitter now allows up to 280 characters per tweet.
- **HASHTAGS:** Use hashtags to help group your tweet around a certain topic, such as when citing a special day that many people will be talking about (e.g., #EarthDay). This will put your tweet into that topic of conversation and increase your tweet’s and profile’s visibility with users following that topic.
- **MENTIONS:** In the same vein as with Facebook, use “@” mentions of any organizations or people you include in your tweet. This will notify them of the tweet and share their profile link with users.
- **RETWEETS:** Retweeting someone else’s post can be an easy way to curate content, share information and add some color to your profile.
- **SEARCH:** Twitter can also be a great resource to see how users are talking about your company. This is a good opportunity to reply to or retweet those who have tweeted positively about you, or to address any concerns.
- **VISUALS:**
 - Generally, the higher the resolution, the clearer the image. For Twitter posts, **optimal size** is 1024 x 512 pixels with a 2:1 aspect ratio.
 - Research shows engagement is there for videos up to two minutes, ideally between 30- and 90-seconds in length.

EMPLOYEE COMMUNICATIONS

Recommendations to employees regarding personal social media:

- When posting photos in uniform, you are a representative of your company. This means you should refrain from posting anything defamatory or inappropriate.
- If you maintain a public Twitter account, it’s helpful to add a disclaimer to your profile. While this won’t keep a business from a lawsuit, it communicates that your opinions belong to you and are not representative of your company. Examples:
 - *“Opinions are not the views of my employer.”*
 - *“All tweets are my own.”*
 - *“My opinions are my own.”*

GENERAL BEST PRACTICES

Establish goals for your social media pages that are aligned with your overall marketing goals.

Examples include:

- Build an online community
- Increase website clicks and conversions
- Increase online visibility
- Develop a loyal fan base
- Enhance customer service experience

GENERAL BEST PRACTICES *(Continued)*

Create relevant and engaging content for your customers:

Recommended content breakdown:

- 70% General: Business tips, industry news, community events, links to interesting articles, quotes, conversations with followers
- 20% Shared Content: tagging other businesses or client pages, promoting other businesses, sharing interesting posts
- 10% Promotional: endorsement of new projects, events, company news, new hires, awards and recognitions

Know your audience. As with most things in life, your message can't be as successful if you don't understand whom you're sharing it with.

Be human. People relate to authenticity; strive to sound as "human" as possible, without being too casual.

Use visuals! Incorporate photos, GIFs and videos often. Studies have shown users are more receptive and engaged with visual content.

Stay classy. Don't post anything your mom wouldn't approve of! This includes anything that could be deemed not safe for work ("NSFW"), such as inappropriate language, humor, photos or videos. You're running a business, so keep it professional.

Be responsive. The majority of customers expect a page to respond within 24 hours of a message, so it's important to keep a close, regular eye on inbound comments and questions. This builds goodwill with your communities and shows dedication to your practice.

- **If a negative comment is posted**, address it as soon as you can and offer a solution to rectify the situation.
 - Admit mistakes if you messed up, then share how you'll fix it. Do not respond defensively.
 - If the reviewer has a general complaint, validate their feelings by saying, "We apologize the service did not meet your expectation," or similar.
- Whether you reply to a negative or positive review, keep your responses short. A brief thank you, or a few sentences to try to move the conversation offline should be enough.

Keep informed. If you show that you're staying up-to-date on the latest trends and issues impacting your business, your customers will see you as experts in your industry.

- **Content curation:** Resharing posts from other organizations or posting relevant news articles are a good way to keep content coming, and act as a resource for your audience.

- **Inspiration:** Is there a big brand in your space that you respect? Take a look at what they're up to. Competitors? Chances are, you probably have an opinion on a common topic, and their content could inspire a new one altogether.

Be timely. Some of the best opportunities to post are when you can leverage something timely happening; some examples:

- Holidays and special celebrations (e.g., Thanksgiving, Earth Day, World Water Day)
- Weather- or seasonal-related (e.g., spring cleaning tips, best practices for winter freezes)

Quality trumps quantity. It's important to keep a steady cadence of posts; this shows you're keeping a conversation going, and shows potential customers you're actively monitoring your pages and engaging with users where relevant.

- However, you also don't want to over-post, as that can be overwhelming for readers.
- Do what you feel is best for the number of followers you have. Daily posts are OK, or a few times per week for a healthy schedule.

**“A Man Wrapped Up in Himself
Makes a Very Small Bundle.”**



ABOUT THE PARTNERSHIP

At Benjamin Franklin Plumbing, our primary mission is to improve the lives of others by providing the absolute best plumbing services possible. Our partnership with Children's Miracle Network Hospitals® expands on this commitment.

In 2014, Benjamin Franklin Plumbing became the first plumbing company to partner with Children's Miracle Network Hospitals.

When you give to CMNH, your donation – or that of your customer – helps provide life-saving equipment, research, therapy programs and charity care right in your community. So you not only save the lives of kids in your local Children's Miracle Network Hospital, you also differentiate yourself in the marketplace – and help build strong, heartfelt connections to your community.

The Marketing Toolbox (MTB) contains all the materials you need to build a compelling campaign in your community. Materials developed using the CMNH logo must be reviewed by CMNH prior to publication or distribution.





**“Tell Me and I Forget.
Teach Me and I Remember.
Involve Me and I Learn.”**





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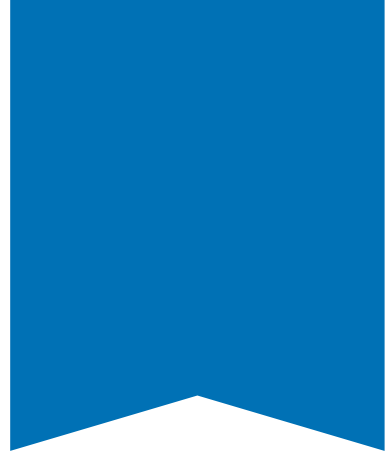
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FREQUENTLY ASKED QUESTIONS

This section coming soon.