

HVAC Business in Southern US Experiences 1st Ever Profitable Q4

The owner always found a way to keep his crews busy, but often at his own expense in Q4. For the very first time, the slow season was profitable.



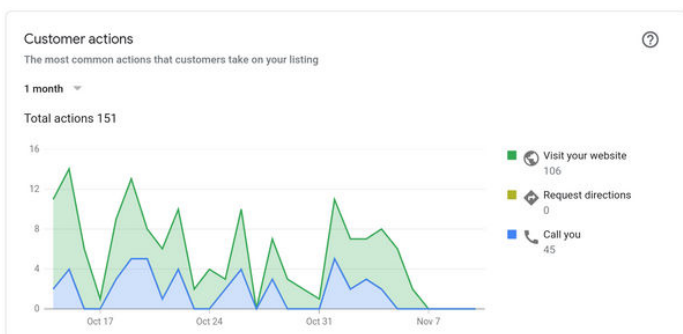
Background

A single-location heating and air company was not satisfied with the partner agency that a manufacturer had paired them with.

We identified several opportunities to improve on their SEO and paid ads, but the real challenge was figuring out how to effectively market for them in the slower, cool-weather months.

SEO Just In Time

We were also busy working on their local SEO, and managed to pull in some serious phone calls from their Google Business Profile in July:



Getting Ready for Summer

Since we started their campaign going into the busy summer months, our first goal was to rapidly prepare for the influx of service calls. We needed to make sure our client had the highest visibility possible on Google in just a few short months before the end of Spring.

Previously, their paid budget has been spent on a brand awareness campaign that was running display ads through the Google network. This wasn't very effective because the client did not have the needed brand recognition in the local market, so their limited budget was much better spent going after service related keywords.

We set up their Google Ads to target things like 'emergency AC repair' and made sure our ads didn't show up for automotive AC searches or for people looking to get help with a window unit.

Results

Our client recorded record profits and booked enough work to stay profitable in Q4 when historically, he had taken a loss to keep his employees around.

Scheduling work in the slower months allowed them to upsell on duct cleaning and whole-home filtration installations. We promoted a product that removes viruses and bacteria during the pandemic to their past customers, and sold many installations.



Call Us
205-671-2790



blake@sociallyin.com



<https://seobysociallyin.com/>