



EOS PLAN

The DCP FIT “EOS Plan” Program is the most comprehensive, technology-forward and sophisticated program designed to position your company as the most visible, innovative, and convenient HVAC Solutions provider in your market. It’s designed to help you accelerate your results through branding, website positioning, consumer conversion experience, and financing solutions.

Depending on your sales volume, projected annual sales growth, and goals, each Track allows you to progress in your market. Below is an overview of the Tracks. You can get detailed information on what’s included in the track and investment levels here www.ciwebgroup.com/eos-worldwide

WEBSITE & SEO PACKAGES

EOS PLAN	1E - ENTRY	2E - BASIC	3E - PRO	4E - PRO +	5E - LEADER	6E - DOMINATOR
EOS Plan IDs	1E	2E	3E	4E	5E	6E
Website - One-Time Investments	\$2,000.00 \$200 per page of content (1 per keyword required)	\$2,000.00 \$200 per page of content (1 per keyword required)	\$3,500.00 \$200 per page of content (1 per keyword required)	\$3,500.00 \$200 per page of content (1 per keyword required)	\$6,500.00 \$200 per page of content (1 per keyword required)	\$6,500.00 \$200 per page of content (1 per keyword required)
Website	Rad	Rad Site	Custom	Custom	Custom	Custom
Monthly Marketing & Tech Investment	\$500.00	\$1,000.00	\$3,000.00	\$4,000.00	\$7,000.00	\$10,000.00
One Time Content / Mo SEO Blogs / Mo Custom Blogs	1 / 1 / 0	2 / 1 / 0	4 / 3 / 0	5 / 4 / 0	7 / 4 / 0	8 / 5 / 0
SEO Phrases / Cities / Backlinks / Local Listings	10 / 1 / 15 / 0	15 / 2 / 20 / 0	25 / 2 / 40 / 0	30 / 3 / 50 / 70	45 / 4 / 120 / 70+	50 / 5 / 120+ / 70+
Integrations - Financing & Technology	Included	Included	Included	Included	Included	Included
Social Media Marketing					Facebook (Weekly)	Facebook Marketing twice a week

The following are included in all plans: Financing Integration, FMS/CRM Integration, Hosting, Maintenance, Security, Backups, Support, Call Tracking, Basecamp Project Management, Quarterly Strategy Sessions, Access to MySocialMediaGraphics.com, Reporting & Results Tracking.

* Additional fees for fyxify, FMS/Service Pro will apply.
Learn more at www.ciwebgroup.com/fyxify

Schedule a Strategy Session Today
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BRANDING PLANS

The DCP FIT “EOS Branding Plans” Program is the most comprehensive, technology-forward and sophisticated program designed to position your company as the most visible, innovative, and convenient HVAC Solutions provider in your market. It’s designed to help you accelerate your results through branding, website positioning, consumer conversion experience, and financing solutions.

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BRANDING PACKAGES

EOS BRANDING PLANS	1E - ENTRY	2E - BASIC	3E - STANDARD	4E - PREFERRED	5E - PLATINUM	6E - VIP
EOS Plan IDs	1E	2E	3E	4E	5E	6E
Branding - One Time Investment	\$1,500.00	\$2,000.00	\$2,500.00	\$3,000.00	\$3,500.00	\$4,000.00
Custom Graphics - Annual	-	-	1	2	3	4
Logo	PNG	PNG	PNG	PNG	PNG	PNG
Color Specs	X (3)	X (5)	X	X	X	X
Tagline	-	-	X	X	X	X
SM Profiles	-	-	-	X	X	X
Messaging / Voice / Identity	-	-	-	-	X	X
Mascot	-	-	-	-	-	X

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