



HVAC, PLUMBING & ELECTRICAL Marketing Statistics

INCREASE SALES | REDUCE COSTS | DIFFERENTIATE BRANDS

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| Introduction



At **Blue Corona**, we're **data-driven** at our core and believe in bringing **transparent, accurate marketing reports** to the home services industry. Since day one, our goal has been to provide business owners data and insights to make smarter, more impactful business decisions.

This report is an inside-look at our HVAC, plumbing, and electrical clients' marketing performance over a 12-month period. We've compiled key performance data from like Cost Per True Qualified Lead, organic search visibility, Google Local Services savings, and more.

How do these metrics compare to your current marketing performance? Dive in to find out!

true qualified leads

phone calls, web forms, and web chats from homeowners who:

- Live in the service areas you want leads from
- Need your services or specific job (HVAC, plumbing, and/or electrical services)



SERVICE AREA



JOB TYPE

Blue Corona reports on True Qualified Leads, ensuring our clients' marketing data is accurate, insightful, and integrated with their business. We believe better data produces better results that our clients can see, hear, and feel throughout their businesses.



25%

On average,
HVAC companies,
plumbers, and
electricians earn a
25% increase of

**TRUE
QUALIFIED
LEADS**

after one year of
working with
Blue Corona

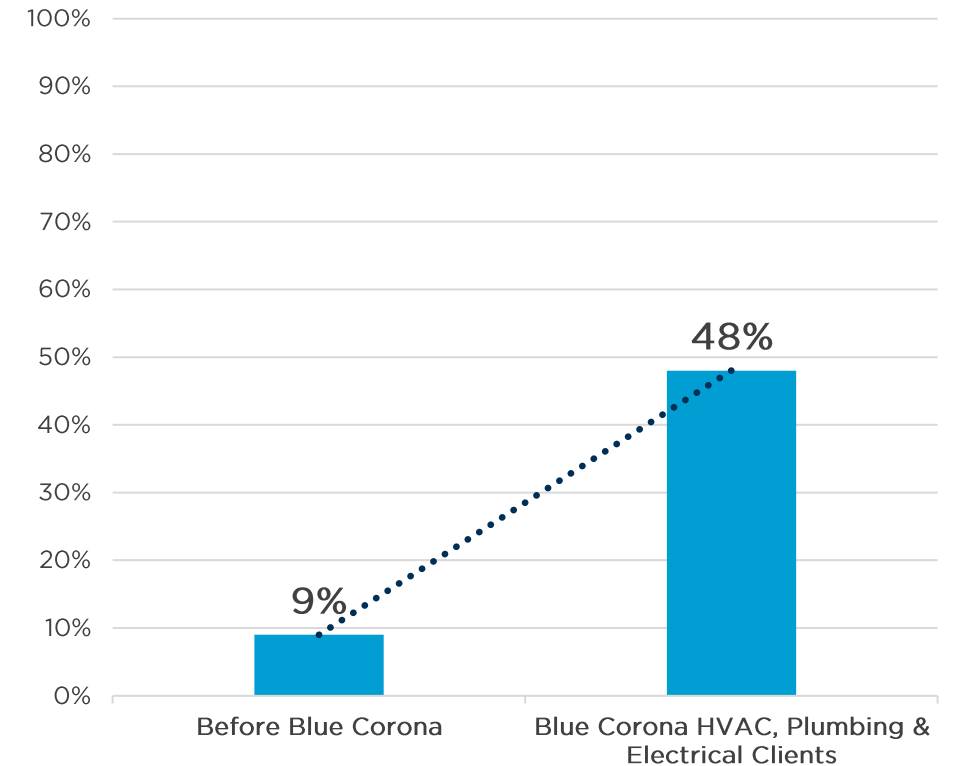
WHAT IS FIRST PAGE SEARCH VISIBILITY?

Keyword rankings are the foundation of any successful SEO campaign. If you don't rank on the first page of Google (spots 1 – 10), you're losing qualified website traffic, leads, and revenue to your competitors.

Blue Corona's HVAC, plumbing, and electrical clients have a combined median of 48% of keyword rankings on the first page of Google search results.

