

# State of Leads 2025



EverConnect™

## What is EverConnect?

Consolidated Marketing Solution Group Designed to meet you where you are and help you grow to the next level.

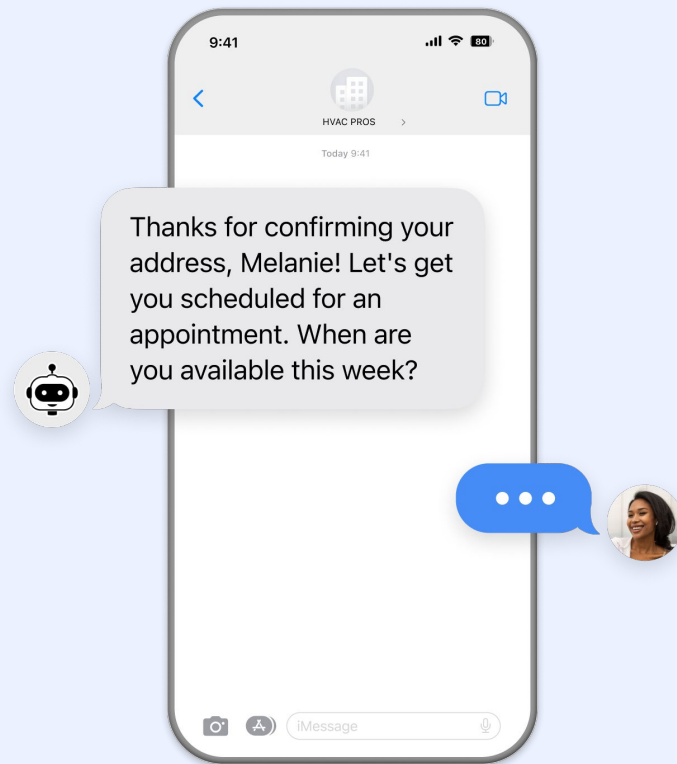
- SEO & Content Packages
- Paid Media Programs
- Physical & Digital Directories
- Pay Per Call Programs
- Pay Per Lead Programs





## AI CSRs platform for contact centers

- Higher conversion
- Lower overhead
- Scalable growth



## Agenda

- Lead gen
- Lead conversion
- Lead LTV

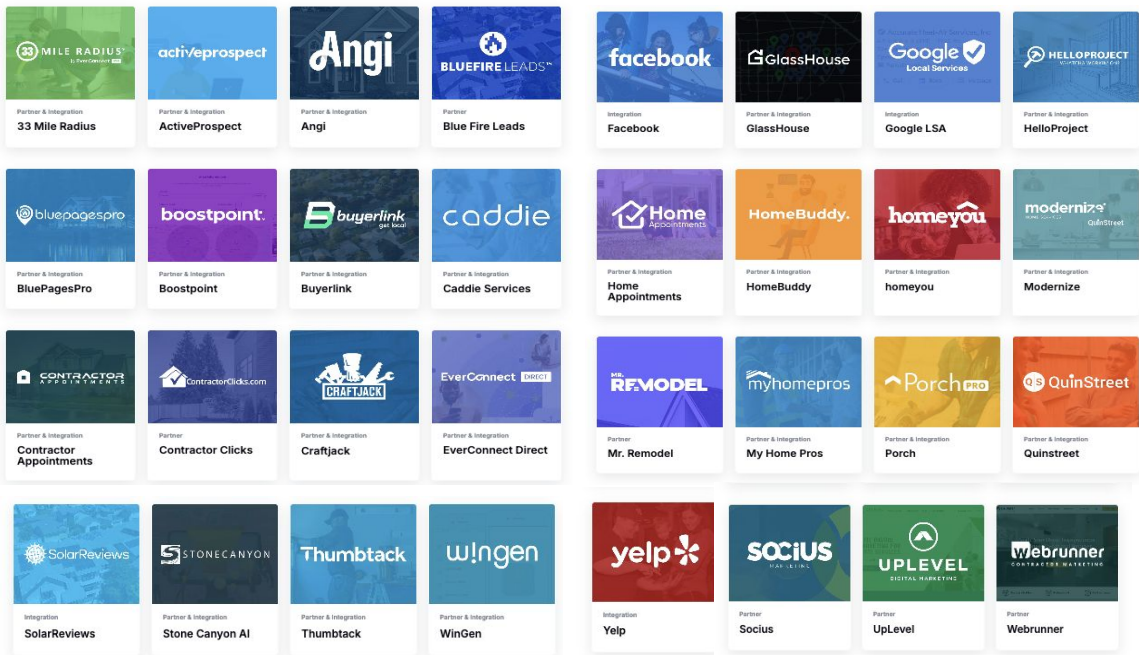
Share your questions, input, and strategies!

