

## CASE STUDY

A close-up photograph of several HVAC gauges with red, blue, and orange handles, held by a person's hands. The gauges have white faces with red and blue markings.

# HOW A SOUTH GEORGIA HVAC COMPANY SCALED THEIR REVENUE 120% IN 18 MONTHS



## THE PROBLEM

After more than 20 years working in the HVAC industry and 8 years as company owners, a local HVAC company was ready to take their business to the next level.

Like many small businesses, they had minimal success promoting themselves and getting sufficient new growth by providing honest, expert service as well as word of mouth promotion and referrals. They recognized that to truly expand, they couldn't do it alone while also running the day-to-day operations of a busy company.

A strategic marketing effort was necessary, so they turned to **J. DeSUR Marketing Group**.

## THE ACTION

Our goal in working with the HVAC company was to leverage their unique brand personality and company culture as a foundation for creating a strong message and effective advertising.

First, we developed a strategic marketing plan that identified goals, target audiences and key opportunities. Based on the goals, we recommended and executed tactics that would reach their target market efficiently and effectively.

## THE PLAN INCLUDED:

- 1 A full brand audit and online reputation assessment
- 2 The development of their unique selling proposition
- 3 Updates to their brand image and message
- 4 Strategic social media presence
- 5 Website redesign
- 6 Targeted sales funnel with Google strategy, programmatic digital advertising and retargeting
- 7 Expanded community outreach and sponsorships

## THE RESULTS



**120% revenue growth in 18 months**



**47% increased engagement on social media**



**200% growth of fleet**

When we began working with the owners, they had just two vehicles in their fleet. After just 18 months, they added four additional vehicles, three new service technicians and an office assistant – all in response to the increased volume of sales and service calls to their business.

While this local HVAC company already had a social media presence, we grew their Facebook page following by 47 percent with organic content and paid ads. We also helped them build a library of high-quality content by arranging a professional photo and video shoot.

In addition to digital marketing, we utilized traditional media including print and radio advertising to help them establish brand recognition in their community.

Today, this company continues to grow as a well-established and award-winning leader in the HVAC industry in their region.



The J. DeLSUR Marketing team is a masterful mix of highly experienced and engaging professionals committed to helping our clients thrive and grow.

We understand all the hard work that goes into running a business. That's why we've created a unique and comprehensive blend of resources to address the marketing needs of our clients—all in one place.

While other agencies sell tactics for a "one size fits all" approach, we like to focus on the distinctiveness of your company. Our expert staff will help you determine your target audience and better define and reach your goals with a personalized strategy that is unique to your business.

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