



OFFER



EXCLUSIVE DEALER MEETING OFFER

iCreateLOCAL.com
Marketing Made Simple

iCreate Local is an easy-to-use, online marketing platform to help Dealers grow their business using a variety of marketing options, such as direct mail, print media, email and social media. Select from predesigned templates or create your own with ready-to-use content, lifestyle and system images. You may also upload photos of your logos, trucks and crew.

PREDESIGNED AND READY TO USE

DIRECT MAIL

- Lead Generation Cards
- Thank You Cards
- Reminder Cards



NEIGHBORHOOD TOOLS

- Yard Signs and Door Hangers
- Stickers and Magnets
- Vehicle Magnets



PRINT MEDIA

- Flyers, Tri-Folds and Brochures
- Presentation Folders

NEIGHBOR NETWORK PROGRAMS

Our Neighbor Network programs are our most popular lead generation options, allowing you to advertise around your most recent customers. Choose from **direct mail** or **Facebook ad** options. You provide the customers' addresses as you complete a job, and we'll schedule the advertising within a 1-5 mile radius of their home. Prefer to target zip codes? Provide those on sign-up, and we'll schedule the advertising over the course of the campaign.



- Customized Advertising - Provide your logo and offers, we design the cards or Facebook ads for your approval.
- Facebook Ad - Includes street name of the customer whose neighbors you wish to target.
- Weekly email reminder and link make adding customer addresses easy.
- Facebook Ads delivered to one-mile radius around customer address with ad delivery starting within 24-48 hours of receiving address and continuing for 10 days.
- Lead Generators delivered within 10-14 days to target demographics around customer addresses.
- Homeowner receives a Thank You card.
- Campaign pricing is per season.

Please see other side for Special Offer!

LOG IN



To log in, go to www.icreatelocal.com. Enter your email and password. If you do not know or forgot your password, click the **Forgot Password** link.

iCreate Support: (865) 690-1990 or support@i-createlocal.com



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Ferguson HVAC is offering a \$1500 package of iCreate material for any new or standard Diamond dealer who selects Ferguson HVAC as their Mitsubishi Electric Distributer.

Choose from one of three packages. Dealers will receive Package One if another packaged is not selected. Available packages are listed below

Easy sign-up process. Mark your choice on an electronic form and submit. All graphic materials are built for the dealers and sent for approval.

❑ **PACKAGE 1: Mitsubishi New Dealer Branding Package**

- Truck/Van Magnets – 12" x 18" or 18" X 40" – Set of two
- Yard Signs – Ten
- Four-Page Product Brochure – 100
- Neighbor Network Surround Mail – 20 locations
- Targeted direct mail delivered to homeowners within a one-mile radius of recent installations

❑ **MITSUBISHI DEALER PACKAGE 2:**

- Neighbor Network Surround Facebook Ad Campaign – 40 locations
- Facebook videos ads deliver for 10 days in a one-mile radius around a recent installation

❑ **MITSUBISHI DEALER PACKAGE 3:**

- Neighbor Network Surround Mail – 30 locations
- Targeted direct mail delivered to homeowners within a one-mile radius of recent installations



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