



Campaign Playbook

September 2026

PREPARED FOR

Merle's Mechanical

Generated September 21, 2026

Demonstration report. All businesses and review data shown are fictional.

Playbook Summary

TOTAL ASSETS 15	COMPETITORS TAR- GETED 3	WEAKNESS THEMES 4	ASSET TYPES 5
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This playbook contains every campaign asset generated for Merle's Mechanical, organized by competitor and weakness theme. Use it as a deployment-ready reference; each asset has been validated against its platform's character limits.

Not built this period: DFW Climate Pros — Polite-but-Slow Callbacks (2); Brasswood Mechanical — Premium Pricing (2), After-Hours Booking Friction (2), Premium Diagnostic Reputation (1). Each of these rests on one or two complaints: real, but too thin to build a campaign on, so it is listed in the Monthly and the Deep Dive with its count and left alone until more arrive.

AccuTemp HVAC Services

CRITICAL

Surprise Diagnostic Fees

Exploitability 9/10 · 5 assets

MARKETING ANGLE

Lead with flat-rate diagnostic pricing — the quote we give over the phone is the quote on the invoice

Email Hook

Subject: Your HVAC quote should match your invoice

Preview: Flat-rate diagnostic. Written quote before any work. The number we quote is the number you pay.

If you've ever booked an HVAC diagnostic at \$89 and watched the final bill balloon past \$400, you already know the surprise-fee playbook: trip fees, minimum service charges, disposal fees, and the dreaded 'oh, that's not included.'

At Merle's Mechanical, we've made the flat-rate written quote our default — what we write down before the work is exactly what lands on your invoice. Family-owned Dallas HVAC since 2005, master-certified technicians, same-day diagnosis.

Ready for an HVAC quote that actually matches the invoice? Book today.

GBP Post

Surprise HVAC bills shouldn't happen. At Merle's Mechanical, every diagnostic visit starts with a flat-rate, written quote — before our tech touches your unit. The price we quote is the price on your invoice. No trip fees, no minimum service charges, no fine-print add-ons. Family-owned Dallas HVAC since 2005. Ready for a quote you can actually trust? Book today.

CTA: Book Now (<https://merlesmechanical.example/book>)

Google Ads

Variation 1

Headline 1: Flat-Rate AC Diagnostic

Headline 2: No Surprise HVAC Fees

Headline 3: Same-Day Service

Description 1: Tired of hidden HVAC fees? Flat-rate diagnostic, written quote before any work begins.

Description 2: The price we quote is the price you pay. Honest HVAC pricing in Dallas. Book online today.

Variation 2

Headline 1: Honest HVAC Pricing

Headline 2: Dallas AC & Heating Pro

Headline 3: Written Quote Upfront

Description 1: Flat-rate diagnostic, no trip fees, no surprise charges. Merle's Mechanical, Dallas.

Description 2: Every visit starts with a written quote. The quote is what you pay. Family-owned 2005.

Variation 3

Headline 1: No Hidden HVAC Fees

Headline 2: Quote = Final Invoice

Headline 3: Merle's Mechanical

Description 1: Family-owned Dallas HVAC. Flat-rate quotes, master-certified techs, same-day diagnosis.

Description 2: Written quote before we touch your unit. No surprise diagnostic charges. Book today.

Variation 4

Headline 1: \$89 Diagnostic Stays \$89

Headline 2: Honest Dallas HVAC

Headline 3: Master-Cert Techs

Description 1: Other HVAC quoting \$89 and billing \$450? Merle's flat-rate diagnostic stays flat.

Description 2: No trip fees, no minimum charges, no 'oh by the way.' Book a flat-rate AC visit today.

Keywords: flat rate hvac dallas, honest hvac pricing, no hidden ac fees, same day ac repair dallas, hvac diagnostic dallas

Negative Keywords: -free hvac, -cheap ac repair, -ac discount

Geo Targeting: 20 mile radius around Dallas, TX 75229

Meta Ads

Variation 1

Hook: \$89 diagnostic stays \$89. Promise.

Body: Merle's Mechanical: flat-rate diagnostic, written quote, no surprise add-ons.

Family-owned Dallas HVAC since 2005.

CTA: Book Flat-Rate Diag

Audience: DFW homeowners, ages 30-65, interested in home services, HVAC, consumer protection

Variation 2

Hook: Written quote. Honored to the cent.

Body: Every Merle's visit starts with a written flat-rate quote. What we write down is what you pay. No surprises.

