CASE STUDY

HVAC



Phase I

- ✔ **Google Business Profile** — 20 - 30%
- ✔ **Website** — 15 - 20%
- ✔ **Social Media** — 5 - 10%

Phase II

- ✔ **Local Listing Optimization** — 10 - 15%
- ✔ **Reputation Management** — 15 - 20%
- ✔ **Email Marketing** — 2 - 5%

Relative importance based on tactic's direct and indirect impact on rankings

Phase III

An HVAC company in a town of 100,000, aimed to maximize leads over three months with a $5,000 budget to focus on ROI. Average sale value: $1,000.

STRATEGY	RESULTS
✔ **SEM** $1,000 CTR: 1.91% • 10,471 Impressions	**15 Total Leads** 200 Clicks
✔ **Social Media Ads** $1,500 CTR: 0.35% • 100,000 Impressions	**10 Total Leads** 350 Clicks
✔ **Targeted Display Ads** $1,500 CTR: 0.10% • 150,000 Impressions	**5 Total Leads** 150 Clicks
✔ **YouTube Ads** $1,000 CPM: $25 • 40,000 Impressions	**5 Total Leads**

SPEND	ROI
$2,500	$10,500
$5,000	**$21,000**
$7,500	$31,500

90-Day Campaign

30
Total Leads

70%
Lead Conversion

$21,000
Revenue

4.2:1
ROI

The statistics, metrics, and results presented in this case study are provided for illustrative purposes only. They are based on specific circumstances and may not be representative of typical outcomes. Actual results may vary depending on a wide range of factors, including industry, target audience, budget, and execution. This case study is not intended to guarantee or predict future performance, and should not be interpreted as a promise of similar success.

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