

CASE STUDY

INTEGRATED MARKETING STRATEGY DELIVERS
MEASURABLE GROWTH AND POSITIVE ROI FOR
LOCAL SERVICE PROVIDER



GLACIER
HEATING & AIR CONDITIONING

**SOCIAL
MEDIA**

**EMAIL
PROGRAM**

**PAID
DIGITAL**



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



CASE STUDY AT A GLANCE

Glacier Heating & Air Conditioning (GHAC) partnered with Mindful Solutions St. Augustine (MSSAFL) to strengthen its marketing efforts, expand its digital presence, and drive long-term business growth. Through an integrated marketing strategy, MSSAFL has optimized GHAC's website, social media, Google Search and Local Services Ads (LSAs), email marketing, and analytics to increase brand visibility, generate qualified leads, and maximize return on investment.

From an initial brand and website audit to ongoing strategy development and execution, MSSAFL has worked closely with GHAC to continually refine its marketing efforts. Services include website optimization, SEO, content creation, social media management, Google advertising, email marketing, and ongoing reporting and performance analysis to support sustained business growth.

INCREASED IMPACT YEAR OVER YEAR

- \$72,800 in attributable revenue (2025-Q1 2026)
- 532 Google Ads phone calls (2024-Q1 2026)
- 27 qualified Google LSA leads in Q1 2026
- 218,000 Google Search impressions (2024-Q1 2026)
- 218,000 Meta video/post views (2025-Q1 2026)
- Positive ROI for both 2025 and Q1 2026

**Marketing sales attribution was not tracked by the client in 2024.*

**Meta view data was not available for 2024.*





THE CHALLENGE

From year one of the engagement to present day, four key objectives have remained at the forefront of Glacier Heating & Air Conditioning's marketing efforts.

- Optimize website content and user experience to increase consideration and demand for their services.
- Come up higher in search than their competitors.
- Increase prospect and customer engagement through social media.
- Develop compelling content on an ongoing basis to drive brand trust, awareness and consideration

Marketing can often take a backseat to the day-to-day operation of a company, so it was critical for Glacier to find a marketing partner that could both meet their needs and operate within their budget.

The fact of the matter is: the HVAC marketplace is flooded with competitors that run the gambit from well-established firms to smaller operations. So, being able to establish Glacier as a go-to brand, drive a results-oriented strategy and be able to pivot when needed, have been and continue to be the keys to marketing success.

"Mindful Solutions really took the time to understand what makes Glacier different. Their team does more than execute on the marketing. They continually analyze, optimize and adapt our strategy as the market changes. We've seen measurable growth, stronger sales, and are grateful for a marketing partner that's invested in our long-term success."

Ed Doughty
Owner, Glacier Heating & Air Conditioning





THE SOLUTION

MSSAFL's partnership with Glacier Heating & Air Conditioning began with a comprehensive audit of the company's website, digital presence, competitive landscape, and marketing performance. Those insights became the foundation for a customized marketing strategy that has continued to evolve alongside Glacier's business goals.

Over the course of the partnership, MSSAFL has continuously enhanced the functionality and content of Glacier's website, implemented SEO and analytics tracking, developed ongoing social media and email marketing campaigns, developed both short and long-term content, and executed integrated Google Search, Local Services, and Facebook advertising strategies.

Through continuous monitoring, testing, and optimization, MSSAFL has helped Glacier improve search visibility, strengthen customer engagement, generate sales, and maximize the return on their marketing investment.

THE STRATEGY

Rather than relying on a single marketing tactic, Mindful Solutions developed an integrated strategy that combined website optimization, SEO, Google Search Ads, Google Local Services Ads (LSAs), social media marketing, email campaigns, analytics, and ongoing performance optimization. As Google shifted more local searches toward LSAs, Glacier stayed ahead of competitors by adopting the platform early, resulting in a new stream of qualified leads while continuing to improve traditional Google Search performance.

RETURN ON MARKETING INVESTMENT

YEAR	MARKETING COST	REVENUE	RETURN
2025	\$22,000	\$56,000	\$34,000
Q1 2026	\$5,600	\$16,800	\$11,200

Every marketing dollar invested continued generating positive returns while increasing Glacier's market visibility and customer acquisition.





GOOGLE ADS EVOLUTION

Google Ads were instrumental in driving sales leads for Glacier in 2024 and 2025, and as MSSAFL fine-tuned the strategy, we saw a huge increase in the number of calls generated from the Search and Performance Max campaigns. At the same time, we were able to achieve cost efficiencies.

Metric	2024	2025	Variance
Impressions	99.6K	109K	+9%
Clicks	5,000	8,900	+78%
Cost Per Click	\$.61	\$.54	-11%
Phone Calls	61	454	+644%

2026 ADVANCEMENTS

To stay ahead of changing Google search behavior and competitor advertising, Mindful Solutions implemented Google Local Services Ads (LSAs) in addition to Google Search Ads for Glacier. The LSAs are charged on a cost per lead basis, allowing Glacier to pay only for qualified leads rather than clicks.

Q1 2026 Results

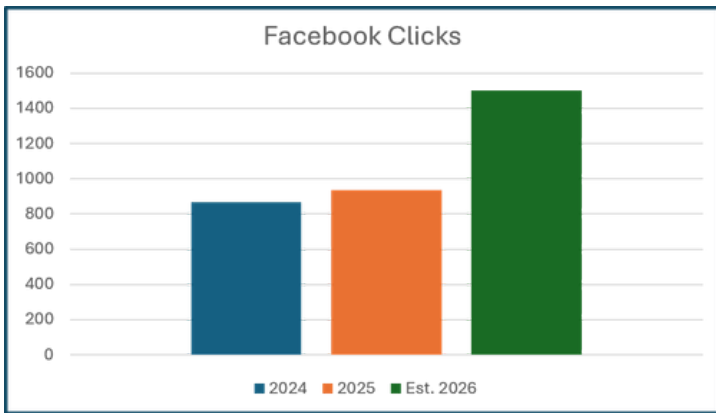
- 23 qualified phone calls
- 4 qualified messages
- 27 qualified leads

That's a fantastic story.





SOCIAL MEDIA GROWTH



- 201K FB Views 2025-2026 (No reporting for 2024) **+271% YOY**
- 3.6K Content Interactions 2024-2025 **(+227% YOY)**
- 246 New FB Followers 2024-2025 **(+241% YOY)**
- Started Instagram in 2024 (no reporting available)
- 13K IG views 2025-2026 **(+271% YOY)**
- 641 Est. IG Content Interactions 2025-2026 **(+254% YOY)**

TOP PERFORMING ORGANIC FACEBOOK POSTS

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20.3K Views; 6.5K Viewers;
 15 Interactions, 121 Clicks

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6.1K Views; 4.1K Viewers;
 10 Interactions, 112 Clicks

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9.8K Views; 3.8K Viewers;
 11 Interactions, 104 Clicks



MARKETING SUPPORT TO SECURE BEST OF ST. AUGUSTINE WINS IN THREE YEARS IN A ROW



MSSA implemented a paid and organic multi-effort social media blitz to help Glacier Heating and Air Conditioning secure votes to win 2024 , 2025 and hopefully 2026 Best of St. Augustine.

WHY GLACIER CONTINUES TO GROW

Mindful Solutions helps Glacier:

- Achieve consideration of their services by delivering content that fosters trust and credibility of their brand
- Increase sales through qualified phone calls, website visits and quote requests
- Adapt quickly to Google's evolving search landscape
- Build a stronger social media presence and brand awareness
- Generate measurable ROI from marketing investments
- Deploy an analytics-driven marketing strategy that continues to improve YOY

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



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