

# CI WEB GROUP

# TEACH. ENGAGE. EXECUTE.



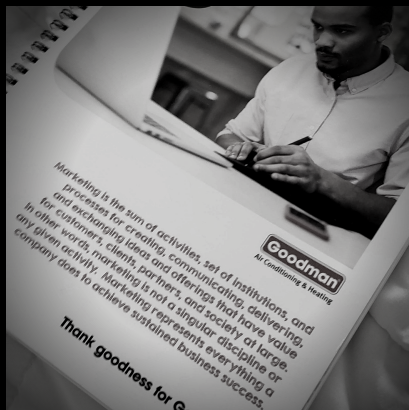
**1 Your Website is your Store**  
Design, Development, CMS, Hosting, Security, Maintenance, Tech Audits, Compliance, Refresh, Administration




**2 Content is your Products**  
What do you want to sell? Services, Products, Answers, Solutions, Ideas. Where do you want to sell it? What cities?



**3 Marketing = Visibility**  
Are you an option for the things you want to sell, in the cities you want to sell them? Marketing makes you visible, an option when and where people are looking. Local Listings, social marketing, seo, blogging, email, text, print, video, ppc, ads.





**CI WEB GROUP**  
TECHNOLOGY • STRATEGY • NETWORK • MINDSET  
**PREFERRED AGENCY**  
ACCELERATE YOUR RESULTS

**ABOUT US**

We are a young company driven to help achieving small business success. Our mission is to help you get results faster through implementation of the 11 Step Prodding. Solutions for all size companies. CI Web Group, Inc. is the #1 HVAC Marketing Agency.

**BUSINESS CONSULTING**  
Our expert team will help you discover and resolve all problems that your business is facing.

**SERVICE & ADVICE**  
We deliver a wide range of services to our customers that help their business to grow.

**MARKETING & RESEARCH**  
Our team will increase the probability that the business you want will help attain your objectives.



## HOST WORKSHOPS

Marketing & Lead Generation

**Workshop Options:**

- 2 Day Live Workshop \$6000 (your cost is 1/2)
- 2 Day Hybrid - 1st Day is Live and 2nd Day is Virtual 1/1 \$5000 (your cost is 1/2)
- 1 Day Live Workshop \$3000 \$3000 (your cost is 1/2)

**Cover your cost with a "cover charge", use accrual funds, write a PAP:**

- \$300 per dealer, 10 dealers minimum or 20 dealers at \$150 each.
- Write a "PAP" for 10 dealers website (\$2000), send a dealer to class & LAUNCH!

**DIGITAL MARKETING 101**

This workshop is designed to help your smaller dealers get organized, quickly. They are not just learning the basics, we are getting things done. Getting logins, passwords, access to accounts, completing the set up of social media and local marketing accounts, getting them organized so they can start the digital marketing process. In this class, they will see what has gone wrong for all these years and be ready to fix it!

**WEBSITE BUILDER 101**

This workshop is designed to take a group of dealers with no website through the process of building their first HVAC Marketing Website in 2 days. All they need to do to participate is purchase a preferred brand website, pay the workshop fee and show up ready to learn, make decisions and do a little bit of work. We will have a team there to help them construct their first "real" website and they will be ready to go live before they leave.

**DIGITAL MARKETING 401**

This is an advanced marketing

**TARGET MARKETING**

This is an advanced marketing



www.ciwebgroup.com  
www.hvacmarketingwebsites.com  
877-839-1122 (Text or Call)

## STEPS



## STAGES

### *Infrastructure*

1

**Website Tech Brand**

- 1 Logo/Branding
- 2 Voip Phones
- 3 Email Hosting
- 4 Hosting/Security
- 5 Maint./Support
- 6 Website

- 7 Landing Pages
- 8 Maint./Financing
- 9 Wishlist
- 10 Ecommerce
- 11 Pricing Engine
- 12 Directory Site

### *Voice*

2

**Content**

- 1 Legal Content
- 2 Growth Plan Basics
- 3 About Us/Vision
- 4 Promotions Content
- 5 Service Content
- 6 MetaData/AdCopy

- 7 Specialty Content
- 8 City Content
- 9 PR Content
- 10 Product Content
- 11 Job /Employment Content
- 12 Community Content

### *Action*

3

**Conversions**

- 1 Click to Call
- 2 Review Us
- 3 Apply Now
- 4 Web Forms
- 5 Call Tracking
- 6 AI Chatbot

- 7 Text / SMS
- 8 Schedule Online
- 9 CRM/ERP System
- 10 Newsletter Sign Up
- 11 Buy Now
- 12 My Account/Membership

