

LeadGen Insight

HVAC Edition

Get. More. Leads.

There is a Better Way to Find New Customers

FIRESTORM LEAD GEN Has a Better Solution

For an HVAC company, a steady supply of new customers is necessary for sales growth. Is your company ready to grow to the next level? Have you been finding that the cost of finding HVAC leads is going up while the quality of leads is going down? What didn't work last year will not work again this year. Are you ready for different but proven lead generation techniques? Direct mail is an old but proven lead generator. **FIRESTORM** Mail Advantage utilizes AI and other advanced database techniques to turn direct mail to a lead gen powerhouse:

- **BETTER Targeting:** Go beyond zip codes and target your mail at the carrier route level.
- **BETTER Mailers:** Build your brand recognition through more and better content.
- **BETTER Leads:** Count on AI to pick the best of the most likely prospects for your services.
- **LOWER Costs:** Four pages of in-depth content for less than the cost of a postcard.

We build stronger brands. Call us today to discuss how **FIRESTORM** Mail Advantage can help grow to the next level.

Did You Know... **49%** of consumers try a business for the first time because of direct mail. —U.S. Data Corporation

LIMITED TIME
10% OFF
HVAC Mail Advantage Plans

ON THE INSIDE

- ▶ Using AI for Lead Generation
- ▶ Are All Leads the Same?
- ▶ Special Offer on Club Membership
- ▶ FREE Strategic Email Management Drives Customer Growth

More Space, More Results

The standard HVAC Mail Advantage mail piece is a 17 inch by 8½ inch sheet of quality paper printed in full color on both sides and folded twice to 5½ inches by 8½ inches ready-to-mail size. That's 4 times the marketing space of the largest postcard and at least 6 times the space of a more standard-sized postcard. More space gives you more room to tell your story, promote your products and services, and build recognition of your business.



Contact **FIRESTORM** LEAD GEN to learn more about HVAC Mail Advantage.

(715) 544-0018

sales@firestormleadgen.com

Firestormleadgen.com



Generating Local Leads with AI

Most homeowners don't consider replacement or repair until the need is urgent.

AI-driven algorithms can help tailor marketing messages to local audiences and ultimately pinpoint individuals potentially in need of HVAC services.

Predicting accurately when customers are going to require the services of an HVAC company is on the horizon.

Do Clients Have Common Questions?

Use HVAC Mail Advantage to educate and inform clients of answers to the most-asked questions.

92% of consumers believe that direct mail is more effective than digital advertising.

-ZipDo

Not All Leads Are of Equal Value

You plan an annual marketing program with a mixture of media: postcards, billboards, radio, broadcast media, online search, email, social media, directories, and community involvement programs. Some leads come your way from all of them, some become lifetime customers, some are once-and-never-again customers, and some never become a customer at all. The marketing channels you use and the content of your marketing messages determine the value of your customers.

Every lead is important. The once-and-never-again leads matter. Even the lead that doesn't turn into a job matters. You want them to remember you the next time they have a need for HVAC services.

The objective of lead generation is to find all kinds of leads. The best lead generation programs build good relationships by keeping your name in front of your customers over and over. Email programs are part of the customer development effort. Site search and social media are important. Conventional mail contacts are another critical component. Email comes into inboxes, billboards and broadcasts are eye-catchers, site search is there when someone looks for it, but mail comes into a home for a visit.

PERFORMANCE
CLUB
Membership

SPECIAL OFFER

50% OFF NOW ONLY **\$250**

The **FIRESTORM** LEAD GEN team will run our 20-point diagnostics on your entire marketing program twice yearly. Checkpoints include:

- 10 Hours of Consulting
- Website SEO Analysis
- Google Ads Copy Analysis
- Leads-to-Conversions Ratio Analysis
- Google Ads Cost-Per-Lead Analysis
- Website User-Friendly Analysis



HVAC Mail Advantage Plans



NOW **10% OFF**

Bronze

2 Mail Sends
Over 2-4 Months

~~50¢~~
45¢

per mail piece
Minimum 10,000.