# Lead gen



EverConnect™

# How many lead sources?



It comes down to:

- Brand awareness
- Competition in market
- How well you can convert
- How well you can track

<https://www.usehatchapp.com/integrations>

## What types of lead sources?

### PAID

#### Pay per lead

- Google LSA
- Lead aggregators
- Pay per call

#### Pay per click

- Google
- Facebook

### ORGANIC

#### Website

- Contact forms

#### Listings

- Google LSA
- Lead aggregators
- Pay per call

### OFFLINE

- Radio/TV
- Grocery store dividers
- Vehicles
- Community events

## Lead temperature

Lead aggs	Paid ads	Organic	Website	Referral
-----------	----------	---------	---------	----------



- |   |   |  |
|---|---|--|
| <ul style="list-style-type: none"><li>● High volume</li><li>● Low cost</li><li>● Low intent</li><li>● More outreaches</li></ul> | <ul style="list-style-type: none"><li>● Medium volume</li><li>● Medium cost</li><li>● High intent</li><li>● Medium outreach</li></ul> | <ul style="list-style-type: none"><li>● Low volume</li><li>● No cost</li><li>● Highest intent</li><li>● Fewer outreaches</li></ul> |
|---|---|--|

You can still get value out of lead aggs - you just need to have the strategy in place



## BRAND AWARENESS

- This impacts your lead conversion rate
- Be building this at all times
- Lean on paid sources while you build
- Use paid sources after the fact as supplemental
- Attribution?
  - Build "how did you hear about us" into your lead intake/qualification process



## More lead gen tips

- Google LSA
  - Never pause your account
  - Disputing is gone
  - Always set your budget higher
  - Look at what your competitors are doing
- Lead aggs
  - Disposition reports
- Contact forms
  - Compliance!
- Multi-channel approach

**Job types**  
Control what types of leads you want to receive

HVAC Pro	AC maintenance	<input checked="" type="checkbox"/>	Clean ducts & vents	<input type="checkbox"/>
	Ductless heating and AC ser...	<input checked="" type="checkbox"/>	HVAC maintenance	<input checked="" type="checkbox"/>
	Heating maintenance	<input checked="" type="checkbox"/>	Install AC	<input checked="" type="checkbox"/>
	Install ducts & vents	<input checked="" type="checkbox"/>	Install heating system	<input checked="" type="checkbox"/>
	Install thermostat	<input checked="" type="checkbox"/>	Other	<input type="checkbox"/>
	Repair AC	<input checked="" type="checkbox"/>	Repair HVAC	<input checked="" type="checkbox"/>

Note: Don't accept jobs you're not qualified or licensed to complete. You're solely responsible for maintaining compliance with applicable laws, regulations and licensing requirements in each jurisdiction where you offer or provide services. [Learn more](#)

CANCEL SAVE

## Contact us today

First name

Last name

Email

Phone

Service needed

SUBMIT

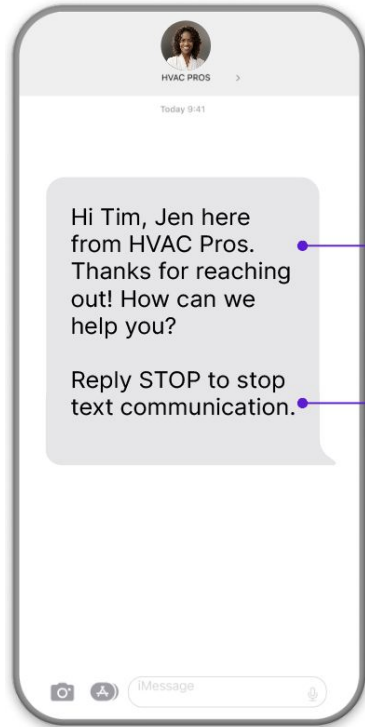
By submitting, you authorize [company] to reach out to you via phone, email, or text about your project needs. These communications may be sent using automation or generative AI. Frequency varies. Message/data rates may apply. You can opt out at any time. Consent is not a condition of purchase.