### *Presence*

4

**Local**

- 1 Google Business
- 2 Aggregators
- 3 Citations
- 4 Directories
- 5 Manufacturer Sites
- 6 Local Listings/AI Sites

- 7 Industry Sites
- 8 Niche Sites
- 9 Coupon Sites (Groupon)
- 10 Local Media
- 11 News Sites
- 12 Paid Sites

### *Reputation*

5

**Reviews**

- 1 GBL Reviews
- 2 Schema Reviews
- 3 Reviews by City
- 4 Trade/Service Mark
- 5 Handles
- 6 Press Release

- 7 Reviews by Service
- 8 Reviews by Product
- 9 Testimonial Videos
- 10 Certifications Display
- 11 Volunteer / Charitable
- 12 News/Media

### *Amplification*

6

**Social**

- 1 Facebook Personal
- 2 Set Up/Branding
- 3 Facebook Page
- 4 Graphics Design
- 5 Content Creation
- 6 Content Publishing

- 7 Press Release Distribution
- 8 YouTube
- 9 Twitter
- 10 LinkedIn
- 11 Instagram
- 12 Pinterest

ciwebgroup.com  
hvacmarketingwebsites.com  
sales@ciwebgroup.com  
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"Growth is not a Project.  
It's a Mindset and a Process!"

Jennifer Bagley  
LEARNING.  
LAUGHING.  
LOVING.  
LIVING.  
LIVE.

## STEPS



## STAGES

- 1 By Your Brand
- 2 By Service
- 3 By City/Nearby
- 4 By Promotion
- 5 By Specialty
- 6 By Implementation

- 1 By Your Brand
- 2 By Mfg Brand
- 3 By Product
- 4 By Service
- 5 By Urgency
- 6 By Promotion

- 1 Photography
- 2 Blogs/FAQ Articles
- 3 Press Release
- 4 Info Graphics
- 5 Checklists
- 6 Quiz/Test

- 1 Magnets/Sticker/Cards
- 2 Text Marketing
- 3 Email Marketing
- 4 Yard Signs
- 5 Promotions/Gifts
- 6 Print Advertising

- 1 Youtube Channel Setup
- 2 Intro/Tag Videos
- 3 Manufacturer's Videos
- 4 Youtube Video SEO
- 5 FAQ Videos
- 6 Photo Videos

- 1 VCard
- 2 Maintenance Reminders
- 3 Scheduling
- 4 Special Promotions
- 5 My Account/Documents
- 6 Referral Program

- 7 Press Release SEO
- 8 By Product
- 9 By Manufacturer Brand
- 10 By Urgency
- 11 By Demographics
- 12 By Psychographics

- 7 By Implementation
- 8 By Financial Need
- 9 By Job Type / Employment
- 10 By Psychographics
- 11 By Specialty
- 12 By City/Nearby

- 7 Comparisons
- 8 DIY Guides
- 9 Before & After Photos
- 10 Case Studies
- 11 White Papers
- 12 Ebooks

- 7 Billboard Design
- 8 TV & Radio
- 9 Call Marketing
- 10 Event Marketing
- 11 Referral Program
- 12 Loyalty Program

- 7 Promotional Videos
- 8 Social Media Videos
- 9 Branding - Jingle
- 10 Custom Video Package
- 11 Testimonial Videos - Rewards
- 12 Operational / Training

- 7 Loyalty Program
- 8 Payment Software
- 9 Ecommerce
- 10 Reordering System
- 11 Local Services Network
- 12 Home Services Network

[ciwebgroup.com](http://ciwebgroup.com)

[hvacmarketingwebsites.com](http://hvacmarketingwebsites.com)

[sales@ciwebgroup.com](mailto:sales@ciwebgroup.com)

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*Visibility*



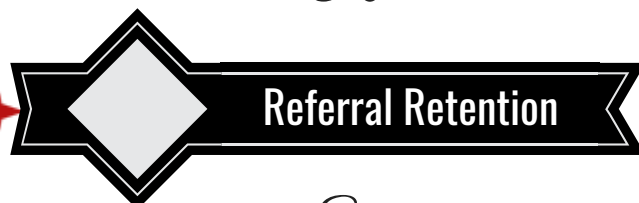
*Urgency*



*Authority*



*Retention*



*Scalability*



*Protection*



"Growth is not a Project.  
It's a Mindset and a Process!"

*Jennifer Bagley*

LEARNING.  
LAUGHING.  
LIVING.  
LIVE.




