

From Lead Drought to Lead Machine: A Google Ads Success Story



Leads Were Drying Up—Here's How We Turned It Around

- An HVAC contractor was struggling to keep its residential division busy.
- With no clear online strategy, they relied on YellowPages for leads, leaving their technicians underutilized and their marketing efforts unmeasured.
- They needed a reliable way to generate consistent appointments and grow their business.



They knew something had to change. So, we got to work, testing a smarter approach—one that would finally bring in consistent, trackable leads. Here's what we did...

From Unpredictable Leads to a Predictable Growth Machine

We started a **local Google Ads campaign** to test the market. Once we saw what worked, we added:

- **Website tweaks** to improve performance
- **Automated blog posting** to keep content fresh
- **Strategic link building** to boost visibility



The results? Night and day. Within months, their online presence went from invisible to unstoppable.

Turning Insights Into Action: The Strategy That Changed Everything

A year later, the Internet became their **#1 source of new leads**, bringing in over **1,300 leads**—and business took off.

| Before SST | After SST |
|----------------------------|---|
| Relying on YellowPages | Internet became their biggest lead source |
| No idea what was working | Every marketing activity tracked & optimized |
| Technicians sitting around | Steady stream of booked appointments |
| No marketing strategy | Fully automated Google Ads campaign doing the heavy lifting |

And this wasn't just a short-term win. Their business didn't just grow—it scaled.

Not Just Growth—A Scalable Strategy That Keeps Working

With a smarter, data-driven strategy, they grew their residential division beyond \$4M—gaining steady momentum over the years and transforming online marketing into a dependable engine for long-term growth.



Now, imagine what these kinds of results could do for your business. If you're tired of guesswork and wasted time, let's build a plan that actually works—at no cost to you.

Let's Talk About Your Business—And How We Can Help It Grow

- ✓ **Already running Google Ads?** We'll break down your performance and show you exactly how to cut wasted spend and increase high-quality leads.
- ✓ **Don't have a Google Ads program yet?** No problem. We'll help you build a results-driven strategy from the ground up.

Let's Start With a Conversation

Before we dive into the numbers, we want to understand ***your*** business, goals, and vision. Let's schedule a quick meet-and-greet to see how we can help you grow.

Schedule Your Free Meet & Greet Today

(724) 224-5380 | sales@smartsystemstechnology.com