(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.

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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**

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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**.

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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)

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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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