

Digital Marketing Campaign Strategy

HVAC Services - Facebook Page Optimization & Lead Generation

Presented by: Client Success Manager
Vault Reach Call Center Solutions

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Executive Summary

🎯 **Campaign Objective:** Generate qualified HVAC service leads through targeted Facebook pages

🌐 **Strategy:** Three distinct Facebook pages targeting different customer intents

📅 **Timeline:** Two-phase implementation over 2 months with 6-month optimization plan

📈 **Key Performance Indicators:**

Lead generation volume

Cost per qualified lead

Conversion rate to sales

Return on ad spend (ROAS)



Campaign Strategy Overview

Three-Page Funnel Approach

- Segmented by customer intent and service needs
- Tailored messaging for each audience segment

Target Audience

- Ontario homeowners with HVAC needs
- Segmented by urgency and cost-sensitivity

Lead Generation Methodology

- Compelling offers driving to landing pages
- Form submissions and call center integration



24/7 Heating & Cooling Technicians

↔ Strategy

- Indirect repairs-to-sales conversion
- Focus on emergency service requests

👥 Target Audience

- Homeowners with urgent repair needs
- Service-focused rather than price-sensitive

⚙️ Value Proposition

- 24/7 service with 100% guarantee
- Professional, certified technicians

👤 Conversion Path

- Free assessment offers
- Emergency service requests
- Upsell to equipment replacement

🎯 **Goal: Convert repair assessments into equipment sales**

📘 facebook.com/profile.php?id=61579750916606



Ontario Bill Support Program

💡 Strategy

- Converting high bill customers into equipment sales
- Leverage government program credibility

👥 Target Audience

- Cost-conscious homeowners
- Customers struggling with high energy bills

💰 Value Proposition

- **Save money** on energy bills
- Energy-efficient equipment solutions

🗺️ Conversion Path

- Bill analysis assessment
- Equipment upgrade recommendations



Provincial Home Rebates

💡 Strategy

- Low-intent lead generation through rebate offers
- Focus on assessment volume and qualification

📅 Activation: Month 2

👥 Target Audience

- Value-seeking homeowners interested in government programs
- Rebate-eligible property owners in Ontario

↔️ Conversion Path

- Rebate eligibility check
- Home assessment scheduling
- Equipment recommendation with rebate application

 facebook.com/profile.php?id=61579199010179



ATTENTION HOMEOWNERS

600,286 Homes in 2024 Were Qualified For FREE
Furnace & Water Heater Check up & Repair

BY THE
**PROVINCIAL
EFFICIENCY
HOMES**
PROGRAM

CHECK YOUR
POSTAL CODE
BELOW

Creative Strategy & Examples

🎮 Visual Branding Guidelines

- Professional HVAC imagery and technicians
- Canadian identity elements (flag, colors)
- Consistent color scheme (red, white, blue, green)

📣 Messaging Framework

- Clear value propositions (savings, guarantees)
- Urgent call-to-action elements
- Credibility indicators (certifications, statistics)

★ Successful Creative Examples

- Canada Day promotion with rebate focus
- 50% off equipment offer (shown right)
- 24/7 service guarantee with technician imagery



Implementation Timeline

Month 1 (September 2025)

