

CASE STUDY

ST. AUGUSTINE HOME SERVICES PROVIDER DRIVES LEADS AND EXPANDS BRAND FOOTPRINT WITH AN INTEGRATED ORGANIC AND PAID MEDIA STRATEGY

GLACIER
HEATING & AIR CONDITIONING

**SOCIAL
MEDIA**

**EMAIL
PROGRAM**

**PAID
DIGITAL**



**A DEDICATED MARKETING TEAM WITH
MORE THAN 30 YEARS OF EXPERIENCE**



GLACIER

HEATING & AIR CONDITIONING

CASE STUDY AT A GLANCE

In November 2023, Glacier Heating & Air Conditioning (GHAC) partnered with Mindful Solutions St. Augustine (MSSAFL) to expand their marketing efforts and enhance their digital presence to drive business growth. The primary objectives of this engagement were to optimize GHAC's digital strategy across multiple channels, including their corporate website, social media platforms, Google advertising, and email communications.

From an initial brand and website audit to execution of an integrated marketing strategy, MSSAFL worked closely with GHAC to align on proposed marketing strategy and tactics. Executional components include development and posting of social media content, implementation of Google and Facebook ads, and reporting/analysis of campaign results

“Mindful Solutions really took the time to learn what sets our company apart from its competitors. They learned what we do and why we do it. We’ve been extremely pleased with their results to date, and we continue to value their collaborative approach.”

Edward Doughty
Owner, Glacier Heating & Air

THE CHALLENGE

To reach its year-over-year growth goals, Glacier Heating & Air Conditioning had three major goals. #1 was to optimize their website content and user experience to increase consideration and demand for their services. #2 was to come up higher in search than their competitors. And #3 was to increase prospect and customer engagement through social media. Marketing can often take a backseat to the day-to-day operation of a company, so it was critical for them to find a marketing partner that could both meet their needs and operate within their budget.





THE SOLUTION

The most important aspect of working with businesses, regardless of their size, is doing the legwork to understand what they currently have in place as well as what they don't have in place. When GHAC expressed its interest in MSSAFL's marketing services, the MSSAFL team performed an initial audit taking a deep dive into GHAC's website, social footprint, competitive landscape, and more.

Through a highly collaborative process and a budget-conscious marketing proposal, GHAC partnered with MSSAFL for customized marketing and advertising services. MSSAFL enhanced the content and functionality of the GHAC website, initiated the installation of Google Analytics tracking, and facilitated the transition to a WordPress platform.

Additionally, MSSAFL developed a social media calendar and content that drove higher engagement and increased website traffic. They implemented an email program to upsell clients to an annual maintenance program, which in its infancy has achieved an impressive 40% open rate and led to immediate phone responses for GHAC. Furthermore, MSSAFL built and executed a Google Ads strategy that improved search visibility, increased phone and web leads, and helped GHAC capture market share from competitors.

WEBSITE AND GOOGLE RESULTS

With the new website in place, GHAC's users grew from 331 per month in January 2024 to 798 per month in June 2024. In addition to the new website, MSSAFL optimized the GHAC google listing, performed competitor and keyword research, and implemented Google Search and Performance Max campaigns driving incremental lead generation.

