

Asche & Spencer

G R O W T H W I T H I N B O U N D



WEIDERTGROUP



MARKETING GOAL

It's the shared goal of Asche & Spencer and Weidert Group to generate the quantity and quality of leads needed to support business growth goals.

GROWTH WITH INBOUND

The recommended growth plan for Asche & Spencer starts with a strategic foundational period designed to identify the company's brand strategy, followed by a light custom inbound marketing program.

1

DEVELOP ASCHE & SPENCER'S BRAND STRATEGY

Develop the Asche & Spencer branding strategy for improved communication around differentiation and providing value

TIMELINE: April - June

2

REDESIGN WEBSITE

Creation of new digital presence for Asche & Spencer built within the HubSpot CMS Hub in order to fully leverage the platform's capabilities

TIMELINE: June - August

3

INITIATE THE CORE LIGHT PROGRAM

Building off the momentum of the new website, a light inbound program to begin to attract leads and customers for Asche & Spencer

TIMELINE: September - December



WEIDERT GROUP'S PROMISE:

To do everything in our power to transform and profitably grow clients' businesses.

ASCHE & SPENCER'S FLYWHEEL



Every stage of the buyer's journey is interconnected, from **stranger** to **prospect**, **customer**, and **promoter**. This means your marketing, sales, and service should be, too. The more force you apply and friction you remove, the better the experience for your customers. The following recommendations for attracting, engaging, and delighting (Asche & Spencer's Flywheel) are the building blocks for your initial "core" monthly inbound program.

MANAGE CUSTOMER RELATIONSHIPS

ATTRACT

- Publish content that answers your buyers' questions with **blog articles**
- Promote your content through **email and social media** channels
- Optimize your website for the user experience/conversion and for being found on search engines with **SEO and paid advertising**

ENGAGE

- Convert leads with **videos, gated content offers**, and live chat/chatbots
- Nurture with **marketing automation workflows**
- Qualify leads for sales with **lead scoring**
- Connect with leads quickly with automated **lead notifications and sales sequences**

DELIGHT

- Gather and manage **customer feedback**
- Promote **case studies** and reviews/testimonials
- Segment **customer emails** and **nurturing workflows**
- Deliver exceptional service with **live chat/chatbots**
- Engage with promoters through **social media monitoring**

