FREE MARKETING PLAYBOOK

AFFORDABLE SERVICE SOLUTIONS

YOUR MARKETING PLAYBOOK.

A plain-language guide to adding streaming TV and music ads to your current marketing, with real 2026 costs, a full audit of your online presence, local competitor data and a step-by-step plan.

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MARKET
Richmond & Central Kentucky

DATE
October 31, 2026

5.0★
Google rating, tied for best in Richmond

0/3
Google map spots for "heating repair richmond ky"; you rank #1 only in the web links below them

108
Google reviews; Jones has 417, Watson 275

4
Different phone numbers across your listings

28/50
Website score against the best HVAC sites

$51
Typical HVAC lead on Google Local Services Ads

~$1,300/mo
Recommended 90-day streaming test: YouTube, Spotify or Pandora, and one Hulu or Roku flight

01 THE SHORT VERSION

Streaming ads can work for you, but only on top of a clean foundation, and only with a 60–90 day test of about $1,250–1,350 a month that is measured with tracking phone numbers. Here is the whole guide in nine points.

01

YOU ALREADY HAVE WHAT MOST HVAC COMPANIES PAY FOR

a 5.0 Google rating, more than a decade in business, Lennox dealer status, financing, 24/7 emergency service and drug-tested, background-checked technicians. Every ad should lead with those.

02

FIX THE FOUNDATION BEFORE SPENDING ON REACH.

Your phone number shows up four different ways online, several website coupons carry expiration dates that have passed or are close, and the maintenance plan page has no price. These are free fixes that make every ad dollar work harder (Section 04).

03

AUDIT THE CHANNEL 27 BUY.

Channel 27 is WKYT, which reaches about 517,660 TV households across the whole Lexington market, most of them outside your service area. Get the cost, channel, times and delivery numbers from the rep and add a tracking number before deciding to keep, trim or grow it.

04

STREAMING IS CHEAP TO START, NOT CHEAP PER VIEWER.

Spotify and Pandora start at $250, YouTube has no minimum, and Hulu and Roku start around $500. Per thousand viewers, TV-screen streaming costs about $20–45, music streaming about $15–25 and YouTube about $5–16, and all of it can be limited to your towns.

05

TV, RADIO AND STREAMING BUILD NAME RECOGNITION; THEY DO NOT CATCH THE EMERGENCY CALL.

When a furnace dies, people search Google. The cheapest proven HVAC leads in 2026 are Google Local Services Ads at about $51 per lead in one large study.

06

FACEBOOK RETARGETING IS THE CHEAPEST ADD-ON.

For about $5–15 a day you can show ads only to people who already visited your website. It needs a Meta pixel on the site, and HVAC repair ads may fall under Meta's housing ad rules.

07

RECOMMENDED TEST

YouTube (about $500–600/month), Spotify or Pandora ($250) and one Hulu or Roku flight ($500), about $1,250–1,350/month, plus $150–300 for Facebook retargeting. Keep Google running separately, and consider funding part of the test from the TV budget if the audit shows weak results.

08

USE MANUFACTURER PROMOTIONS WHILE THEY RUN.

Lennox rebates and no-interest financing are offered for limited windows; push system replacements while one is live, then switch to no-heat repairs and maintenance plans.

09

JUDGE EVERYTHING ON PHONE CALLS, NOT VIEWS.

Give each channel its own tracking number, ask every caller how they heard of you, and compare your service area against a county where you are not advertising. Keep only what moves calls.

DO THIS WEEK | **If you only do one thing this week: confirm the correct phone number everywhere and turn on (or check) Google Local Services Ads.**

02

WHERE THE BUSINESS STANDS

You have a top rating and a strong offer stack; the gaps are review volume against the biggest local rivals and an online presence that has not been updated in places since 2020. Everything here comes from public listings and your website.

THE BUSINESS AT A GLANCE

ITEM	DETAILS
Legal name and address	Affordable Service Solutions, LLC, 1660 E Main St, Richmond, KY 40475
Founded and owner	2012 (BBB lists the business start as March 2011); owner Brian Caudill
License and memberships	HVAC license HL 03503; Lennox dealer; Kentucky Association of Master Contractors; Richmond Chamber of Commerce
Services	AC and heating repair, installation and maintenance; heat pumps; furnaces; boilers; geothermal; mini-splits; indoor air quality and Lennox PureAir purification; commercial HVAC including rooftop units
Hours	Monday–Friday, 8 AM–5 PM; 24/7 emergency service advertised
Crew named in reviews	Brian, Matt, Ethan, Jace, Gaven, Marco, Dakota, plus Kent (33 years' experience) and Brandon (16 years) on the website
Financing	Service Finance and Wells Fargo on approved credit; Lennox promotional financing when offered
Maintenance agreement	Annual or semi-annual tune-up; 15% off repairs; priority service; no overtime charges; transferable; the company calls to schedule
Guarantees and trust	100% satisfaction guarantee; drug-tested, background-checked technicians; free second opinions on replacements
Service area on the website	Richmond, Berea, Bighill, Paint Lick, Waco, Winston, Irvine, Ravenna, Sandgap, Waneta, Wildie, Brodhead, Lexington, Nicholasville, Winchester; Morehead being added
Website and marketing vendor	RYNO Strategic Solutions (WordPress site with Google Tag Manager and NitroPack speed plugin)
Online profiles	Google (5.0, 108), Yelp (5.0, 5), Facebook (7 recommendations, 302 followers), Instagram, Bing, Apple Maps, BBB (not rated)
Current advertising	Local TV on Channel 27 (WKYT); no Facebook ads found
Brand mascot	Brian's own dog, already the star of the best-performing Facebook post and the new video ad

WHAT JOBS COST LOCALLY

Published price guides for Richmond put furnace repair at about $150–600 and furnace installation at about $3,000–7,500, with after-hours calls often adding $75–150 (Modernize). Competitor Next Level Heating & Air advertises an $89 trip charge; your diagnostic is $120 regularly and $99 on special. One 2026 benchmark put HVAC customer lifetime value around $15,340, which is why a maintenance customer is worth far more than one repair (Webtonic).

STRENGTHS TO PUT IN EVERY AD

STRENGTH	EVIDENCE
Reputation	5.0 on Google with 108 reviews, and the owner replies to reviews; reviews mention fast emergency response and honest second opinions
Experience	Founded 2012; technicians with 16 and 33 years of experience
Trust	Drug-tested, background-checked technicians; 100% satisfaction guarantee; license #HL 03503
Brand	Lennox dealer, with Lennox rebates and financing to borrow
Affordability	Financing through Service Finance and Wells Fargo; free second opinions; 5% military discount
Service	24/7 emergency service; maintenance agreement with 15% off repairs and no overtime charges

GAPS TO FIX

GAP	WHY IT MATTERS
Four phone numbers online: 859-779-0122 (website), 859-779-9122 (Lennox dealer page), 859-785-4885 (Yellow Pages and others), 859-972-7953 (a listing site)	Mismatched listings confuse Google's map rankings and send calls to dead or untracked lines
Several website coupons carry expiration dates that have passed or are close	Ads that point to expired offers waste money
Maintenance agreement page has no price and was last updated in 2020	It is the easiest recurring revenue to sell and is hard to buy online
Testimonials page is a static, undated list (one review mentions the 2020 quarantine)	Recent five-star reviews are not shown on your own site
Some page descriptions say "Lexington" while the shop is in Richmond	Weakens Richmond search results
Not in Google's top 3 map listings for "heating repair richmond ky"; Joseph's, Madison HVAC/R and Jones hold them	The map listings appear above the web links, where you rank #1, and are the first businesses searchers see
Review count trails Jones and Watson	Review count drives map ranking and who gets the click
No Morehead page	You cannot target Morehead well without one
Not BBB accredited	Optional; some older homeowners check it