# The Perfect Personal Brand Search

barron heating ferndale  

[All](#) [News](#) [Maps](#) [Shopping](#) [Images](#) [More](#) [Settings](#) [Tools](#)

About 210,000 results (0.82 seconds)




# Your business on Google


Barron Heating & AC

+ 4,067 views


Past 28 days




Edit info




Create post



Add photo




Reviews



Create ad

Top things to do

Get your ad on Google.  
Spend \$50, get \$100.



GET STARTED


Is this your new business name?

Barron Heating & Air Conditioning

A user suggested this change

REVIEW CHANGE

New photos



VIEW PHOTOS

Visible only to you

Feedback

**Barron Heating: Heating Repair Bellingham | AC | Ductless**

<https://www.barronheating.com/> ▼

Heating Repair Bellingham | AC | Ductless | **Barron Heating** - Contact **Barron Heating** and Air Conditioning for Heat Pumps, Hearth Products, Fire Places Everett WA. ... **Ferndale** : 360-676-1131. 5100 Pacific Hwy **Ferndale**, WA 98248 ...

## Contact Us

Bellingham Heating Contractors.  
Barron Heating & Air ...

## Ferndale Heating Contractor ...

The Ferndale Heating Contractors  
Showroom has been serving ...

## Locations

Locations. Retail Showroom Hours:  
Monday – Friday: 10:00 am – 5 ...

[More results from barronheating.com »](#)

[Iron Heating & AC - 47 Photos & 28 Reviews - Heating & Air ...](#)

<https://www.yelp.com> › Home Services › Heating & Air Conditioning/HVAC ▾

★★★★☆ Rating: 3.5 - 28 reviews - Price range: \$\$

28 reviews of **Barron Heating & AC** "Paul was great in helping us decide on the right size and ... Photo of **Barron Heating & AC** - Ferndale, WA, United States.

[Barron Heating & AC - Home | Facebook](#)

<https://www.facebook.com> > ... > Heating, Ventilating & Air Conditioning Service ▼

★★★★★ Rating: 4.8 - 90 votes

**Barron Heating & AC, Ferndale, Washington:** Rated 4.8 of 5, check 90 Reviews of **Barron Heating & AC, Heating, Ventilating & Air Conditioning Service.**

Barron Heating &amp; Air Conditioning Inc | Better Business Bureau® Profile

<https://www.bbb.org/.../ferndale/.../heating.../barron-heating-air-conditioning-inc-129...>

This organization is not BBB accredited. **Heating Contractors in Ferndale, WA.** See BBB rating, reviews, complaints, & more.

Barron Heating Ferndale WA. 98248 – Manta.com

<https://www.manta.com> › ... › Warm Air Heating and Air Conditioning Contractors ▼

Get information, directions, products, services, phone numbers, and reviews on **Barron Heating** in **Ferndale, WA**. Discover more Plumbing, Heating, and ...

Barron Heating Reviews - Ferndale, WA | Angie's List

<https://www.angieslist.com> > ... > WA > Ferndale > Ferndale HVAC Companies ▼

Oct 31, 2017 - See reviews for **Barron Heating in Ferndale, WA** at 5100 Pacific Hwy from Angie's List members or join today to leave your own review.

## Barron Heating Bellingham - WhatcomTalk

[www.whatcomtalk.com > Featured Business](#) ▼

Sep 25, 2014 - **Barron Heating:** Passionate About Providing The Best Solutions For Every ... facility in 2008, right off of I-5 between Bellingham and Ferndale.

### Searches related to barron heating ferndale

barron heating burlington

heating and air conditioning bellingham wa

barron heating reviews      barron heating marysville wa

barron heating

### barron heating fireplace

**feller heating**

# 1 Schema & Content 2

**Know this place?** [Answer quick questions](#)

---

**Questions & answers**

[See all questions \(2\)](#)

[Ask a question](#)

## 6 Social Media

**D** "She provides clear **communication** in outlining services and prices."

**J** "We have enjoyed our **experience** with Barron from start to **finish**."

[View all Google reviews](#)

From Barron Heating & AC


**Local & Reviews**


|                       |                       |                   |                   |                             |
|-----------------------|-----------------------|-------------------|-------------------|-----------------------------|
| For Quality<br>Living | Plumbing &<br>Heating | Fireplace<br>Shop | Mechanical<br>Inc | Heating &<br>Air Conditi... |
| Fireplace Store       | Plumber               | Fireplace Store   | HVAC              | Air Conditioning            |



# Effective HVAC Marketing Strategy

Google

ac installation Redlands CA

All Maps Shopping Images News More Settings Tools

About 1,460,000 results (1.06 seconds)

