



Maximize Your Lutron DMC with One Firefly

Use your Dealer Marketing Credits (DMC) in a meaningful way this year. Meet One Firefly, a full service marketing agency that has been helping technology businesses grow since 2007. Our team of 60+ industry-focused marketing experts knows how to use the right strategies with solutions you offer, like Lutron, to reach your audience with a proven track record of success.

One Firefly Difference

- + Trusted by 600+ businesses
- + Industry's largest team of content creators
- + Industry's best client-to-account manager ratio
- + Industry's largest custom integration focused media library

Invest your DMC funds in **Lutron-focused** digital marketing strategies to promote your solutions and grow your Lutron business.

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| Brand Page On Your Website | Google Ads Campaigns |
| Live Chat About Products & Solutions (Lead Concierge) | User Video Tutorials (UI University) |
| Targeted Email Campaigns | Online Review Mgmt. (Review Champ) |
| Custom Blogs | Printed Collateral |
| Social Media Posts & Paid Ads | Vehicle Lettering & Wraps |

YOUR CUSTOMERS ARE ONLINE, **ARE YOU?**

Differentiate your business and make sure your customers know what Lutron solutions you offer.

- Marketing builds trust, credibility, and thought leadership with your audience.
- In today's digital world, most referrals conduct online research to learn about your company before they make contact (and quickly form an opinion based on what they find on the Internet).
- Your online presence is often someone's first impression of your business - it is as equally or more important than a physical showroom or storefront.
- Active marketing guides referrals, prospects, and repeat clients through the buyer's journey, driving leads and expediting conversions.
- Regularly nurturing past and current clients keeps your business top of mind with those who are most likely to refer you to others and purchase from you again.

READY TO GET **STARTED?**

Visit www.onefirefly.com/Lutron to learn more or get in touch with a member of our team: **(954) 921-2393** | sales@onefirefly.com

Exclusive Packages for Lutron Dealers

| 6-Month Email Campaign | Lutron Page on Website | 5 Blog Bundle | 3-Month Google Ads + Email Campaign |
|---|---|---|---|
| \$1,750 | Mercury Pro Website \$1,188 WordPress Website \$2,000* | \$2,500 | Package A: \$2,850 (\$300/month Google ad spend, display) Package B: \$3,450 (\$500/month Google ad spend, search + display) Package C: \$4,950 (\$1000/month Google ad spend, search + display) |
| <ul style="list-style-type: none"> + 1 email per month (Choose from 12 topics) + Cloud-based landing page + Live chat (landing page + dealer's main website) + Duration: 6 months | 1 Lutron-focused page will be added to the dealer's existing Mercury Pro or WordPress* website. | <ul style="list-style-type: none"> + 5 Lutron-focused blogs + Each blog is 500 words and will be SEO optimized with Lutron target phrases. + NOTE: Only available for existing One Firefly blog clients. | <ul style="list-style-type: none"> + 3-month Google Ads campaign + 1 ad focus topic (option to select from 2 topics) + 3 emails (1 per month) + Cloud-based landing page + Live chat (landing page + dealer's main website) + Duration: 3 months + Max geo targets: 2-4 cities pending location, ad spend, and package selection above |

Note: Pricing above is in USD. With the exception of the 5-blog bundle package, all other campaign assets and topics are pre-defined and will be co-branded with your company's information.

**Due to the wide variety of WordPress frameworks and code libraries, building within WordPress websites is not a uniform process from site to site. One Firefly will spend 2 hours of best effort support to build the Lutron landing page on your website. In the event we are unsuccessful in deploying this page and a refund is requested, One Firefly will refund \$1,500 and retain \$500 for the time invested in deployment efforts.*