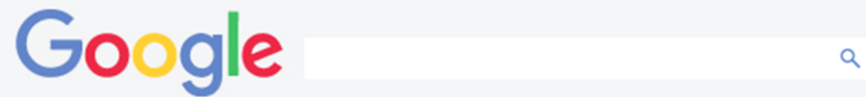
48%

First Page Search Visibility



Google First Page Organic Search Visibility

RANKINGS 1 - 10



LOCAL SERVICE AD
★★★★★



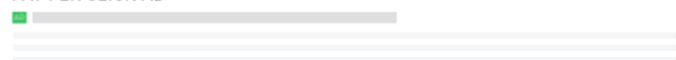
LOCAL SERVICE AD
★★★★★



LOCAL SERVICE AD
★★★★★



PAY PER CLICK AD



PAY PER CLICK AD



LOCAL PACK



WEBSITE

DIRECTIONS

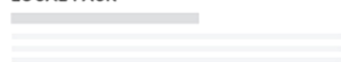
LOCAL PACK



WEBSITE

DIRECTIONS

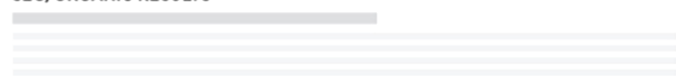
LOCAL PACK



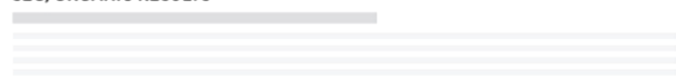
WEBSITE

DIRECTIONS

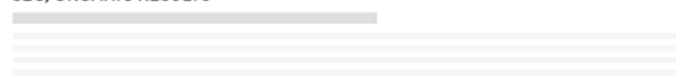
SEO/ORGANIC RESULTS



SEO/ORGANIC RESULTS



SEO/ORGANIC RESULTS



Cost Per True Qualified Lead

\$16

SEARCH ENGINE OPTIMIZATION

Average increase of True Qualified Leads
after one year of working with Blue Corona

73%

SEARCH ENGINE OPTIMIZATION

NOT EVERY LEAD IS *TRULY QUALIFIED*

Home service companies target a specific customer, and most marketing agencies fail to verify that every call, chat, or web form from homeowners *actually* fit their target audience.

Blue Corona's team of lead tagging specialists ensure every lead is qualified by listening to every call and reading every chat and web form—delivering only True Qualified Leads to clients.