YOUR MARKET

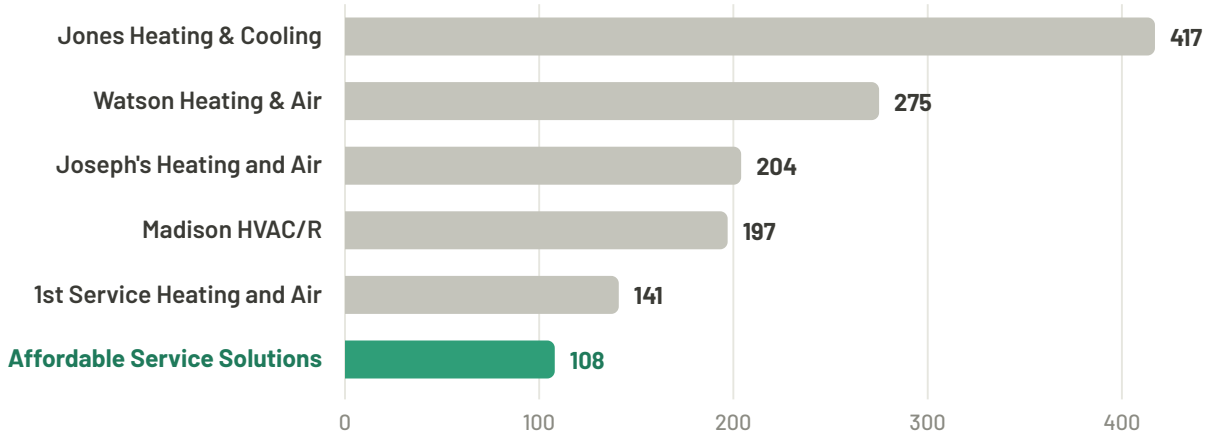
AREA	KEY FIGURES
Madison County	About 95,800 people; median household income about $63,400; median home value about $232,000; about 62% of homes owner-occupied
Richmond city	About 34,600 people; median age about 28 because of Eastern Kentucky University; mostly renters
Wider service area	Richmond, Berea, Waco, Irvine, Ravenna, Winchester, Lexington, Nicholasville, Brodhead and nearby towns; roughly Madison, Clark, Estill, Fayette, Jessamine, Rockcastle and Jackson counties
Morehead	Rowan County, home of Morehead State University; well over an hour from the shop

The takeaway: your customers are homeowners in the county and surrounding towns, not students in town. Ads should target homeowners and households, not just a ZIP code.

COMPETITORS

GOOGLE REVIEWS, RICHMOND'S TOP HVAC COMPANIES

All rated 4.9 to 5.0, so review count is where the gap is. Read from Google Maps.



COMPANY	GOOGLE RATING AND REVIEWS	NOTES
Jones Heating & Cooling, Richmond	4.9, 417	Trane dealer; the review leader
Watson Heating & Air, Richmond	4.9, 275	
Joseph's Heating and Air, Richmond	5.0, 204	Named in Google's AI answer for "heating repair Richmond KY"
Madison HVAC/R, Richmond	5.0, 197	Bryant dealer; BBB A+ accredited; also named in Google's AI answer
1st Service Heating and Air, Central KY	5.0, 141	Since 2016
Affordable Service Solutions	**5.0, 108**	**Tied for best rating; fewest reviews of the main five Richmond rivals**
Next Level Heating & Air, Richmond	NOT CHECKED	Family-owned since 2006; advertises an $89 trip charge
Total Comfort, ProTech, GRS, King's Comfort, Morgan	15–90 each (older listing data)	Smaller
Barnett Heating & Air, Berea	Not found	Covers eight counties including Madison

Google counts were read from Google Maps on the date at the top of this guide. Rivals have pulled further ahead than older directory data suggested.

In Morehead the field is thin: Eagle Air (32 reviews), Air Integrity, Top Notch, Kentucky Climate, Service of Morehead and The Air Doc (10 reviews). A company with 90+ five-star reviews would stand out there. Drive time is the real constraint, not competition.

03 DIGITAL AUDIT

Your online foundation is stronger than most local competitors': a deep, search-friendly website, a 5.0 Google rating and an established marketing vendor. The gaps are in turning visitors into calls and in proof: no online booking, generic copy, static reviews, manufacturer stock photos, and no way to tie calls to the ad that produced them.

Method: I reviewed your website pages, public listings and review sites, and compared them with 2026 roundups of the best HVAC websites. I could not view the site in a browser, run a speed test, or see your Google, Meta or TV ad accounts, so those items are marked "not checked."

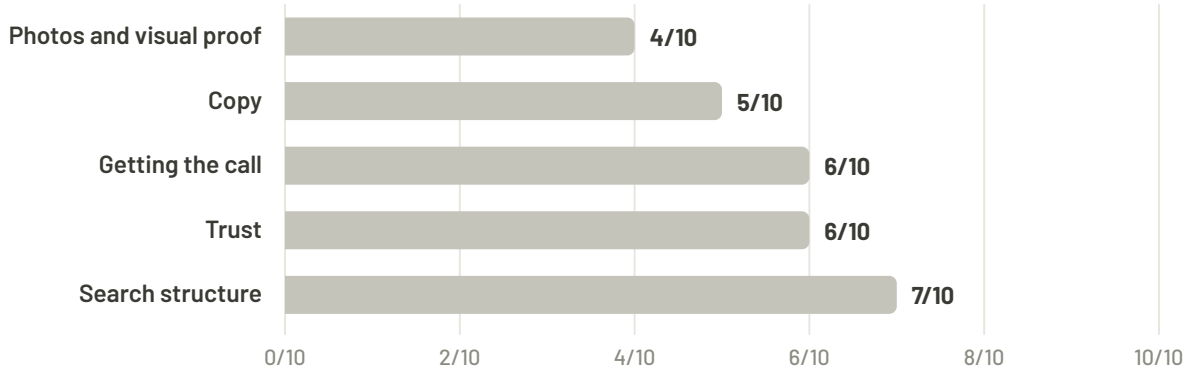
SCORECARD: YOUR WHOLE ONLINE PRESENCE

AREA	GRADE	WHAT I FOUND
Google rating and reviews	STRONG	5.0 with 108 Google reviews and owner replies; fewest reviews among the top rivals (Jones 417, Watson 275, Joseph's 204, Madison 197)
Website structure and search	GOOD	Separate pages for each service in each town (for example AC repair and furnace repair pages for Berea), keyword-targeted page titles, a speed plugin (NitroPack) installed
Website conversion	FAIR	Phone, "Request Service" and financing in the header and a form on every page; no online booking, chat or text option
Website copy	FAIR	Generic claims ("world-class," "thousands of homeowners") instead of specific proof; town pages are near-identical templates
Trust signals	FAIR	License, Lennox, Kentucky Association of Master Contractors and Chamber logos, drug-tested techs; but testimonials are a static, undated list, the "Privacy Policy" link goes to Google's own policy, and the team page shows three people
Listing consistency	WEAK	Four phone numbers across listings; Apple Maps lists the business as air duct cleaning; Bing and Google descriptions say Lexington
Offers	FAIR	Strong offers, but several are expired or close to it, and the maintenance agreement is described two ways ($185 for one year on the specials page; "on new equipment replacement" on town pages)
Tracking	NOT CHECKED	Google Tag Manager is installed; no visible call tracking; Meta pixel unconfirmed
Social media	FAIR	Facebook posts every few days to 302 followers with low engagement; the dog posts perform best; no Facebook ads running; two different logos in use
Paid ads	NOT CHECKED	Current Google and Meta ads not visible; Channel 27 TV is running
AI search answers	NOT CHECKED	Ask ChatGPT and Google "best HVAC company in Richmond, KY" and see whether you are named

WEBSITE CRITIQUE AGAINST THE BEST HVAC SITES

WEBSITE SCORE BY AREA, OUT OF 10

Compared with the best HVAC websites of 2026.



The best HVAC sites in 2026 share a pattern: a real photo of their own technician or truck in the first screen, a tap-to-call button, the star rating, license and years in business near the top, a seasonal offer bar, visible financing, a maintenance club in the menu, and online booking (UENI's 30 best HVAC websites).

AREA	SCORE	GAP
Getting the call	**6/10**	Phone, request button and forms are everywhere, but there is no online booking or texting, no rating near the top, and ads would land on general pages rather than single-offer pages
Copy	**5/10**	Headlines say "top AC company" and "world-class" but never use the real stories customers tell: honest second opinions, fast cold-snap installs
Search structure	**7/10**	Strong town-by-service page network; weakened by "Lexington" descriptions on Richmond pages, templated town text, and no pages for Morehead or Clark County
Trust	**6/10**	Good credentials; undercut by undated testimonials, the borrowed privacy policy and a small-looking team page
Photos and visual proof	**4/10**	Image files are named after Lennox (for example "technician-installation-lennox.jpg"), which suggests manufacturer stock photos rather than your own crew, trucks and installs
Visual design, typography, mobile	Not scored	Needs a look on a phone and desktop

Overall: 28 out of 50 on the five scored areas (my assessment).

The biggest gap in one sentence: the site calls Affordable "world-class" but never shows the 5.0 rating, the real crew, or the second-opinion stories customers rave about.

Why it matters, from vendor-published 2026 benchmarks: the average HVAC site turns 2–3% of visitors into leads, well-optimized sites 5–8%, and dedicated single-offer landing pages 12–22% (Webtonic). 63% of homeowners prefer to request service online, yet only 28% of HVAC businesses offer online scheduling (Webtonic, citing ServiceTitan). In one case, cutting mobile load time from 4.2 to 1.4 seconds lifted phone leads 45% (Webtonic).

