ADDISON
MARKETING SOLUTIONS

More leads. Less guesswork.

Marketing that works for HVAC companies.

02

You keep homes comfortable. We keep your pipeline full.

We’re Addison Marketing Solutions, the team that helps HVAC businesses get more calls, more leads, and more booked jobs.

- Ontario-based agency with 10+ years of marketing expertise
- Experienced in helping HVAC and service-based companies grow
- Focused on leads, results, and long-term growth, not just clicks

When you work with us you get real people, human communication, and marketing you can actually understand



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Your business runs hot and cold. Your marketing shouldn't.

How many of you see your competitors plastering their ads all over Facebook and Instagram?

You're not alone.

Most HVAC companies are doing a little bit of everything, but not in a connected, trackable way.

That's where we come in.

How many of you are concerned about showing up when someone searches for HVAC?

How many of you think you your website could be better?

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Simple.
Strategic.
Stress-free.

We produce results you can see and calls you can answer.

1

Strategy

We find what works for your area and audience.

2

Execution

We run and manage your campaigns.

3

Tracking

We install pixels so you know what's paying off.

4

Optimization

We fine-tune for more leads and lower costs.

05

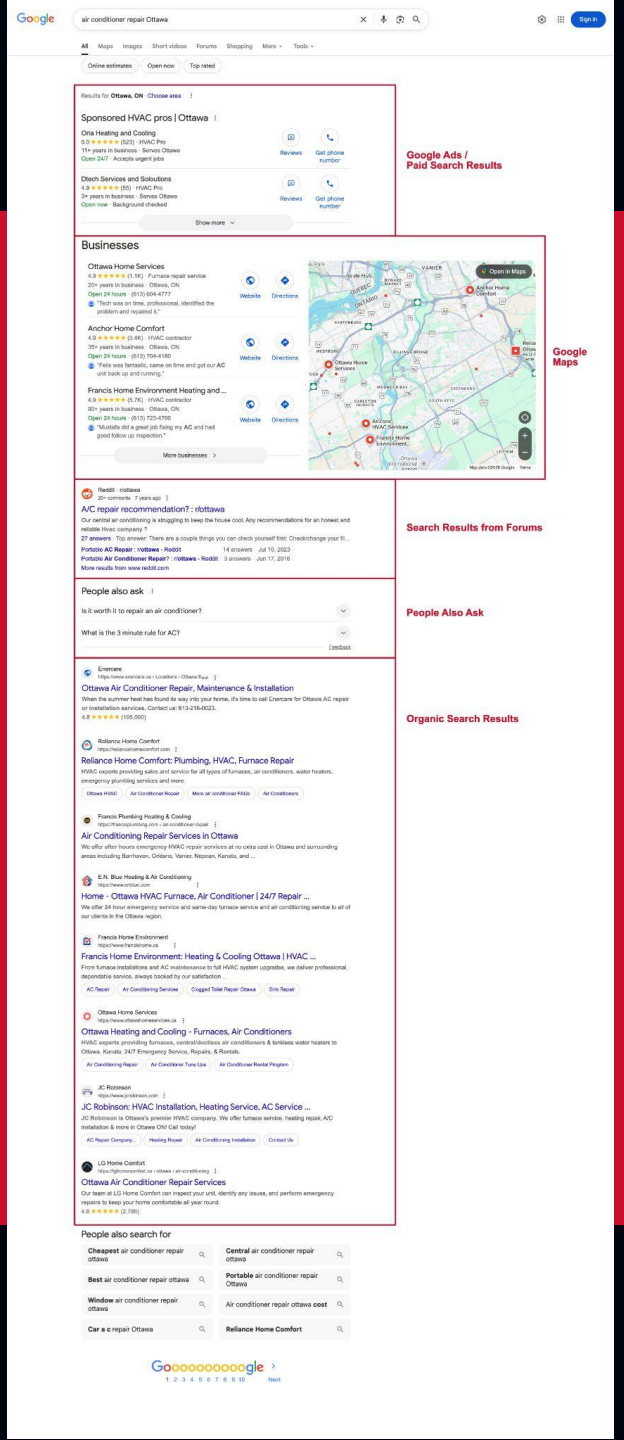
Turn local searches into service calls.

When someone searches “HVAC repair near me,” you want your name showing up first.

With Google Search Ads:

- You only pay when someone clicks.
- You reach people who are already looking for HVAC help.
- You can see exactly which keywords bring you business.