[Terms and conditions](#) | [Privacy Policy](#)

By submitting, you authorize [company] to reach out to you via phone, email, or text about your project needs. These communications may be sent using automation or generative AI. Frequency varies. Message/data rates may apply. You can opt out at any time. Consent is not a condition of purchase.

[Terms and conditions](#) | [Privacy Policy](#)

- ❑ Clear opt-in message ("By submitting, you are authorizing...")
- ❑ Company name
- ❑ To text/email/call
- ❑ For [brief purpose]
- ❑ May be automated
- ❑ Message frequency varies
- ❑ Message and data rates apply
- ❑ Consent is not a condition of purchase
- ❑ Link to SMS privacy page
- ❑ Link to SMS T&C page
- ❑ Optional:
  - ❑ We won't sell your data
  - ❑ You can opt out at any time



Company identifier

Opt-out instruction

- ❑ Company identifier
- ❑ Opt out instructions, with the opt-out keyword in ALL CAPS.
  - ❑ STOP
  - ❑ UNSUBSCRIBE
  - ❑ END
  - ❑ CANCEL
  - ❑ QUIT
  - ❑ STOPALL

\*\* This IS an exhaustive list of official terms, you cannot use synonyms.

## Vetting a lead provider

- Intent of leads
- Can you turn it off and on
- Onboarding and support
- Reporting
- Who else is using you?

## Controlling your lead volume

- We'll get to this later!

## Cost of marketing (COM)

- Total marketing expenses
- Best calculated as a percentage of revenue
- This can be anywhere from 3% to 15% depending on you industry and the nature of your jobs

$$COM\% = \left( \frac{\text{Total Marketing Expenses}}{\text{Total Revenue}} \right) \times 100$$

# Lead conversion



EverConnect™



## Question for the audience

- Response rates?
- Conversion rates?
- Sit rates?

Here's what we see:

- Full range of response rates: 40% - 90%
- What gets the response?

## Response rate → conversion rate

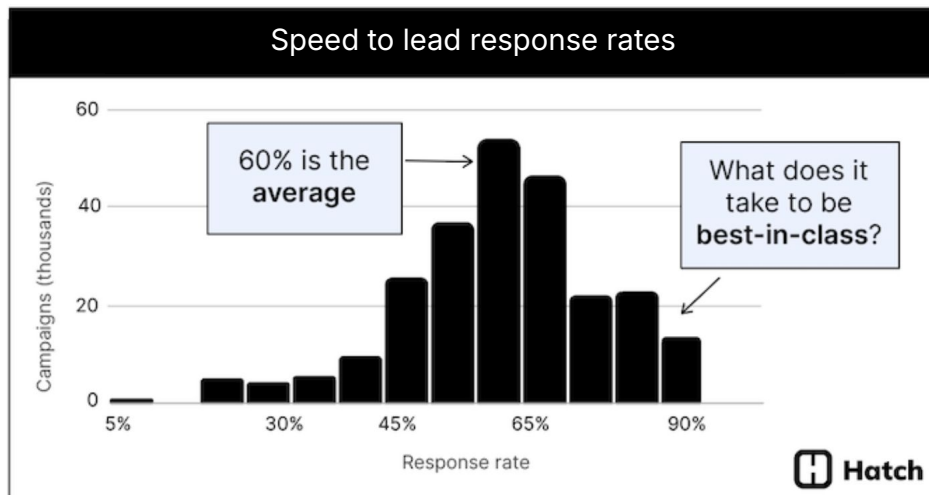
	20% response rate	80% response rate
Leads	300	300
Responses	60	240
Appointments	30	120

