



July 15 – September 15, 2010
Promotion On Custom Website & Brochure
Two Great Ways For Your Dealer To Stand Out In The Home!

Get your dealers ready for the first promotion before the FALL! ICP is offering **\$150.00** off on the following:

Brochure Only- ~~\$150.00~~ **FREE**

Website Only - ~~\$350.00~~ **\$200.00**

Website with Brochure - ~~\$400.00~~ **\$250.00**

Website and personal URL - ~~\$480.00~~ **\$330.00**

Website, Brochure, and URL - ~~\$530.00~~ **\$380.00**

All the dealer needs to do is go to the secure dealer login on the Go! Web sites. The discount will be given at the time of the selection.

This is a GREAT way to start your Pre-Season Push! And help your dealers tell their company story with a custom website and brochure!

▶ Today's consumers are online virtually all the time. Are you?



The value story of websites for you to share with your dealers:

Creating an online presence is imperative to promoting the success of your business! When you purchase a fully customizable web site, you guarantee that your exposure will increase exponentially!

It's all about you!

- Provide detailed information about your services, location and hours of business
- Create trust and credibility by listing your license number, training, years of experience, continuing education, etc.
- Ensure visibility 24/7
- Provide special offers or incentives
- Purchase a personal Web address to increase name recognition

More than four in ten (44%) leads generated by an average print Yellow Pages ad come from consumers visiting an advertiser's web site after seeing the ad, while 56% of leads generated from a Yellow Pages ad come from call traffic, according to a study of web activity spurred by Yellow Pages advertisers by Telemetrics.

Source: **Print Yellow Pages Ads Drive Traffic to Web/Phone, Telemetrics 2009**

Now, couple your new web site with an Internet Yellow Pages package for maximum exposure!

There are over 3.8 million references made to the Heating and Air Conditioning Dealers headings on IYP sites annually. When you purchase your web site, make certain you advertise appropriately so consumers can find you!

For additional information, recommendations, or assistance, please call Denise, your Marquette Group FMC, at 800.548.6214 Ext. 0486.

