



SAVE
UP TO
\$650
on Gas Fireplace
Inserts



2024 Fall Gas Insert
Promotion
Ecommerce Playbook



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Step 1 – Know 2024 Fall Promo Coupon Details

Promotion runs September 16 - October 13

Goal: Get homeowners to update their wood fireplaces

Your consumer saves up to \$650 when they receive a liner kit at no cost. HHT will provide 50% off your cost of the following liner kits: LINK-DV30B, LINK-DV4-30B, LINKSQB-DV30, LINKSQB-DV4-30, LINKSQC-DV30.

MAJESTIC SAVE UP TO \$650 on gas fireplace inserts:



DISCLAIMER: Coupons expire 30 days after promo ends, or November 12, 2024. All coupons must be submitted by dealer to HHT for reimbursements by December 31, 2024.

<u>Brand</u>	<u>Category</u>	<u>SKU</u>	<u>US</u> <u>Rebate</u>	<u>CAN</u> <u>Rebate</u>
Majestic	Premium Gas Insert	TRILLIANT25IN	\$650	\$850
Majestic	Premium Gas Insert	TRILLIANT30IN	\$650	\$850
Majestic	Premium Gas Insert	TRILLIANT35IN	\$650	\$850
Majestic	Premium Gas Insert	TRILLIANT25IL	\$650	\$850
Majestic	Premium Gas Insert	TRILLIANT30IL	\$650	\$850
Majestic	Premium Gas Insert	TRILLIANT35IL	\$650	\$850
Majestic	Mid-Range Gas Insert	RUBY25IL	\$650	\$850
Majestic	Mid-Range Gas Insert	RUBY25IN	\$650	\$850
Majestic	Mid-Range Gas Insert	RUBY30IN	\$650	\$850
Majestic	Mid-Range Gas Insert	RUBY30IL	\$650	\$850
Majestic	Mid-Range Gas Insert	RUBY35IN	\$650	\$850
Majestic	Mid-Range Gas Insert	RUBY35IL	\$650	\$850
Majestic	Basic Gas Insert	JASPER30IN	\$650	\$850



Majestic

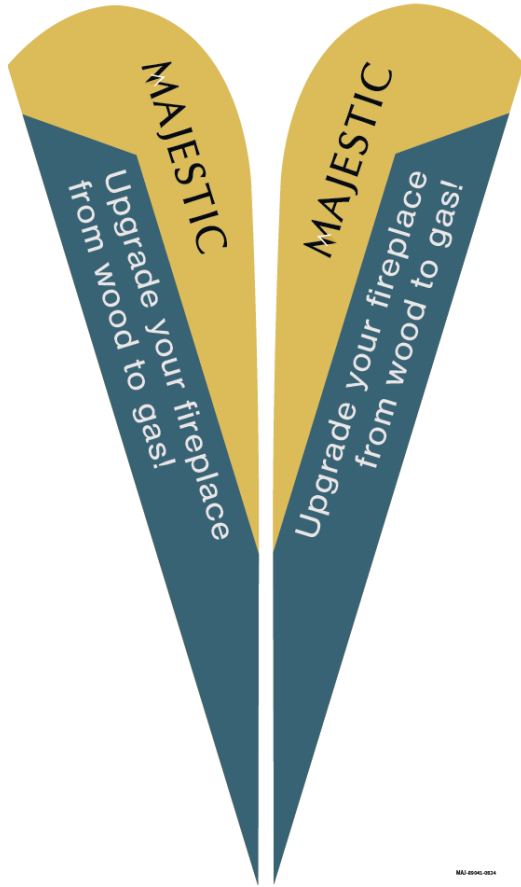
Step 2 - (Now - September 2)



