mediagistic
MARKETING + ADVERTISING

WEBINAR

From Google to AI: Building the Right Demand & Lead Gen Mix for 2027



Eddie Childs

VP OF GROWTH MARKETING & STRATEGY



Ally Sorto

DIGITAL MARKETING ADVISOR

October 15th
AT 12 PM ET

PRESENTED IN PARTNERSHIP WITH

EGIA

EGIA PROGRAM SOLUTIONS
PARTNER

mediagistic
MARKETING + ADVERTISING

ABOUT MEDIAGISTIC

Experience & Background

1999

Founded. 25+ years focused on home services marketing

400+

Custom marketing campaigns managed

1,000s

HVAC & home services contractors served across the U.S. & Canada

Partner

Google Premier Partner, Yelp Partner and Meta advertising specialists

Our goals are your goals... to build and expand your company's brand with a proven, targeted strategy designed to drive **RESULTS.**

Services

Digital Marketing

+ Websites
+ Google Ads
+ PMax & Demand Gen
+ Business Directories
+ YouTube & Video
+ SEO & GEO
+ Google LSA
+ Social Media
+ Yelp & Nextdoor
+ Review Software

Mass Media

+ Radio
+ Cable TV
+ OTT/Streaming TV
+ Broadcast TV
+ Digital Radio
+ Podcasts

Direct Mail

+ Newsletters
+ Postcards

mediagistic
MARKETING + ADVERTISING

TODAY'S SESSION

Agenda

01 Planning your marketing for 2027

02 Where today's lead gen channels fit

03 Balancing lead gen & demand creation

04 How AI is changing contractor discovery

05 Building your smarter mix

06 Final Thoughts

+ LIVE Q&A



PART 01

Planning Your Marketing for 2027

01

Set your investment level, and make the most of what's left of 2026.

mediagistic
MARKETING + ADVERTISING

01 | PLANNING FOR 2027

How Much Should You Invest in 2027?

CONSERVATIVE	STEADY GROWTH	AGGRESSIVE
3–5%	**7–8%**	**10–12%+**
of gross revenue	of gross revenue	of gross revenue
	SBA BENCHMARK	
Protect your position	**Grow year over year**	**Take market share fast**
Established shops with a full schedule or tight margins. Keep core lead sources on; fortify reviews & SEO.	Most contractors under $5M with 10–12% net margins. A balanced mix of capture, creation & fortification.	New markets, new locations or a push for share. Heavier demand creation and new channels.
ON $3M IN REVENUE	ON $3M IN REVENUE	ON $3M IN REVENUE
$90K–$150K / year	**$210K–$240K / year**	**$300K–$360K+ / year**

The U.S. Small Business Administration recommends 7–8% of gross revenue for businesses under $5M in sales with 10–12% net margins. Conservative and aggressive ranges are Mediagistic recommendations.

mediagistic
MARKETING + ADVERTISING

01 | PLANNING FOR 2027

Know Your Competitive Landscape

You can't outspend a competitor you haven't sized up. Four checks you can run this week.

1

MAP PRESENCE

Own the top 3 map spots

Use an SEO tool to understand your average Google Local Map Pack position. Not in the top 3? That’s job one.

2

REVIEW GAP

Close the trust gap

Stack your review count and rating against your top 3 competitors. The gap is usually bigger than you think.

3

PAID PRESSURE

Know the Opportunity

Review your service area's point of diminishing returns for paid ad spends and understand the impression share threshold you need to meet to be competitive.

4

AI VISIBILITY

Track, don’t spot-check

Don't ChatGPT yourself as a leading metric of success. Use prompt tracking software. Measure entity clarity, citation frequency, and naming consistency.

The point: win the checks that drive calls in your zips.

mediagistic
MARKETING + ADVERTISING

Map Your Service Area, Then Grow It

You have a service area. What you need is a map of where the value actually is.

01

Map what you have

Plot jobs, revenue, and reviews by zip. Most contractors find gaps they didn't know existed. Most FSMs and Revenue Analytics platforms can do this.

02

Score every zone

Layer household count, home age and value, equipment age, and competitor density. Not all zips are worth the same.

03

Pick your growth zones

Name the 3–5 highest-value areas where you're underrepresented. That's where conquest marketing goes.

04

Fund it

The gap between current and target share in those zones determines your budget lane: 3–5%, 7–8%, or 10–12%+.