Results Tracking: using tracking pixels, a small line of code, we can tell which clicks turn into calls. That means no more guessing, just facts.



What makes our Google Ads campaigns work.

Strategy

- **Audience Targeting:** Focus on homeowners and seasonality.
- **Smart Keywords:** Differentiate high-intent searches (“furnace repair near me”) from research terms (“best HVAC system”).
- **Competitive Budgeting:** We ensure budgets are realistic and aligned with peak seasons.

Optimization

- **Ad Copy that Converts:** Build urgency, trust, and action, “Same Day Service,” “Serving Durham Region,” “Book Now.”
- **Offers & Incentives:** Seasonal promos like “$99 Tune-Up” drive clicks and conversions.
- **Campaign Checks:** We monitor performance, quickly adjusting targeting or ad copy if lead quality dips.

Performance

- **Geo-Targeting Precision:** Focus spend where you actually serve, local extensions drive more high-intent calls.
- **Data-Driven Optimization:** Move budgets to what’s working and refine targeting using real lead feedback.
- **High-Converting Website:** Your site is the closer, fast, mobile, and built for trust to turn clicks into revenue.





Has anyone here run Meta ads before?

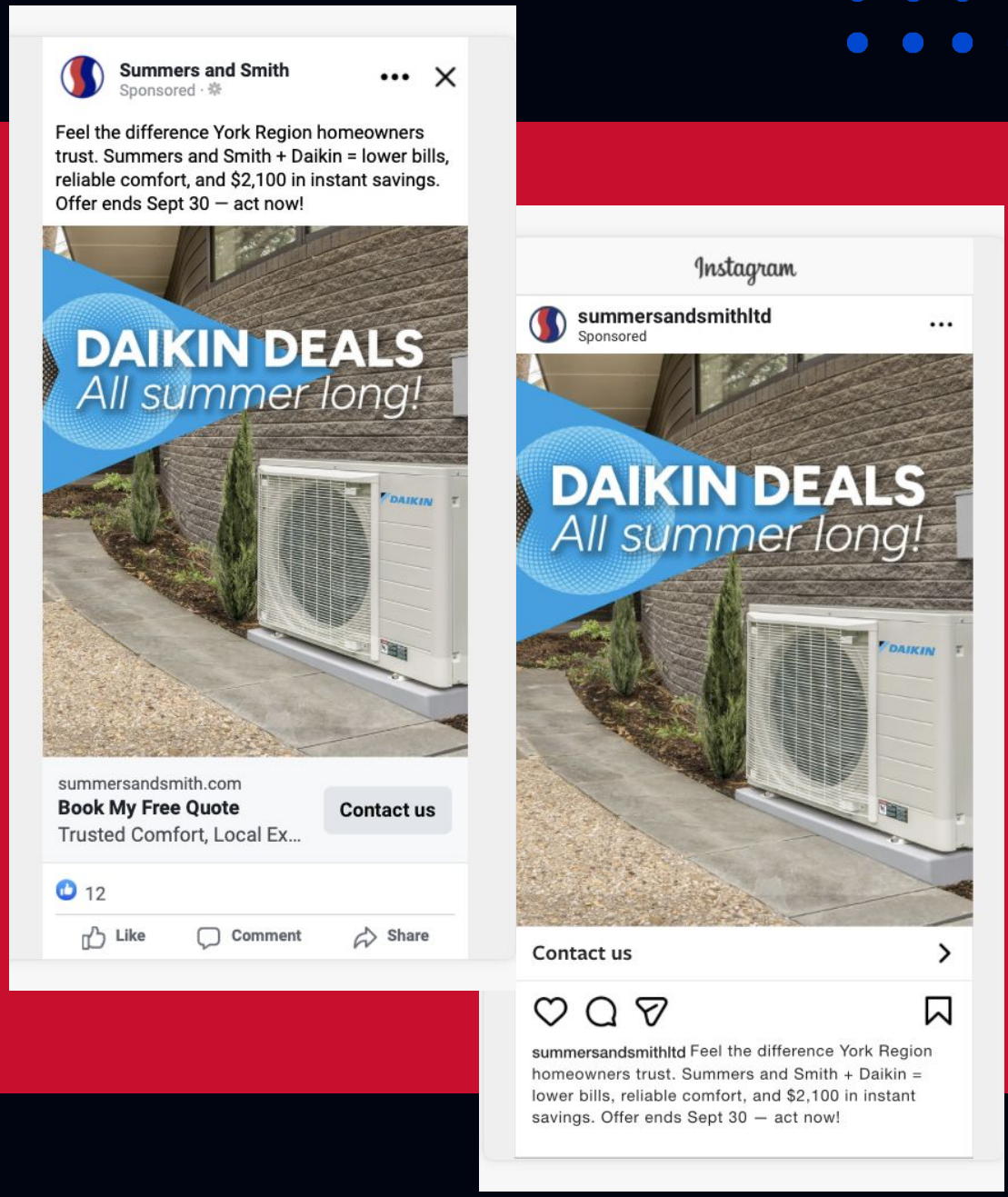
Have you ever boosted your posts?

