

The background of the image is a dark, moody scene. On the left, there is a large, ornate lantern with a glass globe and a decorative top. To the right, another lantern is visible, partially obscured. In the foreground, several stacks of coins are piled up, suggesting wealth or investment. The overall lighting is low, with a warm, golden glow emanating from the lanterns.

ADHOME

marketing

HVAC SALES AND MARKETING FUNNEL

TABLE OF CONTENTS

- ADHOME HVAC MARKETING FUNNEL** Page 03
 - 01. AWARENESS** Page 04
 - 02. INTEREST** Page 05
 - 03. CONSIDERATION** Page 06
 - 04. INTENT** Page 07
 - 05. EVALUATION** Page 08
 - 06. PURCHASE** Page 09
- CONTACT US** Page 10



ADHOME HVAC MARKETING FUNNEL

DESCRIPTION

Someone in this stage is hearing about your brand for the first time. They are not necessarily in the buying cycle for your service, however, they may be soon. We market ourselves to these people in the hopes that when they are in market for your service, they choose you.

DESCRIPTION

Someone in this stage has decided to click on your ad and visits your website. Maybe for the first time. It's the websites job to convince someone to read the content on it and take an action.

DESCRIPTION

Someone in this stage has decided to read about your business. They are either reading the service page, blogs, social media post or some sort of content about your business

DESCRIPTION

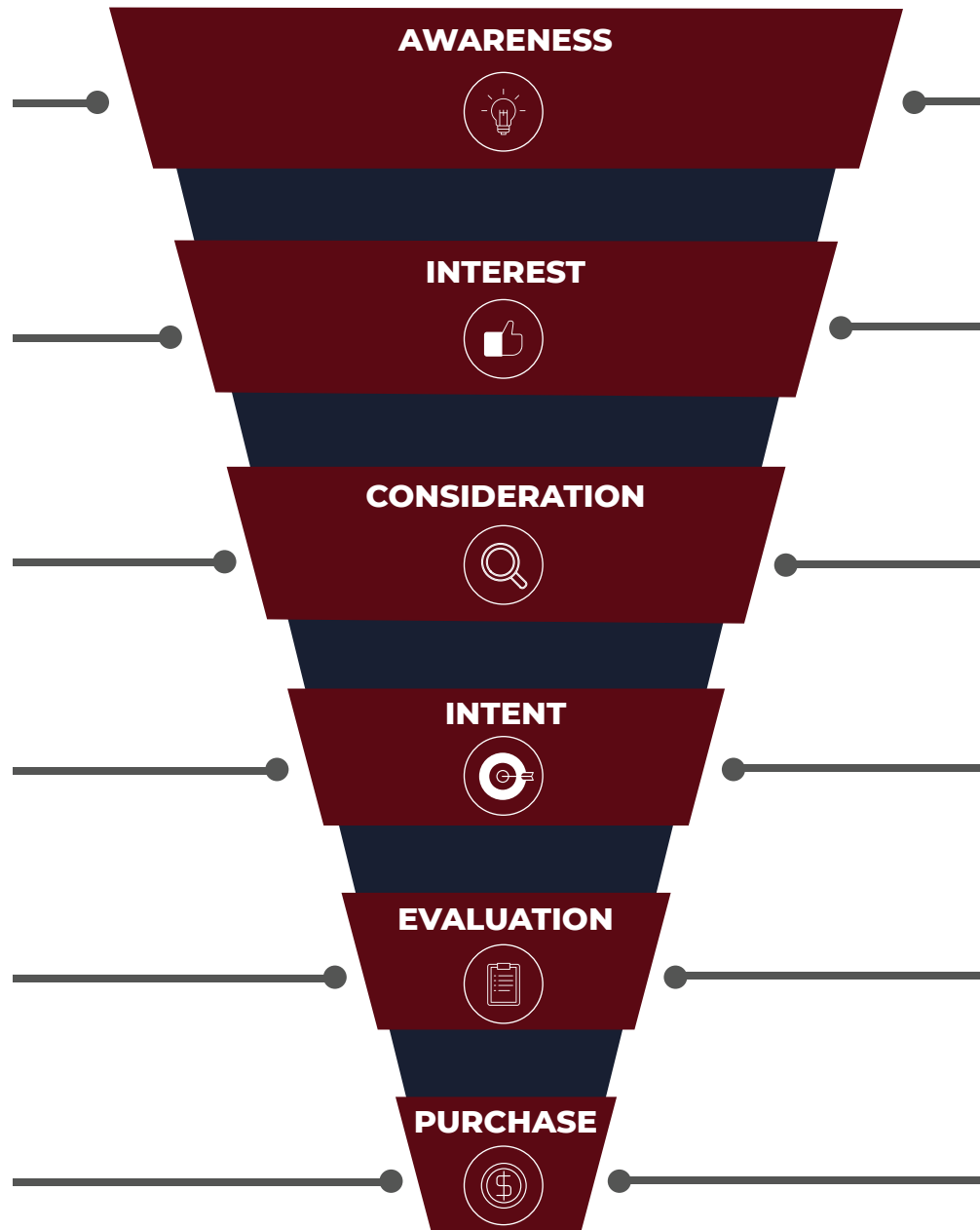
Someone in this stage has shown intent to purchase what you're selling.

DESCRIPTION

Someone in this stage has decided to get 3 quotes and your job is to convince them to choose your business over the other two.