CTA: See Our Pricing

Audience: DFW homeowners, ages 35-60, interested in home maintenance, HVAC

SEO Brief

Target Keyword: flat rate hvac dallas

Meta Description: What flat-rate HVAC pricing actually means in Dallas — how to spot bait-and-switch operators and how Merle's Mechanical handles diagnostics.

Outline:

- H2: The Hidden-Fee Problem in HVAC
- Trip fees, minimum service charges, and disposal add-ons
- Why phone-quoted diagnostic prices balloon by 2-5x
- Real DFW homeowner stories of bait-and-switch bills
- H2: What Flat-Rate Quoting Looks Like in Practice
- The booking-to-invoice workflow with a written quote
- What's included in a Merle's flat-rate diagnostic
- How we handle scope changes mid-visit
- H2: Questions to Ask Before Booking a Diagnostic
- Is the quoted price the final price?
- Are trip fees separate from the diagnostic fee?
- Will the tech show me a written quote before any work starts?
- H2: How Merle's Mechanical Handles Pricing
- Our flat-rate diagnostic commitment, in plain language
- Why we publish written quotes before any AC work begins
- What happens if the actual repair exceeds the quote

Aggressive Replacement Push

Exploitability 9/10 · 4 assets

MARKETING ANGLE

Position as the honest repair-first HVAC company — we fix what we can fix and tell you when replacement is truly the right call

Email Hook

Subject: Before you buy a \$9K HVAC system, read this

Preview: Repair-first diagnosis from master-certified techs. Often the real fix is a \$120 part.

If another HVAC company quoted you a brand-new system before they'd even diagnosed the real problem, you deserve a second opinion.

At Merle's Mechanical, our master-certified technicians lead with honest repair-first diagnosis. We'll tell you exactly what's wrong, what it costs to fix, and only recommend replacement when it's genuinely the right call. Most 'you need a new system' quotes turn out to be a \$120 capacitor or a \$300 motor.

Ready for an honest second opinion? Book today.

GBP Post

Another HVAC company telling you that you 'need' a brand-new \$9,000 system? Get a second opinion first. At Merle's Mechanical, our master-certified technicians lead with repair-first diagnosis – and we'll tell you honestly whether the fix is a \$120 capacitor or a genuine replacement. Family-owned Dallas HVAC since 2005.

CTA: Book Second Opinion (<https://merlesmechanical.example/second-opinion>)

Google Ads

Variation 1

Headline 1: Honest HVAC Repair First

Headline 2: Repair Before Replace

Headline 3: Save Your AC System

Description 1: Other HVAC pushing a new system? Get a second opinion. We fix what we can fix.

Description 2: Most AC problems are a part swap – not a \$9,000 replacement. Honest diagnosis in Dallas.

Variation 2

Headline 1: Second Opinion HVAC

Headline 2: Repair-First Diagnosis

Headline 3: Merle's Mechanical

Description 1: Pressured into a new HVAC system? Get an honest diagnosis. Save thousands today.

Description 2: Master-certified techs, repair-first approach. Save thousands on unnecessary replacements.

Variation 3

Headline 1: Skip the \$9K Replacement

Headline 2: Repair-First HVAC

Headline 3: Dallas Master Techs

Description 1: Quoted a brand-new system? We diagnose first. Often a \$120 part swap is the real fix.

Description 2: Merle's master-certified techs lead with honest repair before pitching a replacement.

Keywords: hvac second opinion dallas, honest ac repair dallas, hvac repair vs replace, avoid hvac upselling

Negative Keywords: -new hvac install, -system replacement quote

Geo Targeting: 20 mile radius around Dallas, TX 75229

Meta Ads

Variation 1

Hook: Replace? Or just a capacitor?

Body: Merle's master-cert techs lead with repair-first diagnosis. Replace only when it's genuinely the right call.

CTA: Free Second Opinion

Audience: DFW homeowners, ages 35-65, interested in home repair, HVAC, consumer advocacy

Variation 2

Hook: \$9,000 quote? Get a 2nd opinion.

Body: Before you buy a brand-new HVAC system, let Merle's master-cert techs diagnose what's really wrong. Often a \$120 part.

CTA: Free 2nd Opinion

Audience: DFW homeowners, ages 40-70, interested in home maintenance, HVAC, retiree finance

Bluevane Air Solutions

HIGH

Diagnostic Bouncing

Exploitability 9/10 · 3 assets

MARKETING ANGLE

Position as the HVAC company that diagnoses it right the first time — master techs with a one-visit-fix track record

Email Hook

Subject: Three techs, three diagnoses, still broken?

