

Upgrade To Comfort 2019 Carrier Dealer Program



Your Carrier Dealer Network



Yes, I want to save 80% on my marketing costs. (Includes all 3 components below.)

\$2,750 Investment until March 31 (\$12,950 Value)

\$3,000 Investment after March 31 (\$12,950 Value)

1. Advertising Components (\$9,000 Budget)

- Budget of \$8,000 for Custom Spring 2018 Campaign (dealer choice of media)
- Budget of \$600 for 12-Month Google Adwords Campaign (dealer-specific targeting)
- Budget of \$400 for Facebook and Instagram Advertising (dealer-specific targeting)

2. Website Components on UpgradeToComfort.com

- Custom Dealer Page with direct link to receive Contact Form Submissions
- Featured Dealer on Home Page (2-week rotation)
- Featured Listing on Directory and Map with Link (Name/Address/Contact)
- Featured Dealer on Monthly Email Distribution with Link (monthly rotation of Logo/Ad)

3. Ongoing Marketing Initiatives Promoting Brand and Participating Dealers

- Cause Marketing, Community Sponsorships and Events that dealers can participate in and/or attend
- Social Media contests to grow customer awareness and database
- 12-Month Pay-Per-Click Ad Campaigns promoting brand awareness and driving customers to website/dealer pages
- 12-Month FB/I/Twitter/YouTube Ad Campaigns supporting brand awareness and website/social media traffic
- Seasonal Broadcast and Digital Media Campaigns to educate, grow brand awareness and drive website visits
- Development of new HVAC content and information helpful to prospective HVAC customers

Just put me on the map.

Website directory and listing only: \$600 Investment (\$1,200 Value)

- Listing on upgradetocomfort.com Directory and Map

Optional Add-On / Social Media

- Dealer Facebook Page Content/Postings/Monitoring (*billed separately*): \$ 60/month

presented by



Please select your participation level above.

Company Name

Printed Name

Title

Signature