Stay top-of-mind before the furnace breaks.

Meta Ads help you reach people before they're even looking.

With Meta Ads:

- You can target homeowners in your area.
- Showcase your work and build trust.
- Stay visible year-round and stay top-of-mind.



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Stop boosting. Start advertising.

Boosting a post is quick & easy, but not necessarily “effective.”

Paid ads are targeted, measured, and designed to grow results.

Boosted Posts

Pros

- Fast to set up right from your phone
- Get quick visibility on existing posts

Cons

- Cost is **marked up 30%** due to App Store fees
- Limited targeting options
- Existing organic posts not suitable for all placements
- Most people choose the wrong objective due to lack of expertise

Paid Ads

Pros

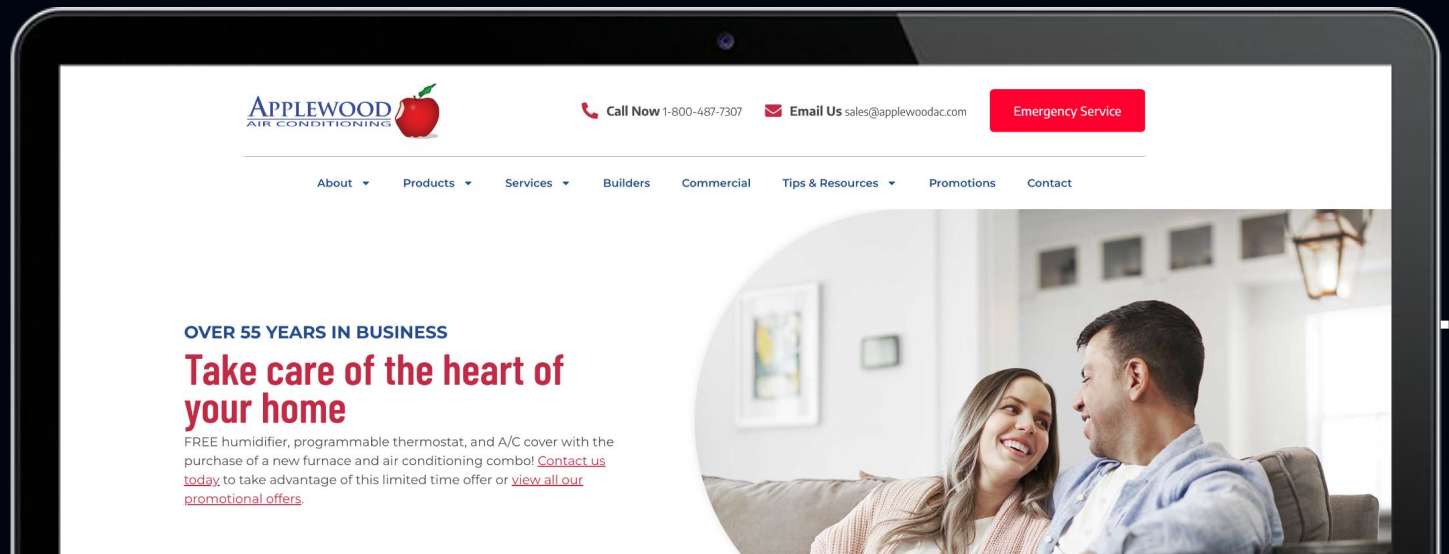
- No extra App Store fees
- Fully customizable ads designed to convert
- Extensive, powerful targeting options
- A/B testing for creative and audience insights
- Complex spending and scheduling calendars available
- Detailed reporting provided