LISTINGS AND SOCIAL MEDIA, CHECKED ONE BY ONE

Google is strong, but every other listing tells a slightly different story: three different phone numbers, a wrong category on Apple Maps, "Lexington" in descriptions, and two different logos. I checked each one in a browser on the date at the top of this guide.

PLATFORM	RATING AND REVIEWS	PHONE SHOWN	PROBLEMS FOUND	FIX
Google Business Profile	5.0, 108	859-972-7953	Phone differs from website (likely a tracking line); primary category is "Air conditioning repair service"; owner replies to reviews and posts updates (good)	Confirm the number; make "HVAC contractor" the primary category and add furnace repair, heating contractor and others as secondary
Google search	#1 plain web link for "heating repair richmond ky", but not in the top 3 map listings shown above it	n/a	The map listings (Joseph's, Madison HVAC/R, Jones) sit above the web links, so they are the first businesses searchers see; the search description says "Lexington, KY"; Google's AI answer names the same three, not Affordable	Win a map spot: more reviews, one phone number, "HVAC contractor" as the main category; change the homepage description to Richmond
Facebook	100% recommend, 7 reviews; 302 followers	859-779-0122	Contact email is a Gmail address; uses a newer snowflake-and-sun "Heating & Cooling" logo while the website and van use the older "Heating & Air Conditioning" swoosh; posts every few days but most get 2–15 likes	Pick one logo everywhere; use a branded email; ask happy customers for Facebook recommendations
Yelp	5.0, 5 (plus 3 not recommended)	NOT CHECKED	Claimed by Brian; lists "accepts cryptocurrency" (likely wrong); hours Mon–Fri 8–5 only	Fix amenities; mention 24/7 emergency service
Bing Places	Verified; pulls Yelp's 5 reviews	859-972-7953	Description says "HVAC contractor in Lexington, KY"	Change to Richmond and list service towns
Apple Maps	Shows Yelp 5.0 (5)	859-785-4885	Category is "Air Duct Cleaning Service"; a third phone number	Claim through Apple Business Connect; set HVAC category and the correct phone
BBB	Not rated, not accredited	859-779-0122	File opened 2015; no rating	Optional: accreditation (paid)
Lennox dealer locator	n/a	859-779-9122	A fourth number	Ask Lennox or the territory rep to correct it
Yellow Pages and directory copies	n/a	859-785-4885	Old number repeated across copied directories	A listing-sync service updates these in bulk
Instagram	NOT CHECKED	n/a	Requires sign-in to view	Repost the Facebook dog content and reels
Nextdoor	NOT CHECKED	n/a	Requires sign-in	Claim a free business page; Richmond neighborhoods ask for HVAC recommendations there
Angi / HomeAdvisor	No profile found	n/a	Not listed	Optional: free basic profile; paid leads are shared with competitors
Meta Ad Library	No active ads found under the business name	n/a	No Facebook ads running	Start with website retargeting (see the Facebook section)

WHAT THE LISTINGS REVEAL

- **The team is bigger than the website shows.** Reviews name Matt, Ethan, Jace, Gaven, Marco, Dakota and Brian, and the Google profile shows a group photo of the crew. The website's team page lists three people. Put the crew photo and names on the site.
- **The dog is already the brand.** The Facebook post of the dog in the company cap and bandana is the page's best performer, and the Facebook profile logo now features a dog in a cap. That makes the new video ad a natural fit across channels.
- **Recent reviews tell a strong story.** Google reviews from the past year mention a technician fixing a unit after two other companies couldn't come out, Brian talking a new homeowner through a deep freeze by phone, and replacement financed at "a reasonable price."
- **Phone numbers:** 859-779-0122 (website, Facebook, BBB), 859-972-7953 (Google, Bing), 859-785-4885 (Apple Maps, Yellow Pages and copies), 859-779-9122 (Lennox). Decide which are tracking lines and which are dead, then make every listing match.

LISTING CHECKLIST

- [ ] Choose the main number and confirm whether 859-972-7953 is a RYNO tracking line
- [ ] Google: primary category "HVAC contractor"; add heating, furnace and AC categories; add every service town; post weekly
- [ ] Apple Business Connect: claim the listing, fix the category and phone
- [ ] Bing Places: change "Lexington" to Richmond
- [ ] Yelp: remove "accepts cryptocurrency" if untrue; add 24/7 emergency note
- [ ] Facebook: pick one logo; switch to a branded email; turn on and ask for recommendations
- [ ] Lennox locator: correct the phone number
- [ ] Nextdoor: claim a free business page
- [ ] Use one listing-sync service (several exist) to push the correct name, address and phone to the long tail of directories

WHAT CUSTOMERS ACTUALLY SAY

Your own reviews describe a company that is honest, fast and personal, which is a sharper story than "affordable." From the testimonials on your site:

CUSTOMER	WHAT HAPPENED
Jennifer A. (Yelp)	Another Richmond company said the unit had to be replaced; Affordable repaired it the next day, and it was still running two years later
Cynthia O. (Google)	Furnace died in a cold snap, referred by a friend; diagnosed and replaced fast, "competent, polite, and very affordable"
Paul H. (Google)	Maintenance customer for 3+ years; Affordable gave the best bid when the system finally aged out
Angie A. (Google)	The company went out of its way at the holidays to help a local family with a disabled child
Dave A. (Facebook)	Brian personally arranged a replacement part during the 2020 quarantine
Allyson N.	"Offered options and very accommodating"

The themes: honest second opinions, fast emergency response, the owner's personal involvement, and options instead of pressure.

Suggested positioning line: *The Richmond heating and air company that tells you the truth before it sells you a system: family-owned since 2012, 5.0 on Google, and known for fixing what other companies said had to be replaced.* Use it in the homepage headline, the TV and streaming ads, and Facebook retargeting.

PRIORITY FIXES, RANKED

#	FIX	EFFORT	IMPACT	WHO
1	One phone number everywhere, plus tracking numbers by channel	LOW	HIGH	Brian, RYNO
2	Show the 5.0 rating and review count in the site header; replace static testimonials with a live Google review feed	LOW	HIGH	RYNO
3	Refresh expired offers, add the maintenance agreement price, and use one description of it	LOW	HIGH	Brian, RYNO
4	Add online booking or a "text us" button	LOW-MEDIUM	HIGH	RYNO or scheduling software
5	Replace stock images with real photos of the crew, trucks and installs (phone photos are fine)	LOW	MEDIUM-HIGH	Brian
6	Publish your own privacy policy page (needed before adding a Meta pixel or running ads with forms)	LOW	MEDIUM	RYNO
7	Fix page descriptions that say "Lexington" on Richmond pages	LOW	MEDIUM	RYNO
8	Rewrite the homepage headline around the positioning line and the second-opinion story	MEDIUM	HIGH	Kameron, RYNO
9	Build single-offer landing pages for ads	MEDIUM	HIGH	Kameron, RYNO
10	Add real local detail to town pages; add pages for Morehead and any new counties	MEDIUM	MEDIUM	RYNO
11	Install a Meta pixel and Conversions API	LOW	MEDIUM	RYNO
12	Run Google PageSpeed Insights on a phone and fix anything slow	LOW	MEDIUM	RYNO
13	Check what ChatGPT and Google's AI answers say about HVAC in Richmond, and keep Google Business Profile complete	LOW	MEDIUM	Kameron

Items 1–7 overlap with the foundation checklist below; together they are the work to finish before buying more reach.

04

FIX FIRST: THE FOUNDATION CHECKLIST

These steps cost little or nothing and should be done in the first two weeks, because streaming ads send people to Google and your website, and those need to close the sale. Your website vendor, RYNO Strategic Solutions, may already handle some of this; check with them first.

WEEK 1: LISTINGS AND PHONE NUMBERS

- [ ] Pick one main phone number (the website uses 859-779-0122) and confirm which of the other three are still live.
- [ ] Correct the number on the Lennox dealer locator, which shows 859-779-9122.
- [ ] Update Yellow Pages, Yelp, Bing, Apple Maps, Facebook and the Chamber listing to the same name, address and phone.
- [ ] In Google Business Profile, confirm hours, add "24/7 emergency service," list every service and every town served, and post a photo or offer weekly.

WEEK 1: WEBSITE

- [ ] Replace expired or expiring coupons with new dates (the $99 diagnostic, $185 maintenance agreement and free estimate).
- [ ] Put the maintenance agreement price on its page with a "sign up" button.
- [ ] Replace the static testimonials with a live feed of recent Google reviews.
- [ ] Change page descriptions that say "Lexington" to "Richmond" where the page is about Richmond.
- [ ] Build one simple landing page for ads (offer, reviews, financing, phone, short form), plus a Morehead page if you will serve it.

