

# CASE STUDY

HVAC PAY-PER-CLICK



## NO “OFF SEASON” FOR THIS HVAC PAY-PER-CLICK CAMPAIGN

Learn how one HVAC Company Increased  
Leads While Reducing CPL

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## HVAC Company Uses PPC to Increase Leads at a Lower Cost-Per-Lead

### THE PROBLEM

Our client, an HVAC company in central New Jersey, wanted more leads within their service area. In January 2012, they signed up for ongoing SEO with Blue Corona, and a couple months later, they started a pay-per-click campaign. Their SEO work was already yielding great results, but they wanted more leads and wanted to spend less for each lead—so the Blue Corona team got to work.

### THE SOLUTION

Blue Corona continued optimizing our client's paid search campaign, keeping in mind their priority to show for as many HVAC related searches as possible in the Central Jersey area.

### In order to optimize the campaign, our PPC specialists:

- Conducted competitor and keyword research
- Examined the account structure and campaign settings
- Evaluated the Geographic and Search Term reports
- Determined the most conversion-friendly locations to target
- Added negative keyword to ensure ads do not produce erroneous clicks
- Evaluated the client's website and created unique landing pages—if necessary—to generate an optimal visit-to-lead conversion rate

### WHAT MAKES US DIFFERENT:



Unlike other SEO and PPC 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 PPC, to be your guide**
- **Detailed monthly reports (you can actually understand) that connect PPC 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)**

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### THE RESULTS

Our team's strategy includes heavily targeting geo-qualified and non-branded keywords. Making the HVAC company's ads highly relevant to their local audience has resulted in a high conversion rate (13% in 2016) compared to their other campaigns as well as increased leads. In 2014, they received 130 geo-qualified campaign leads. In 2015, it jumped up to 314. In 2016, there were 520 leads. From 130 leads in 2014 to 520 leads in 2016—that's a 300% increase in just two years!

Looking at one of their busiest months in total leads, they more than doubled their number of leads while reducing the cost-per-lead (CPL). Comparing August 2016 to August 2015, they saw:

- 43% increase in web leads
- 51% increase in total leads
- 3% increase in visit-to-lead conversion rate
- 38% reduction in CP

AUGUST 2016 VS. AUGUST 2015		
	2015	2016
Website Leads	11	19
Total Leads	101	208
Visit to Lead Conversion Rate	15.59%	18.36%
Cost Per Lead	\$52.09	\$37.82



### TAKEAWAY

Paid search platforms like Google AdWords are self-service platforms, which means you don't need to hire a professional PPC company to set up and manage your campaign. However, most small business owners lack the time, expertise, and tools required to maximize ROI.

Blue Corona has a team of dedicated PPC specialists with years of experience creating and optimizing paid search campaigns in a wide range of industries, including HVAC companies. Our PPC specialists work with an account manager to learn every aspect of a client's business model to better manage the AdWords 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 and achieve the optimal cost-per-lead. 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.

### 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, 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, 2014, 2015 and 2016. The company has offices in both Gaithersburg, MD and Charlotte, N.C.*

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