

Case Study: How I Generated 35 Qualified Applicants for an HVAC company in 1 Month

By Aaron Bogle: Owner of Tension Free Marketing

\$10.00 Daily	Jun 6, 2021, 7:00 ... 16 days ago	7-day click	5 On-Facebook Leads
\$10.00 Daily	Jun 6, 2021, 7:00 ... 16 days ago	7-day click or ...	30 On-Facebook Leads
	—	Multiple Attrib...	— On-Facebook Lead

Engagement Rate Ranking ▼ Ad Relevance ...	Conversion Rate Ranking ▼ Ad Relevance ...
Above average	Above average

Before I get into the results, if you want me to help you find more qualified applicants so you can fill your position faster, feel free to reach out by sending an email to abogle6@gmail.com or call/text me directly at 973-713-1828.

Michael is the owner of a plumbing and HVAC company in Northern NJ and was having trouble finding employees for his business.

He tried using Indeed, Monster, ads on paper, and other job sites, but nothing was budging.

He saw my content on YouTube ([Aaron Bogle](#)) and reached out for help.

He was looking for some HVAC and drain cleaning techs with at least 3 years of experience in the field.

Once I set up the ad, within hours qualified applicants were applying and he was able to schedule interviews with applicants.

So what were the keys to making the ad successful?

Below I list the reasons of success that helped **Michael not only find qualified applicants but hire some as well.**

Using Facebook as a platform

Facebook has millions of active users on it every single day. There is a 99% chance that the person applying for your job, has a Facebook account.



What makes Facebook so powerful is that it is a social platform and people like to help people out.

people will share posts that they think will help their friends, family, and acquaintances.

This means when you advertise a position through Facebook, people are more likely to share that job opening since it is an opportunity for someone else.



This makes Facebook great when it comes to filling a position. Your applicants are on their AND people are more likely to share your opening, meaning more candidates that can see and apply to the position.

You can have people fill out a short application directly on Facebook and you can contact/chat with the applicant once they fill out the form.

(Use the software Zapier to get instantly notified when a new applicant applies)

Precise Targeting

A very powerful component of Facebook ads to find employee is with its targeting.

If you did not know, you can target people who have specific interests or have performed specific actions that categorizes them in a specific interest.

For example, if someone went to Zillow or liked their Facebook page, they would be put under the interest Zillow.

Detailed Targeting

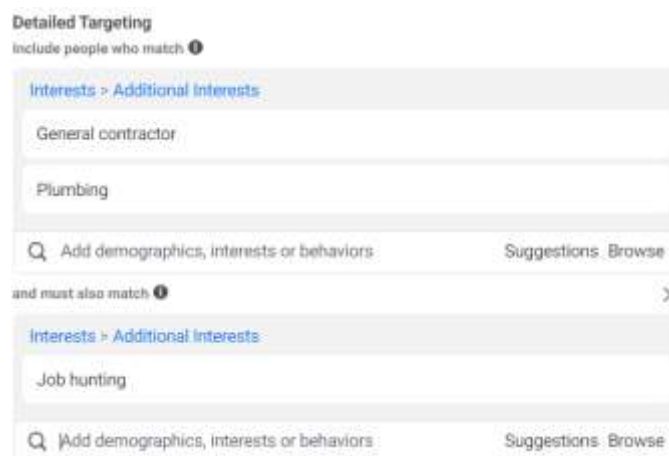
Include people who match ⓘ

Interests > Additional Interests

🔍 Add demographics, interests or behaviors Suggestions Browse

Why would a person like the Facebook page or visit Zillow? It is because they are looking to move sometime in the future and they are on Zillow to look at houses, apartments etc. Thus, if you are a real estate agent, you would target people who have been on Zillow.

How did this work for us when trying to find employees for Michael's company? Well not only could we target general contractors and plumbers, but we can also target even further by targeting contractors/plumbers looking for a job!



Thus, we are only showing the open position to people we want as employees. Also the audience size was big as well. As a rule of thumb, the bigger the audience the better so if you are in a small area and the total size of area is under 50K, you just want to do broad targeting.

Note: Since we are running employment ads on Facebook, there are some more restrictions to prevent discrimination. Thus, you cannot

change the age, gender, and some interests will not appear. So be sure to explore and see for yourself what interests you can find.

High Converting Ad Copy

Your ad copy is the words people will see as they are going through Facebook. People are bombarded with hundreds of posts per day, so we must make sure that it stands out.

The strong factor that makes the ad copy high converting is a strong offer that applicants you interview want. Do you have a sign on bonus? Can they start working within a week? Do you offer training? What are the benefits? Be sure to list all those things first to grab their attention. Then list your requirements.



Qualifying with the lead form

To ensure only quality candidates with the right amount of experience apply, we must ask qualification questions. The key to this is to not ask too many questions (remember they are on Facebook; you can always ask them more questions once you contact them through phone or email).

You just want to ask questions that ensure they fit the requirements on paper (they have the experience you are looking for).

If someone without the experience clicks on the ad, you just want to say to them for them to discontinue the application (see below for an example)

Do you have at least 3 years of plumbing and/or drain cleaning experience? If not, please do not apply

Yes

No

You can take the same ideas here and apply them to a messenger campaign so you can chat with applicants right on Facebook!

Type of applicants that applied.

Remember Michael was looking for hvac/drain cleaning techs with at least 3 years of experience. Here are just a few examples of the type of people who applied. Most of them had over 8+ years of experience!