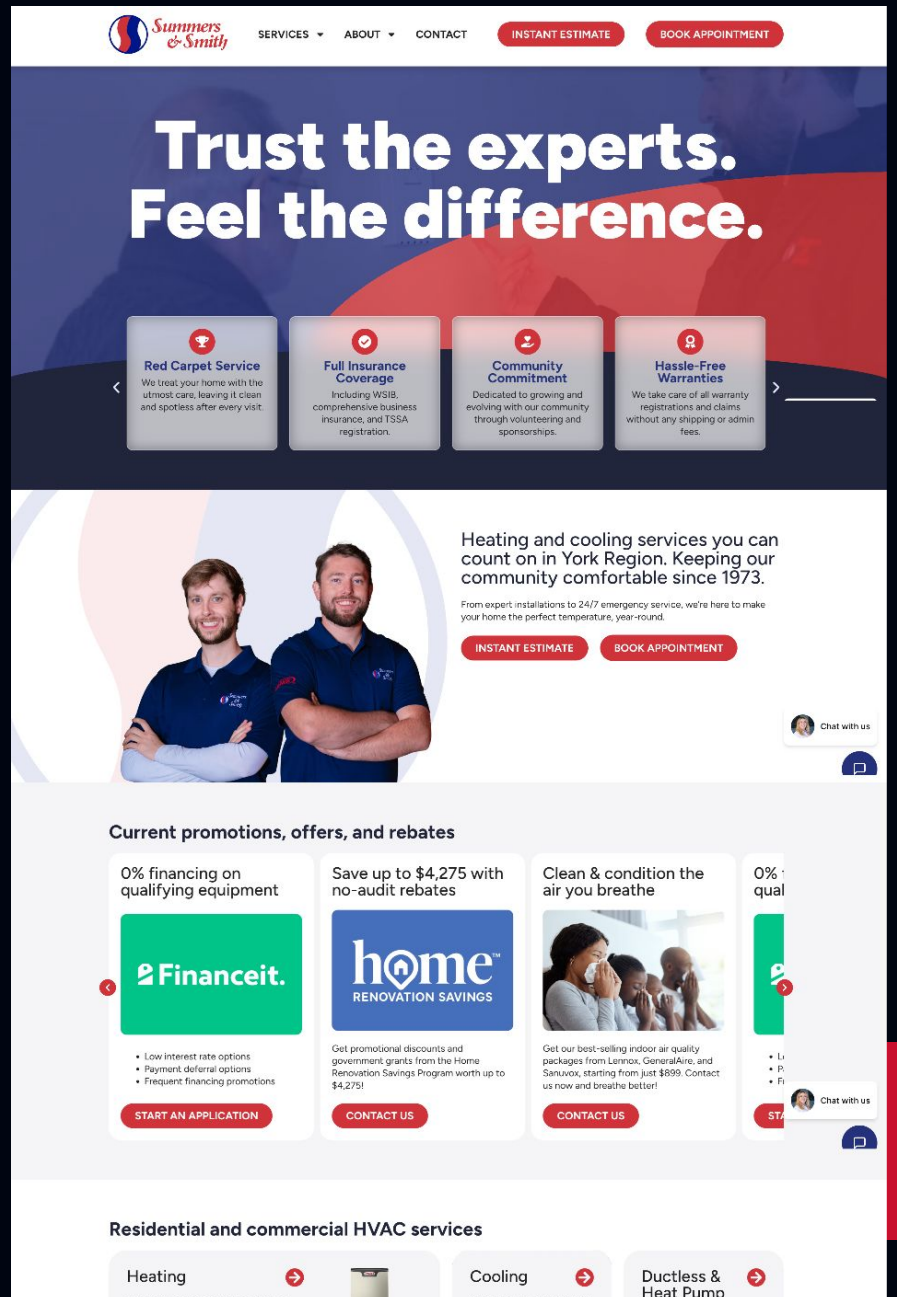
Cons

- Requires someone with expertise to use - luckily you know us! 👋

When was the last time you looked at your website?

Any volunteers for a live review of their website right now?





Your 24/7 salesperson.

A great website doesn't just look good — it works hard.

- Builds trust the moment someone lands on it.
- Loads fast and looks sharp on any device.
- Makes it easy to call, book, or request a quote.
- Helps you show up in browser and AI search results.
- Grows with your business.
- Has targeted landing pages that match your Google and Meta ads, boosting conversion rates by keeping every click relevant.

Old websites, like old furnaces, lose efficiency over time. Does your website need some maintenance?

Evolving with the times and winning because of it.

Your website isn't something you 'set and forget.' It should evolve with your business, and we make sure it does.