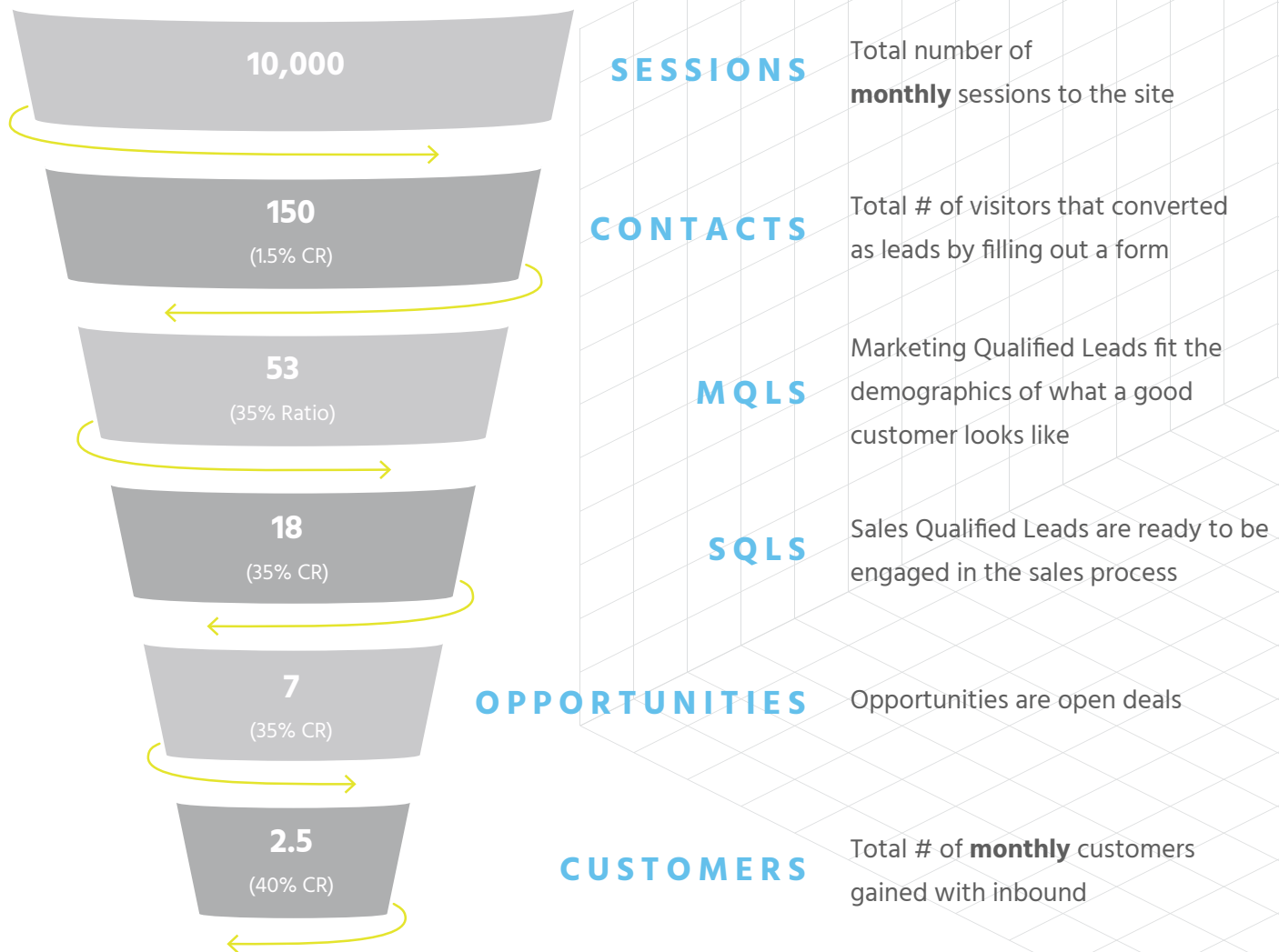
TRACK, ANALYZE & ADJUST

- Track and monitor performance, customer acquisition, and ROI with **analytics/reporting**
- Adjust/optimize program as needed to make it even more powerful with data-driven decisions and **strategic 90-day roadmaps**

BD FUNNEL & KPIs

Base KPIs we'll measure as we collect data to measure the effectiveness of Asche & Spencer's inbound marketing program are given in the example below.

EXAMPLE FUNNEL METRICS



BRAND STRATEGY

APRIL - JUNE



BRAND STRATEGY KICKOFF DAY

This day of in-person meetings will take place at Asche & Spencer's office. The agenda of the kickoff day includes:

- A further deep dive into understanding the nuances of your **business model and growth aspirations**
- Discussion on what the **ideal customer** looks like to further refine Asche & Spencer's existing persona profiles
- Discussion on **lead qualification and management**

CUSTOMER INTERVIEWS

Interviews with customers help us understand the buyer journey, needs, thought processes, their view of Asche & Spencer's value proposition, objections, what they think are pros and cons of their decision to work with you, etc. We'll use this information to **articulate your competitive advantage and positioning and create content that addresses prospects' needs and aligns with their "states of mind" related to your products and services.** Includes 2-3 phone interviews.

COMPETITIVE REVIEW

The review identifies what competitors are doing online (right and wrong), what their main message to prospects is, what kind of brand they've created and how it is positioned, and **where our opportunities are relative to their activities.**

BRAND STRATEGY FOUNDATION

Once interviews with your customers and an analysis of your competition are complete, we dig into **what makes Asche & Spencer stand out and how to communicate with your audience moving forward.** We define where and how you win when vying for customers with your competition. It's also important to outline Asche & Spencer's **brand story and manifesto**, giving the company its purpose. This results in the development of a **positioning statement** articulating who you're talking to, what they want, how we deliver it, and how we want to make the prospect feel. We also seek to codify what Asche & Spencer's **unique value proposition** and create an **elevator speech.** Finally, this step outlines the overall **brand voice and personality** to be used to connect with your audience.

MESSAGING PLATFORM

Based on all previous work we develop your brand messaging: **the messages that will have the greatest impact on our best prospects, and what will be most effective in motivating/convincing them to work with Asche & Spencer.** These messages are foundational to all content (blogs, web, and advanced content) and social media. The platform includes primary and secondary messaging, as well as narrative direction and tone.