WEBSITE

JAN-JULY 2024

Users: 4.3K

Paid Search: 1.4K

Referral: 1K

Direct: 953

Organic Search: 694

GOOGLE ADS

AVG. MONTHLY

Click Rate: 3.87%

Clicks: 663

Phone Leads: 35

Landing Page Clicks: 583

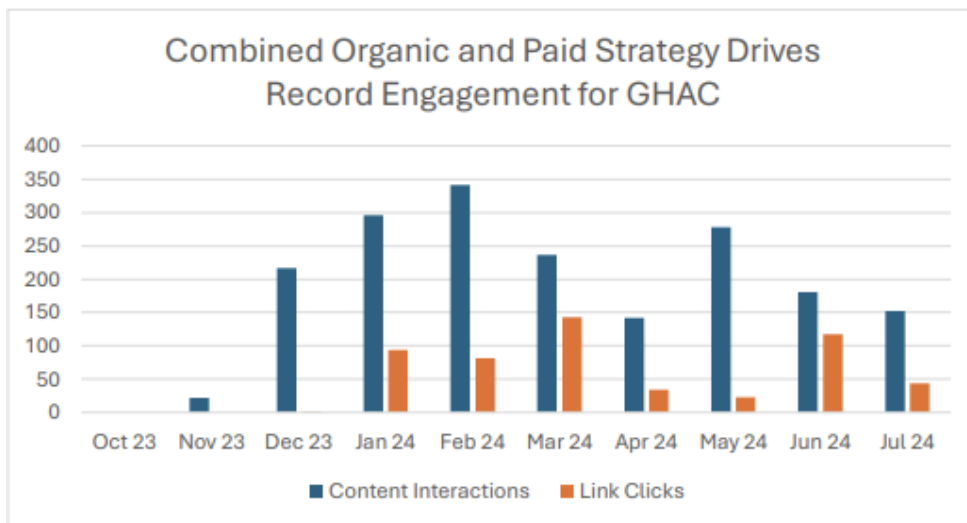
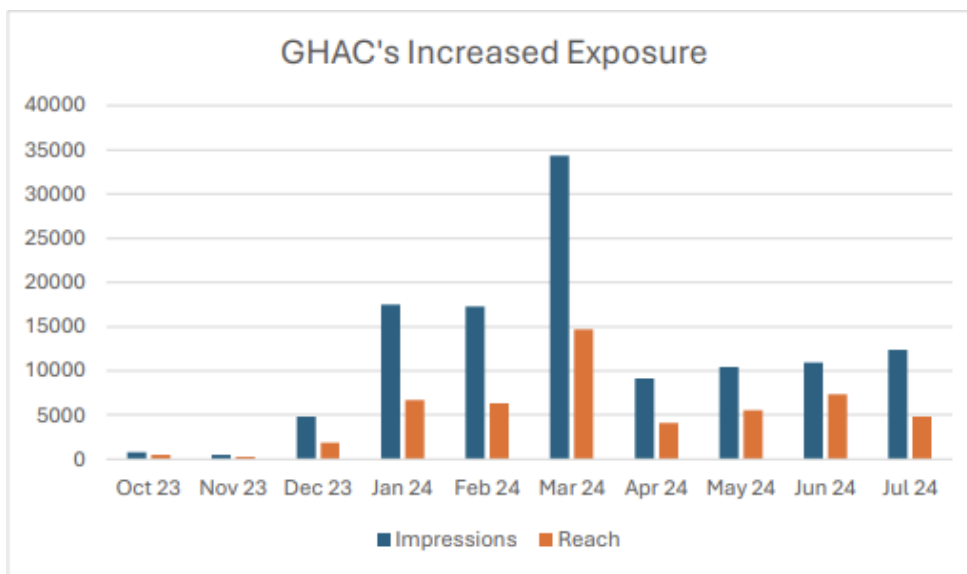
Cost Per Lead: \$2.07





SOCIAL MEDIA RESULTS

On the social media front, MSSAFL's efforts have driven dramatic improvements in GHAC's organic and boosted Facebook performance with minimal investment.



TOP PERFORMING BOOSTED FACEBOOK POSTS



Reach: 1,939; Engagements: 373; Video Plays: 346; Link Clicks: 23

Is your unit not working properly? When was the last time you had your unit thoroughly cleaned? Many people don't realize that you need to clean not only the unit yourself but also around it to ensure proper airflow! Call us today to schedule your cleaning today (904) 540-8199 #HVACsystem #ACmaintenance #heatingandcooling #HVACservice #GlacierHeatingandAirConditioning #StAugustineFL



Reach: 1,268; Engagements: 599; Post Reactions: 566; Link Clicks: 14

Vote Today! Phase 2, the voting process has now begun for the 2024 Best of St. Augustine Community Choice Awards. We are asking you to cast your vote for Glacier Heating and Air Conditioning as the best "Heating/AC Service" in St. Augustine. To vote, go to: https://loom.ly/UaXFb_E and click on the category "Services." Thank you for your support! #HVAC #ACmaintenance #heatingandcooling #ACrepair #BestofStAugustine



Reach: 3,304; Engagements: 70; Post Reactions: 13; Link Clicks: 55

Did you know we have an affordable annual maintenance plan that keeps your HVAC system running smoothly year-round? Twice a year, we'll come out and check your system to service and clean it - helping you to guard against future HVAC problems. Visit <https://glacierhvac.com/maintenance.html> to learn more or call us today at (904) 540-8199. #acmaintenance #heating #HVACservice #heatingandcooling #hvacrepair



MSSA implemented a paid and organic multi-effort social media blitz to help Glacier Heating and Air Conditioning secure votes and ultimately win the 2024 Best of St. Augustine Community Choice Awards.



TOP PERFORMING ORGANIC FACEBOOK POSTS



**714 Impressions; 653 Reach;
124 Engagements; 64 Clicks;
6 Shares**

Thank you for sharing your experience! Shout out to Derek!! He's not only one of the owners, he has decades of expertise in AC repair and service and treats his customers like they are part of the family. Whatever your AC need, give us a call today (904) 540 - 8199. #HVAC #ACrepair #heatingandcooling #HVACmaintenance



**451 Impressions; 425 Reach; 25
Engagements; 3 Clicks;
5 Shares**

Employee Spotlight: Meet Glacier AC apprentice-extraordinaire, Quentin. Quentin is our newest employee and has been with us for 8 months. In this role, he is working with our seasoned technicians to learn how to install AC units and part replacements. Quentin is a great addition to the team, a huge Alice in Chains fan, and loves playing the guitar in his free time!



**540 Impressions; 540 Reach;
40 Engagement; 21 Reactions;
7 Clicks; 4 Shares**

Did you know Glacier HVAC proudly serves St. John's County from Ponte Vedra Beach South to Palm Coast? 🌴 Whether you're in need of AC installation, repairs, or maintenance, our expert team has you covered across this expansive service area. Stay cool and comfortable with Glacier HVAC by your side! Visit glacier-hvac.com to learn more. ❄️ 🛠️ #HVACServices #StJohnsCounty #PonteVedra #PalmCoast

**FOR MORE INFORMATION ON INTEGRATED MARKETING SOLUTIONS
PLEASE CONTACT MINDFUL SOLUTIONS ST. AUGUSTINE.**



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