

FULL FUNNEL PPC STRATEGY DRIVES HIGH-INTENT CONVERSIONS

*How we structured campaigns and landing pages to drive 70+ leads monthly for **Dynamic Heating & Cooling** (after 3 months).*

The Challenge

Dynamic Heating & Cooling is a growing local HVAC service provider centered in Ontario, Canada, serving both residential and commercial customers in roughly 18 sub-districts from Niagara Falls to Oakville. With a rapidly expanding team and growing revenue, Dynamic HVAC was faced with an increasing demand to strengthen their online presence through paid ads and search-engine-optimisation. Upon dialogue with the company's Vice President and responsible for marketing, Sara Tigau, NordicLoom was tasked with researching and executing a full funnel PPC strategy to grow the company's lead inflow across Google's search network.

The Solution and Approach

With broad autonomy and a flexible budget starting at \$4000 (CAD), we set two clear quantifiable goals:

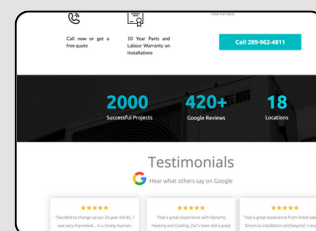
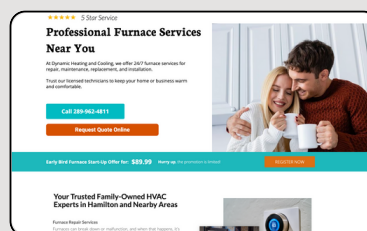
- Build a monthly inflow of 60 leads within the first three months of launch.
- Keep target cost-per-conversion below \$65, for residential prospects, to avoid inflated acquisition prices.

In setting up the ad account, we separated campaigns into commercial and residential services to allow for more accurate targeting, especially through search intents. For example, we filtered out B2C-intent searches in the commercial campaign by phrase matching "commercial" in every keyword, hence telling google to avoid just HVAC broad searches. We avoided opting in for exact match as this often over-restricts targeting, leaving money on the table. Instead, we regularly update the negative keyword list. Similarly, to ensure the most personalized customer experience, we divided the ad groups on a broad vs specific intent-basis. As such, we had an ad group that specifically targeted prospects searching for local hvac providers, one for affordable hvac provider, one for certified hvac providers (all more generic searches), and then one for each specific-service (such as smart thermostats). This way, we could push up the click-through-rates by aligning the search term of the prospect with our ad headlines more exactly. We also utilized the keyword and location insertion function in the ad headlines to automatically generate more relevant headlines (In the vast majority of the split tests against standard fixated headlines, this function won with the highest CTR).

To build on top of this, we created dedicated landing pages for each intention (i.e a landing page specifically for low-budget prospects or thermostat buyers). The landing pages were built with simple - but strong - headlines, social proof, and clear call-to-action buttons (call button and lead form). Knowing that 70%+ of the traffic stemmed from mobile devices, creating a mobile friendly landing page was key.



We approached the optimization of each landing page through a pyramid testing system. Starting at the base (most important), the headlines, we created 3-5 variations. Once a clear winner was found, measured by conversion rates, we moved on to a layer above (slightly less important), such as subheadlines. This way, we optimized every single feature on the landing page round by round. We took a similar approach to our ad copies on Google.



Initially, we set the bidding strategy for the campaigns to maximize clicks. This way we could obtain as much data in the shortest span of time, thus teaching the algorithm what converts and what doesn't, before eventually opting in to maximize conversions, and later target CPA. We also turned off the Google partner network function to avoid bot clicks and unqualified leads. Setting up the conversion tracking to cover all lead inflow was essential to a successful campaign. We installed UTM parameters to the contact form, such that we could locate all leads coming from the ads precisely, and hence connect them to real offline sales, creating a better image of the true return-on-ad-spend. With calls, we used the call reporting feature (under "Predefined Reports") in Google ads to see exactly which phone numbers called us, as well as the duration of the call. Again, this allowed us to focus on the ads that drove longer lasting calls, which directly related to the quality of the lead.

All in all, we have managed to generate 158 leads within the first three months since launch, reaching 70+ monthly leads after roughly 60 days. This is still increasing as expansion occurs. Taking from last month, the conversion rate sits at 9.65%, with an average CPA of \$62,76 for the residential campaign.