PERSONA WORKSHOP & DEVELOPMENT

This interactive workshop draws a detailed picture of the people we want most to attract to the website and content. The demographics and psychographics help us create copy that zeros-in on their unique needs, aligns with how they think, speaks their language, and can be written to overcome hurdles/reluctance/skepticism we believe they have. This allows us to create content that has power to motivate them to work with Asche & Spencer. Includes a 2-hour workshop via Zoom video conference.

BRAND MOOD BOARD

While the overall messaging and brand foundation outlines the way in which we communicate with our audience, equally important is the visual story that Asche & Spencer has to tell. Taking into account all of the elements in this section, we outline a more detailed expression of the brand and present our concept using a mood board. A mood board is a snapshot or "nutshell" of the basics of the brand – color palette, fonts/typefaces, CTA button hover-overs, imagery, and iconography. Once accepted, we'll use the mood board and its general direction to guide the visual elements on all upcoming branding work (things like PPT templates, website/page design, content templates, visual social posts, etc.).

PURPOSE: You can expect regular contact with your team and others (our president is always available to talk, as is anyone else in the agency). Our teams hold regular status calls to discuss progress and touch base on outstanding items. But communication is essentially ongoing – we respond quickly, we answer questions thoroughly and we offer insights when we see a need for changes to be made to your program.

NEW CLIENT ORIENTATION + LEVEL 2 MEETINGS & SUPPORT

(4) 30-minute virtual status calls with agenda and call summaries, plus ongoing program management for the months of the foundational program

Weidert Group

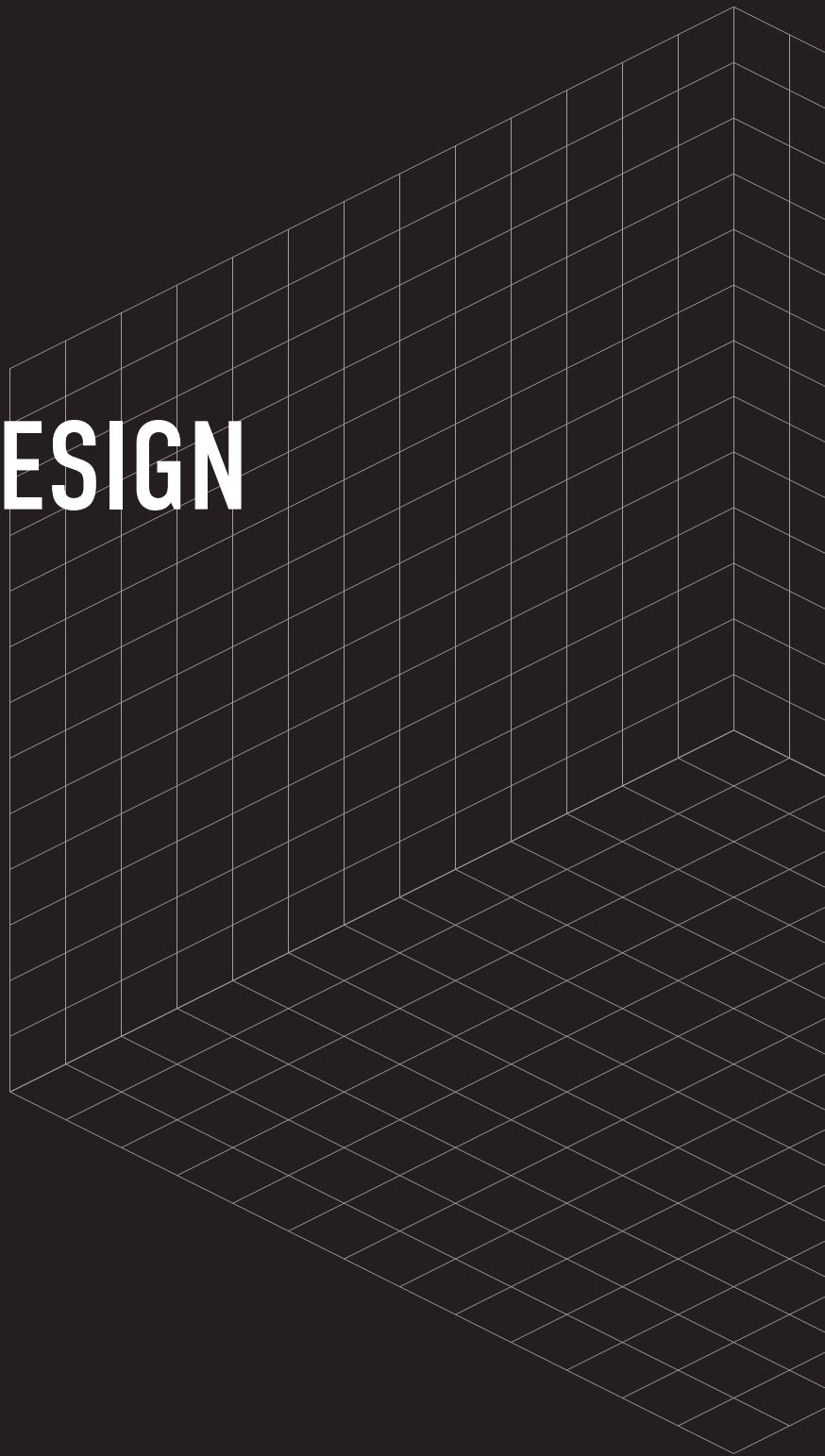
- Provide agenda and call summaries for status calls

