



FUTURE INNOVATORS TRACK PLAN



The DCP FIT "Future Innovators Track" 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 futureinnovatortrack.com.

WEBSITE & SEO PACKAGES

FUTURE INNOVATORS TRACK	1D - STARTER	2D - BUILDER	3D - DRIVER	4D - INNOVATOR	5D - LEADER	6D - DOMINATOR
Daikin Plan IDs	1D	2D	3D	4D	5D	6D
Website - Investment	\$5,500.00	\$6,500.00	\$8,000.00	\$10,000.00	\$15,000.00	\$20,000.00
Monthly Marketing & Tech Investment	\$1,000.00	\$2,000.00	\$4,000.00	\$6,000.00	\$8,000.00	\$10,000.00
Account Management	\$100/mo	\$100/mo	\$100/mo	\$100/mo	\$100/mo	\$100/mo
20% of Ad Spend for PPC Management	✓	✓	✓	✓	✓	✓
Website	Custom	Custom	Custom	Custom	Custom	Custom
One Time Content / SEO Monthly Blogs / Custom Blogs	3 / 1 / 0	4 / 2 / 0	5 / 3 / 0	6 / 0 / 3	7 / 0 / 4	8 / 0 / 5
SEO Phrases / Cities / Backlinks	20 / 1 / 30	25 / 2 / 50	30 / 3 / 70	40 / 4 / 100	60 / 5 / 120	80 / 6 / 120+
Financing and CRM Integration	Included	Included	Included	Included	Included	Included
Social Media Marketing	Daikin	Daikin	Daikin	Facebook (Weekly)	Facebook (Weekly)	Facebook (2x / Week)
Local Listings			70+	70+	70+	70+

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
www.futureinnovatortrack.com



SCAN ME



DAIKIN

BRANDING PLANS

The DCP FIT “**Daikin 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.

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 futureinnovatortrack.com.

BRANDING PACKAGES

FAST TRACK PLAN	ENTRY	BASIC	STANDARD	PREFERRED	PLATINUM	VIP
Daikin Plan IDs	1D	2D	3D	4D	5D	6D
Branding - One Time Investment	\$2,500.00	\$3,500.00	\$4,500.00	\$5,500.00	\$6,500.00	\$7,500.00
Custom Graphics - Annual	2	3	4	5	6	7
Logo	PNG	PNG	PNG	PNG	Vector	Vector
Color Specs	✓(3)	✓(5)	✓	✓	✓	✓
Tagline	-	-	✓	✓	✓	✓
SM Profiles	-	-	-	✓	✓	✓
Messaging / Voice / Identity	-	-	-	-	✓	✓
Mascot	-	-	-	-	-	✓

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