

AD Copy 2

You are building a **direct-response funnel to sell an AI receptionist / automation for HVAC companies** that:

- Instantly calls **Meta (Facebook) ad leads**
- **Qualifies** them (homeowner vs renter, intent, urgency)
- **Books real jobs** directly into the calendar
- Works **24/7**, especially after hours
- Prevents **lost jobs due to slow or missed follow-ups**

In practical terms, you are:

- Creating a **high-conversion landing page** that *demonstrates* the AI in action (live call simulator, speed-to-lead, ROI calculator)
- Positioning the product as a **revenue recovery system**, not “AI software”
- Targeting **HVAC owners running paid ads** who are already spending money but leaking revenue
- Using **Facebook ads** built around three core pain angles:
 1. Competitors calling first
 2. Lost jobs after hours
 3. Wasted Meta ad spend from missed leads

The end goal:

“**Turn existing HVAC ad spend into more booked jobs without hiring staff**, by replacing slow human follow-up with instant AI calling and qualification.

In short:

You're selling **speed, certainty, and recovered revenue** to HVAC owners who already know leads are expensive — they just don't realize how many they're losing.

Text COpy:

Primary Text

Running Meta ads for HVAC leads?

You're probably paying for leads you never talk to.

Missed calls.
Slow follow-ups.
After-hours forms.

Our AI calls every lead instantly, qualifies them, and books jobs automatically — so your ad spend actually turns into revenue.

Headline

Stop Wasting HVAC Ad Spend

Description

Recover lost jobs automatically

CTA

Calculate Lost Revenue

Video Copy

STRUCTURE (Second-by-Second)

0-3s: Hook

On Screen Text (Big):

Running Meta ads for HVAC leads?

Visual:

Meta ad dashboard

Lead count increasing

3-7s: Pain

On Screen Text:

You're probably paying for leads you never talk to

Visual:

Missed calls

Unopened lead notifications

After-hours timestamp

7-12s: Breakdown

On Screen Text (stacked):

Missed calls

Slow follow-ups

After-hours forms

Visual:

Each item flashes as visual example

12-18s: Solution

On Screen Text:

Our AI calls every lead instantly

Visual:

Lead comes in

AI starts call immediately

18-23s: Proof

On Screen Text:

Qualifies. Books. No staff needed.

Visual:

Calendar booking

“Confirmed” message

23-27s: CTA

On Screen Text:

Make your ad spend turn into revenue

Button / Caption:

Calculate Lost Revenue

Revision #2

Created 2025-12-15 07:52:04 UTC by Chandan Kumar

Updated 2025-12-15 07:53:22 UTC by Chandan Kumar