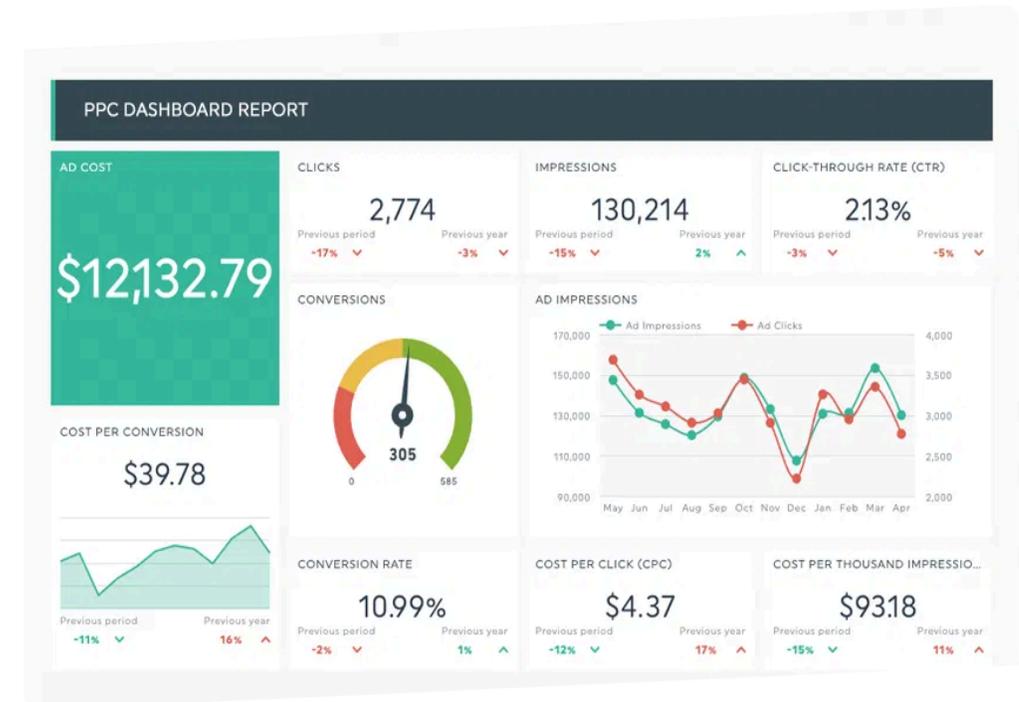
- Launch Pages 1 & 2: 24/7 Heating & Cooling and Ontario Bill Support
- A/B testing creative variations
- Optimize landing pages for conversion

Month 2 (October 2025)

- Launch Page 3: Provincial Home Rebates
- Continue optimization of Pages 1 & 2
- Refine targeting parameters based on initial data

Month 6 (February 2026)

- Google Ads integration
- Funnel optimization based on 5 months of data
- Landing page enhancements for improved conversion



Performance Metrics & KPIs

🎯 Lead Generation Targets

- Page 1: 75-100 leads/month
- Page 2: 100-125 leads/month
- Page 3: 150-200 leads/month

↔️ Conversion Rate Goals

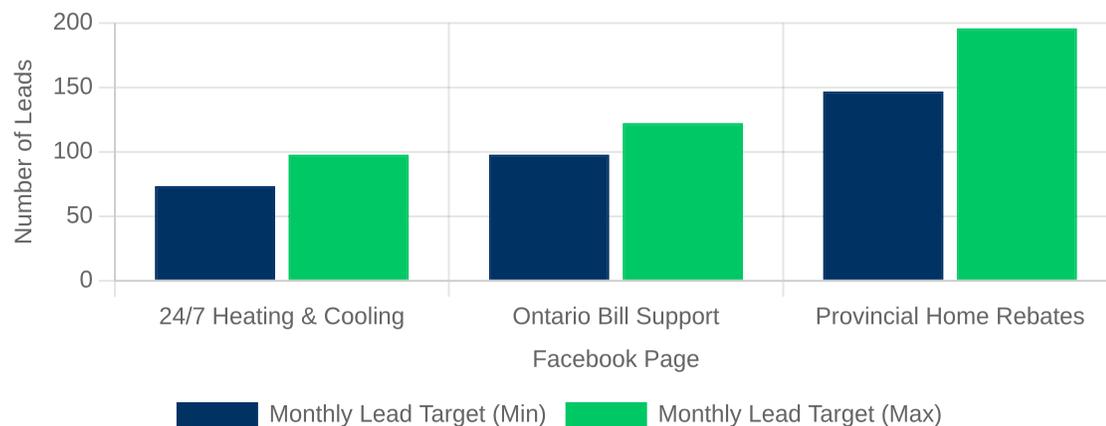
- Landing page to form: 15-20%
- Form to qualified lead: 40-50%
- Qualified lead to sale: 20-25%

💰 Cost Metrics

- Target CPL: \$25-35
- Target CPA: \$150-200
- Target ROAS: 300-400%



Monthly Lead Generation Targets by Page



Vault Reach Value Proposition

End-to-End Call Center Solutions

- Professional call handling with trained agents
- Lead qualification expertise and scripting
- Seamless CRM integration capabilities

Campaign Management

- Real-time performance monitoring
- Strategy optimization based on data
- Comprehensive reporting and analytics

Technology Integration

- Call tracking and recording systems
- Advanced lead scoring and routing
- Custom performance dashboards