DESCRIPTION

Someone in this stage has decided to do business with your company



MARKETING TACTICS

- Facebook - story telling ads
- YouTube - story telling ads
- Google Display Ads - story telling ads
- Radio
- Billboards
- Community Involvement
- Direct Mail - unaddressed
- Social Media Organic

MARKETING TACTICS

- Website Imagery
- Headlines
- Remarketing Ads
- Facebook - CTA ads
- YouTube - CTA ads
- Google Display Ads - CTA ads

MARKETING TACTICS

- Website Content
- Blogs
- Remarketing Ads

MARKETING TACTICS

- Google Search Ads
- Website Forms
- Phone Calls

MARKETING TACTICS

- Email Drip Campaigns
- Offers
- Sales Pitch

MARKETING TACTICS

- Sales Pitch
- Warranties
- Guarantees
- Email Follow Ups
- Remarketing Ads
- Direct Mail - current customers






METRICS & BENCHMARKS



01. AWARENESS

Someone in this stage has heard about your brand for the first time. They are not necessarily in the buying cycle for your service, however, they may be soon. We are hoping to market ourselves to these people in the hopes that when they are in market for your service, they decide to work with you.



| PLATFORM / TACTIC | CAMPAIGN TYPE | BENCHMARK |
|--|---------------------------------|---|
|  Facebook | Story Telling Video | CTR: 0.40% |
|  YouTube | Story Telling Video Pre Roll | View Rate: 0.40% |
|  Google Display Network | Story Telling Static Ads | CTR: 0.30% |
|  Spotify Ads | Story Telling Audio Ad | Impressions: \$1 = 50 Impressions |
|  Organic Social Media | Organic Social Media | Engagement Rate: 5-10% |



02. INTEREST

Someone in this stage has decided to click on your ad and visits your website. Maybe for the first time. It's the website's job to convince someone to read the content on it.

| PLATFORM / TACTIC | CAMPAIGN TYPE | BENCHMARK |
|------------------------|-------------------|-------------------------------|
| Facebook | CTA Ads Video | Conversion Rate: 1% |
| YouTube | CTA Video | View Rate: 20% |
| Google Display Network | CTA Static Ads | Conversion Rate: 0.60% |
| Spotify Ads | CTA Ads Audio | CTR: 0.60% |









03. CONSIDERATION

Someone in this stage has decided to read about your business. They are either reading the service page, blogs, social media post or some sort of content about your business.



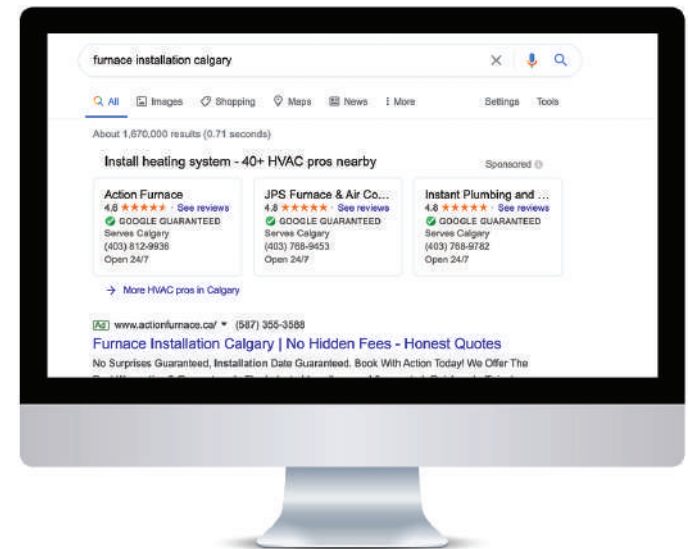
| PLATFORM / TACTIC | CAMPAIGN TYPE | BENCHMARK |
|--|-----------------------|---|
|  Facebook | CTA Ads Video | Conversion Rate: 1% |
|  YouTube | CTA Video Pre Roll | View Rate: 25% |
|  Google Display Network | CTA Static Ads | CTR: 0.30% |
|  Spotify Ads | CTA Ads Audio Ads | Impressions: \$1 = 50 Impressions |



04. INTENT

Someone in this stage has shown intent to purchase what you're selling. They have taken some sort of action that tells us they are going to spend money on the service you provide, now we need to convince them of why they should choose us.

| PLATFORM / TACTIC | CAMPAIGN TYPE | BENCHMARK |
|--------------------|---------------|---|
| Google Search Ads | Services | CTR: 2% Conv. Rate: 15 - 20% |
| Google Search Ads | Sales | CTR: 2% Conv. Rate: 10% |
| Google Display Ads | Remarketing | CTR: 0.30% |
| YouTube Pre-Roll | Remarketing | View Rate: 25% |









05. EVALUATION

Someone in this stage is deciding between you and your competition. They have decided to get 3 quotes and your job is to convince them to choose your business over the other two.







| PLATFORM / TACTIC | CAMPAIGN TYPE | BENCHMARK |
|---|------------------------|----------------------------|
|  Email Drip Campaign | Education | Open Rate: 15% |
|  Email Drip Campaign | Call to Action / Offer | Conversion Rate: 1% |
|  CSR Sales Calls | Services & Sales | Close Rate: 85% |
|  Home Comfort Advisor Sales Call | Sales | Close Rate: 50% |



06. PURCHASE

Someone in this stage has decided to do business with your company.

| PLATFORM / TACTIC | CAMPAIGN TYPE | BENCHMARK |
|--|------------------------|----------------------------|
|  Email Drip Campaign | Education | Open Rate: 15% |
|  Email Drip Campaign | Call to Action / Offer | Conversion Rate: 1% |
|  CSR Sales Calls | Services & Sales | Close Rate: 85% |
|  Home Comfort Advisor Sales Call | Sales | Close Rate: 50% |



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