Start with the zips you already serve. Earn the right to expand.

Your best zips set the goal. The goal sets the budget.

mediagistic
MARKETING + ADVERTISING

01 | PLANNING FOR 2027

No Q4 Plan? Put Your 2026 Dollars to Work

About 11 weeks are left in the year. Spend where intent already exists, then set up 2027.

OCTOBER

Capture heating demand

- Scale Google Ads + LSA for furnace & heat pump repair
- Refresh your Google Business Profile with fall services & offers
- Promote tune-ups before the first cold snap (depending on region)
- Use remaining manufacturer co-op funds before they expire

NOVEMBER

Work your customer list

- Email & SMS past customers with seasonal offers
- Push maintenance-plan sign-ups & renewals
- Ask for a review after every job

DECEMBER

Set up 2027

- Consider holiday promos and offers to help increase sales
- Lock in your 2027 budget & plan

Priority order: capture active demand first, then build the foundation for next year.

mediagistic
MARKETING + ADVERTISING

PART 02

Where Today's Lead Gen Channels Fit

02

What the latest lead-source data says about Google, AI and everything in between.

mediagistic
MARKETING + ADVERTISING

02 | WHERE THE CHANNELS FIT

All Lead Sources Comparison

Lead volumes and month-over-month change for all tracked sources. Dataset of 1.7M leads, breakdown of the largest channels (900k+ vs. AI sources)

Q3 2026

Traditional Lead Sources

Google Ads	14.8% of all leads	258.4K +6.9% MoM
Google LSA	15.4% of all leads	269.4K +18.0% MoM
Google Business Profile	17.7% of all leads	308.2K +8.6% MoM
Organic Search	3.7% of all leads	65.4K +2.3% MoM

AI Assistants

ChatGPT	0.06% of all leads	1,070 +20.5% MoM
Google Gemini	<0.01% of all leads	78 –31.6% MoM
Perplexity	<0.01% of all leads	65 +71.1% MoM
Microsoft Copilot	<0.01% of all leads	50 +47.1% MoM
Claude	<0.01% of all leads	24 +41.2% MoM

AI Market Share

ChatGPT	of AI-sourced leads	83.1%
Gemini		6.1% down from 10.4%
Perplexity		5.1% up from 3.5%
Copilot		3.9% up from 3.1%
Claude		1.9% up from 1.6%

Source: *The Data Driven Trades*

mediagistic
MARKETING + ADVERTISING

02 | WHERE THE CHANNELS FIT

What the Data Tells Us

51.7%

of all tracked leads come from four Google surfaces

Google Ads (14.8%), LSA (15.4%), Business Profile (17.7%) and Organic Search (3.7%). Powerful, and a single point of failure.

<0.1%

of leads come from AI assistants today

ChatGPT, Gemini, Perplexity, Copilot and Claude combined: about 1,300 leads out of roughly 1.75M.

80%+

Of AI-assistant leads came from ChatGPT

ChatGPT accounts for roughly 80% of the 1,287 AI-assistant leads shown. It's still only 0.06% of all leads from this 1M+ lead data set.

Diversify like a stock portfolio. Google is still the engine, but no single channel should carry your business.

Source: The Data Driven Trades, May 2026. Totals derived from reported share of all leads.

mediagistic
MARKETING + ADVERTISING

What's Working for HVAC Lead Gen in 2026?



01



Google Ads + LSA

Capture high-intent demand

02



Google Business Profile

Win local map visibility

03



Organic Search

Build long-term inbound traffic

04



Yelp, Angi, Thumbtack

Diversify shared lead sources

05



Email + SMS Follow-Up

Reactivate past customers fast

mediagistic
MARKETING + ADVERTISING

02 | WHERE THE CHANNELS FIT

Channels Across the Homeowner Journey

01 Awareness	02 Research	03 Decide & Call	04 Retain & Refer
"We should think about a new system."	*"Who's good near me?"*	*"I need someone today."*	*"We'll call them again."*
Paid social (Meta)	SEO & website	Google Ads & GLSA	Email & SMS
YouTube & streaming TV	AI search answers	Shared Lead Platforms	Maintenance plans
Radio & TV	Reviews (Google, Yelp)	Google Business Profile	Review requests
Direct mail	Angi & Thumbtack	Conventional SEO	Referral offers
CREATE	CREATE + FORTIFY	CAPTURE	FORTIFY

Each channel has a job. Most contractors over-invest in stage 3 and under-invest everywhere else.