WEEK 2: GOOGLE ADS THAT CATCH EMERGENCIES

- [ ] Set up or check **Google Local Services Ads** (the "Google Guaranteed" listings at the top of search). You pay per lead, not per click. One 2026 study of 409 HVAC accounts found about $51 per lead and a 44% booking rate.
- [ ] Keep a small **branded search** campaign on "Affordable Service Solutions" so competitors cannot buy your name. Branded leads ran about $34 in the same study.
- [ ] Answer calls fast. Missed calls are the most expensive leak in any HVAC marketing plan.

WEEK 2: REVIEWS

- [ ] Text every finished customer a direct Google review link the same day.

- [ ] Goal: pass Madison HVAC/R (197) and Joseph's (204) first. At roughly 5 new reviews a week, that takes about five months; passing Watson (275) takes about eight (my estimate).
- [ ] Reply to every review, good or bad, within a day.

WEEK 2: TRACKING

- [ ] Get at least two call-tracking numbers (one for Google, one for streaming) that forward to your main line. Services such as CallRail cost tens of dollars a month (price varies; check current plans).
- [ ] Add "How did you hear about us?" to every booking call and log the answer.

ASK LENNOX

- [ ] Ask your Lennox territory rep whether co-op advertising funds can pay part of TV, streaming or digital ads, and what the ad must show. Many manufacturers offer this; I could not confirm Lennox's current terms.

05

STREAMING PLATFORMS EXPLAINED

YouTube, Spotify and Pandora are the best value for a local HVAC company; Hulu and Roku are worth one test for the TV-screen effect; Netflix and Amazon are out of reach at this budget. Prices are 2025–2026 estimates from industry guides and change with season and targeting, so confirm inside each ad account.

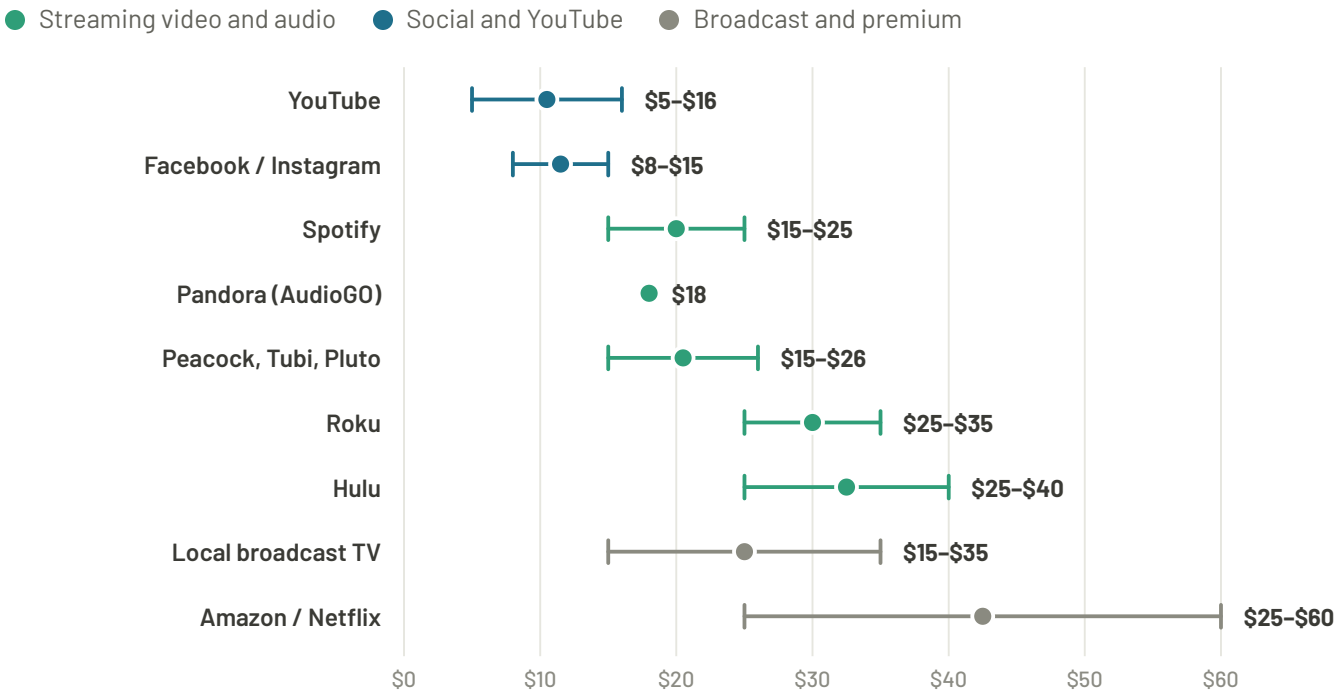
WHY STREAMING NOW

- More US homes now watch without cable than with it, a first in 2026 (Video Advertising Bureau).
- 69% of US households use at least one ad-supported streaming service (Parks Associates, 2026).
- Nearly half of US TV time is now streaming (Nielsen, July 2026).
- Local streaming lets you pay only for homes in your towns, unlike cable, which sells whole zones.

PLATFORM COMPARISON

WHAT 1,000 AD SHOWINGS COST

Typical 2026 price ranges, low to high. Auction prices move with season and targeting.



"CPM" means cost per thousand times your ad is shown.

PLATFORM	WHERE YOUR AD PLAYS	MINIMUM	TYPICAL COST	CAN TARGET BY	VERDICT
YouTube (Google Ads)	Phones, computers and smart TVs	None	About $0.01–0.05 per view; $5–12 CPM; about $16 CPM on TVs	ZIP, city, radius; people searching for HVAC; your customer list	**Best value; start here**
Spotify Ad Studio	Between songs and podcasts on the free tier	$250	$15–25 CPM	ZIP, city, age, music taste	**Good for repetition; cheap voice ad help**
Pandora (via AudioGO)	Between songs on Pandora and other apps	$250	About $18 CPM	ZIP, age, income, device	Same role as Spotify; pick one to start
Hulu (Disney Campaign Manager)	Full-screen, non-skippable on TV	$500 per campaign	$25–40 CPM	ZIP, city, age, income, show genre	**Best TV-screen test**
Roku Ads Manager	The Roku Channel and partner apps	About $500	$25–35 CPM	Location, age, interests	Alternative TV-screen test
Peacock, Tubi, Pluto (through ad resellers)	Free and paid streaming apps	About $50/day	$15–26 CPM	ZIP, radius	Cheap reach once a test works
YouTube TV (live TV)	Live channels on YouTube TV	About $50 through resellers	$15–35 CPM	Area; some ZIP	Premium; harder to buy small
Spectrum Reach (local cable plus streaming)	Cable channels and Spectrum's app	Call for a quote	Cable $5–28 CPM (one estimate)	Zones	Get one quote to compare
Netflix, Amazon Prime Video	Premium streaming	Amazon about $10,000+/month	$25–60 CPM	Strong shopper data	**Skip for now**

WHAT THE MINIMUM BUYS

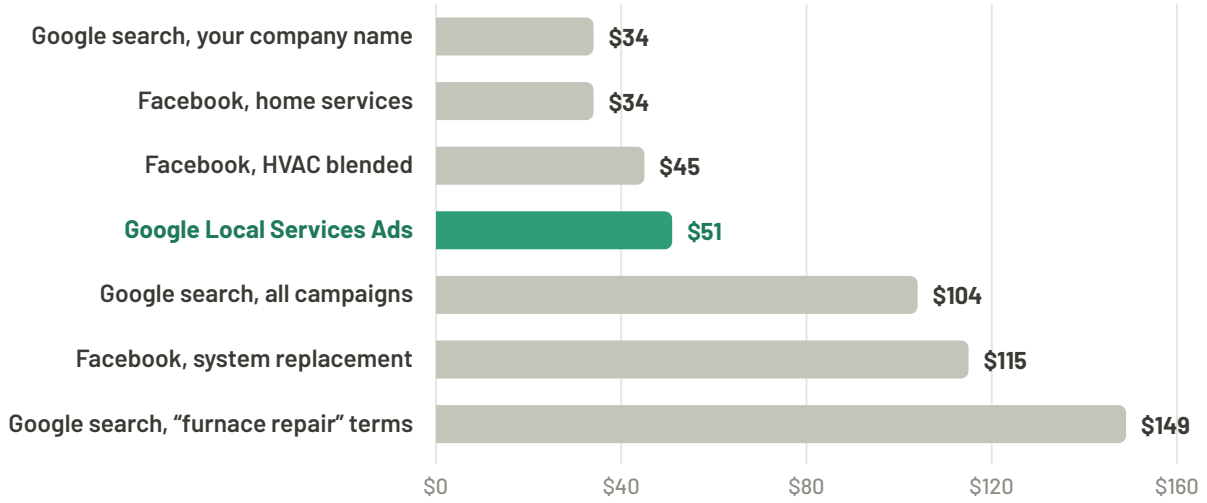
BUY	SPEND	ABOUT HOW MANY SHOWINGS
Spotify	$250	10,000–16,700
Pandora via AudioGO	$250	About 13,900
YouTube in-stream video	$500	About 20,800 views
YouTube on TV screens	$500	About 31,000
Roku	$500	14,300–20,000
Hulu	$500	12,500–20,000

To reach about 25,000 homeowner households 4 times each, you need about 100,000 showings: roughly $2,500–3,500 on TV-screen streaming, $1,100–1,600 on YouTube or $1,500–2,500 on music (my arithmetic). That is why a single $500 test can tell you the ad runs but not whether it pays.

