



# Results

THE INITIAL HVAC FABRICATION FUNNEL PROVED HIGHLY SUCCESSFUL, LEADING HERCULES TO EXPAND TO THREE FULLY OPERATIONAL FUNNELS DRIVING CONSISTENT LEADS AND SALES.

THE RESULTS INCLUDE:

#### • 30 qualified leads per month

generated through digital marketing efforts.

### • \$7,500 monthly ad budget

yielding high-value deals.

# • Deals ranging from \$10,000 to \$250,000

significantly boosting revenue potential.

# Impact

By embracing digital marketing for the first time in its 100-year history, Hercules Industries experienced a transformation in its customer acquisition strategy. The company now benefits from a steady stream of high-quality leads, enhanced brand visibility, and a scalable marketing model that continues to drive revenue growth.

# Conclusion

The partnership with Impaqx and Funnel Science has enabled Hercules Industries to transition from traditional sales methods to a data-driven, digital-first approach. With three successful funnels in place and a proven digital marketing strategy, Hercules Industries is wellpositioned for continued growth and expansion in the competitive HVAC fabrication market.



# Hercules Industries case study

For over 100 years, Hercules Industries operated as a familyowned business specializing in HVAC fabrication and manufacturing. Despite its long-standing success, the company had never leveraged digital marketing to generate leads and acquire new customers. That changed when Hercules partnered with Impaqx and Funnel Science to develop a robust digital marketing strategy focused on lead generation and sales growth.

# Challenges

Before engaging with Impaqx, Hercules Industries faced several key challenges:

- No prior experience in digital marketing.
- Dependence on traditional sales and referral networks. No leads from online or social channels
- Difficulty reaching new customers outside existing relationships.
- Lack of data-driven insights to optimize sales and marketing efforts.
- No analytics or reporting to measure new prospects, leads, sales performance and ROI.

# Solution

Recognizing the opportunity to modernize its marketing efforts, Hercules Industries started with a single digital marketing funnel focused on HVAC fabrication. Working closely with Impaqx and Funnel Science, the company implemented:

#### • Google Ads Capaigns

Targeted campaigns designed to attract qualified leads searching for HVAC fabrication solutions.

#### • Retargeting Strategies

Engaging past website visitors and potential customers with personalized ads to nurture conversions.

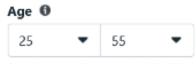
#### • Lead Funnels

Automated sales funnels optimized for capturing and qualifying potential customers.



# examples

# **Example of Audience Targeting**



Selecting an audience under 18 will limit your targeting options to some locations and age. Learn more

### Gender 0



# Advantage detailed targeting+

Include people who match ()

Demographics > Work > Job titles

HVAC Technician

Relevance	Size	Size: 36,719 - 43,182
HVAC Size: 36,719 - 43,182	Fields of Study	Demographics > Education > Fields of study HVAC
HVAC Size: 17,598 - 20,696	Employers	<b>Description:</b> People who listed their major or field of study as <i>HVAC</i> in their Facebook profile.
HVAC Size: 8,862 - 10,422	Job titles	(i) The size of the audience for your selected interests is now shown as a range. These numbers may change over time.
HVAC (home appliances) Size: 74,472,704 - 87,579,900	Interests	
HVAC Technician Size: 36,562 - 42,998	Job titles	
HVAC Technician	Employers	
Q HVAC	Browse	

Suggested detailed targeting options will appear after you add a demographic, interest or behavior.

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