Download Digital
Fall Promo
Merchandising on
myhht.com



Step 2 – Download Digital Fall Promo Merchandising on myhht.com



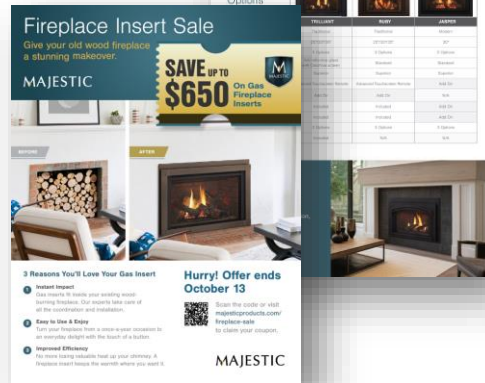
TEAR DROP SAIL SIGNS



CUSTOMER DISCOVERY SHEETS



FLYERS



POSTERS



SALE



BANNERS



Step 3 - (September 5-9)



Post organic social media content on your social platforms



Step 3 – Post organic social media content on your social platforms

Use Majestic Fall Promo Toolkits September 5-September 9

This toolkit includes educational posts to help you bring awareness across your social media channels. Utilize the provided post copy and add a call-to-action that encourages consumers to visit your website's landing page, showroom or request a consultation.

Myhht → Marketing & Sales Resources → Marketing/Business Tools → Promotions [Quick Link to Social Media Files](#)



September 5 Post

Did you know? Installing a gas insert in your old wood fireplace can dramatically boost heating efficiency.

These inserts are designed to contain and radiate more heat back into your room, rather than letting it escape up the chimney.



September 9 Post

Did you know? Converting your traditional wood fireplace to a modern gas insert is surprisingly quick.

Our experts can typically complete the installation in just one day, offering an easy upgrade to improve your home's heating efficiency



Step 4 - (September 13)



Prepare for the
launch of the Fall Gas
Insert Promotion



Step 4 – Prepare for Fall Gas Insert Promotion launch

- Email/Newsletter to your contact list
- Share social media posts with friends and family
- On September 16th you should see the “Online Coupon” button in myhht.com under Marketing Claims. If you do not see it let HHT know.

REASONS TO TRANSFORM
Your Fireplace with a Gas Insert

- Easy to use
- Cost savings
- Upgrade your home's aesthetic appeal
- Safety
- Hassle-free heating
- Boost your home's resale value

Name: _____
Address: _____
Phone: _____
Email: _____
Notes: _____



MAJESTIC



Step 5 (September 16 - October 7)



Post digital social ads

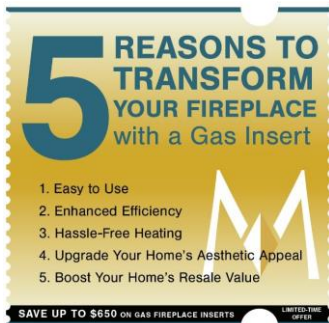


Step 5 – Post digital social ads

Use Majestic Fall Promo Digital Ads September 16 – September 19

The easiest way to spend advertising dollars in Meta (Facebook + Instagram) is by boosting coupon posts that you publish organically on your page. See below for high-level steps.

Myhht → Marketing & Sales Resources → Marketing/Business Tools → Promotions [Quick Link to Social Media Files](#)



September 16 Post

Tired of the mess and hassle of your wood fireplace? Switch to a Majestic gas insert and enjoy cozy warmth at the touch of a button. Save up to \$650 for a limited time only!



September 19 Post

Ready for your fireplace makeover? Transform your old wood fireplace into an efficient Majestic gas insert and save up to \$650!

1. Locate asset to post
 - Post a coupon image to your Facebook page organically and have it send traffic to the coupon form page on your website
2. Boost the post
 - Click “boost a post” button to create a paid ad for that post
3. Target locally
 - Enter your zip code radius to reach customers in your selling area
4. Audience set up
 - Add 30-65+ age range and interests targeting to *Home Improvement, Fireplace, Home Renovations or Heating System*
5. Set a budget
 - How much you want to spend and submit!



Majestic

Step 5 – Post digital social ads

Use Majestic Fall Promo Digital Ads September 23 – October 8



September 23 Post

The reasons to upgrade your old fireplace to a Majestic gas insert? Too many to count! Enjoy efficiency and convenience when you upgrade and save up to \$650.



September 30 Post

From outdated to outstanding! Give your old wood fireplace a modern makeover with a Majestic gas insert. Experience effortless warmth and style – and save up to \$650 on your upgrade!



