

Local Marketing Support for Floor Coverings International

We're offering more local marketing options and added social media services for 2026. Why?

- Choosing a local marketing package that includes social media enables you to activate more traffic-driving channels.
- Consumer behavior is changing; you need to meet consumers at multiple points in their purchasing journey and deliver the right message at the right time.
- A strong social media presence is becoming more important for organic search success.

What else is new for 2026?

We're offering FCI owners more local marketing flexibility with Resource Hours. We'll set aside time for us to use as you wish. Choose from several options, including additional page optimizations, paid campaign landing pages, multimedia designs, additional social media posts, and more.

What's staying the same in 2026?

In 2026, we'll continue to collaborate with FCI's corporate marketing team on "behind the scenes" work intended to benefit the entire system, including:

- Technical SEO and website health support.
- National-level on-page SEO.
- Brand and competitor monitoring on Reddit & Quora.
- Co-op level website reorganization projects.

Benefit from diverse industry experience with Oneupweb.

We've designed our 2026 local marketing packages to help FCI locations take on local competitors and reach their target audience via multiple digital marketing channels.

Your dedicated SEO Manager will develop a custom local marketing strategy for your territory. Ongoing performance reporting and touchpoints provide opportunities to adjust tactics and learn as we go.



Sign Up Today!

Who We Are

Oneupweb is full-service digital marketing agency based in Traverse City, Michigan, serving forward-thinking organizations nationwide for more than 25 years.



2026 Local Marketing Packages

Fundamentals	Elevate	Market Leader
<p>Touchpoints</p> <ul style="list-style-type: none"> • A kickoff call with your dedicated SEO Manager. • SEO audit presentation providing: <ul style="list-style-type: none"> ◦ A summary of our research. ◦ Your custom content strategy for the year. <p>Performance Reporting</p> <ul style="list-style-type: none"> • <u>Twice-yearly</u> check-in calls with your SEO Manager. <ul style="list-style-type: none"> ◦ Monthly performance updates via email or video recording between scheduled calls. <p>Deliverables</p> <ul style="list-style-type: none"> • <u>One</u> complete local page optimization per month (months 2-12). 11 pages total. • <u>One</u> custom web page image or graphic per month (months 2-12). 11 total. 	<p>Touchpoints</p> <p>All the same touchpoints as the Fundamentals package.</p> <p>Performance Reporting</p> <ul style="list-style-type: none"> • <u>Quarterly</u> check-in calls with your SEO Manager, including recurring competitor analysis. <ul style="list-style-type: none"> ◦ Monthly performance updates via email or video recording between scheduled calls. <p>Deliverables</p> <ul style="list-style-type: none"> • <u>One</u> complete local page optimization per month (months 2-12). 11 total. • <u>One</u> custom web page image or graphics per month (months 2-12). 11 total. • <u>One</u> page refresh per month (months 2-12). 11 total. • <u>Three</u> Meta social media traffic generation posts per month (months 1-12). 36 total. • <u>Three</u> Google Business Profile traffic generation posts per month (months 1-12). 36 total. • <u>6</u> additional Resource Hours for the year. 	<p>Touchpoints</p> <p>All the same touchpoints as the Fundamentals package.</p> <p>Performance Reporting</p> <ul style="list-style-type: none"> • <u>Quarterly</u> check-in calls with your SEO Manager, including recurring competitor analysis. <ul style="list-style-type: none"> ◦ Monthly performance updates via email or video recording between scheduled calls. <p>Deliverables</p> <ul style="list-style-type: none"> • <u>Two</u> complete local page optimizations per month (months 2-12). 22 total. • <u>Two</u> custom web page images or graphics per month (months 2-12). 22 total. • <u>One</u> page refresh per month (months 2-12). 11 total. • <u>Four</u> Meta social media traffic generation posts per month (months 1-12). 48 total. • <u>Four</u> Google Business Profile traffic generation posts per month (months 1-12). 48 total. • <u>12</u> additional Resource Hours for the year.

2026 Package Pricing

Fundamentals: \$1,000 /mo.

Elevate: \$1,600 /mo.

Market Leader: \$2,200 /mo.