*4x more appointments with  
the same number of leads*

Hatch

## Factors that affect conversion rates

We see 60% on average, but best in class is 80-90%

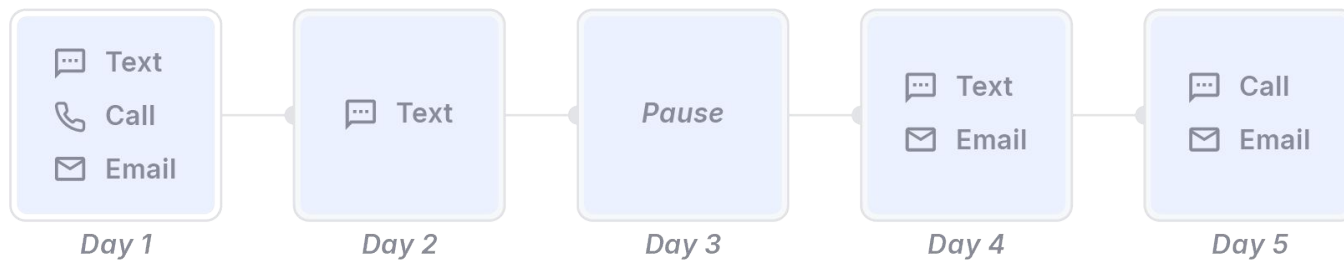


## Best in class response rates:

- **Short messages:** 160-220 characters
- **Invite a response:** End with a clear ask that requires a simple answer. Don't put any work on their plate.
- **Use multiple channels:** Text, email, call
- **Multiple touch:** 8-12 touches to get a response
- **Reach out immediately:** Conversion rates drop 8x after the first five minutes.
- **Reply immediate:** Once they respond to you

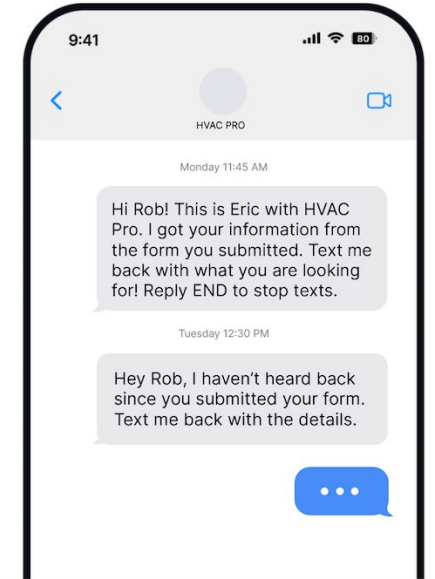
[Best Practice Guide](#)

## Best in class response rates:



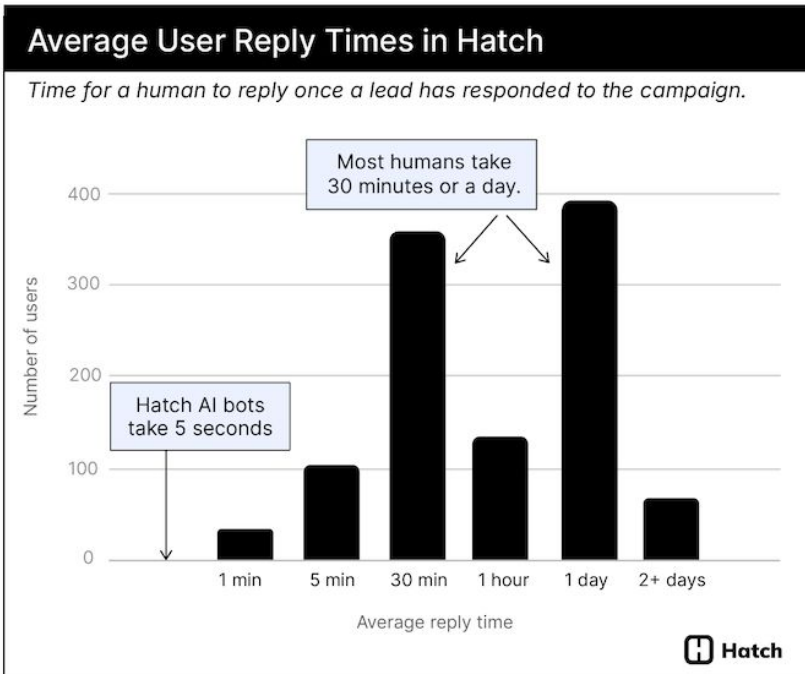
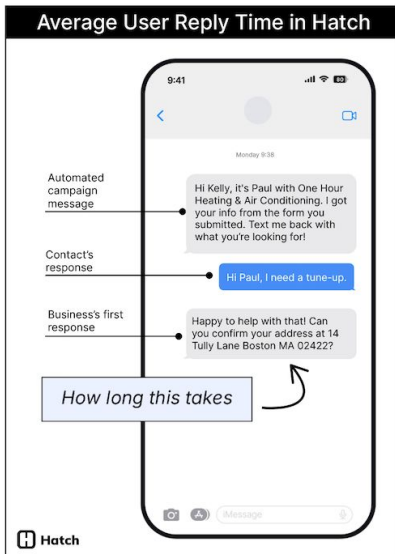
[Campaign Templates](#)