2002



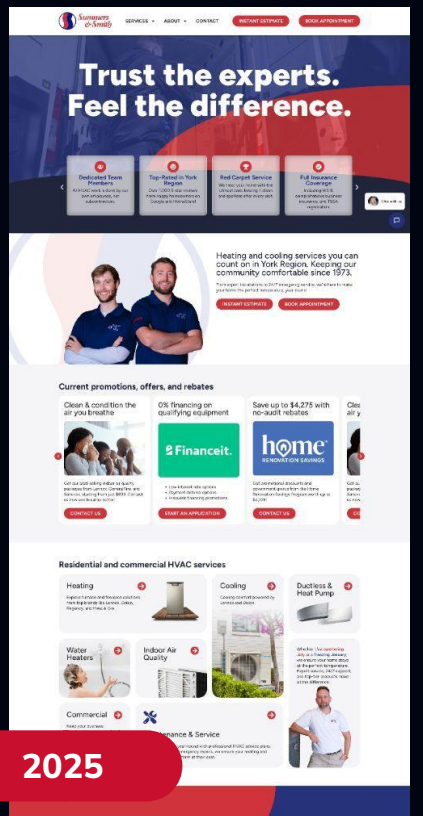
2013



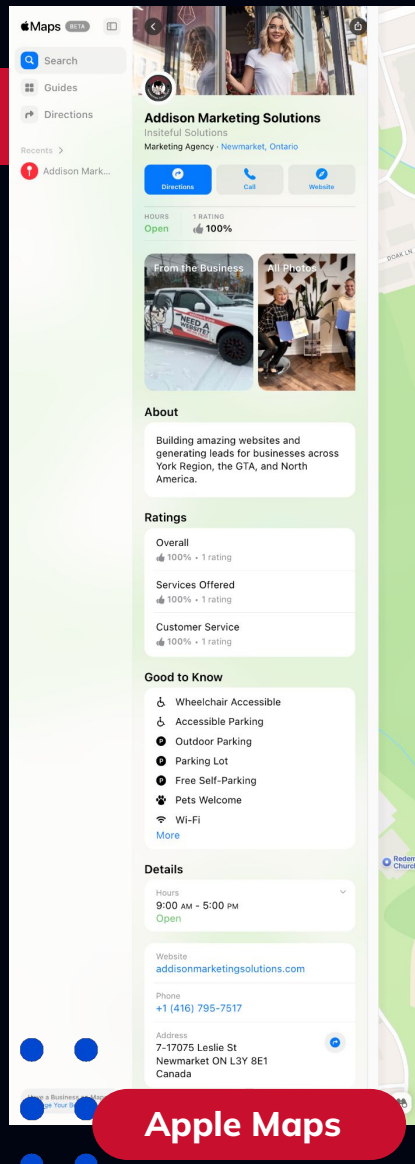
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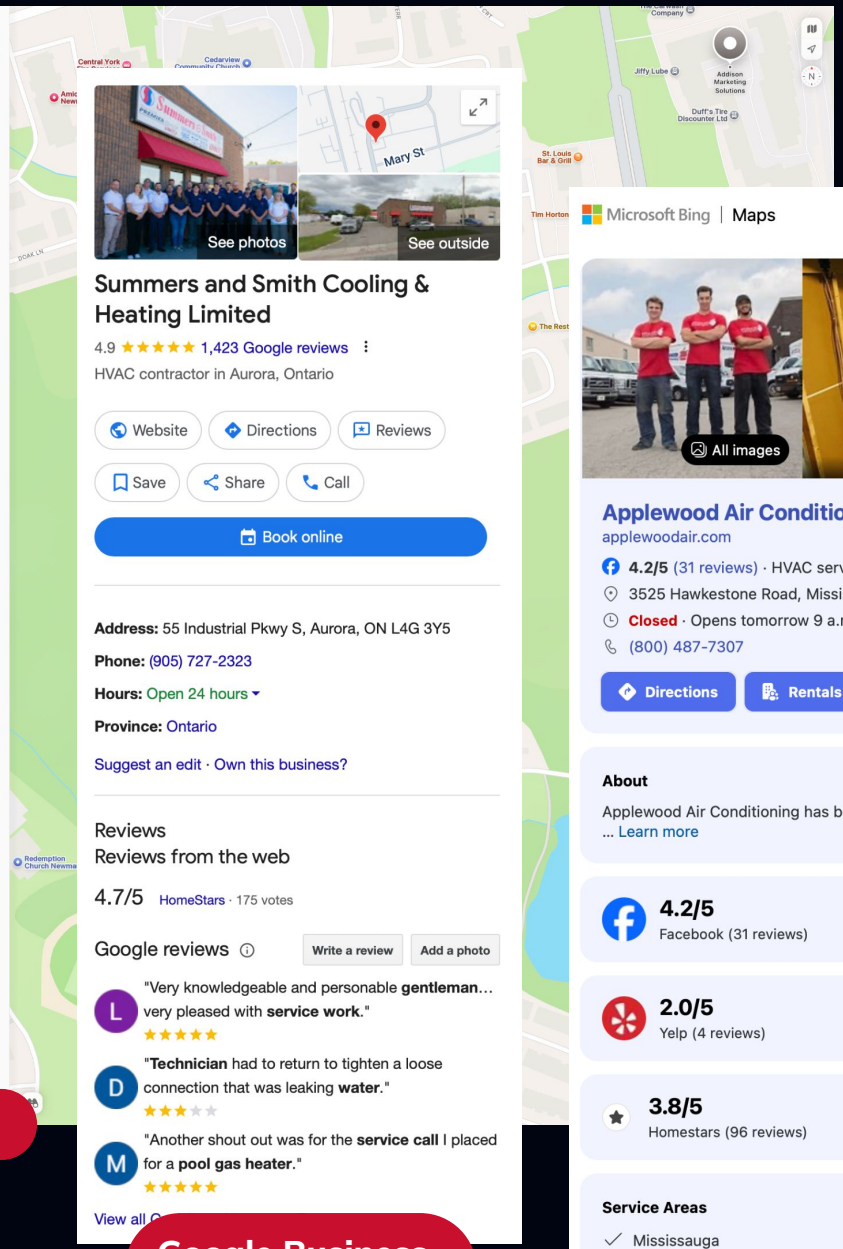
2020



