

Boost HVAC Leads with Meta Lead Ads and Retargeting Ads

Capture and Convert More Local Customers on Meta's Platforms

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What Are Meta Lead Ads and Retargeting Ads?

Meta Lead Ads and Retargeting Ads help HVAC businesses connect with potential customers on Meta's platforms (Facebook and Instagram) by simplifying lead generation and re-engaging interested prospects using remarketing ads.

- Meta Lead Ads: Allow customers to submit their contact information directly through an ad without leaving the platform.
- Meta Retargeting Ads: These ads re-engage

02



How Meta Ads Differ from Traditional Facebook Ads

- Meta Lead Ads streamline the lead generation process by keeping everything on-platform, making it easier for users to engage.
- Traditional Facebook ads often require users to take extra steps by navigating off-platform to complete an action. "Boosting" a Facebook post to reach more people for engagement is also considered a traditional Facebook ad.

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How We Can Help You Get the Most from Meta Ads

- Ad Setup and Optimization: We create and optimize Meta Lead Ads ensuring you get high-quality leads from people in your service area.
- Advanced Targeting: Ensure your ads reach local homeowners
- Retargeting Campaigns: Follow up with people who've already interacted with your business online.
- Lead Management- Automation and structured messaging ensure all leads are responded to promptly.

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Why Use Meta Lead & Retargeting Ads?

- Simplified Lead Capture: Meta Lead Ads allow users to submit contact information without leaving the platform.
- Highly Targeted: Meta's advanced targeting options allow you to focus on people in your service area only.
- Re-Engage Interested Customers: Retargeting Ads allow you to follow up with people who've visited your website or interacted with your ads but haven't converted.