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HVAC Marketing Playbook 2026

Channel mix, seasonal timing, lead quality math, and the exact campaign structures we use across 38 HVAC operators — from single-truck shops to \$8M revenue companies.

By the GrowwithBA Performance Team

38 pages · Updated Q1 2026 · Based on \$8M+ managed HVAC spend

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01

HVAC Market Landscape 2026

HVAC is one of the most defensible local service categories in paid media — high urgency, recurring revenue through maintenance agreements, and strong review dynamics. The challenge is seasonal concentration and technician capacity.

\$85-\$240	\$35-\$90	4.2x	62%
Avg CPL · HVAC emergency	Avg CPL · HVAC maintenance	Revenue lift: MA holders vs one-time	HVAC revenue in Jun-Aug + Dec-Jan

- **Emergency vs planned split:** 60% of HVAC revenue is emergency/reactive. 40% is planned maintenance, installs, and upgrades. Marketing strategy differs dramatically between the two.
- **Maintenance agreement economics:** A \$200/year MA holder generates 4.2x the lifetime revenue of a one-time customer. Every marketing dollar should have an MA conversion goal attached.
- **Review velocity matters more than in any other category:** HVAC consumers check reviews before calling 91% of the time. Average of 4.7+ stars with 80+ reviews is the LSA threshold for top-3 placement.
- **Technician capacity throttles growth:** More leads than technicians = negative reviews and cancellations. Marketing should be tied to dispatch capacity, not just budget.

02

Seasonal Calendar and Budget Allocation

HVAC demand is violently seasonal. Budget flat across 12 months is the single biggest mistake HVAC operators make in paid media.

Month	Demand Level	Budget % of Annual	Focus
January	HIGH (heating emergency)	11%	Heating repair, emergency LSA heavy
February	MEDIUM-HIGH	9%	Pre-season AC maintenance push
March	MEDIUM	7%	AC tune-up campaigns begin
April	HIGH (cooling prep)	9%	AC installs, tune-ups — peak MA sign-ups
May	VERY HIGH	11%	Full cooling season ramp — max budget
June	PEAK	13%	Emergency AC, new installs — all channels live
July	PEAK	13%	Peak season — highest CPL, highest close rate
August	HIGH	10%	Late summer, early maintenance transitions
September	MEDIUM	5%	Shoulder season — heating tune-up push
October	MEDIUM-HIGH	5%	Heating prep campaigns
November	HIGH (heating)	4%	Furnace/heat pump season
December	VERY HIGH	3%	Emergency heating — lower budget, high CPL

Budget reallocation rule: Move 8-12% of budget from Oct-Dec into May-July. Most HVAC operators under-invest in peak season when close rates are highest and over-spend in slow months.

03

Google LSA for HVAC — Full Setup Guide

LSA is the #1 ROI channel for HVAC. Position 1-3 in LSA captures 68% of all HVAC emergency service clicks. This is where your budget should anchor.

LSA optimisation checklist:

- **License and insurance verification:** HVAC requires state contractor license + \$1M general liability. Upload both during LSA setup.
- **Background check:** All technicians must complete Google background check. Takes 1-2 weeks. Start before launch.
- **Review target before activating:** Minimum 4.5 stars, 40+ reviews. Below this, LSA placement will be buried.
- **Service area definition:** Set radius by drive time (20-30 min), not arbitrary miles. Oversized areas dilute quality scores.
- **Budget set to "Maximise leads" initially:** Google needs 30-40 leads to optimise. Manual bidding before this kills delivery.
- **Lead dispute process:** Flag bad leads (wrong service area, out of scope, spam) within 30 days via LSA dashboard. Recover 15-25% of spend via credits.
- **Photo minimum:** 15+ professional photos: team, trucks, completed jobs. No stock images — Google penalises them.

LSA budget by company size:

Annual Revenue	Recommended LSA Monthly Budget	Expected Monthly LSA Leads
Under \$500K	\$800-\$1,500	8-18 leads
\$500K-\$2M	\$1,500-\$3,500	18-45 leads
\$2M-\$5M	\$3,500-\$7,000	45-90 leads
\$5M+	\$7,000-\$15,000+	90-200+ leads

04

PPC Campaign Structure That Works

- **Campaign 1 — Branded:** [company name] + variations. Max CPC, no budget cap. Protect your brand from competitors.
- **Campaign 2 — Emergency (exact match):** "AC not working", "furnace not heating", "HVAC emergency". \$120-\$180 target CPL. 24/7 ad schedule.
- **Campaign 3 — Tune-up / maintenance (phrase):** "AC tune up", "HVAC maintenance", "furnace inspection". \$45-\$90 target CPL. Seasonal — heavy spring + fall.
- **Campaign 4 — Installation (phrase):** "new AC unit", "HVAC replacement", "AC installation cost". \$80-\$140 target CPL. Higher value, longer decision cycle.
- **Campaign 5 — Competitor (modified broad):** Competitor brand names + "vs" queries. Lower volume, high intent.