Preview: One visit, one diagnosis, one repair from master-certified Merle's Mechanical techs.

If you're three visits and \$1,200 deep into HVAC repairs and the AC still doesn't work right, the problem isn't the AC — it's the diagnostic discipline at the company you've been calling.

At Merle's Mechanical, master-certified technicians handle every diagnostic visit. We diagnose accurately the first time so you're not paying for trial-and-error guesses. One visit, one diagnosis, one repair.

Ready to actually fix the problem? Book a master-tech visit today.

GBP Post

Tired of HVAC techs guessing? Three visits, three diagnoses, \$1,200 in charges, and the AC still doesn't work right? At Merle's Mechanical, our master-certified technicians diagnose accurately on the first visit. One visit, one diagnosis, one repair — that's the standard. Family-owned Dallas HVAC.

CTA: Book Master Tech (<https://merlesmechanical.example/book>)

Google Ads

Variation 1

Headline 1: AC Fixed First Visit

Headline 2: Master Cert HVAC Techs

Headline 3: No Diagnostic Loops

Description 1: Tired of HVAC techs guessing? Master-certified diagnosis. Fixed on the first visit.

Description 2: One visit, one diagnosis, one repair. Skip the costly trial-and-error from other techs.

Variation 2

Headline 1: One-Visit AC Fix

Headline 2: Stop the Diag Loop

Headline 3: Merle's Mechanical

Description 1: Three techs, three diagnoses, AC still broken? Merle's master-cert team fixes it once.

Description 2: We diagnose accurately on visit one. No billing you for trial-and-error guesses.

Keywords: first visit ac repair dallas, master certified hvac, accurate ac diagnosis dallas

Negative Keywords: -diy hvac, -diagnose ac myself

Geo Targeting: 20 mile radius around Dallas, TX 75229

Coppervale Heating & Air

HIGH

Warranty Refusal & Fine-Print Charges

Exploitability 8/10 · 3 assets

MARKETING ANGLE

Position as the HVAC company that honors warranties without fine-print gotchas — full coverage, no labor add-ons

Email Hook

Subject: An HVAC warranty should mean something

Preview: Parts and labor covered, honored the first time you call. No fine-print exclusions.

If your HVAC company has ever denied a warranty claim on a 'lack of maintenance record' technicality, you already know the playbook: install the system, deny the warranty, charge full retail for the repair.

At Merle's Mechanical, every install comes with a written warranty that covers BOTH parts AND labor. We honor it the first time you call – no maintenance-record audits, no fine-print exclusions, no 'but you didn't...' run-around.

Ready for an HVAC warranty that actually means something? Book today.

GBP Post

An HVAC warranty shouldn't have fine-print gotchas. At Merle's Mechanical, every install comes with a written warranty that covers both parts AND labor – and we honor it the first time you call, no maintenance-record audit, no 'but you didn't...' run-around. Family-owned Dallas HVAC since 2005.

CTA: Call Today (tel:2145550700)

Google Ads

Variation 1

Headline 1: Real HVAC Warranty

Headline 2: Labor Always Included

Headline 3: No Fine-Print Gotchas

Description 1: Tired of warranty denials? Written warranty covers parts and labor – no fine print.

Description 2: Full HVAC warranty on every install. Labor included. Honored the first time, every time.

Variation 2

Headline 1: No Warranty Run-Around

Headline 2: Parts + Labor Covered

Headline 3: Merle's Mechanical

Description 1: Other HVAC denied your warranty? Merle's covers parts and labor – honored same day.

Description 2: Full written HVAC warranty. No maintenance-record audits. No fine-print exclusions.

Keywords: hvac warranty dallas, hvac labor warranty, no warranty denial hvac

Negative Keywords: -extended warranty

Geo Targeting: 20 mile radius around Dallas, TX 75229

What to do next

1. Start with Surprise Diagnostic Fees against AccuTemp HVAC Services (exploitability 9/10): its 5 assets are ready to run — Email Hook, GBP Post, Google Ads, Meta Ads, SEO Brief.
2. Marketing angle: Lead with flat-rate diagnostic pricing — the quote we give over the phone is the quote on the invoice.
3. Then work down in priority order, highest exploitability first. Every asset is written without naming a competitor; keep it that way in anything you adapt.
4. Google Ads variations are already within the 30-character headline and 90-character description limits; the other asset types have no hard platform limit but follow WeakSpot's house style. Refresh the playbook monthly as new complaint patterns emerge.