NOW **10% OFF**

Silver

4 Mail Sends
Over 4-8 Months

~~45¢~~
41¢

per mail piece
Minimum 10,000.

NOW **10% OFF**

Gold

8 Mail Sends
Over 8-12 Months

~~43¢~~
39¢

per mail piece
Minimum 10,000.

ALL-INCLUSIVE Price includes design, copy, paper, printing, & postage.

Get More Leads Today!

Contact **FIRESTORM** LEAD GEN
715-544-0018
sales@firestormleadgen.com

Email That **CREATES** **MORE BUSINESS** When **YOU** Want it!

Build a Stronger Customer with this
**FREE 3-Month
Email Offer!**

- Remind customers it's time for a tune-up
- Tell them about a promotion
- Be the source they think of first
- Keep your phones ringing year-round

Email management from
FIRESTORM LEAD GEN can do
that and more. From development
to analysis, we handle everything.

TOTALLY FREE

We are so sure that you will be happy with the
results that we will develop and send emails to your
customers for 3 months **ABSOLUTELY FREE**. After
3 months if you continue with your campaign, you
will find that our email services are very affordable.

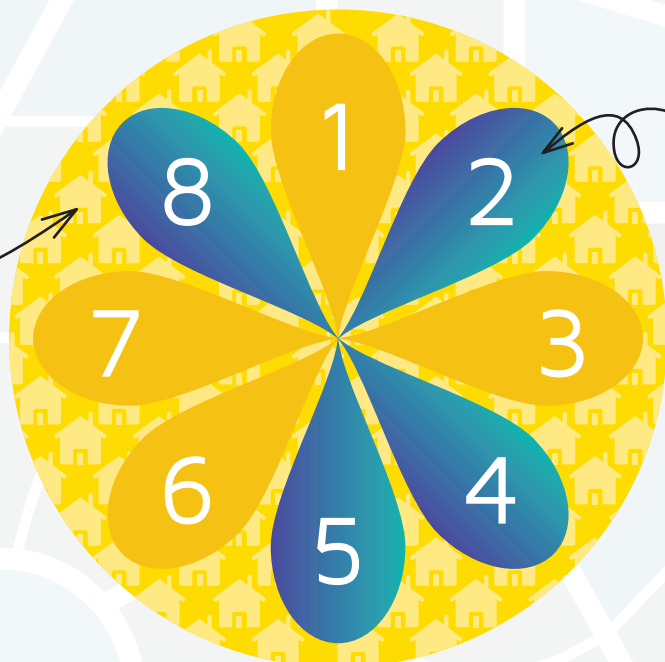
FREE 3 Months
Free Email
Development
& Sending
Services

First 25 new customers
only. Offer expires
April 1, 2024.

How is a Postal Carrier Route Different Than a Zip Code?

Full Zip Code Blanket Mailing Coverage

Within a zip code
there are usually
several carrier routes.
Demographics of a
zip code are broader
than the carrier
routes in a zip code.



YOU PICK & CHOOSE

Your Coverage Using Select Carrier Routes

One carrier route could be made up of
mostly suburban homes while another
is mostly rental units. Target mailing to
Postal Carrier Routes is more precise
than broadly targeting Zip Codes.

For HVAC products and services,
your target is owner-occupied, single-
family homes. You don't want to waste
your marketing dollars on businesses,
office buildings, rental properties, or
mailing addresses that are postal box
numbers. Like letters and newsletters,
postcards can also be sent to selected
carrier routes.

**Target mailing to Postal Carrier Routes is more
precise than broadly targeting Zip Codes.**



FIRESTORM
— LEAD GEN —

2607 Post Road, Stop 1
Stevens Point, WI 54481

PRSRST STD
US POSTAGE
PAID
STEVENS POINT WI
PERMIT NO. 272

Get more leads. with **HVAC Mail Advantage**

Powered by **FIRESTORM**
— LEAD GEN —

LIMITED TIME
10% OFF
HVAC Mail
Advantage
Plans

76% of consumers
trust postal mail for
purchase decisions.

Better targeting.
Better leads.
Lower cost.

Have Questions?



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