WHAT A LEAD COSTS ON OTHER CHANNELS

WHAT ONE HVAC LEAD COSTS, BY CHANNEL

Published 2026 benchmarks; your numbers will differ. The yardstick streaming has to beat.



Use these as the yardstick streaming has to beat. All come from companies selling marketing services, and some mix HVAC with plumbing.

CHANNEL	COST PER LEAD	SOURCE
Google Local Services Ads	About $51 (44% booked)	SearchLight Digital, Feb 2026, 409 HVAC accounts
Google search, your company name	About $34	SearchLight, Jan 2026
Google search, all campaigns	About $104	SearchLight, Jan 2026
Google search, "furnace repair"-type terms	About $149	SearchLight, Jan 2026
Facebook and Instagram, home services	About $34	LanderLab, 2026

06

FACEBOOK AND INSTAGRAM: RETARGETING WEBSITE VISITORS

Showing ads only to people who already visited your website is the cheapest, lowest-risk way to use Facebook, at roughly $5–15 a day, but it needs a working Meta pixel, enough website traffic, and care with Meta's housing ad rules.

HOW IT WORKS

1. **Meta pixel:** a small piece of code from Meta goes on every page of your site and records who visits. Meta's Conversions API, run alongside it, recovers visitors that browsers and iPhones block (pixel-only tracking misses an estimated 15–30% on iOS).
2. **Website audience:** in Meta Ads Manager you build a "website visitors" Custom Audience, for example everyone from the last 30, 90 or up to 180 days.
3. **Ads to that audience only:** your ad then shows on Facebook, Instagram and Messenger to people who have been on your site, reminding them to call.

WHAT IT COSTS

MEASURE	TYPICAL FIGURE	SOURCE
Cost per thousand views, local	$8–15	Adwave, 2026
Cost per click, HVAC	$1.50–2.50	Webtonic, 2026
Cost per lead, HVAC blended	About $45 (top performers $20–30)	AdAmigo via Webtonic, 2026
Cost per lead, system replacement campaigns	About $115+	Webtonic, 2026
Cost per lead, home improvement median	$41.26	WordStream/LocaliQ, 2025
Suggested retargeting budget	$5–15/day (about $150–450/month)	My recommendation for a local audience

Those lead costs are for ads shown to new audiences. Retargeting people who already know you usually produces the lowest cost per result on Meta, though no HVAC-specific retargeting figure is published.

REQUIREMENTS AND LIMITS

- **Check for a pixel first.** Your site runs Google Tag Manager, but I could not confirm from outside whether a Meta pixel is installed. Ask RYNO Strategic Solutions; if there is none, it takes minutes to add through Tag Manager.
- **Audience size.** Meta's floor is 100 people, and sources recommend 1,000 or more for steady delivery. Check monthly visitors in Google Analytics; if traffic is low, use a 90–180 day window rather than 30.
- **Housing rules.** Meta's definition of housing ads includes "housing repairs," so HVAC repair ads can fall under its Housing special ad category, and financing offers fall under Financial products and services. In those categories you cannot target by age, gender or ZIP code, the location radius is at least 15 miles, and lookalike audiences and exclusions are off. Declare the category honestly when Ads Manager asks; skipping it can get ads rejected or the account restricted. Confirm in Ads Manager that your website audience is still allowed for the category you select.
- **Keep it to visitors only.** Meta's automatic "Advantage+ audience" setting can treat your audience as a suggestion and show ads to strangers. Use the original audience options so the ads stay with your website visitors.

- **Watch repetition.** A small audience sees the same ad often. If the frequency in Ads Manager climbs past about 5–6, lower the budget or swap in a new ad. Refresh ads every few weeks.

WHAT TO SHOW VISITORS

WHO	AD TO SHOW
All visitors	Your 5.0 Google rating, family-owned since 2012, 24/7 service
Visitors to installation, financing or specials pages	The current Lennox rebate and no-interest financing (only while live)
Visitors to the maintenance agreement page	The maintenance agreement price and what it includes

Split audiences only if each stays above about 1,000 people; otherwise run one audience with one strong ad.

- Reuse your video ads: vertical 9:16 for Reels and Stories, square 1:1 for the feed, 15–30 seconds, captions on (most people watch muted).
- Use a "Call now" button rather than a form. One 2026 analysis found Meta lead forms cut cost per lead but roughly halved how many leads became booked jobs.
- Don't run emergency "no heat" ads on Facebook; those customers search Google. Use Facebook for replacements, financing and maintenance plans.

WHY IT PAIRS WITH STREAMING AND TV

Nobody can click a TV or Spotify ad. Some viewers will look you up later; retargeting catches those website visitors and keeps your name in front of them until they are ready to call.

07

LOCAL TV, INCLUDING YOUR CURRENT CHANNEL 27 BUY

Channel 27 in Lexington is WKYT, the CBS station (with The CW on 27.2), owned by Gray Media. It reaches the entire Lexington TV market, about 517,660 TV households, so much of what you pay for airs outside your service area. Broadcast TV still builds trust, but the current buy deserves an audit and a tracking number before you add or cut anything.

THE LEXINGTON TV MARKET

FACT	FIGURE	SOURCE
Market rank	63rd of 210 US TV markets	Nielsen via TVB
TV households	About 517,660	Nielsen via Nexstar's WDKY profile
Market population	About 1.36 million	TVB
Median household income	$67,179	TVB
Main stations	WKYT 27 (CBS, CW), WLEX 18 (NBC), WTVQ 36 (ABC), WDKY 56 (Fox)	TVB weekly report
WKYT subchannels	27.1 CBS, 27.2 CW, plus MeTV, Dabl, 365BLK and a radar channel	RabbitEars

Madison County is under 10% of that market's households (my estimate from the figures above), which is the core trade-off of broadcast TV.

WHAT LOCAL BROADCAST TV COSTS

These are national 2026 estimates; WKYT's actual prices come only from its sales rep.

ITEM	TYPICAL RANGE	SOURCE
30-second spot, small and mid-size markets	$200–1,500 per airing	Simulmedia, MNTN, Adduro
Off-peak (early morning, late night)	$100–500 per airing	Vibe
Prime time	$500–2,500 per airing	Vibe
Monthly local broadcast budget	$500–10,000	National Media Spots via Adwave
Cost per thousand viewers	$15–35, commonly $20–25	MNTN
Commercial production	$1,500–15,000 traditionally; stations or resellers sometimes include it with a buy	MNTN, Primedia

Prices rise with ratings: local news, prime time and Kentucky basketball cost the most. In election years, fall political ads also push rates up and crowd out local advertisers until the election passes.

BROADCAST TV VERSUS STREAMING TV

	WKYT BROADCAST	STREAMING (HULU, ROKU, YOUTUBE)
Who sees it	Everyone watching in the Lexington market	Only homes in the ZIPs or radius you choose
Pricing	Per spot, set by ratings	Per thousand showings, self-serve
Minimum	Set by the station package	$0–500
Measurement	Station estimates; proof of airing	Exact showings and completion rates
Strength	Live local news, weather and sports; instant credibility	Precision, no waste outside your area
Weakness	Pays for viewers far outside your area; cord-cutters missed	Smaller audience per ad; needs many showings

More US homes now watch without cable than with it, so a broadcast-only plan misses a growing share of homeowners.

AUDIT THE CURRENT BUY: QUESTIONS FOR THE WKYT REP

- [ ] What do you pay per month, and how long is the contract?
- [ ] Which channel does it air on: CBS 27.1, CW 27.2, or a subchannel such as MeTV? Subchannels cost much less and reach far fewer people.
- [ ] Which programs and times, and how many spots per week?
- [ ] How many impressions or ratings points does the package deliver, and what is the cost per point?
- [ ] Can you get a monthly report proving each spot aired, and what happens when a spot is missed?
- [ ] Does the package include WKYT's website, app or streaming ads, and can those be limited to your service-area ZIPs? WKYT's parent company also sells streaming TV, paid social and YouTube through Gray Digital Media, so compare its prices with the self-serve platforms in this guide.
- [ ] Who owns the commercial, and can you use it on streaming and Facebook?
- [ ] Is there a sponsorship option, such as a weather segment, that fits a heating and air company?