## Best in class response rates:

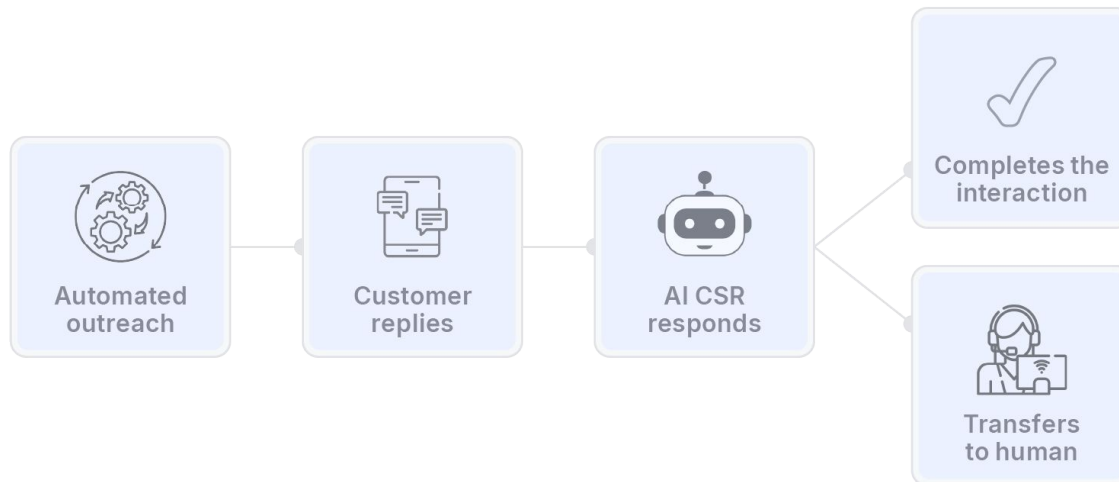


[Campaign Templates](#)

# User reply times



# Hatch AI





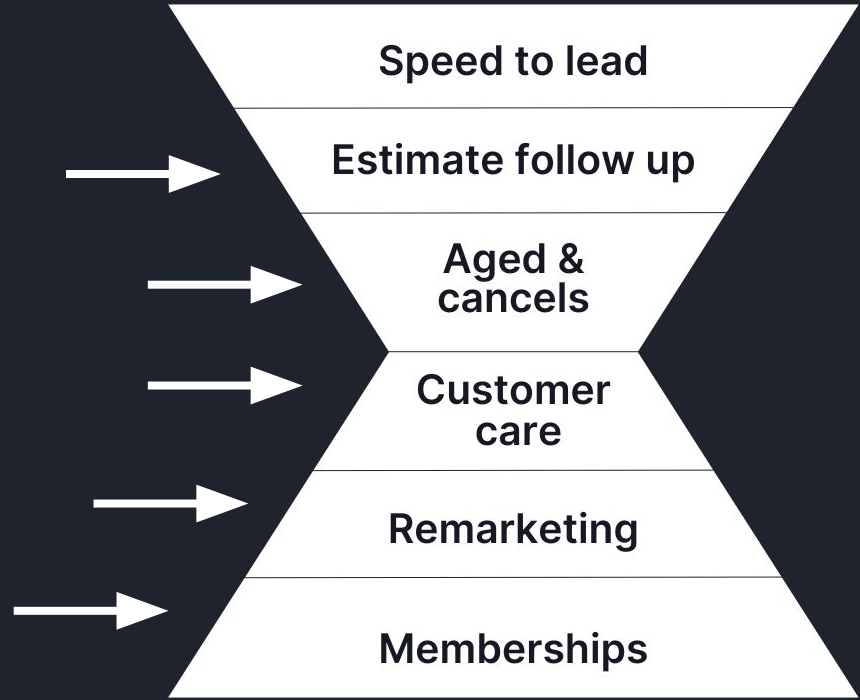
## Factors outside of Hatch that affect response and conversion rates

- The intent (speed to lead, estimate follow-up, rehash, recontact)
- Your attitude
  - We want to do business with you
- Competition in market
- Brand awareness (there it is again)

# Lead LTV



EverConnect™



## Controlling your lead volume

- Creating leads for yourself
- Outbounding your database during slow periods

# Q&A