

Digital Marketing Strategy for an HVAC Business

1. Business & Market Assessment

- **Target Audience:** Homeowners, landlords, property managers, and small business owners.
- **Location Focus:** Prioritize service area within a 30-mile radius.
- **Key Services:** AC/Furnace repair, installation, maintenance plans, duct cleaning, emergency services.

2. Website Optimization

- **Local SEO-Friendly Design:** Make sure the site loads fast, is mobile-friendly, and has service pages for each city/town in the service area.
- **Conversion Features:**
 - Prominent CTA: “Book Now,” “Free Estimate,” “Emergency Service Available.”
 - Click-to-call buttons
 - Online booking or contact form
 - Live chat (AI or real-time)
- **Trust Elements:** BBB logo, 5-star reviews, certifications, technician bios.

3. Local SEO

- **Google Business Profile (GBP):**
 - Add high-res photos weekly
 - Post updates like “Spring HVAC Tune-Up – \$79”
 - Get at least 1-2 new reviews per week
- **NAP Consistency:** Ensure Name, Address, and Phone Number are consistent across Yelp, Angi, Bing Places, etc.
- **Local Keywords:**
 - “AC repair [city]”
 - “HVAC tune-up near me”
 - “Furnace installation [zip code]”

4. Paid Ads Strategy

- **Google Ads (Search + Local Services Ads):**
 - Target high-intent searches: “ac repair near me,” “furnace not blowing heat,” etc.
 - Use call extensions & schedule ads during business hours.
 - Run “Emergency HVAC” ads during peak cold/hot seasons.
- **Meta (Facebook/Instagram):**
 - Promote seasonal deals: “\$99 Tune-Up,” “Free Estimate on New Systems”
 - Run retargeting ads for website visitors.

5. Social Media Strategy

- **Platforms:** Facebook, Instagram, and YouTube Shorts (for tips and how-tos).

- **Content Ideas:**
 - "DIY Maintenance Tips"
 - "Before & After" installs
 - "Did You Know?" energy-saving hacks
 - Customer testimonials
- **Frequency:** 3–4 posts per week + 1 video per week

6. Email & SMS Marketing

- **Email Campaigns:**
 - Monthly newsletters: "Seasonal HVAC Tips," "Special Offers"
 - Service reminders: "It's time for your AC tune-up"
- **SMS Alerts:**
 - Appointment reminders
 - Last-minute promo alerts (e.g., "10% off this weekend")

7. Reputation Management

- **Review Generation Funnel:**
 - After each service, send a text/email asking for a review on Google or Yelp
 - Automate follow-ups with thank-you or incentive (like a \$10 gift card)
- **Monitor** all platforms weekly and respond to every review

8. Analytics & Optimization

- **Track with Google Analytics + Google Tag Manager**
- **Measure:**
 - Leads (form submissions + calls)
 - Page rankings
 - Ad conversions (especially calls from Google Ads)
- **Adjust Monthly:**
 - Increase budget for top-performing ads/services
 - Add content for rising keyword trends (e.g., “mini split systems”)

Bonus Idea Growth Tactics

- Partner with **realtors, property managers, or HOAs**
- Offer **maintenance plan memberships** with recurring revenue
- Launch **YouTube Shorts or TikToks** on HVAC myths, tech tips

HVAC Digital Marketing Implementation Guide (Step-by-Step)

Phase 1: Foundation (Week 1–4)

1. Business Audit & Strategy Setup

- Identify service area cities and zip codes
- List core services (repair, maintenance, install, etc.)
- Define target customer profiles (homeowners, landlords, businesses)

2. Website Optimization

- Audit site for mobile speed, responsiveness, and SEO
- Add separate pages for each service AND each major city/region
- Implement conversion tools:
 - Online quote/booking form
 - Click-to-call button
 - Live chat (optional)
- Add trust signals: testimonials, BBB, license numbers, guarantees

3. Set Up Google Analytics & Tag Manager

- Install Google Analytics 4
- Connect Google Search Console
- Track form submissions, calls, and traffic by source

Phase 2: Local Presence & Paid Leads (Month 2–3)

4. Google Business Profile (GBP) Optimization

- Fully build out GBP profile with services, photos, hours, service area
- Set up weekly photo and offer posts
- Ask every customer for a review after a job

5. Launch Google Search Ads & Local Service Ads

- Set up Search campaigns targeting:
 - AC repair, furnace repair, HVAC tune-up
 - Use ad schedule to run during office hours
- Set up Local Service Ads (if available in area)
- Use call tracking software like CallRail or Google forwarding numbers

Phase 3: Social Media & Content (Month 3-4)

6. Facebook + Instagram Setup

- Create Meta Business Suite account
- Post 3x per week:
 - Seasonal tips (e.g., "Pre-summer AC checklist")
 - Project photos
 - Team spotlight or FAQs

7. Run Social Ads

- Offer-based ads (e.g., "\$89 Tune-Up Special")
- Target local zip codes + homeowners age 28+
- A/B test images or videos for better performance

8. Launch Blog or Tips Section (SEO Content)

- Write 1 blog biweekly (topics like "Why Is My AC Blowing Warm Air?")
- Include call to action in each post

💬 Phase 4: Automation & Retention (Month 5–6)

9. Email Marketing

- Create a welcome email series for past customers
- Monthly email campaigns:
 - Maintenance reminders
 - Tips
 - Coupons or exclusive offers

10. SMS Automation

- Set up appointment reminders via SMS (through CRM or tools like Podium or Housecall Pro)
- Send promo alerts for last-minute deals

11. Build Customer Loyalty Program

- Offer service memberships:
 - Priority booking
 - Annual tune-ups
 - Discounts on parts

Phase 5: Analyze & Scale (Ongoing from Month 6+)

12. Monthly Performance Tracking

- Review:

- Ad spend vs. leads
- Traffic sources
- Form/call conversions
- Adjust budget to top-performing channels

13. Expand to New Campaigns

- Launch YouTube Shorts or TikTok for visual HVAC tips
- Run ads in new zip codes or cities

14. Referral & Partner Program

- Create a referral program (\$25 gift card per referral, etc.)
- Partner with realtors, contractors, or landlords

Recommended Tools

| Purpose | Tools |
|----------------------|-------------------------------------|
| CRM + Booking | Jobber, Housecall Pro, ServiceTitan |
| Ads + Analytics | Google Ads, Meta Ads, CallRail |
| Reviews & Reputation | Podium, Birdeye, NiceJob |
| Email & SMS | Mailchimp, ActiveCampaign, Twilio |
| Content Scheduling | Canva, Buffer, Meta Business Suite |