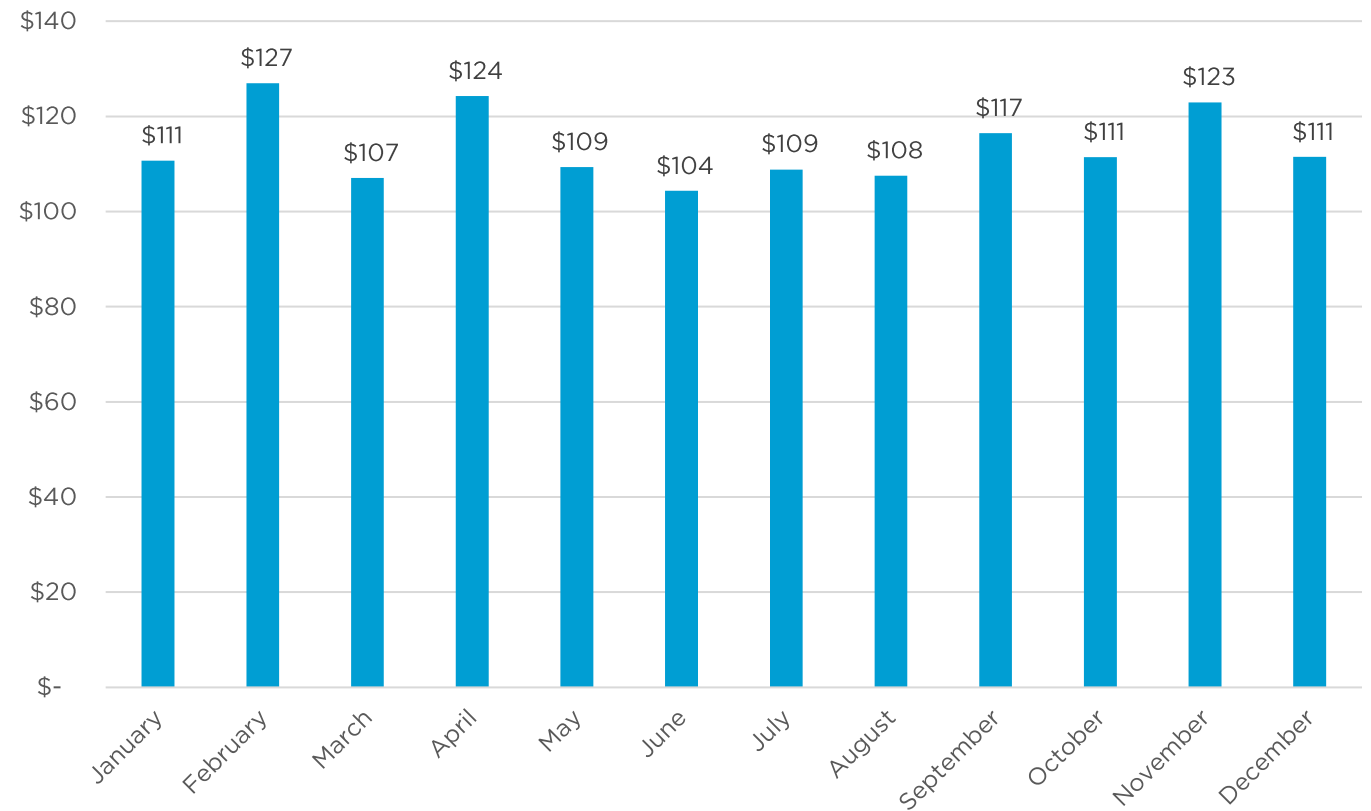
SERVICE AREA



JOB TYPE

PPC – Search Ads

Avg. Cost Per True Qualified Lead



GOOGLE ADS

COST PER CONTACT

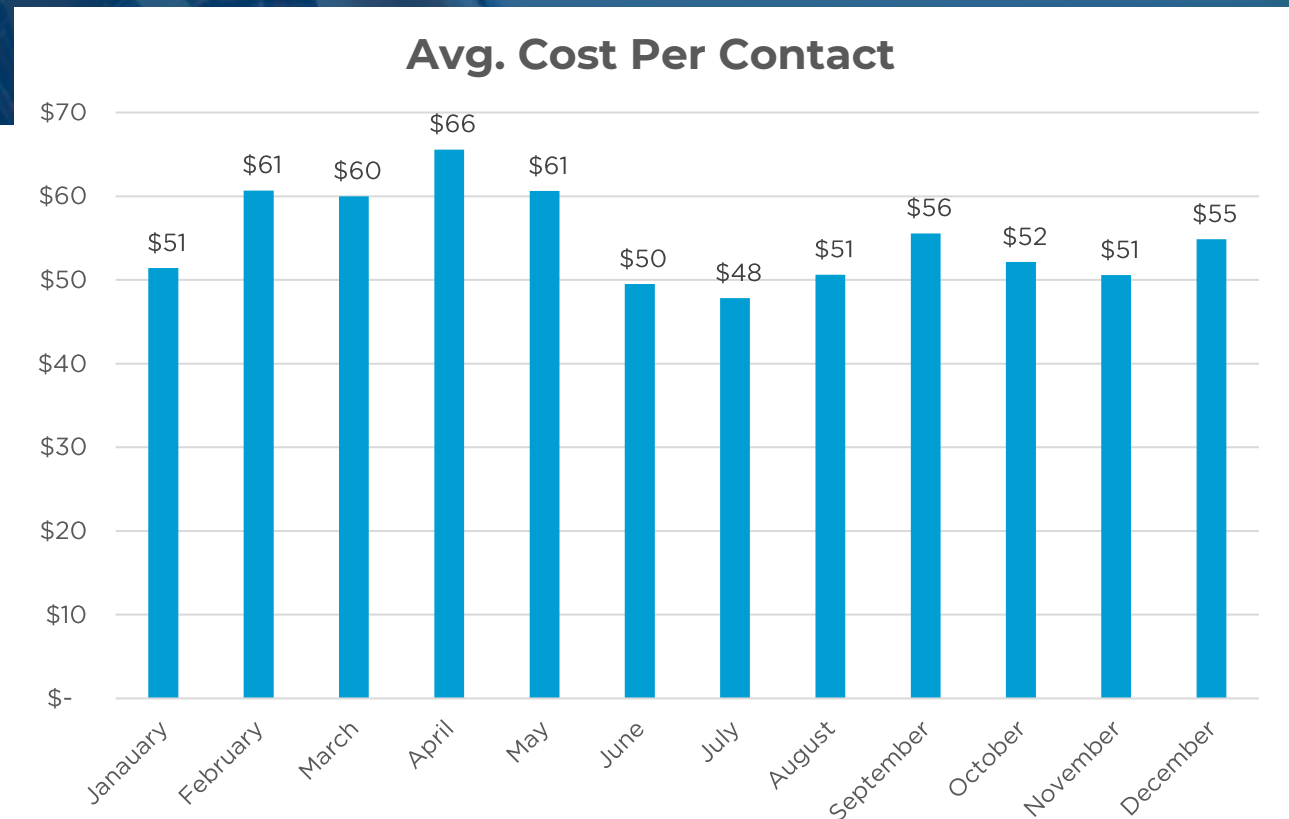
Cost Per Lead can be a frustrating metric for business owners because other marketing agencies don't verify their clients' leads. This leads to skewed data and, most significantly, an inaccurate Cost Per Lead.

