



Hercules Industries case study

For over 100 years, Hercules Industries operated as a family-owned 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.

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 well-positioned for continued growth and expansion in the competitive HVAC fabrication market.

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 Campaigns**

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

Age ?

25 ▼ 55 ▼

Selecting an audience under 18 will limit your targeting options to some locations and age. [Learn more](#)

Gender ?

All Men Women

Advantage detailed targeting⁺

Include people who match ?

Demographics > Work > Job titles

HVAC Technician

Relevance	Size	
HVAC Size: 36,719 - 43,182		Fields of Study
HVAC Size: 17,598 - 20,696		Employers
HVAC Size: 8,862 - 10,422		Job titles
HVAC (home appliances) Size: 74,472,704 - 87,579,900		Interests
HVAC Technician Size: 36,562 - 42,998		Job titles
HVAC Technician Size: 17,000 - 20,000		Employers

Browse

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

Size: 36,719 - 43,182

Demographics > Education > Fields of study > HVAC

Description: People who listed their major or field of study as HVAC in their Facebook profile.

? The size of the audience for your selected interests is now shown as a range. These numbers may change over time.

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