

HVAC CASE STUDY



Revitalizing Texas HVAC company: Turning a Crisis into a 115% Surge in Peak Call Volume.

CHALLENGE

A leading provider of 24-hour plumbing, air conditioning, and heating services in Lubbock, TX, faced a critical challenge when their Google Business listing was suspended. The suspension led to a 65% drop in phone calls, severely affecting their business during the peak season. Their previous marketing agency had failed to deliver any tangible results, leaving the company in a "high-risk" situation.

ACTIONS TAKEN

Grand Marketing Solutions (GMS) took immediate action to resolve the crisis. Within 14 days, we reinstated Google Business listing. We implemented a new CRM system, integrated revenue tracking by channel, and launched AdWords campaigns. All of these actions were completed in about 45 days. We also initiated outbound marketing activities to further scale the business.

CONCLUSION

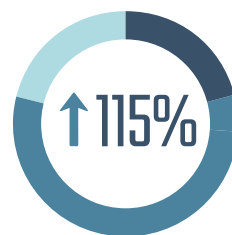
The swift and comprehensive actions taken by GMS not only mitigated the crisis but also positioned the client for future growth. Our multi-faceted approach, from reinstating the Google Business listing to implementing a new CRM and initiating outbound marketing, has proven to be highly effective.

LEARNING LESSON

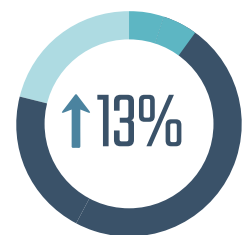
Restoring inbound phone call volume was the first priority. Not only was this achieved, but the call volume also surpassed the previous year's numbers, indicating the effectiveness of the new strategies.

RESULTS

In an incredibly short timeframe, Grand Marketing Solutions dramatically reversed the company's declining fortunes. We took their inbound call volume from a mere 50% of the previous year's peak numbers to an astounding 115%—all within 45 days. This rapid recovery and growth were further substantiated by a 13% overall growth rate after re-optimizing their digital strategies. The implementation of call rail tracking by source provided invaluable insights, contributing to a significant increase in call volume. These metrics not only re-established their market presence but also offered a transparent return on investment, affirming the efficacy of our multi-faceted approach.



Client's inbound call volume went from 50% of the previous year's peak numbers to 115%.



This growth were further substantiated by a 13% overall growth rate after re-optimizing Client's digital strategies.