Install AC - 50+ HVAC pros serving Redlands

Sponsored

**Greenstar Home Services**  
4.7 ★★★★★ · See reviews  
GOOGLE GUARANTEED  
Orange  
(714) 696-0343  
Open 24/7

**Russell's Heating and Ai...**  
4.7 ★★★★★ · See reviews  
GOOGLE GUARANTEED  
Redlands  
(909) 288-4405  
Open 24/7


**Burgeson's Heating & Ai...**  
4.7 ★★★★★ · See reviews  
GOOGLE GUARANTEED  
Redlands  
(909) 406-5580  
Closed now

→ More HVAC pros in Redlands

**Go Air | \$89 Service Call | \$89 Service Call Special**  
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Multiple Point Inspection To Bring Maximum AC Efficiency | Service Satisfaction Guaranteed. Service...

**Lex Air Conditioning | Next Day AC Installation | lexairconditioning.com**  
www.lexairconditioning.com/ · (972) 201-9608  
Save Up to \$1200 On a New System. Carrollton, Plano & Nearby. Call Now! A+ BBB Rating.

**Air Conditioner Installation | AC & Heating System for \$5900**  
www.call-best-service.com/Same-Day/Service · (562) 273-4040  
Locally Trusted Professional HVAC Service. AC & Heating System for \$5900! BBB Rating: A+.



Rating Hours Your past visits

**Burgeson's Heating & Air Conditioning, Inc.**  
4.7 ★★★★★ (72) · Air Conditioning Repair Service  
620 Tennessee St · (909) 792-2222  
Closed · Opens 7AM Mon

**Sanborn's Air Conditioning & Heating**  
4.6 ★★★★★ (136) · Air Conditioning Repair Service  
415 E High Ave · (909) 793-1234  
Open 24 hours

**Redlands - Henry Bush Plumbing Heating and Air Conditioning**  
3.9 ★★★★★ (39) · Air Conditioning Repair Service  
1670 Sessums Dr · (909) 315-4779  
Open 24 hours

More places

11 Google Home Services

11 Google Ads

4 Google Business

4 Local Listings

7 SEO & Blog Content

8

CI WEB GR UP

STEPROADMAP  
ACHIEVE ACCELERATED RESULTS

**The Best 10 Heating & Air Conditioning/HVAC in Redlands, CA - Last ...**  
https://www.yelp.com › ... › Home Services › Heating & Air Conditioning/HVAC  
Best Heating & Air Conditioning/HVAC in Redlands, CA - J L Cantrell Cooling & Heating, Burgeson's Heating ... -walk-in coolers/freezers repair and service.

**Air Conditioning Repair Service in Redlands, CA | Burgeson's Heating ...**  
https://www.burgesons.com/ ·  
Burgeson's Heating & Air Conditioning is a Lennox Premier Dealer in Redlands, CA. Our technicians always provide honest advice and quality customer ...

**Heating & Air Conditioning Redlands | HVAC Yucaipa & Redlands, CA**  
https://sanbornsac.com/ ·  
Call now to schedule a heating and air conditioning appointment with our ... for air conditioning service and repair in the California counties of San Bernardino, ...

**5 Best Air Conditioning Repair Services - Redlands CA | Costs ...**  
https://www.homeadvisor.com › ... › Redlands › HVAC & Air Conditioning Contractors  
Hire the Best Air Conditioning Repair Services in Redlands, CA on HomeAdvisor. Compare Homeowner Reviews from 5 Top Redlands Central A/C Repair ...

**25 Best Air Conditioning and HVAC Services - Redlands CA**  
https://www.homeadvisor.com › Pro Ratings & Reviews › California › Redlands  
Hire the Best HVAC and Air Conditioning Contractors in Redlands, CA on HomeAdvisor. ... Project: Repair or Service a Central Air Conditioning System.

**Redlands, CA Air Conditioning and Heating Services | Russell's HVAC**  
https://www.russellsac.com › Service Areas  
Redlands, CA Air Conditioning and Heating Services | Call Russell's Heating & Air Conditioning for AC & heater repair & installation in Redlands, CA.

**Russell's Heating & Air Conditioning: AC & Heater Repair Yucaipa, CA**  
https://www.russellsac.com/ ·  
AC & Heater Repair Yucaipa, CA | Call Russell's Heating & AC for air conditioner installation & furnace repair in Redlands, Palm Desert & Beaumont, CA areas.



# CLIENT STORIES

[WWW.CIWEBGROUP.COM](http://WWW.CIWEBGROUP.COM)  
[WWW.HVACMARKETINGWEBSITES.COM](http://WWW.HVACMARKETINGWEBSITES.COM)  
877-839-1122 TEXT OR EMAIL