October 7 Post

Say goodbye to chopping wood and hello to convenience! Transform your old fireplace with a Majestic gas insert and save up to \$650.



Step 6-Sell a gas insert to a happy and satisfied customer!

Gas Fireplace Insert Standard Feature Comparison

MAJESTIC

Package	Model	Ignition System	Battery Backup	Fan	Remote Control	Thermostat Control	Brick Interior	Heat Exchanger	Lights
BEST ▶	Trilliant 25"/30"/35"	IntelliFire Touch[®] with optional IntelliFire [®] app & voice control	✓	✓	✓	✓	✓	✓	✓
BETTER ▶	Ruby 25"/30"/35"	IntelliFire Touch[®] with optional IntelliFire [®] app & voice control	✓	✓	✓	✓			
GOOD ▶	Jasper 30"	IntelliFire	✓						



Step 7– Create Coupons for Claim!

- A promotion code can be created BY YOU in myHHT
Fall Promotion Code Lead Form will be available September 16 – October 13

1. To create a promotion code you will need to go into myhht. Start by selecting “Leads”, and then “Fall Promotion Code Lead Form” from the left menu bar.

The screenshot displays the myhht.com website. The top navigation bar includes the myhht.com logo, contact information (1 (855) CALLHHT • 1 (855) 225-5448), a search bar, and utility icons for help, phone, and user profile. The left sidebar menu is expanded, with 'Leads' selected and 'Fall Promotion Code Lead Form' circled in red. The main content area features a 'Product, Part and Serial Number Search' section with filters for Category/Model, Serial Number, Part Number, and New Product. Below this is a 'Marketing Updates' section listing various toolkits and newsletters. A 'Marketing News' banner at the bottom promotes 'Extended Lead Time Updates' with a 'Click Here for More Information' button. The 'News and Headlines' section on the right contains four featured articles: 'Aspen C3 Recertification', 'Tax Credit POS', 'New! Factory Training Newsletter', and 'Take Me to My News'.



Step 8
(September 16 – December 31)



Submit Gas Insert
claims in myhht.com



Step 8 - Submit Gas Insert claims in myHHT.com

SUBMIT YOUR CLAIMS IN MYHHT.COM BY December 31, 2024

- Submitting a coupon claim will close the lead, create a product registration, and kick off reimbursement.
- When you make the sale don't forget to submit the claim!

1. To receive reimbursement, you will need to submit a claim on myhht. Start by selecting “Claims”, then “Enter Claim” from the left menu bar. Then click “Online Coupon” under Marketing Claims.

The screenshot shows the myhht.com website interface. At the top left is the myhht.com logo with the tagline "brought to you by HEARTH & HOME TECHNOLOGY" and contact information: "CONTACT US: 1 (855) CALLHHT • 1 (855) 225-5448". The user is logged in as "Angela Doolittle". A search bar is visible at the top right. The main heading is "Claim Entry". Under "Marketing Claims", there are six options: "Co-Op", "Employee Purchase", "Model Home", "Online Coupon", "Promotion", and "Showroom Display". The "Online Coupon" option is circled in red. The left sidebar menu includes "Home", "Orders", "Claims", "Enter/Edit Claim", "Approve Claims", "Search and View Claims", "Co-Op Fund Balance", and "Product Registration".



Step 8 - Submit Gas Insert claims in myHHT.com

- Next, enter the serial number from product sold and coupon code from the consumer lead.

Welcome to myhht, Kent Poll

Search all files...

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Online Coupon Claim Entry

Serial Number Promotion Info Consumer Info Confirmation

Serial Number

* Coupon code



Step 8 - Submit Gas Insert claims in myHHT.com

3. Next, confirm which location sold it and which should receive credit.

Welcome to myhht, Kent Poll

Welcome to myhht, Bruce MacDowell

Search all files...

Search all files...

ESCAPE-35-IFT

LC6574895

Online Coupon Claim Entry

Serial Number | Promotion Info | Consumer Info | Confirmation

Account Information

* Selling Distributor/Dealer: Fireside Hearth and Leisure- Petoskey

* Account Name/Location Receiving Credit: 2530 - WILLIAMS DISTRIBUTING CO. INC.