Ad extension essentials for HVAC: Call extensions (critical), location extensions, structured snippet extensions listing services, and sitelinks to Financing, Emergency Service, and Book Online pages.

05

CPL Benchmarks by Service Type and Market

Service Type	LSA CPL	PPC CPL	Avg Ticket	Gross Margin
Emergency repair	\$85-\$160	\$140-\$240	\$280-\$450	55-70%
Tune-up / maintenance	\$35-\$75	\$55-\$110	\$95-\$150	45-65%
New system install	\$120-\$220	\$180-\$320	\$4,500-\$12,000	35-50%
Maintenance agreement	\$40-\$90	\$65-\$130	\$200-\$350/yr	70-80%
Indoor air quality	\$55-\$100	\$90-\$160	\$400-\$1,200	50-65%

The maintenance agreement is the highest-margin, lowest-CPL, highest-LTV product in HVAC. Every campaign should have an MA upsell pathway built in.

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Maintenance Agreement Marketing

MA holders generate 4.2x the lifetime revenue of one-time customers and are 3.8x more likely to choose you for a system replacement. Yet most HVAC companies market MAs as an afterthought.

- **Technician upsell script:** Every service call ends with an MA offer. Script: "I can get you on our maintenance plan for \$X/month — covers two tune-ups, priority scheduling, and 15% off repairs. Saves most customers \$200-\$400 per year."
- **Email drip for MA conversion:** 6-email sequence over 90 days after first service. Sequence 3 (Day 21) is highest-converting — send before/after cost comparison.
- **MA renewal campaigns:** 60 days before renewal, 30 days before, and day-of. Email + SMS. Renewal rate target: 78%+.
- **New customer MA bundle:** Offer MA at time of install at a discount. "Add our maintenance plan today — first year free with your installation." Adds \$200-\$350 ARR per customer.

08

Review Velocity and Reputation System

91%	4.7+	80+	3x
Check reviews before calling HVAC	Star threshold for LSA top-3	Review count for strong LSA	More calls at 4.7 vs 4.3 stars

- **Review request timing:** SMS within 2 hours of job completion. "Hi [name], [tech name] just finished your service. Would you mind leaving us a quick review? [link]." 34% response rate vs 8% for email-only.
- **Google review link:** Use a short link directly to your Google review form (not your GBP listing). Fewer clicks = more completions.
- **Tech incentive:** Track reviews per technician. Top reviewer each month gets \$100 bonus. Friendly competition drives 2-3x more requests per tech.
- **Negative review protocol:** Respond within 4 hours. Offer to make it right publicly. Follow up privately. Request revision if resolved. Never argue.

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10 Actions to Implement This Week

- **Activate LSA if not live.** Or review your LSA score and fix any issues flagging your quality.
- **Reallocate budget seasonally.** If you're spending flat monthly, move 8-10% to peak months now.
- **Set a review request SLA** — every tech sends an SMS within 2 hours of job completion. Track it.
- **Build a 3-email MA conversion sequence** for all first-time customers. Send emails at Day 7, Day 21, Day 45.
- **Add a call tracking number** to every campaign if not already in place. Google Ads call tracking minimum.
- **Photograph 5 recent jobs** — before/after or completed installation. Add to GBP and LSA profile.
- **Map your peak season budget increase** for May-July now. Notify your PPC manager or agency.
- **Set up competitor monitoring** via Google Alerts for your top 3 local competitors.
- **Add financing messaging** to all installation campaigns. "0% financing available" increases conversion 18-24% on high-ticket installs.
- **Audit your dispatch capacity** vs current lead volume. If you're turning away jobs, marketing budget should be reduced, not increased.

Want this built for your HVAC company? GrowwithBA runs full-funnel HVAC programs — LSA, PPC, local SEO, review systems, and MA marketing. Free audit at growwithba.com/contact