



**RoundClicks**

**CASE STUDY**

# How an **HVAC company** got the most leads out of **our Landing Page.**

- A Case Study

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## Client's Profile:

Our client is one of the leading HVAC companies in Atlanta, Georgia. With an exceptional name for quality, they have been providing professional heating and cooling services to homes and businesses. One of the best attributes is that they offer same-day services and focus on 100% customer satisfaction. Besides installing heating and air conditioning, they are equally good at repair and replacement.

## Background

With fifteen years of presence in the field, it's pretty hard to find an Atlanta homeowner who hasn't been attended by the client in one way or another. Their futuristic plans were to acquire more leads using a digital platform and start branches in multiple locations outside Georgia.

## The Challenge

The HVAC Company has a loyal customer base, and they wanted to acquire new clients. Therefore, they were looking at ways of building a strong digital presence to expand further. To get started, they needed a landing page and a couple of funnel pages, which is why they approached us!



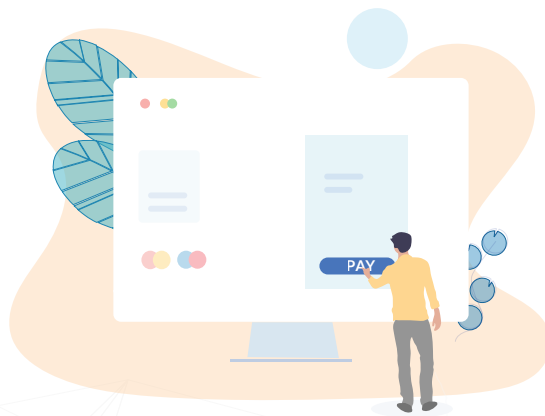
## Our Recommendations:

The client didn't have a website. An attractive landing page and a couple of funnel pages were suggested to get the ball rolling in the first round of discussions.

## Our Approach

We proposed to create the content for them and integrate payment gateway for people. Besides that, a landing page and a couple of funnel pages were created successfully. The page displayed a special call to action button with the banner text reading like this, "15% Off Any A/C Service or New Equipment Installation For First Responders". We also had a couple of options to drive sales with the tag lines on the banner, "\$59, A/C System, Check and \$50 off on any cooling or heating repair".

Funnel pages were created to capture lead information and send potential clients to payment gateways.



## Lead Generation

- We organized a contest to give away a free pre-season heater tune-up every day for a month.
- Clients needed to provide their name, email, zip code, the type of heating equipment they had.
- We ran Google PPC advertising campaigns targeting primary and secondary zip codes in Atlanta service area.
- Potential clients clicked back to the newly created landing page where they could see the value proposition.

## Results

The landing page performed well, and the campaign received an overwhelming response.

- Landing Page Visits In the Month - 1437
  - Increased Revenue - 3X
  - New Clients - 79
  - Returning Clients - 25
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## Conclusion

From design, development to implementation, we planned everything meticulously by understanding the client requirements well. Since the campaign was run through Google, we tracked every aspect of it to analyze effortlessly. The total PPC budget spent came in just under \$2320. The client was super thrilled and promised to recommend our landing page to many small businesses.

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