WHAT TO DO WITH IT

1. Put a dedicated tracking number in the TV ad and ask every caller how they heard of you. Measure for 30–60 days before deciding.
2. Compare cost per call from TV against Google and streaming.
3. If TV calls are weak, consider moving part of the budget to streaming targeted to your towns. Example: $2,000 a month at a $30 cost per thousand buys about 66,700 showings, all inside your service area (illustration, not his actual spend).
4. If TV calls are strong, keep it and let streaming and Facebook retargeting reinforce it.

08 RADIO

Local radio is cheap per spot and good for repetition with drivers and rural listeners, but like broadcast TV it covers more than your service area and can only be measured with tracking numbers. The Lexington radio market ranks 106th nationally, with about 531,800 listeners aged 12 and up (Nielsen Audio via Radio Online).

STATIONS COVERING YOUR AREA

STATION	BASED IN	FORMAT	NOTES
WLXX 92.9 FM	Licensed to Richmond; transmitter in Madison County	Country	Cumulus; serves the Lexington metro (Wikipedia)
WEKY 1340 AM	Richmond	Classic hits	Local, likely inexpensive
WCBR 1110 AM	Richmond	Religious talk and gospel	859-623-1235 (Gaebler)
WEKU 88.9 FM	Richmond (Eastern Kentucky University)	Public radio	Sells sponsorship messages, not ads
WCYO 100.7 FM	Irvine	Country	Covers the Estill County side
WBUL 98.1 FM "The Bull"	Lexington	Country	iHeartMedia
WKQQ 100.1, WXZZ 103.3	Lexington	Rock	
WVLK 590 AM, WLAP 630 AM	Lexington	News and talk	

Station list from Wikipedia's Kentucky radio list and Radio Advertising Rates.

WHAT RADIO COSTS

ITEM	TYPICAL RANGE	SOURCE
Lexington market average, 30-second spot	About $32 (dated estimate; may be inaccurate)	Radio Advertising Rates
30-second spot, small to mid-size market	$25–300	Adwave, 2026
Monthly package for a meaningful schedule	$1,000–5,000	Adwave, 2026
A full HVAC radio schedule, mid-size metro	$3,000–8,000/month	PipelineOn, 2026
Commercial production	Often free from the station with a buy	Adwave, 2026

Small Richmond AM stations will cost far less than Lexington FM stations, and reach fewer people.

BROADCAST RADIO VERSUS STREAMING AUDIO

	BROADCAST RADIO	SPOTIFY AND PANDORA
Who hears it	Everyone in range of the signal	Only listeners in your ZIPs
Pricing	Per spot, packages	Per thousand plays, from $250
Strength	Cars, older and rural listeners, local personalities	Precise targeting, exact play counts
Weakness	Waste outside your area; hard to measure	Free-tier listeners only; younger skew

One HVAC marketing firm suggests mid-size-market HVAC companies split audio roughly 60–70% streaming and 30–40% broadcast; treat that as one vendor's opinion.

HOW TO BUY RADIO WELL

- Ask each station for a rate card and its audience among adults 35–64, then compare cost per listener, not cost per spot.
- Buy more spots on fewer stations, focused on morning and afternoon drive.
- Ask about weather sponsorships or packages that can run heavier during cold snaps and heat waves.
- Use a dedicated tracking number in every radio ad.
- A 30-second radio script fits about 75–85 words, so the Spotify script in this guide works with a few words added.

09

OTHER LOCAL OPTIONS

These are not video or audio streaming, but they come up in local media pitches, so here are the numbers to compare.

OPTION	TYPICAL COST	NOTES
Billboards, Lexington market	Posters about $1,000–1,500 per 4 weeks; large bulletins about $4,000–6,500; $5,000 minimum spend	Covers Fayette, Madison, Clark, Jessamine and nearby counties (Blue Line Media)
Movie theater ads, Richmond	Single theater, 12 screens; pricing by quote	EKU-heavy audience (Alluvit Media)
Movie theater ads, Lexington	About $1,310–2,620 per theater for 4 weeks	(Alluvit Media)
Angi / HomeAdvisor	Free profile; paid leads per job	Leads are often shared with several contractors
Nextdoor	Free business page; paid local ads available	Neighbors ask for HVAC recommendations there
Yard signs and van wraps	One-time cost	Your trucks already carry the brand; a sign at every install with the dog and phone number is cheap repetition

All of these are awareness buys like TV and radio: measure them with their own tracking number or skip them.

10

EVERY OPTION SIDE BY SIDE

Each channel does a different job: Google catches people who need you now, Facebook retargeting reminds people who already looked, and TV, radio and streaming make your name the one they remember. Figures are the estimates from the sections above.

CHANNEL	ENTRY COST	TYPICAL PRICE	ONLY YOUR AREA?	MEASURABLE	BEST JOB
Google Local Services Ads	Pay per lead	About $51 per lead	Yes	Calls and leads	Emergency and repair calls now
Google search ads	No minimum	About $104 per lead	Yes	Clicks and calls	Service searches; protecting your name
Facebook / Instagram retargeting	About $5/day	$8–15 per thousand views	Yes (people who visited your site)	Clicks, calls, visits	Bringing back website visitors
YouTube	No minimum	$5–16 per thousand views	Yes	Views, clicks, visits	Cheapest video reach, phone and TV screens
Spotify / Pandora	$250	$15–25 per thousand plays	Yes	Plays, clicks	Repetition in cars and homes
Hulu / Roku streaming TV	About $500	$25–40 per thousand views	Yes	Showings, completions	TV-screen credibility in your towns
WKYT broadcast (Channel 27)	Station package	$200–1,500 per spot (estimate)	No (whole Lexington market)	Tracking number only	Mass trust; live news, weather and sports
Local cable (Spectrum Reach)	Call for quote	$5–28 per thousand (one estimate)	Partly (zones)	Limited	Cable households by zone
Broadcast radio	Station package	$25–300 per spot	No (signal area)	Tracking number only	Drivers and rural listeners

HOW THEY FIT TOGETHER

1. **Catch demand:** Google Local Services Ads and search ads answer people who are searching right now.
2. **Remind:** Facebook and Instagram retargeting follow up with people who visited your website.
3. **Build your name:** YouTube, streaming TV and audio, WKYT and radio make homeowners recognize you before they need you.

The usual mistake is funding step 3 without step 1, or never measuring step 3. Your current TV spend is step 3; the plan below adds steps 1 and 2 and tests cheaper, better-targeted step 3 options against it.

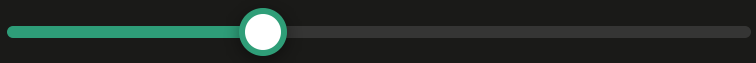
11

BUDGET PLANNER: WHAT EACH DOLLAR SHOULD BRING BACK

Move the sliders to set a monthly budget for each channel and see what it should return: calls, booked jobs and revenue from Google and Facebook, and showings and homes reached from streaming, TV and radio. Every number is a range built from the 2026 benchmarks in this playbook, so treat it as a planning tool, not a promise. Swap in your own job value, booking rate and margin at the bottom, and replace the estimates with your real numbers after 30 days of tracking.

CATCH PEOPLE WHO NEED YOU NOW

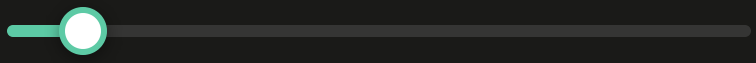
Google Local Services Ads — $ 1000 /mo



≈ 20 leads → 9 booked jobs → $18,204

What you get: pay only for leads, shown at the very top of Google with the "Google Guaranteed" badge. **Results show up as:** phone calls within days. Google only sells as many leads as people in your area search for, so a large budget may not fully spend.

Google search ads — $ 150 /mo



≈ 1 leads → 0–1 booked jobs → $935 to $1,339

What you get: clicks and calls from people searching "furnace repair" and similar. Ads on your own company name cost far less, about $34 a lead. **Results show up as:** calls within days.

BRING BACK PEOPLE WHO ALREADY LOOKED

ESTIMATED RESULTS PER MONTH

$2,675
Total monthly ad spend

26–28
Calls and leads from Google and Facebook

11–12
Booked jobs

$24k–$26k
Revenue from those jobs

$8.9–$9.6
Revenue for every $1 spent

$6,837 to $7,600
Gross profit left after ad spend

14k–25k
Madison County homes that see or hear you about 4 times (streaming)

1.5

Facebook and Instagram retargeting

$ 225 /mo

≈ 5–7 leads → 2–3 booked jobs → $4,642 to $6,144

What you get: your ad follows people who visited your website. Spend is capped by how many people visit, so $150 to $450 is the useful range. **Results show up as:** calls from warm visitors within 1 to 3 weeks.