PART 03

Balancing Lead Gen with Demand Creation & Brand Equity

03

Your marketing should always be doing one of three jobs.

mediagistic
MARKETING + ADVERTISING

03 | LEAD GEN VS. DEMAND CREATION

Every Dollar Should Do One of Three Jobs

CAPTURE
Lead generation

Show up when they're ready to buy

WHEN
Peak seasons, breakdowns & emergencies

CHANNELS
Google Ads, LSA, Business Profile, directories

MEASURE
Cost per booked job

CREATE
Demand generation

Build demand before the need

WHEN
Shoulder seasons (spring & fall)

CHANNELS
Paid social, YouTube & streaming TV, email & SMS, direct mail

MEASURE
Reach, branded searches, tune-up & plan sign-ups

FORTIFY
Market position

Defend & grow your share

WHEN
Always on

CHANNELS
Reviews, SEO & content, AI visibility, customer retention

MEASURE
Ratings, share of voice, repeat customers

The right balance depends on your size, your goals and the time of year.

Match the Job to the Season

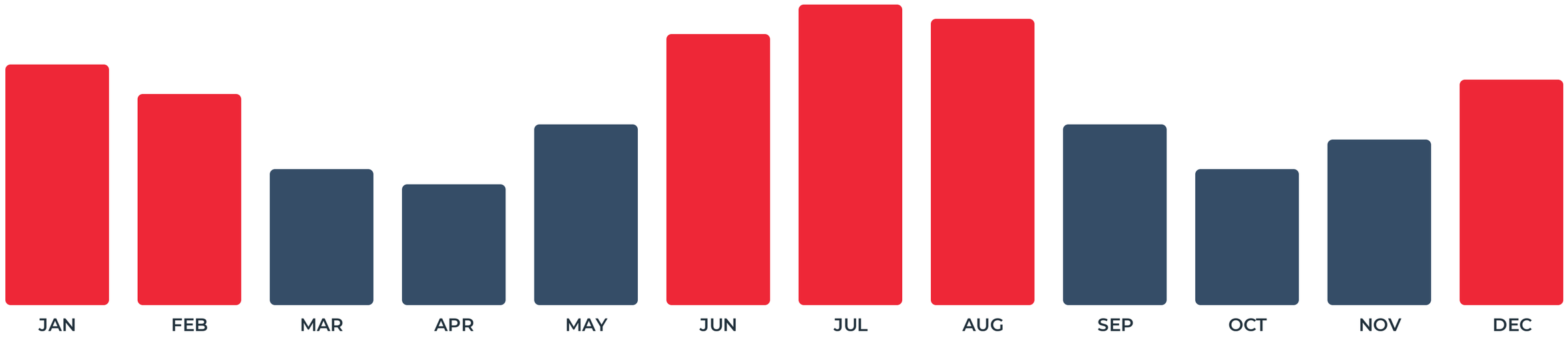
WINTER PEAK
Lean into CAPTURE

SPRING SHOULDER
Lean into CREATE

SUMMER PEAK
Lean into CAPTURE

FALL SHOULDER
Lean into CREATE

WINTER
CAPTURE



FORTIFY Always on: reviews, SEO & content, AI visibility, customer retention

Tip: Pre-sell tune-ups and maintenance plans in the shoulders so peak season starts with a full board. Illustrative demand curve; peaks shift with your climate and market.

03 | CHANNELS THAT DRIVE RESULTS

Channel Scorecard: Heading Into 2027

Channel	Primary job	Speed to lead	What's working now
Google Ads + LSA	CAPTURE	Fast	Tight service-area targeting, call & booked-job tracking, LSA reviews and fast response times
Google Business Profile	CAPTURE + FORTIFY	Medium	Accurate categories & services, fresh photos and posts, steady review velocity
Organic Search (SEO) + GEO	CAPTURE + FORTIFY	Slow, compounding	City + service pages, helpful FAQ content, technical health; reviews and citations
Yelp, Angi, Thumbtack	CAPTURE	Fast	Use selectively to fill gaps; watch shared-lead cost and close rate, have automated followup in place for speed-to-lead; volume play
Email + SMS	CREATE + FORTIFY	Fast	Tune-up reminders, maintenance-plan renewals, past-customer reactivation, estimate rehash campaigns
Paid Social (Meta)	CREATE	Medium	Seasonal offers, short-form video, retargeting website visitors
YouTube & Streaming TV	CREATE + FORTIFY	Slow, compounding	Brand recall in shoulder seasons, geo-targeted to your service area
Direct Mail	CREATE	Medium	Target high-value owner-occupied neighborhoods and residences in your service area, create additional demand through strong offers