That's why we've compiled data that is more similar to how other agencies define "Cost Per Lead." Except we call it **Cost Per Contact**.

Cost Per Contact is the dollar amount you pay to generate *any inquiry*—including both qualified and unqualified leads.

PPC – Search Ads

GOOGLE ADS





\$25

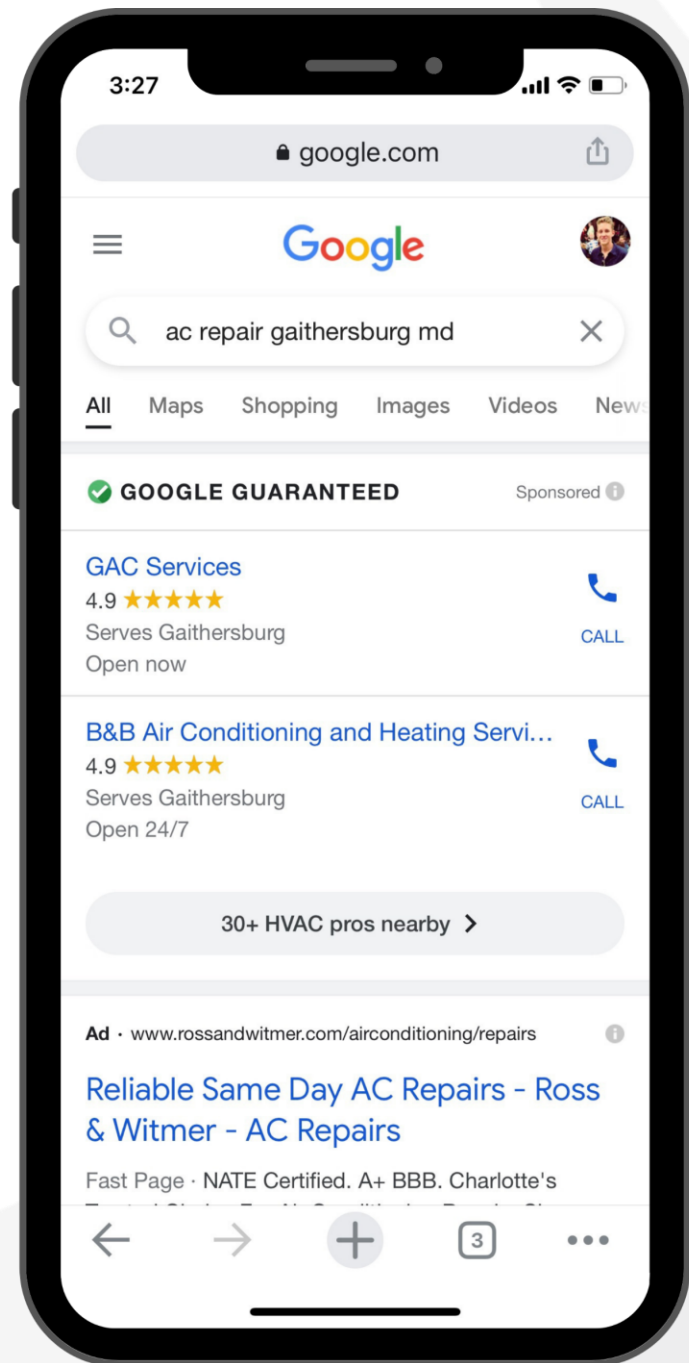


\$23



\$18

Average Cost Per True Qualified Lead





\$273,594

DOLLARS SAVED FROM UNQUALIFIED GOOGLE LOCAL SERVICES LEADS





Blue Corona's marketing services measurably increase qualified leads and sales by combining the powers of technology, data, and people who treat your business as if it were their own.

For 14 years, we've helped home service businesses grow revenue and create jobs. We bring business owners peace of mind knowing their digital marketing partner produces results they can see, hear, and feel throughout their business.

When you choose Blue Corona as your digital marketing provider, you get a true business partner who markets your business as if it were their own. Blue Corona helps home service companies solve tough business challenges like:

- Flat or declining sales due to poor lead volume
- Increasing costs from unproductive marketing investments
- Low brand identity on the web

More from Blue Corona

[Case Study] 194% Lead Increase from Digital Marketing

See how an Ohio home service company offering HVAC, plumbing, and electrical services grew qualified leads 194%.

[Video] Arctic Air Conditioning, Cooling, Heating, Plumbing & Electric

Ross Albert, owner of Arctic Air Conditioning, Cooling, Heating, Plumbing & Electric shares how Blue Corona has helped his home service business grow to \$30 million revenue using digital marketing.

