

# HVAC Advertising Template

**Instructions: Fill in the blanks then copy and paste into the corresponding platform (email, social, etc.)**

Campaign Theme: "Stay Comfortable, Stay Efficient"

Target Audience: Homeowners and business owners seeking heating, ventilation, and air conditioning services.

Campaign Goals: Increase brand awareness, attract new clients, and promote energy efficiency.

Color Scheme: Blue (symbolizing coolness and efficiency), green (representing eco-friendliness), and white (for a clean, professional look).

Slogan: "Your Comfort, Our Priority."

Examples for each platform:

## Email:

Subject Line: "Stay Comfortable & Save Money with Our Exclusive HVAC Deals!"

Body:

Hello \_\_\_\_\_,

Are you tired of dealing with high energy bills? It's time to experience ultimate comfort with \_\_\_\_\_!

As experts in heating, ventilation, and air conditioning systems, we provide top-notch services and energy-efficient solutions for both residential and commercial properties.

Here's what we have to offer:

- Expert installation, repair, and maintenance of HVAC systems
- Energy-saving solutions tailored to your needs
- 24/7 emergency services
- Free consultation and quotes
- Exclusive deals and discounts for new customers

Experience the difference in comfort and savings with our limited-time offer: [Insert Offer Details, e.g., 15% off on new installations, valid until \_\_\_\_\_].

Contact us today at \_\_\_\_\_ or \_\_\_\_\_ to schedule your free consultation.

Stay comfortable and save money with \_\_\_\_\_!

Best regards,

\_\_\_\_\_

\_\_\_\_\_

### Facebook Ad:

Headline: "Upgrade Your HVAC System and Save Big!"

Text: "Stay comfortable all year round with energy-efficient heating and cooling solutions from \_\_\_\_\_. Get a free consultation and \_\_\_\_\_ on new installations!"

Image: A happy family enjoying their comfortable home with an eco-friendly logo and a banner displaying the limited-time offer.

### Instagram Story:

Slide 1: "Is your HVAC system costing you a fortune?"

Slide 2: "Upgrade to an energy-efficient system with \_\_\_\_\_!"

Slide 3: "Get a free consultation and \_\_\_\_\_ on new installations"

Slide 4: "Stay comfortable, stay efficient. Swipe up to learn more."

### YouTube Thumbnail:

Image: A technician working on an HVAC unit with text overlay: "Stay Comfortable, Save Money!"

Title: "Upgrade Your HVAC System Today"

Subtitle: "\_\_\_\_\_ New Installations - Limited Time Offer!"

### LinkedIn Profile Banner:

Background Image: A collage of residential and commercial properties with a visible HVAC system.

Text Overlay: "\_\_\_\_\_ - Your Comfort, Our Priority. Expert HVAC Services & Energy-Efficient Solutions. Contact us for a free consultation."

Logo: Place your company logo on the top left corner of the banner.