PART 04

How AI Is Changing Contractor Discovery

05

What it means for visibility and trust, and how much to invest.

mediagistic
MARKETING + ADVERTISING

04 | AI & CONTRACTOR DISCOVERY

How Homeowners Find Contractors Now

THEN

Search Google → Scan 10 links → Visit 3–4 sites → Call

NOW

Ask an LLM
Do I need service? Who should I call?

↔

Check reviews
Can I trust them? Google, Yelp

↔

Hit the map pack
Compare options, then call

→ **Call**

ChatGPT · Perplexity · Copilot · Claude · Gemini

It's not a straight line. A common path: LLM to reviews to map pack to call.

Fewer clicks (LLMs create the shortlist)

Answers come first. Homeowners may call without ever visiting your website.

Trust decides who's named

AI pulls from reviews, consistent business info and helpful, expert content. It effectively creates the shortlist using this information.

Google is in the race too

AI Overviews and AI Mode put AI answers on top of the results homeowners already use.

ChatGPT drives 83.1% of AI-sourced leads (The Data Driven Trades, May 2026).

How Much Should You Invest in AI? (Beyond SEO)

Invest in readiness, not replacement.

<0.1%
of HVAC leads come from AI today

20–71%
monthly growth across AI assistants

2026
the year ChatGPT ads opened to small businesses

CONSERVATIVE

Foundation

No new line item; build it into SEO

- Start making website more machine-readable (fast loading)
- Accurate GBP Profile, Yelp Profile & directory listings
- A steady flow of fresh reviews
- Helpful FAQ & service content

STEADY GROWTH

5–10%

of your digital budget

- Invest more heavily into a machine-readable website: AI-focused content & structured data (schema)
- Mentions on local “best of” lists & sites
- Track AI sentiment in a dedicated tracking tool

AGGRESSIVE

10–15%

of your digital budget

- Everything above, plus PR & brand mentions
- Test emerging AI ad placements (ChatGPT, Google AI Mode)
- Measure cost per booked job against Google
- Track AI prompts in a dedicated tracking tool

Sources: The Data Driven Trades, May 2026; The Information via Shopifreaks, June 2026. Budget ranges are Mediagistic recommendations.

mediagistic
MARKETING + ADVERTISING

PART 05

Building Your Smarter Mix

06

A practical framework for your market, budget and growth goals.

mediagistic
MARKETING + ADVERTISING

05 | BUILD YOUR SMARTER MIX

Your 2027 Mix in 5 Steps

YOUR MARKET + YOUR BUDGET + YOUR GROWTH GOALS

1

Set your level

Conservative, steady growth or aggressive: 3–12%+ of revenue.

2

Give dollars a job

Split your budget across Capture, Create and Fortify.

3

Plan by season

Capture at the peaks, create in the shoulders, fortify all year.

4

Diversify

Aim for no single channel driving more than ~40% of your leads.

5

Measure & adjust

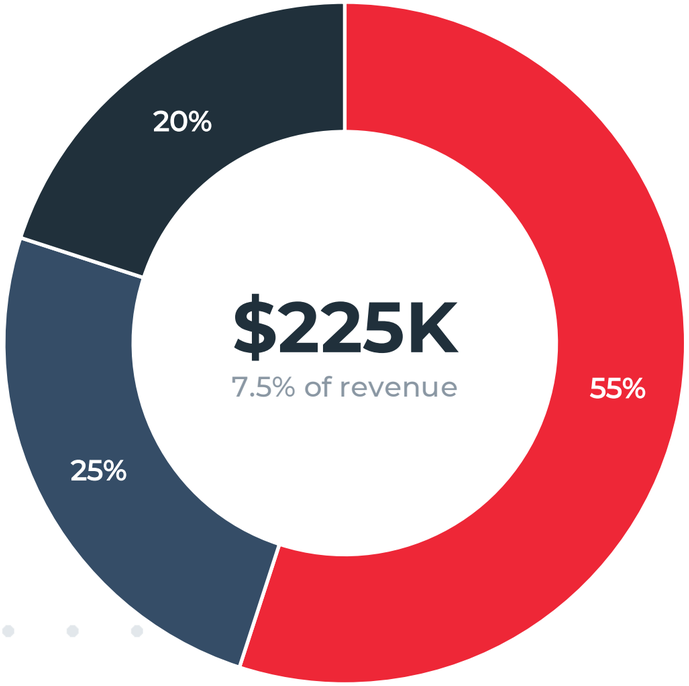
Track cost per booked job and rebalance every quarter.

