

Home Services Case Study

HVAC COMPANY

CONTEXT



CAMPAIGN LENGTH

One year



GEOGRAPHY

Southern U.S.



INVESTMENT

\$350,000



SOLUTIONS

Streaming TV, Display, Search Engine Marketing (SEM), Social Media, Organic SEO, Local SEO

OBJECTIVE

This client, a HVAC company, was looking to gain more maintenance/service customers, new installs, and grow their branding/awareness footprint in an extremely competitive market.

RESULTS

1.5k

New leads

1,051

Conversions

14MM+

Impressions

125%

Return on investment

STRATEGY AND SOLUTIONS

STRATEGY

The challenge of advertising for an HVAC business is that most people won't need your services until the experience a sudden emergency. But in an emergency, they're only going to reach out to the brands they already trust, and see when searching for emergency repairs. The solution for this is a full-funnel advertising strategy.

PRODUCT SELECTION

- We used the branding tactics Streaming TV and Display to generate more brand awareness, good will, and trust in the brand. Pairing these products with Search increases click-through rates on Google ads as users were already familiar with the brand.
- We used aggressive SEM and SEO tactics to ensure that the HVAC brand was one of the first things a panicked property owner saw when searching for emergency repair services.
- Having a large share of impressions is important for this competitive space and when impressions started dropping the ad spend was increased to stay as the top result for the chosen keywords.