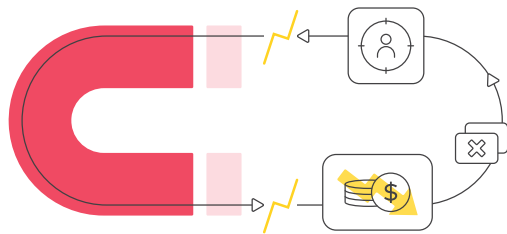
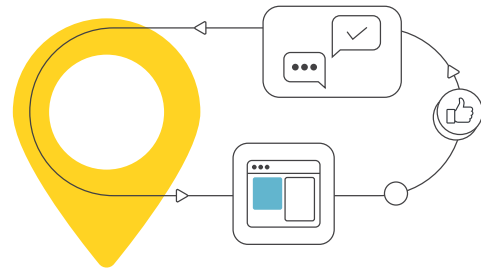


# 1,600+ LEADS & 3,000+ CALLS ACROSS 21 LOCATIONS IN 12 MONTHS ▶ HERE'S HOW!

## THE PROBLEM:

### 1. TIME

With over 25 locations across the deep south, their team simply can't keep up with every location's Facebook needs on top of radio, television, billboards and all their other marketing channels!

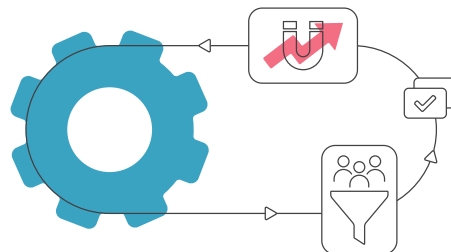


### 2. RESULTS

What they were doing on Facebook wasn't turning into profit for any location nor was it educating their audience about their services. They weren't generating ANY leads from Facebook or building overall brand awareness.

### 3. KNOWLEDGE

Sure their team could have spent time learning how to implement Lead Generations Campaigns, but they really needed an expert to step in and offer fresh eyes on their strategy.



# WHAT WE DID:

## 1. GENERATING LEADS USING LEAD GENERATION FORMS

Combining Facebook Leads Forms and Zapier Automations to notify their team when a new lead came in allowed them to follow up promptly and book jobs quickly. We also tracked these leads in a spreadsheet and funneled them into their email list. After building up this list, we were able to create a Lookalike Audience in Ads Manager and reach more people who were interested in their services.



## 2. CLICK TO CALL ADS

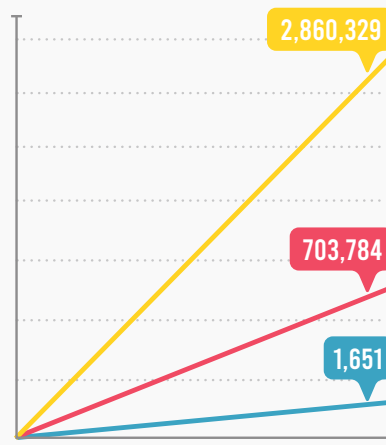
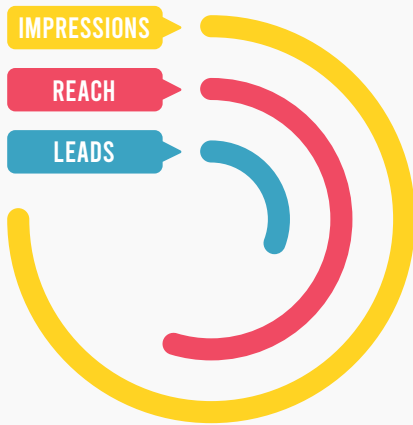
We utilized the traffic objective in ads manager to develop Click to Call Campaigns around specific specials and 24/7 availability. Their internal CRM system allowed us to create call tracking numbers so we could tell which leads booked as a result of our Facebook Campaigns.

# THE OUTCOME

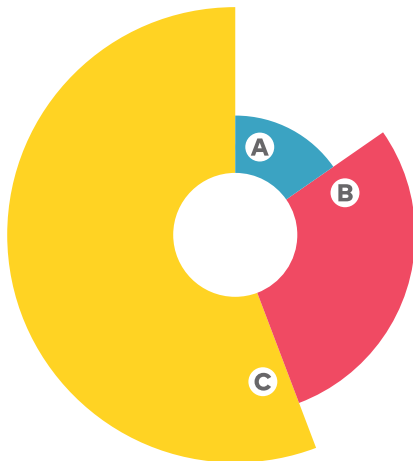
## RESULTS, NOT REASONS!

We took them from ZERO leads and calls in each location to 1,600+ leads and 3,000+ calls across 21 locations in 12 months. Those leads are a mix of NEW and OLD customers who now live in their database.

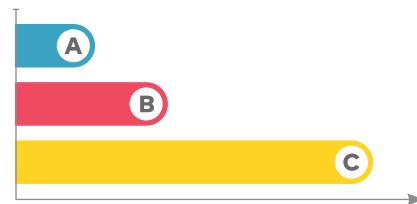
### LEAD GENERATION



### CLICK TO CALL



- A** CLICKS - 3,081
- B** REACH - 156,662
- C** IMPRESSIONS - 593,603



## ABOUT SOUTHERN AIR:



Since 1994, Southern Air Heating, Cooling & Plumbing has been Louisiana's go-to team for HVAC, plumbing, and home services. We're a dedicated team of home service professionals in Shreveport, Alexandria, Monroe, Leesville, Ruston, and beyond!

Our goal is to provide high-quality HVAC products and services to homeowners in Shreveport, Alexandria, Monroe, Leesville, Ruston, and surrounding areas. We are committed to excellence and here to serve you.

The locally trusted team at Southern Air Heating, Cooling & Plumbing will work hard and do what it takes to get the job done, all while enhancing the comfort of your home, improving your home's indoor air quality, and helping you save money.

We believe in people. Our technicians and plumbers are at the core of our company and everything we do to provide you—our customer—with the very best in HVAC services and products.

That's why all of our friendly technicians are certified by North American Technician Excellence (NATE), the largest and most-trusted training and certification program in the United States. They're also background-checked for your peace of mind. Better people mean better experiences for our customers!



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