MAKE YOUR NAME THE ONE THEY REMEMBER

YouTube

$ 550 /mo

≈ 34k–110k showings in your towns, about 8.6k–25k homes 4 times

What you get: the cheapest video reach, on phones and smart TVs, only in your ZIP codes. **Results show up as:** more searches for your name and "saw you on YouTube" calls in 30 to 60 days.

Spotify or Pandora

$ 250 /mo

≈ 10k–17k showings in your towns, about 2.5k–4.2k homes 4 times

What you get: 30-second audio ads in cars and kitchens, only in your towns. **Results show up as:** "heard you on Spotify" answers when you ask callers how they found you.

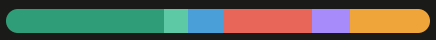
Hulu or Roku streaming TV

$ 500 /mo

≈ 13k–20k showings in your towns, about 3.1k–5k homes 4 times

What you get: full-screen, non-skippable ads on the living room TV, only in your towns. **Results show up as:** showings and completion reports, plus a lift in name searches.

Extra jobs a month that streaming, TV and radio must add to pay for themselves



- Google Local Services Ads $1,000
- Google search ads $150
- Facebook $225
- YouTube $550
- Spotify or Pandora $250
- Hulu or Roku streaming TV $500

Channel 27 (WKYT) broadcast $ 0 /mo

Off

What you get: the whole Lexington market, about 517,660 TV households, most outside your service area. Enter what you pay now once the rep confirms it. **Results show up as:** calls to a TV-only tracking number.

Local radio $ 0 /mo

Off

What you get: repetition with drivers and rural listeners across the station signal. **Results show up as:** calls to a radio-only tracking number.

YOUR NUMBERS

Average job value $2,110

About $2,110 from Local Services Ads and $3,102 from paid search in one 2026 HVAC dataset. Use yours.

Leads that become booked jobs 44%

44% in a 2026 study of 409 HVAC Local Services Ads accounts.

Gross profit margin on a job 40%

Example only. Set your real margin after parts and labor.

Ranges come from the 2026 benchmarks cited in sections 05 to 08: Google Local Services Ads about $51 a lead with 44% booked; Google search $104 to $149 a lead; Facebook home-services leads $34 to $45; YouTube $5 to $16, Spotify and Pandora $15 to $25, Hulu and Roku $25 to $40 per 1,000 showings; WKYT $200 to $1,500 a spot; radio $25 to $300 a spot. "Homes" assumes about 25,000 owner-occupied Madison County households reached about 4 times each. Calls from streaming, TV and radio are not counted in revenue because no published benchmark ties them to a lead count; measure them with tracking numbers and branded-search growth.

12 RECOMMENDED PLAN

Run a 90-day streaming test at about $1,250–1,350 a month, aimed at homeowners in Madison County first, while Google Local Services Ads catch the emergency calls. Expand to more counties only after a channel shows results.

BUDGET OPTIONS

OPTION	MONTHLY AD SPEND	WHAT IT INCLUDES	BEST IF
A. Foundation only	Pay per lead on Google (budgets often start around $1,000–2,000)	Section 04 checklist plus Local Services Ads and branded search	You want leads now and no awareness spend
B. Starter streaming	About $750	YouTube $500, Spotify or Pandora $250	You want to test cheaply
C. Recommended test	**About $1,250–1,350**	**YouTube $500–600, Spotify or Pandora $250, one Hulu or Roku flight $500**	**You want a real read on streaming in 90 days**
D. Full push	About $2,500–3,500	Option C plus a reseller TV campaign at about $50/day across Hulu, Peacock and Tubi	A test has already worked

Streaming spend in B–D is on top of Google spend in A.

Add Facebook retargeting at about $150–300 a month to any option once the Meta pixel is in place. Your current Channel 27 spend sits alongside these options; once the audit shows its cost and results, it can stay, shrink to fund the streaming test, or grow if calls prove it out.

ROLLOUT IN PHASES

PHASE	WHAT HAPPENS
Weeks 1–2	Foundation checklist (Section 04); audit the Channel 27 buy; confirm a Meta pixel is on the site; tracking numbers live; landing page built
Weeks 2–3	Launch YouTube and Spotify or Pandora in Madison County; start Facebook retargeting once the website audience is large enough
Weeks 3–8	One Hulu or Roku flight, timed to a live manufacturer promotion if one is running
Peak heating or cooling season	Lead with emergency repair, free second opinions and financing
Shoulder seasons	Shift to maintenance agreements; trim streaming, keep Google and retargeting
Day 30	First review: calls by source, branded searches, cost per call, including TV
Day 90	Decide: keep, cut or expand each channel, including the TV buy; consider surrounding counties or Morehead

WHO SEES THE ADS

- **Where:** Madison County first (Richmond, Berea, Waco and nearby ZIPs), then surrounding counties.

- **Who:** homeowners, adults about 30–70, middle income and up where the platform allows.
- **Leave out:** the Eastern Kentucky University campus area and apartment-heavy zones where possible.
- **Morehead:** treat as its own small campaign later, with its own landing page, once you are sure you can staff calls there.

BREAK-EVEN MATH

The formula: **jobs needed per month = monthly ad spend ÷ gross profit per job.**

YOUR GROSS PROFIT PER JOB	JOBS TO BREAK EVEN AT $1,300/MONTH
$500 (a repair)	2.6
$1,000	1.3
$2,000 (a system replacement)	0.65

These profit figures are examples, not your numbers. Plug in your real average profit per job. For reference, one 2026 dataset put the average HVAC ticket from Local Services Ads at about $2,110, and about $3,102 from paid search. If streaming adds even one or two replacement jobs a month that would not have come otherwise, it likely pays for itself.

YOUR ONE REAL ADVANTAGE

The usual barrier to TV advertising is production: agencies charge $500–3,000 per video ad. Your videos are already being made, including a winter version, so nearly all the budget goes to airtime.

13 WHAT TO RUN

One clear offer, your 5.0 rating, your name and one phone number: that is the whole ad. Viewers cannot click a TV ad, so they must remember the name or the number.

OFFERS TO FEATURE (CONFIRM DATES FIRST)

SEASON	LEAD OFFER	BACKUP
While a Lennox promotion is live	Lennox rebate (recently up to $1,500) plus 12 months no interest on approved credit	$200 off a high-efficiency gas furnace
Winter	24/7 no-heat repair; free second opinion before you replace	Diagnostic special (refresh price and date)
Spring and fall	Maintenance agreement (add price and date)	Free estimate on new equipment
Summer	24/7 AC repair; financing on new AC	Free second opinion

Financing and rebate ads must carry the lender's and Lennox's required wording (for example, "on approved credit" and the offer dates). Check the terms before an ad goes live.

Recent Lennox promotion terms, for reference when writing ads: up to $1,500 in rebates on a complete qualifying system (furnace or blower coil, AC or heat pump, and thermostat), up to $300 more on purifiers, zoning and smart thermostats, and no payments or interest for 12 months on approved credit. After the promotional period the rate was 11.95% APR, with a $3,000 minimum financed. Terms change with each promotion, so check the current one on the specials page.

30-SECOND TV SCRIPT (HULU, ROKU, YOUTUBE)

SCRIPT

0–5s: Cold morning, furnace won't kick on.

Voice: "No heat? Affordable Service Solutions has you covered, 24/7."

5–20s: Technician at the door, family warm again. On screen: *5.0 stars on Google · Drug-tested, background-checked techs · Family-owned since 2012.*

Voice: "Thinking about a new system? Get up to $1,500 in Lennox rebates and 12 months no interest, on approved credit, for a limited time."

20–30s: Logo, phone number, "Serving Richmond, Berea and Central Kentucky."

Voice: "Affordable Service Solutions. Call 859-779-0122."

15-SECOND VERSION

SCRIPT

"No heat? Affordable Service Solutions, Richmond's 5-star, family-owned heating and air team, is on call 24/7. Up to $1,500 in Lennox rebates for a limited time. Call 859-779-0122."

30-SECOND SPOTIFY OR PANDORA SCRIPT (ABOUT 65 WORDS)

SCRIPT

"Furnace acting up? Don't wait for the coldest night of the year. Affordable Service Solutions has served Richmond and Central Kentucky since 2012, with a 5-star Google rating and drug-tested, background-checked technicians. Right now, get up to $1,500 in Lennox rebates and 12 months no interest on approved credit, for a limited time. Affordable Service Solutions. 859-779-0122."

Use the streaming tracking number in place of the main number once it is set up.

YOUR VIDEO AD: THE DOG

The 42-second winter ad stars your own dog: shivering under a blanket by a space heater, calling for help, a technician arriving in a branded van, and the dog warm on the floor vent at the end, followed by the logo, 859-779-0122 and "24/7 Emergency Service." It tells the story without sound, which suits streaming and Facebook, and a real local pet makes it memorable.

