

# CASE STUDY

HVAC PPC



# THINK PPC IS INEFFECTIVE FOR HVAC COMPANIES?

**Think Again!**  
**Allentown Company Sees 794% ROAS**

# CASE STUDY

## HVAC PPC



## Use PPC to Boost Leads During Slow Seasons

### THE PROBLEM

A heating and cooling company in Allentown, PA, Jack Lehr Heating Cooling & Electric came to Blue Corona looking for an updated website and increased search engine visibility in August 2014. Within a year of launching the new site, Jack Lehr now ranks on the first page of Google for 81% of the keywords we're tracking. In addition, local organic traffic has increased 471% and overall year-over-year traffic has increased 142%. Not surprisingly, website conversions have increased as well—going from just 19 tracked leads a month in Aug. 2014 to 172 tracked leads in Aug. 2015 (an 805% year-over-year increase!).

Despite making huge gains in the organic search arena through Blue Corona's SEO efforts, Jack Lehr had additional capacity to handle even more leads during their slower seasons.

### THE SOLUTION

To supplement Jack Lehr's heating and cooling leads during their slower seasons, we tested a small PPC campaign for the company in December 2014.

Happy with their initial results from Google AdWords, we tacked on a Bing Ads campaign as well in March 2015. Because Bing Ads is not as popular of a paid search platform, we're typically able to get much lower cost per click (and cost per lead).

### But doesn't PPC cannibalize SEO results?

Your PPC and SEO campaigns run completely separate of each other. If you already have a strong SEO presence, it's possible that your company could have both a paid listing and organic listing on the first page of search results at the same time. Business owners assume they will lose some organic traffic if searchers opt to click on your paid listing instead—but it's important to note that **paid ads DO NOT significantly cannibalize clicks from your organic listings.**

### Is it beneficial for HVAC companies to invest in SEO and PPC at the same time?

The short answer to this is, "YES!" The most effective search engine marketing (SEM) strategies take advantage of both SEO and PPC. Think of the Web as real estate – you want to cost-effectively maximize as many listings on the first page of search results as possible.

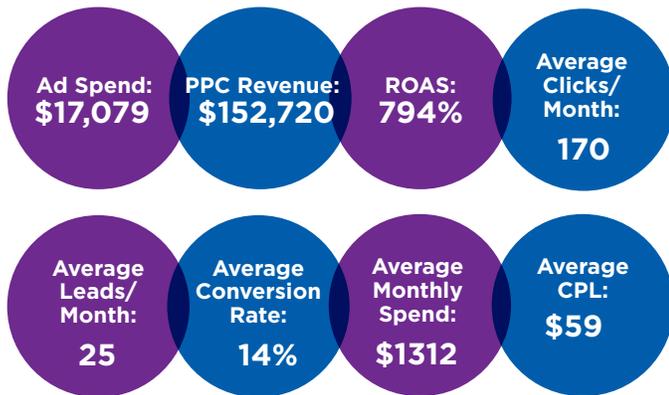
### THE RESULTS

There are a lot of paid search metrics companies like to use to determine PPC success—cost per click, cost per lead, click-thru rate, conversion rate. These metrics are impor-

tant, but we take our results reporting a step further—tracking PPC success all the way down to revenue.

Within approximately a year's worth of time and a \$17,079 worth of ad spend, Jack Lehr has generated \$152,720 in PPC revenue.

**That's a return on ad spend of 794%!**



**TAKEAWAYS**

With proper campaign set up and management, PPC has the potential to offer an incredible ROAS for HVAC companies.

Of course, not all PPC companies are created equal! At Blue Corona, we have a team of dedicated PPC specialists with years of experience creating and optimizing PPC campaigns in a wide range of industries. Our PPC specialists work with an account manager to learn every aspect of a client's business model to better manage the account, including:

- The client's sales funnel
- The lead-to-sale ratio
- The visit-to-lead ratio
- Profit margins for each product and service sold

We use our understanding of the client's sales funnel to set bids appropriately, achieve an optimal CPL, and maximize ROAS.

Our desire to make the client's business our own combined with years of expert PPC management experience equals a cost-effective form of advertising with tremendous reach and potential.

**WHAT MAKES US DIFFERENT:**



Unlike other online marketing companies, we operate from the perspective of a business owner. We strive to provide superior service by offering the following to all our clients:

- **A dedicated Account Manager, someone who understands business and online marketing, to be your guide**
- **Detailed monthly reports (you can actually understand) that connect online marketing performance to your bottom line**
- **A support team that includes an analyst, web designer/developer, and a dedicated professional copywriter**
- **Access to our proprietary analytics software (better data drives better results)**

**ABOUT BLUE CORONA**

Learn more about how we can help you create a highly-effective online presence, accurately track your advertising results, and use content marketing, search engine optimization (SEO), pay-per-click (PPC), web design, social media marketing and conversion rate optimization to get more leads and sales for your business from the web.

*Founded in 2008, Blue Corona is a data-driven online marketing company that helps businesses accurately measure and track their advertising efforts to generate more leads and sales from the web. For each client, Blue Corona implements inbound internet marketing strategies such as pay per click (PPC) advertising, search engine optimization (SEO), online lead generation, ad tracking, conversion rate optimization, and website redesigns. Blue Corona was ranked on the Inc. 500 list in 2012 and again on the Inc. 5000 list for 2013 and 2014. The company has offices in both Gaithersburg, MD and Charlotte, N.C.*

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