

HVAC COMPANY HEATS UP THEIR LEAD GENERATION

Search Engine Marketing Case Study



- **Client:** Chapman HVAC
- **Industry:** Heating, Air Conditioning, Plumbing Services

Chapman HVAC

ABOUT CHAPMAN HVAC

For 65 years, Chapman HVAC has provided heating, air conditioning, and plumbing services as well as indoor air quality solutions to customers from two locations in Columbia and Jefferson City, Missouri.

OPPORTUNITY FOR CHAPMAN HVAC

Chapman HVAC wanted to generate leads for their services.

HBT DIGITAL'S SOLUTION

HBT Digital used Google Ads to drive traffic to the client's landing pages using "Search," "Display," and "Video" campaigns. The targeted lead generation campaigns drove 349 business leads over January 1, 2023 to March 31, 2023.

Impact at a glance

↑ **\$22.09**
Cost per Conversion

↑ **349**
Conversions
(Google Search Ad Leads)

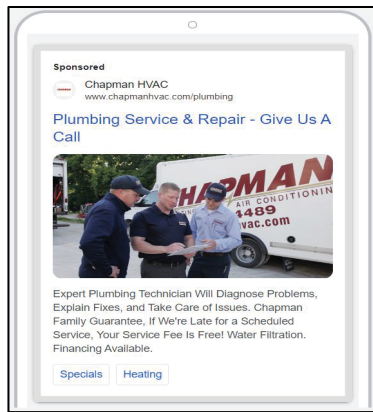
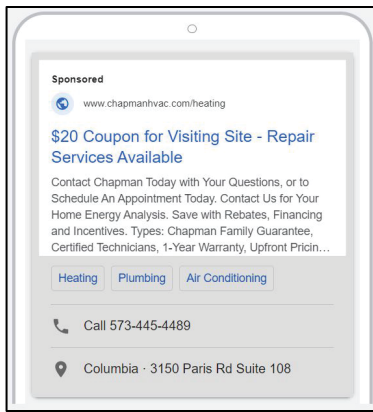
↑ **185,914**
Impressions

↑ **1,494**
Clicks

↑ **\$5.16**
Avg cost per click



Creative




Keyword Examples



TESTIMONIAL

"We love working with HBT Digital as a marketing partner! They are very responsive and listen to our needs. We would recommend using HBT Digital as they can help you focus on lead generation in an ever changing market."

 **Beth J., Chapman HVAC**



CONTACT HBT DIGITAL AND INCREASE YOUR LEADS AND SALES TODAY!

GET STARTED

