



Why
Private
Label
Plus?

PLP PLAN

The DCP FIT “PLP 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/plp

WEBSITE & SEO PACKAGES

PLP PLAN	1P - BEGINNER	2P - ENHANCED	3P - ADVANCED	4P - PROFESSIONAL	5P - ULTIMATE	6P - EXTREME
PLP Plan IDs	1P	2P	3P	4P	5P	6P
Website - One-Time Investments	\$7,500.00 \$200 per page of content (1 per keyword required)	\$7,500.00 \$200 per page of content (1 per keyword required)	\$7,500.00 \$200 per page of content (1 per keyword required)	\$7,500.00 \$200 per page of content (1 per keyword required)	\$7,500.00 \$200 per page of content (1 per keyword required)	\$7,500.00 \$200 per page of content (1 per keyword required)
Website	Custom	Custom	Custom	Custom	Custom	Custom
Monthly Marketing & Tech Investment	\$650.00	\$2,500.00	\$5,000.00	\$6,000.00	\$9,000.00	\$12,000.00
One Time Content / Mo SEO Blogs / Mo Custom Blogs	4 / 1 / 0	5 / 2 / 0	6 / 3 / 0	7 / 0 / 3	8 / 0 / 4	9 / 0 / 5
SEO Phrases / Cities / Backlinks / Local Listings	25 / 2 / 30 / 0	30 / 2 / 50 / 0	35 / 3 / 70 / 70	40 / 3 / 100 / 70	50 / 4 / 120 / 70+	65 / 6 / 120+ / 70+
Integrations - Financing & Technology	Included	Included	Included	Included	Included	Included
Social Media Marketing					Facebook (Weekly)	Facebook (Weekly)

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 fixify, FMS/Service Pro will apply.
Learn more at www.ciwebgroup.com/fixify

Schedule a Strategy Session Today
www.ciwebgroup.com/plp



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BRANDING PLANS

The DCP FIT “**PLP 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

PLP BRANDING PLANS	1P - BEGINNER	2P - ENHANCED	3P - ADVANCED	4P - PROFESSIONAL	5P - ULTIMATE	6P - EXTREME
PLP Plan IDs	1P	2P	3P	4P	5P	6P
Branding - One Time Investment	\$3,000.00	\$4,000.00	\$5,000.00	\$6,000.00	\$7,000.00	\$8,000.00
Custom Graphics - Annual	3	4	5	6	7	8
Logo	PNG	PNG	PNG	Vector	Vector	Vector
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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