

HILLER PLUMBING, HEATING, COOLING & ELECTRICAL

provides residential and commercial service and repair throughout Tennessee, Southern Kentucky, and Northern Alabama. As the homeowner's premier provider of choice with a 100% satisfaction guarantee, Hiller is Tennessee's largest residential and commercial plumbing, heating, air conditioning, and electrical services provider. **Hiller, a 12-time honoree to the Inc. 5000 List, employs more than 580 associates, boasts a fleet of 480 "Happy Face" trucks across 13 locations, and has responded to over 1.5 million service calls.**

NICK MARTIN
 HILLER DIRECTOR OF MARKETING

MediaTree has demonstrated that they share our goals and values, and treats our business like their own. They are an integral part of our organization and function as our in-house marketing team. Their partnership has been essential to our success."



EXECUTIVE SUMMARY

MediaTree is the most trusted and longest-standing marketing vendor for Hiller and its subsidiary businesses, including: Total Tech trade school, the Transition to Trade program, and PRAXIS S-10 success college. In addition to external communications and consumer marketing, MediaTree handles internal messaging, recruitment, and the commercial services department.

- Brand Development & Integrity
- Marketing Budgets & Spends, Contract Negotiations
- Events & Sponsorship Management
- Brand Identity - Communications, Vision Statements, & Social

- Public Relations & Crisis Management
- Creative Strategy & Design
- Acquisition Evaluation & Planning
- Vendor Evaluation & Management

THE CHALLENGES



Everyone knows that with extreme success and rapid growth comes a multitude of challenges in and of itself. Prior to working with MediaTree, Hiller struggled to find vendors that work in a timely and efficient manner, implement systems that could handle a large scope of work, and execute creative that reached their audience effectively.



In addition, Hiller dealt with significant advertising mismanagement that included, but was not limited to budget mismanagement, misallocation of ad spends, a lack of post-buy reconciliation, a lack of media invoicing processes, a lack of traffic management processes, and a lack of brand consistency overall.



THE SOLUTION

MediaTree has implemented processes that have allowed Hiller to scale—improving productivity, efficiency, turnaround time, and overall creative execution and performance across the board. By housing design, communications, and essentially all of their marketing vendors under one roof, Hiller has been able to consolidate and cut marketing costs as well as to solidify the messaging and design elements of each and every creative asset—all while maintaining their family-oriented, care-centric core values in spades.

In regards to their advertising spend, MediaTree has completely restructured Hiller's media buying strategy and execution—renegotiating contracts and putting processes into place that keep track of preempts and credits, hold stations accountable, leverage buying power, and organize invoicing receipts. MediaTree has also developed a creative, interactive calendar that can quickly and easily determine exactly what creative is running and where, as well as each campaign's successes and weaknesses.

ADDITIONAL ENDEAVORS



Transition To Trades allows separating military members the opportunity to attend Total Tech school to prepare for civilian trade careers upon separation. MediaTree handles all of Transition to Trade's brand development, marketing, press, award submissions, event planning, speech writing, design, production, recruiting, social media, strategic partnerships, and more.



Founder, Jimmy Hiller, co-founded PRAXIS S-10, a national success college for HVAC contractors with over 150 member businesses across the US. As part of the program, members receive extensive marketing assets annually, all developed and provided by MediaTree, including but not limited to a year's worth of social media posts, an industry-related best-marketing-practices guide, and more.

THE RESULTS

If you ask us, the results speak for themselves. Here are some of the stand out accomplishments we are proud to have been a part of with Hiller. Since our business here at MediaTree is built on retention, we look forward to adding many more bullet points to this list in the future!

Cut ad costs by
40%
 Currently advertising spends 5 million + annually

Achieved a
90%
 reduction in marketing-related administrative costs

Implemented complete
BRAND
 consistency across the board

Established Hiller as a
LEADER
 in the industry amongst all HVAC businesses in the nation

Met or exceeded all projections over the last
6 YEARS
 As a result, MediaTree's role has increased each year

Graduated over
600 >
 soldiers through Transition To Trades since its inception in 2016...

with a
94%
 job placement rate across the US

Received the Hire Vets
AWARD
 from the US Department of Labor, among many others (Transition To Trades)

Awarded Top 1% of all companies to have ever been on the Inc. 5000 list (12x inclusions). Awarded "Most Admired CEOs and Their Companies" (5x), "Best in Business" (5x), Ruud's Most Reliable Contractors (5x), CFO Of the Year, 40 Under 40, ACHR Contractor of the Year, Amana Dealer of the Decade, Top Military Friendly workplaces, Fastest Growing Private Companies (5x).