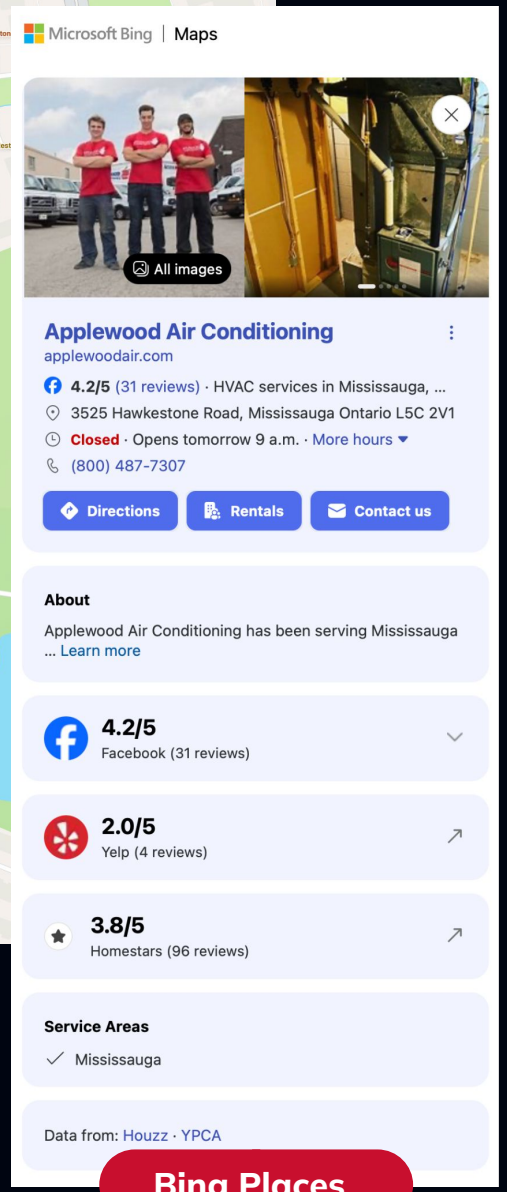
2025



Apple Maps



Google Business Profile



Bing Places

Free tools that bring in customers.

An updated, optimized profile can be the difference between a call and a scroll. It's how you show up in the right place, at the right time, for free.

- Claim and optimize Google Business Profile, Bing Places and Apple Maps listings.
- Simple, no-cost ways to increase visibility across multiple platforms.
- AI assistants like Google Assistant, Siri, and ChatGPT often pull info directly from these listings.

You handle the service calls. We handle the sales pipeline.

We've helped service-based companies across Canada grow through smart, data-driven marketing.

- Experience with HVAC and trades industries
- Transparent communication (you'll always know what's happening)
- Proven results and measurable ROI

WORK WITH US

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Book a Discovery Call

THANK YOU