Cancel | Next



Step 8 - Submit Gas Insert claims in myHHT.com

Welcome to myhht, Kent Poll

Search all files...

RUBY30IN

Online Coupon Claim Entry

LC6571055

Consumer Info

Confirmation

Cancel

Submit For Processing

Coupon #	qMOQ9F72W	* Consumer First Name	Barry
Selling Distributor/Dealer	Fireside Hearth and Leisure- Petoskey	* Consumer Last Name	Valleskey
Account Name/Locatoin Receiving Credit	2530	* Consumer Address Line 1	7571 215th St W,
My Reference #		Consumer Address Line 2	
* Date Consumer Purchaed Unit OR Date Consumer Made PurchaseDecision	Aug 15, 2024	* Consumer City	Lakeville
* Date Consumer Install Occurred	Aug 29, 2024	* Consumer State	MN
* Date Consumer Was Invoiced/Paid In Full	Aug 31, 2024	* Consumer Zip	55044
Sales Rep	Dirk Striggow	* Consumer Country	US
* Promotion Item	LINK-DV30B	* Consumer Phone	727-486-3591

Cancel

Submit For Processing

4. Finally, fill in all required info including the date of consumer purchase, install date, date consumer was invoiced/paid in full, consumer address and promotion items. After filling in this information, click "Submit for Processing".



Step 8 - Submit Gas Insert claims in myHHT.com

Welcome to myhht, Kent Poll



RUBY30IN

Online Coupon Claim Entry

LC6571055



CL-20240815-680637 Submitted

Coupon Claim Details

Promotion	2024 Fireplace Insert Fall Promo	Consumer First Name	Barry
Coupon #	qMQ9f72W	Consumer Last Name	Valleskey
Selling Distributor/Dealer	Fireside Hearth and Leisure- Petoskey	Address where Installed	7571 215th St W,
Account Name/Location Receiving Credit	Williams Distributing - Grand Rapids	Address Line 2	
My Reference #		City Where Installed	Lakeville
Date Consumer Install Occurred	Aug 29, 2024	State Where Installed	MN
Consumer Phone	727-486-3591	Zip Where Installed	55044
Consumer E-Mail	<input checked="" type="checkbox"/> valleskeyb@hearthnhom.cominvalid	Country where Installed	US

Unit Information

Serial #	LC6571055	Unit	RUBY30IN
Sales Order #	Z21837	Date HHT Shipped	Aug 6, 2024

[Claims List](#)

[Print Claim](#)

[Display Registration](#)

CLAIM IS COMPLETE!

[Submit Another](#)



Majestic

Let's have the BEST Gas Insert year yet!

LIMITED-TIME OFFER

SAVE up to \$650  On Gas Fireplace Inserts

BEFORE  **AFTER** 

UPGRADE YOUR WOOD-BURNING FIREPLACE

Which Insert Is Right For You?

Choose from a range of sizes and styles that fit inside your existing fireplace opening, giving you control of gas flames with the flip of a switch. Claim your coupon to save up to \$650 on these gas inserts.

Majestic Insert Options



	BEST	BETTER	GOOD
			
	TRILLIANT	RUBY	JASPER
STYLE	Traditional	Traditional	Modern
SIZE	25"/30"/35"	25"/30"/35"	30"
FRONT DESIGN OPTIONS	5 Options	3 Options	2 Options
VIEWING AREA	Anti-reflective glass with ClearVue screen	Standard	Standard
HEATING EFFICIENCY	Superior	Superior	Superior
REMOTE CONTROL	Advanced Touchscreen Remote	Advanced Touchscreen Remote	Add On
INTELLIFIRE APP/ VOICE CONTROL	Add On	Add On	N/A
FAN	Included	Included	Add On
THERMOSTAT CONTROL	Included	Included	Add On
INTERIOR PANELS	2 Options	3 Options	3 Options
ACCENT LIGHTING	Included	N/A	N/A



Thank You

For any Fall Promotion Marketing questions contact Barry Valleskey
valleskeyb@hearthnhome.com 727-486-3591

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