Versions to make from it:

VERSION	LENGTH AND SHAPE	WHERE IT RUNS
TV and streaming	Exactly 30 seconds, 16:9	WKYT, Hulu, Roku, YouTube on TVs
Short	Exactly 15 seconds, 16:9: cold dog, tech arrives, warm dog, end card	YouTube bumper slots, Peacock and Tubi, TV fill
Vertical	9:16, 15–30 seconds, captions	Facebook and Instagram Reels and Stories, YouTube Shorts
Square	1:1, 15–30 seconds, captions	Facebook and Instagram feed retargeting
Summer	Same dog, hot house, AC repair	Peak cooling season

Fixes before it airs:

- Replace the smeared lettering on the technician's and dog's caps with the real logo, or blur it; it shows on a big TV.
- The technician works on an outdoor unit in the no-heat story; fine if it is a heat pump, otherwise show a furnace.
- Add "5.0 on Google" and "Family-owned since 2012" to the end card, and one current offer in at least one version.
- Use the right tracking number for each channel on the end card.
- Use one logo: the ad uses the older "Heating & Air Conditioning" swoosh while the Facebook page uses the newer dog-and-snowflake logo.
- Turn the dog into a recurring character: the van, yard signs, Facebook posts and the website hero.

TECHNICAL SPECS

- **TV streaming (Hulu, Roku):** usually exactly 15 or 30 seconds, high-definition video (1920×1080). Confirm each platform's spec sheet before exporting.
- **YouTube:** any length works; keep the name and offer in the first 5 seconds because viewers can skip.
- **Spotify:** audio up to 30 seconds; Spotify recommends no more than about 65 words, and it offers free voiceover help.
- **Big-screen rule:** large text, high contrast, the number on screen for at least 5 seconds.

SEASONAL CALENDAR

MONTHS	DEMAND	MARKETING FOCUS
Nov – Feb	High (heating)	Emergency repair, replacements, financing
Mar – Apr	Low (spring shoulder)	AC tune-ups, maintenance agreements; cut streaming, keep Google
May – Aug	High (cooling)	AC repair and replacement, financing
Sep – Oct	Low (fall shoulder)	Furnace tune-ups, maintenance agreements; plan winter ads

Streaming works best just before and during peak seasons, when homeowners are most likely to need you soon.

14 MEASURING RESULTS

Judge streaming by total phone calls and searches for your name, never by "views" or "impressions," because nobody clicks a TV ad and the platforms' own reports tend to overstate their credit.

THREE WAYS TO MEASURE, SIMPLEST FIRST

1. **Tracking numbers.** Streaming ads show their own number; Google ads show another. Calls are counted automatically.
2. **Ask every caller.** "How did you hear about us?" Log it in a notebook or your scheduling software.
3. **Compare counties.** Advertise in Madison County but not, say, Clark County. If Madison calls rise and Clark's do not, the ads are working.

WEEKLY SCORECARD

MEASURE	WHERE TO FIND IT	GOOD SIGN
Total inbound calls	Phone system or tracking service	Rising versus the same weeks last year
Calls to the streaming number	Tracking service	Steady, growing
"Heard you on Spotify / saw you on TV"	Booking log	Mentions start appearing
Searches for your company name	Google Business Profile insights; Google Search Console	Rising during the campaign
Booked jobs and revenue by source	Invoices	Covers ad spend (break-even table)
Cost per call	Ad spend ÷ calls from that source	Near or below the $51–104 Google benchmarks

DECISION RULE AT DAY 90

- **Keep** a channel if total calls or branded searches rose measurably compared with the county you did not advertise in.
- **Cut** it if nothing moved. A thin budget may be the reason, and that money is better spent on Google Local Services Ads.
- **Expand** by adding surrounding counties, or the reseller TV option, only after a channel earns its keep.

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DECISIONS ONLY YOU CAN MAKE

These answers change the plan, so it is worth a short conversation before anything launches.

QUESTION	WHY IT MATTERS
Which phone number is correct, and which are old or tracking lines?	Fixes listings and makes tracking possible
Are Google Local Services Ads and Google Business Profile active, and who manages them?	They should run before streaming
What does RYNO Strategic Solutions handle, and what do you pay them?	Avoids paying twice or crossing wires
What is your monthly marketing budget today?	Sets which budget option fits
What is your average gross profit per repair and per replacement?	Completes the break-even math
How many calls do you get a week, and how many can you handle more?	No point buying calls you cannot answer
How much work is replacement versus repair?	Streaming helps replacements most
Which surrounding counties do you want, and how will you serve Morehead?	Sets targeting and landing pages
New dates and prices for the expired coupons and the maintenance agreement?	Ads cannot launch with old offers
Does Lennox offer co-op money for advertising?	Could cover part of the cost
What does the Channel 27 (WKYT) buy cost, which channel and times does it air, and has it produced calls?	Decides whether TV stays, shrinks to fund streaming, or grows
Is a Meta pixel on the website, and how many people visit each month?	Facebook retargeting cannot start without it
Do you advertise on any radio station now?	Avoids overlap and gives a cost to compare
Which logo is official: the swoosh on the website and van, or the dog-and-snowflake on Facebook?	Every ad, listing and sign should match
Can the dog appear in ads ongoing, and is there a name to use?	A named mascot is easier to remember
How big is the crew today, and can you get photos of them, the trucks and recent installs?	Real photos replace stock images on the website and in ads

16 GLOSSARY

TERM	PLAIN MEANING
CTV (connected TV)	Streaming apps watched on a television, such as Hulu or Roku
CPM	Cost per thousand times an ad is shown
Cost per view	What YouTube charges when someone watches your video ad
Cost per lead	Ad spend divided by the number of calls or form fills
Local Services Ads	Google's "Google Guaranteed" listings at the top of search; you pay per lead
Branded search	Someone searching your company name
Tracking number	A separate phone number that forwards to your line and counts calls by source
Flight	One run of an ad campaign between set dates
Holdout	An area where you deliberately do not advertise, used for comparison
Retargeting	Showing ads only to people who already visited your website
Meta pixel	Code on your website that tells Facebook who visited, so you can retarget them
Special ad category	Meta's restricted ad types (housing, financial, jobs) with limited targeting
Daypart	A block of TV or radio time, such as morning news or prime time
Ratings point	1% of the market's TV households or listeners; stations price spots by points

17 SOURCES

Costs and benchmarks are estimates from 2025–2026 industry guides, many written by companies that sell advertising. Business details are from public listings and your website as of the date at the top of this guide.

Your business and competitors

- Affordable Service Solutions website, specials, team, service area, maintenance agreement
- BBB profile; Lennox dealer page; Birdeye reviews; Yellow Pages
- Richmond HVAC ratings; Morehead HVAC ratings; BBB HVAC listings, Central Kentucky

Market

- Madison County data (DataUSA); Richmond, KY; ZIP 40475
- Streaming statistics 2026; VAB streaming report

Platform costs

- Spotify Ad Studio minimums; Spotify and Pandora costs; AudioGO pricing
- Hulu Ad Manager FAQ; Hulu ads guide; Roku costs
- YouTube ad costs; streaming CPM by platform; local TV costs

HVAC lead costs and measurement

- Local Services Ads statistics; HVAC benchmarks; HVAC benchmark caveats; cost per lead by industry
- Measuring streaming TV

Facebook, TV and radio

- Meta audience sizes; Meta custom audiences and Advantage+; HVAC Facebook ad statistics; home improvement Meta cost per lead; Meta housing category and HVAC; Special ad categories guide; local advertising costs
- WKYT-TV; Lexington market profile (TVB); WDKY profile, TV households; local TV costs (MNTN); local TV costs (Vibe); local TV costs 2026 (Adwave)
- Lexington radio ratings; Lexington radio rates; WLXX; Kentucky radio stations; HVAC radio advertising

Digital audit

- Affordable Service Solutions testimonials; contact page; Berea page
- 30 best HVAC websites (UENI); HVAC landing page statistics; HVAC website and booking statistics; HVAC landing page speed data
- Listings checked directly in a browser: Google Maps, Facebook page, Yelp, Bing Maps, Apple Maps, Meta Ad Library, Google search for "heating repair richmond ky"

Costs and benchmarks are 2025 to 2026 estimates from industry sources, many published by companies that sell advertising, and prices change with season and targeting. Business details reflect public listings as of the date at the top. This guide is for planning and is not a guarantee of results. Checklist ticks are saved in this browser only.

CLOSING KENTUCKY'S TECHNOLOGY GAP. *ONE BUSINESS AT A TIME.*

EXPONENTIAL KENTUCKY

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