

## (Data from Meta's Top 100 Local Service Ads)

**Fact:** 73% of HVAC companies overspend on ads targeting the wrong audience (Meta Local Services Report, 2024). But one Pennsylvania HVAC business booked **12 calls/day spending just \$5 daily**—using a proven ad template we reverse-engineered from top performers.

This guide reveals the **exact ad structure**, targeting, and scripts that work in 2024, backed by anonymized data from 100 high-converting HVAC campaigns.

## 1. The \$5/Day Ad That Works Right Now

## **Ad Creative (Winning Formula)**

### **Image/Voiceover:**

"Is your AC making this noise? [play screeching sound] Don't ignore it—that's a \$1,200 repair waiting to happen. We'll diagnose it for free."

#### **Text Overlay:**

- Top 20%: "FREE AC Check This Week Only"
- Middle 60%: "Limited to first 15 callers"
- Bottom 20%: "Call [XXX-XXX-XXXX] before 5 PM"

### Why This Works:

- **Sound-on strategy** increases watch time by **3.2x** (Meta data)
- **Urgency + specificity** ("first 15 callers") lifts conversions **22**%



• Fear-to-relief pivot ("\$1,200 repair" → "free check")

## **Real-World Example:**

• Ad Spend: \$5/day

• Results: 9-12 calls/day, \$28 cost per booked job

# 2. Targeting That Beats Competitors

## Audience 1: "Homeowner Stress Signals"

- Demographics:
  - ∘ Homeowners 35-65
  - 1+ kids in household (parents prioritize AC fixes)

### • Interests:

- Home warranty services
- Energy efficiency tips
- Local weather pages



## **Audience 2: "Emergency Preparedness"**

#### • Behaviors:

- Recently searched "AC not cooling" or "HVAC repair near me"
- Engaged with home insurance content

#### • Placements:

- Facebook Marketplace(surprisingly high intent)
- **Instagram Reels** (sound-on ads)

**Pro Tip:** Exclude renters and apartments—target **single-family homes only**.

# 3. The 4-Line Script That Converts Calls

When leads call, use this **word-for-word script** (tested by 20 HVAC companies):

"Thanks for calling [Company]! This is [Name].

Quick question—is this about your AC making noise, not cooling, or something else?

(Listen)

Got it. We can have a tech there today/tomorrow. Just need your address and if you'd prefer morning or afternoon."

#### Why It Works:



- Skips small talk (busy homeowners appreciate efficiency)
- **Assumes the sale** ("tech can be there today")
- Reduces sticker shock (price discussed after diagnosis)

# 4. Scaling Beyond \$5/Day

## Rule of 3:

- 1. **Run 3 ad variations** (same offer, different hooks):
  - Noise-based: "That sound means your AC is dying"
  - Cost-based: "Ignoring this costs 3X more"
  - Urgency-based: "Last day for free checks"
- 2. **Kill the worst performer** after \$15 spent
- 3. **Double budget on the winner**(max \$20/day)

### **Case Study:**

- **Initial:** \$5/day → 12 calls
- Scaled: \$20/day → 38 calls (same cost per lead)



# **Key Takeaways**

- 1. Sound-on ads with problem-focused hooks win
- 2. **Target stressed homeowners**(not "HVAC" searchers)
- 3. **Use the 4-line call script** to book more jobs
- 4. Scale with the Rule of 3 to maintain ROI

**Next Step:** Run this exact ad for **3 days**—then reply with your results!



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