New Plumbing/Drain Cleaning Tech Application

abogle6@gmail.com
[Redacted]
[Redacted]
[Redacted].com

Do you have any plumbing and or drain cleaning experience?
yes

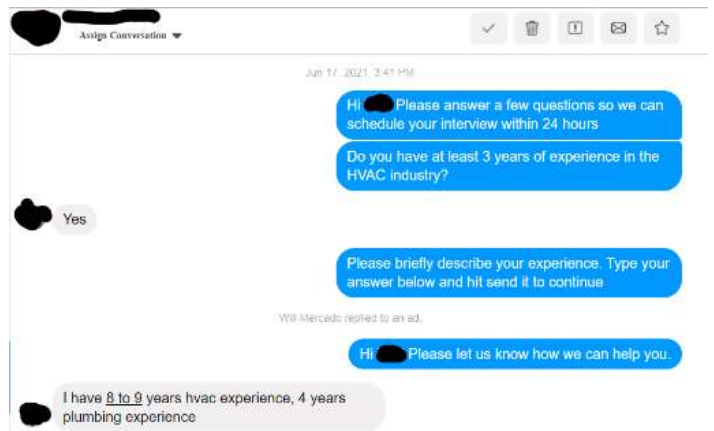
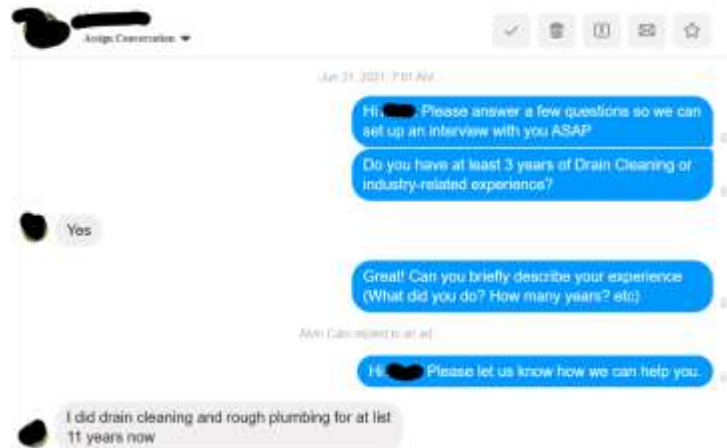
Describe Experience
Have been working as a hvac / plumbing tech for 16 years

New Plumbing/Drain Cleaning Tech Application

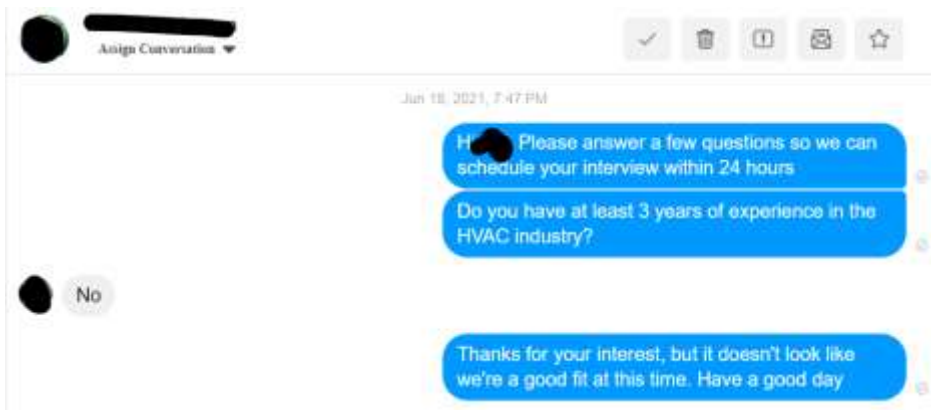
abogle6@gmail.com
[Redacted]
[Redacted]
[Redacted].com

Do you have any plumbing and or drain cleaning experience?
yes

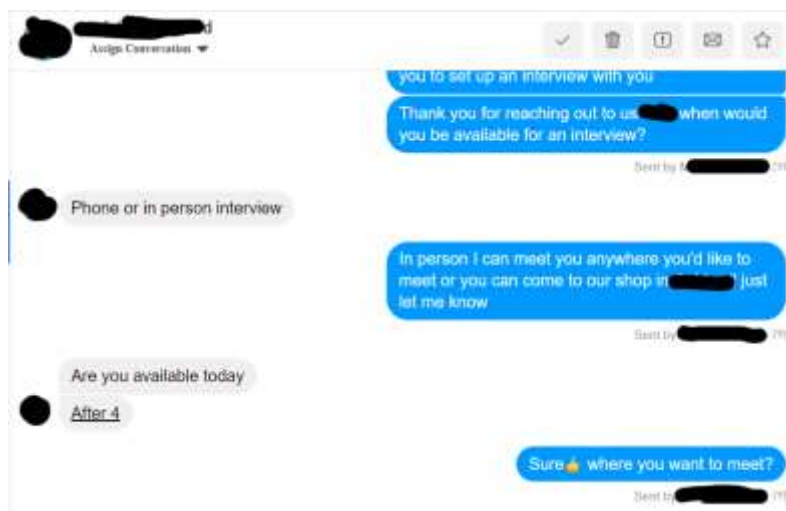
Describe Experience
I've been doing plumbing rough service and drain cleaning for 17 years



A nice feature is that if they do not have experience, if you set up a Facebook messenger campaign, Facebook will automatically disqualify them.



Eventually, Michael interviews a candidate who he later hired!



Here is a video from Michael himself.



[Click here](#) to view it on YouTube

That is how its done! Although he filled the positions, I still work with him to this day in case he needs new employees on short notice.

So if you are having trouble getting qualified applicants give this strategy a try!

If you would like help setting this up or have any questions for me. Feel free to reach out by sending an email to abogle6@gmail.com or call/text

me directly at 973-713-1828. I will respond within 24 hours to give you all the help needed to find you new employees!