

CASE STUDY

Mastercraft Heating, Cooling, & Plumbing

HVAC Company Grew from **4 Trucks to 40** with HLM

"I put my trust in the HLM process and it's really paying off!"

— Steve Bez, Owner Mastercraft



"Growing with HLM Since 2012"

When we started with HLM, we were 3 million in sales. We didn't know how to get more business from our website, and we didn't have experience in website marketing. But now, after partnering with HLM and our own acquisitions, we're a 16-million-dollar company.

KEY METRICS

50%

Growth
Year-Over-Year

45%

More in Service-
Based Web Traffic

700%

More in Leads
per Week



INDUSTRY

Home Services



BUSINESS TYPE

Single Location



LOCATION

Redford, MI



HLM SERVICES

- HLM Performance
- SEO Gold
- Core70

15 years ago Mastercraft met HLM at a trade show and became one of the **earliest adopters of digital marketing** in Michigan's tri-county area! He's been with HLM ever since.

Unleash Your Online Potential!

Nobody knows your business better than you and not many agencies know the home services industry better than HLM.

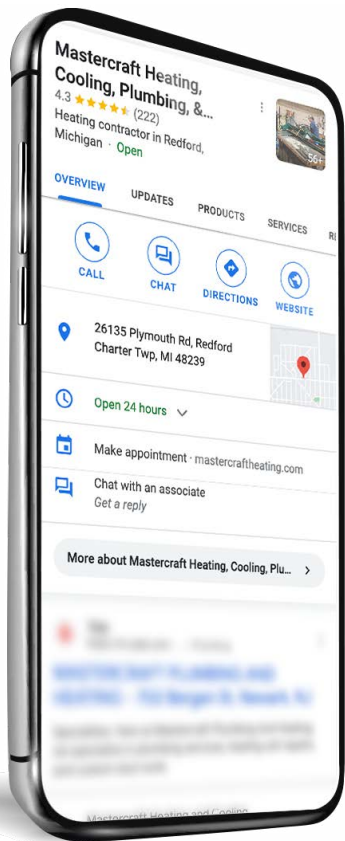
Join the over 2,000 local businesses accelerating their growth with the strategies, tools, and technology, only available from HLM

Google

4.9 ★★★★★

facebook

★★★★★



We Wanted to Grow Our Business But Didn't Know How to Do It

Steve knew coupon books and word of mouth would only get him so far, and digital marketing would be essential for meeting his sales and revenue targets. So he took a chance with another young, entrepreneurial company, HLM. "We watched HLM grow with us. They have a great experience with online marketing and help us understand the digital world better. Plus, they know our HVAC industry very well with other companies nationwide doing what we do. With HLM we've grown from 3M in sales to 16M."

Professionally Branded, Fully Optimized Website

Focus on brand name, experience, and reputation. Focusing the website on Mastercraft's experience and value allowed us to design a more professional, personalized website, filled with relevant content that demonstrates authority in the HVAC field and speaks to why they are the area's best choice for heating and cooling. This approach resulted in a user-friendly website with higher engagement that more than tripled furnace and AC repair phone calls. "The leads coming through the website are way up. We used to get maybe 2 to 4 leads per week. Now we get that number every day or so."

Local SEO and Google Business Optimization

Focus on more traffic, quality service leads, and NAP consistency. Mastercraft has an excellent online reputation for the services they provide. Our SEO team took that to the next level by optimizing Mastercraft's Google Business Listing and sending more trust signals to Google through NAP (Name, Address, Phone Number) consistency using quality backlinks from reputable directories. Additionally, we developed custom landing pages with quality, customer-focused content to generate more opportunities for Mastercraft to appear in search results for various HVAC, plumbing, and electrical service search queries.

Unlock your potential. Gain your competitive advantage.

In today's ultra-competitive digital marketing landscape, the difference between gaining a customer and losing one to a competitor is razor-thin. That's why you need a digital agency that's experienced in your industry, builds its own technology, and specializes in multi-channel digital marketing strategies that strengthen your brand position to dominate search results and gain maximum business impact.

Competitive Insights

Real-time competitor insights to get ahead and stay ahead.

- Understand your market & competitive landscape
- Identify your online weaknesses
- See competitor strategies
- Set benchmarks for success

Unmatched Transparency

Alignment, communication, and transparency you need to grow.

- One login access to critical metrics, leads, support, and account info
- Real-time HLM activity tracker
- Built-in feedback loops to rate leads & performance

Leading Technology

Reach your best customers, stay relevant, and operate leaner.

- Industry's best website speed, security, & stability
- Real-time lead tracking & management
- Customer feedback & reviews generator
- Intuitive, mistake-proof website CMS