Start where you are. Even a conservative plan should touch all three jobs.

mediagistic
MARKETING + ADVERTISING

05 | BUILD YOUR SMARTER MIX

Example: A $3M Steady-Growth Plan



CAPTURE	**55%**	**$123,750**
Google Ads + LSA	45%	$101,250
Yelp, Angi, Thumbtack	10%	$22,500
CREATE	**25%**	**$56,250**
Paid social (Meta)	10%	$22,500
YouTube & streaming TV	10%	$22,500
Direct mail	5%	$11,250
FORTIFY	**20%**	**$45,000**
SEO, Business Profile & AI visibility	15%	$33,750
Email/SMS, reviews & retention	5%	$11,250

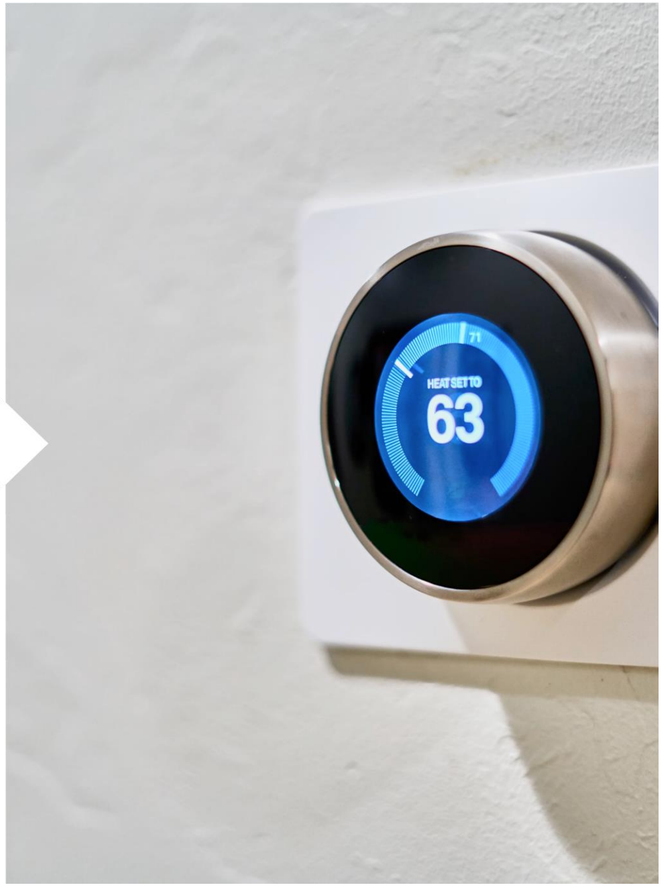
Shift by size: Smaller shops ~65 / 20 / 15 | Larger & multi-location ~45 / 30 / 25 (Capture / Create / Fortify)

Illustrative starting point. Adjust for your market, season and goals.

mediagistic
MARKETING + ADVERTISING

WHAT TO DO BEYOND TODAY

Key Takeaways



1. **Set your 2027 level now.** 7–8% of revenue is the SBA benchmark for steady growth.
2. **Google still drives the bulk of leads.** Don't let one channel carry your business.
3. **Give every dollar a job:** Capture, Create or Fortify.
4. **Use the shoulder seasons** to build demand before the peaks.
5. **Get AI-ready through the basics:** reviews, content and consistent information.

mediagistic
MARKETING + ADVERTISING

LIVE Q&A

Now It's Your Turn.

Q&A

Get a Market Fit Analysis

Get an SEO/GEO Audit

- Questions about your 2027 mix?
- What's working (or not) in your market?
- Let's talk budget, channels & AI.