

CASE STUDY

HVAC MARKETING



CONTRACTOR OF THE YEAR



Award-Winning Service Meets Award-Winning MARKETING

See How the ACCA Contractor of the
Year Increased Their Organic Web
Leads by 300%

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Blue Corona Helps GAC Services Grow from Best of Montgomery County to ACCA Contractor of the Year

THE PROBLEM

How do you become ACCA Contractor of the year? It starts with a great web presence, which is exactly what GAC Services learned over four years of digital marketing services with Blue Corona.

Long before they won ACCA's most prestigious award, GAC Services (previously Gaithersburg Air Conditioning & Heating, Inc.) was a local favorite, but the owners were interested in expanding the business far beyond their current market. Unfortunately, GAC's website and overall online presence did nothing to help them accomplish that goal. In the past, GAC had experimented with search engine optimization (SEO) and pay-per-click (PPC), among other marketing strategies, but never saw much value come out of the results.

THE SOLUTION

In order to help GAC grow from a local favorite to an absolute online authority in the HVAC industry, we had to get them to re-think the way they approach the web by adopting the following five rules:



1. Track everything and make data-driven decisions.
2. Your website is not a brochure; it's a virtual sales rep.
3. Maximize your online real estate—starting with search engines results.
4. Continually optimize your visit-to-sale conversion rate.
5. Establish and promote your company as THE authority.

That last rule is usually the hardest for most companies, but luckily, GAC was already the authority in the real world—it was up to us to make them an authority online.

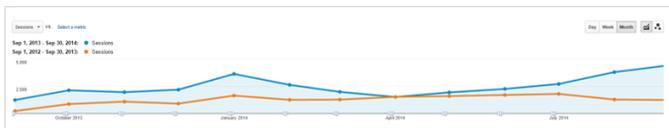
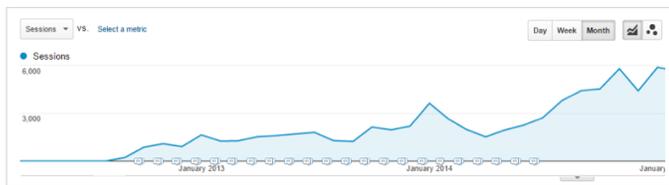
Here's how we did it:

We started by putting tracked lines and URLs on all of their ads and direct mail pieces to figure out which strategies were generating leads. Our advanced tracking services allowed us to connect the revenue for each job to a specific advertising strategy in order to accurately determine return on ad spend. In order to maximize GAC's search engine real estate, Blue Corona's SEO and content marketing team crafted an engaging new website and aggressively built out new content.

After four years of ongoing SEO services, GAC dramatically grew their bottom line, attracted thousands of new customers, and won the ACCA Contractor of the Year because of the results from their partnership with Blue Corona.

THE RESULTS

- Eliminated ineffective advertising through proper tracking
- 300% increase in new domain organic website leads in just 5 months
- 91% increase in phone calls after just 8 months of SEO (specifically noted during slow seasons)
- Doubled rankings within the first year of SEO work
- 7.9 percentage point increase in lead-to-sale conversion rate for new domain vs. old domain
- 60,194% increase in organic traffic in 3 years



- 255% increase in organic phone calls over 3 years
- 100% increase in goal completions over 3 years

TAKEAWAYS

It's been over four years since GAC first partnered with Blue Corona and the company has experienced a significant increase in rankings, traffic, conversions, calls, and revenue. But GAC's growth isn't limited to their online presence. In spring 2013, the company moved from their Airpark Road location (their home for more than 30 years) to a new office building on Deer Park Drive. The new location has enough room to house GAC's parts warehouse, call center, technician training classroom, and more.



In addition, GAC won the Charles Bryant Award in July 2017, was named the 2013 Bryant Dealer of the Year, and also won the 2015 ACCA Contractor of the Year—solidifying the company's authority in the HVAC industry both online and offline. Despite what many SEO companies want you to think, there's no magic formula for getting your HVAC company ranked on the first page of search results. The data doesn't lie—our SEO optimizations have contributed largely to GAC's success online. But what's been crucial in helping us achieve this success is GAC's position as a true authority in the HVAC industry.

GAC's recent success has not slowed their desire for growth. They are currently investing in new online marketing strategies with Blue Corona, including pay per click advertising and video marketing, and have also started doing social media marketing in-house. Most importantly, GAC recognizes that these newer strategies like videos and social media are not high-producing lead gen strategies, but work instead to bring the personality of their company—that has made them a community favorite for the past 45 years—forward to the rest of the web.

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, 2016, and 2017. The company has offices in both Gaithersburg, MD and Charlotte, N.C.

Call us today at: 877.806.5222 or follow us:

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