

LeadGen Insight

HVAC Edition

Get More Leads

HVAC Mail Advantage

How can your company utilize this 21st-century tool to boost your ROI through the mail?

There is a better way to find new customers than blanket mailing entire zip codes. Postal carrier routes are significantly smaller demographic units than zip codes. Improved targeting produces more and better leads at a lower price per lead. HVAC Mail Advantage is a more engaging mail piece, targeted to better prospects to produce more sales revenue as well as more reliable long-term brand recognition.

49% of consumers try a business for the first time because of direct mail.

-U.S. Data Corporation

Marketing statistics show that 76% of consumers trust postal mail for making purchase decisions. Forty-seven percent of consumers retain printed materials while only 17% retain digital ads.

A professionally designed mail piece with your personalized input plus the power of AI in targeting the best prospects—

that's the HVAC Mail Advantage. **Better targeting, better content leads, lower cost.**

HVAC Mail Advantage **Learn more: (715) 544-0018 | sales@firestormleadgen.com**
advancedmechanicalgeothermal.firestormleadgen.com

Limited Time!
HVAC Mail Advantage is now offering a

Fall Special
First 2,000 Pieces FREE*

*10,000 copies minimum.

ON THE INSIDE

- ▶ **Using AI for Lead Generation**
- ▶ **Are All Leads the Same?**
- ▶ **Special Offer on Club Membership**
- ▶ **Emails Solidify Your Brand**

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.

74%

of marketers said that **direct mail delivers the best ROI of any channel.**

-Lob's 2023 State of Direct Mail report

NO Money Down, Low Monthly Payments!

PROHVAC SERVICES Call us today! (723) 456-7890

- \$69 Seasonal Tune-Up!** Get your furnace and boiler serviced and ready for the winter.
- \$250 OFF a NEW Tankless Water Heater** Get \$250 off a NEW Tankless Water Heater.
- \$250 OFF a NEW Generator Installation!** DON'T BE LEFT IN THE DARK! Get your generator installed today!
- \$50 Off Repairs!** Receive a \$50 credit on parts, materials, and labor for any repair service.

PORTAGE COUNTY HVAC NEWS

\$1500 Instant Rebate! New equipment from Firestorm Lead Gen.

5 HVAC Tips for Extreme Cold Weather

UPGRADE Your Old Inefficient Heating System for ONLY \$1

Cost of an Average HVAC Inspection - A/C in Winter - \$5 Furnace Tips for Cold Days

Don't Affect Your HVAC System?

PROHVAC SERVICES Call us today! (723) 456-7890

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

IN THE MAIL Price!

Bronze

2 Mail Sends Over 2-4 Months

50¢

per mail piece
Minimum 10,000.

Silver

4 Mail Sends Over 4-8 Months

45¢

per mail piece
Minimum 10,000.

Gold

8 Mail Sends Over 8-12 Months

43¢

per mail piece
Minimum 10,000.

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

Get More Leads Today!

Contact Firestorm Lead Gen

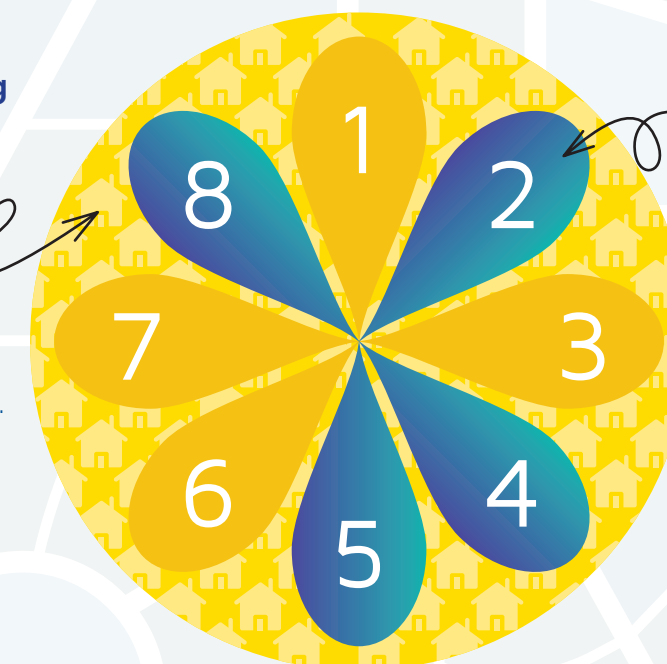
715-544-0018

sales@firestormleadgen.com

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.

5 Reasons to Send Marketing Emails

An email in an inbox is much like a billboard on an often traveled road, often even better. Sometimes overlooked, email can be the year-round workhorse of an HVAC annual marketing program.

- 1 Maintenance Reminders**—Let your customers know that it is time for a tune-up.
- 2 Special Offers & Discounts**—Everybody loves a discount; emails can let them know.
- 3 Customer Education**—Let them know about the signs that service is needed.
- 4 Customer Retention**—The longer it has been since you heard from them, the more likely it is that they are going to need your services again soon. Make sure they know you are still around.
- 5 Emergency Alerts & Updates**—Big storm coming; help them get ready.

A good year-round email marketing program is much more than a feel-good, brand-developing activity. A strong email program must generate a good ROI. Firestorm Lead Gen has a long history of creating and managing successful email programs for the HVAC industry.

DON'T FORGET EMAILS!



FIRESTORM
— LEAD GEN —

2607 Post Road, Stop 1
Stevens Point, WI 54481

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US POSTAGE
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Have Questions?



Better targeting.
Better leads.
Lower cost.