



HVAC: From Seven to 26 Completed Jobs in Four Months

Illustrative case study. The company, campaign and results below are fictional and show a modeled scenario, not verified client outcomes.

The Challenge

A family-owned heating and air conditioning company served eight neighboring towns. It had a strong review history and steady referrals, but larger regional contractors appeared more often when homeowners asked AI tools who to call.

Its website listed services without answering many of the questions behind a booking: whether the company worked on older systems, which towns received emergency service, and what happened after someone requested an estimate.

The company also spent time answering calls from outside its service area. It needed visibility among homeowners its technicians could reach. In the starting benchmark, the business was recommended in four of 80 recorded local AI answers. Reddit and identifiable AI referrals produced 11 qualified inquiries and seven completed jobs in a month.

The Solution

Launch Club would build a four-month campaign around the company's service area, scheduling process and actual capabilities. The team would map homeowner questions by town and service, then create answers that made it easy to check whether the business was a suitable choice.

Local discussions would receive helpful replies from disclosed company representatives where community rules allowed them. Website pages would give homeowners the same clear information about coverage, estimates and appointments. Calls and forms would feed into one inquiry log so the office could track booked work.

The Work

- Confirm the eight-town service area with the dispatcher. Record services offered in each town, appointment availability and the boundaries of emergency coverage.
- Update eight location pages and four service guides. Cover repair versus replacement, seasonal maintenance, estimate preparation and what homeowners should have ready when they call.
- Publish six educational community posts and 80 relevant replies over four months. Address common scheduling and maintenance questions without diagnosing equipment remotely.
- Correct inconsistent business details across the website and the company's existing public profiles. Use the same service descriptions and coverage information throughout.
- Track a fixed set of 40 local recommendation prompts across two AI platforms. Review the saved answers monthly for accuracy, town coverage and whether the business was recommended.
- Add referral tracking to forms and a dedicated call-tracking number to appropriate landing pages. Deduplicate callers and exclude inquiries outside the service area.

The Results

The modeled fourth-month results, compared with the starting benchmark, are:

- Local recommendation coverage increases from four of 80 recorded answers to 28 of 80, or 5% to 35%.
- The company appears in recommendations for seven of its eight service towns, up from two.
- Qualified inquiries from Reddit and identifiable AI referrals rise from 11 to 39 in comparable 30-day periods.
- Bookings that become completed jobs rise from seven to 26. At a modeled average of \$640 per completed job, the scenario represents \$16,640 in monthly service revenue, compared with \$4,480 at the start.

The office would match each attributed job to its inquiry and invoice. Repeat calls would count once, and canceled appointments would contribute no revenue. The model compares recorded referrals, which may also reflect seasonality and other marketing.