

OREGON HVAC LEADS CASE STUDY

Local, family-owned HVAC shop needed to grow leads in order to stay in business and continue to compete in their market.

AT A GLANCE

CHALLENGES

- Competitors were taking leads away
- Only 2% of leads were for installations
- Needed both new leads and an increase in installation leads

RESULTS

- New website captures a higher level of leads
- SEO and ads campaign targets installation-specific audience
- Triple digit increase in leads, with installation leads accounting for 40% of all new leads

ABOUT THRIVE

We are your profit building partner!

With 20+ years of expertise in web development and digital marketing, we know how to capture the attention of consumers to increase your audience and customer base.

To learn more about how Thrive Business Marketing supports HVAC businesses in their digital marketing and business growth, visit our site:

https://thrivehvac.com

CLIENT PROFILE

This HVAC & Electrical company in Oregon had been losing leads to local competitors and needed to turn things around.

We were brought on to determine the best channels for lead improvement, with a focus on increasing new installation leads.

SOLUTIONS WE IMPLEMENTED

- Created a new, fully optimized lead-focused website
- Researched and implemented keywords to target new installation leads
- Created targeted Google Ads campaigns for both service and installation
- Optimized the client's Google Business Profile [GBP] and tied it to local Google Ads
- Created weekly posts to GBP to increase signals beyond ads

RESULTS THE CLIENT SAW

Overall Leads

By creating a modern website focused on calls-to-action, we were able to increase this HVAC business' overall leads by 300% in comparative quarters.

Install Leads

Through our effective Ads campaigns and a strong local push leveraging the client's Google Business Profile, we targeted homeowners who were most likely to need installation services.

Our highly targeted cross-channel marketing strategy increased installation leads by 5800% over the course of 2 years.

Service to Install Lead Ratio

When we started working with this client, their leads consisted of only 2% installation leads. Within the second year of our targeted ad and SEO campaigns, we achieved a 300% increase in leads - with 40% of those leads being for new installations.