

8 HVAC Email Marketing Templates

These templates are designed to help HVAC companies stay connected with customers throughout the year. Simply personalize each email with your company name, promotions, and scheduling link.

Welcome Email

Trigger:

Immediately after a customer schedules or completes their first service.

Subject:

Welcome to {{Company Name}}

Body:

Hi {{First Name}},

Thank you for choosing {{Company Name}}.

We're excited to help keep your home comfortable throughout the year.

As one of our customers, you'll receive:

- Seasonal maintenance reminders
- Helpful HVAC tips
- Exclusive promotions
- Priority updates

If you ever have questions about your heating or cooling system, we're just a phone call away.

👉 **Visit Our Website:** {{Website}}

Welcome to the family!

{{Company Name}}

Seasonal Promotion

Trigger:

30-60 days before the start of the cooling or heating season.

Subject:

Is Your HVAC System Ready for the Season?

Body:

Hi {{First Name}},

The next heating/cooling season is almost here, which means your HVAC system is about to work its hardest.

A professional tune-up helps:

- Improve energy efficiency
- Reduce unexpected breakdowns
- Extend equipment life
- Keep your home comfortable

Schedule your seasonal maintenance before our busiest weeks fill up.

👉 **Book Your Appointment:** {{Scheduling Link}}

We look forward to helping you stay comfortable all season long.

{{Company Name}}

Maintenance Reminder

Trigger:

Six or twelve months after the customer's last maintenance appointment.

Subject:

It's Time for Your HVAC Maintenance

Body:

Hi {{First Name}},

According to our records, it's time for your next HVAC maintenance visit.

Routine maintenance helps prevent costly repairs while keeping your system operating efficiently.

During your appointment we'll:

- Inspect your entire system
- Replace or clean filters (if applicable)
- Check refrigerant levels
- Test system performance
- Identify potential issues before they become expensive repairs

Schedule your maintenance today.

👉 **Reserve Your Appointment:** {{Scheduling Link}}

Thank you for trusting {{Company Name}}.

Monthly Newsletter

Trigger:

Send once each month.

Subject:

This Month's HVAC Tips for Lower Energy Bills

Body:

Hi {{First Name}},

Here's your monthly HVAC update.

This month's tips include:

- ✓ Easy ways to lower your energy bill
- ✓ Signs your HVAC system needs service
- ✓ Indoor air quality advice
- ✓ Seasonal maintenance reminders

If you have questions about your HVAC system, we're always happy to help.

👉 **Schedule Service:** {{Scheduling Link}}

See you next month!

{{Company Name}}

Reengagement Campaign

Trigger:

Customer has not scheduled service within the past 18-24 months.

Subject:

We've Missed You

Body:

Hi {{First Name}},

It's been a while since we've serviced your HVAC system.

If everything has been running well—that's great!

If not, we'd love the opportunity to earn your business again.

For a limited time, we're offering:

{{Promotion}}

Schedule your next appointment today.

👉 **Book Online:** {{Scheduling Link}}

We hope to see you again soon.

{{Company Name}}

Referral Email

Trigger:

One to three days after completing a successful service appointment.

Subject:

Know Someone Who Needs HVAC Service?

Body:

Hi {{First Name}},

Thank you for choosing {{Company Name}}.

If you were happy with your experience, we'd appreciate your referral.

When you refer a friend, neighbor, or family member, you'll receive:

{{Referral Reward}}

Simply have them mention your name when scheduling service.

Thank you for helping our local business grow.

{{Company Name}}

Financing Email

Trigger:

When promoting HVAC replacements or major repairs.

Subject:

Need a New HVAC System? Flexible Financing Is Available

Body:

Hi {{First Name}},

Replacing an HVAC system is a major investment.

That's why we offer financing options that allow qualified homeowners to spread payments over time.

Benefits include:

- Affordable monthly payments
- Fast approval process
- Flexible financing options
- Energy-efficient equipment

Learn more about your financing options today.

 **Request a Free Estimate:** {{Scheduling Link}}

{{Company Name}}

Review Request Email

Trigger:

Within 24 hours after completing a service appointment.

Subject:

How Did We Do?

Body:

Hi {{First Name}},

Thank you for choosing {{Company Name}}.

If you were happy with your experience, would you take a minute to leave us a review?

Your feedback helps other homeowners choose a trusted HVAC company.

 **Leave a Review:** {{Review Link}}

Thank you again for your business. We appreciate your support.

{{Company Name}}