Asche & Spencer

- Attend status calls every other week

WEBSITE REDESIGN

JUNE - AUGUST



WEBSITE ASSUMPTIONS & DELIVERABLES

JUN - AUG

ASSUMPTIONS

Platform: HubSpot

Strategy: Strategic direction is critical to a successful website project. This site proposal assumes the following strategic work has been completed in the Foundational Work phase prior to the build of the site:

- SEO
- Scoping
- Key messages, including approach & tone

Page Content: Stock photography and iconography when appropriate. Additional photography provided by Asche & Spencer. Copy to be provided by Weidert Group with review by Asche & Spencer.

Communication: A Google Drive folder will be shared with Asche & Spencer's main contact in order to transfer files to and from Weidert Group. Files from Weidert Group will be emailed and stored on Google Drive for redundancy. Frequency of status meetings depend on phase of project and timeline.

Approval Process: All signed project approvals are to be returned from Asche & Spencer's main appointed contact to the assigned Weidert Group Consultant throughout the project. Time allotted for approvals range from 1-5 days and will be communicated on the project timeline.

DELIVERABLES

What You're Getting

An all-new website that is:

- Mobile-responsive
- Optimized for Inbound potential
- Optimized for User Experience (UX) using best practices
- Optimized for technical SEO
- Updated with new brand guidelines
- Foundational to allow for continued website/brand growth, optimization and improvements

WEBSITE DEVELOPMENT PHASES

JUN - AUG

	ACTIVITY	DELIVERABLES
PHASE 1	SEO	<ul style="list-style-type: none"> • Website Health Analysis
PHASE 2	Timeline & Architecture	<ul style="list-style-type: none"> • Timeline of work • Architecture of website • Architecture meeting (optional) • Revised estimate if applicable
PHASE 3	HubSpot Setup	<ul style="list-style-type: none"> • Blog settings • Google Analytics (GA4), Search Console, and Tag Manager setup • Email settings • IP filters • Email DNS
PHASE 4	Content	<ul style="list-style-type: none"> • Copywriting for up to 27 pages • Additional copywriting support • Stock photography and iconography
PHASE 5	Mockups	<ul style="list-style-type: none"> • (3) design mock-ups
PHASE 6	Wireframes	<ul style="list-style-type: none"> • (16) wireframes
PHASE 7	Development	<ul style="list-style-type: none"> • Up to (22) total website templates (not including templates below) • (3) Email templates • (2) Landing page/thank you page templates (1ea) • (4) System templates • (3) Subscription • Set up any new CSS styling • Create new menu • Create new footer • Browser mobile testing
PHASE 8	Go Live	<ul style="list-style-type: none"> • Final site audit • Final DNS setup • XML sitemap submission • 301 URL Redirects

QUARTERLY INBOUND ROADMAPS

ROADMAP 1: SEPT-DEC



QUARTERLY ROADMAP **CORE PROGRAM**

ATTRACT:

BLOG ARTICLES

PURPOSE: Companies that make a commitment to regularly publish quality content to their blogs reap the biggest rewards in terms of website traffic and leads – and those results continue to pay out over time.

- Improve SERP rankings
- Demonstrate your knowledge and authenticity
- Build prospect trust and credibility
- Provide prospects help with no strings attached
- Allow a broad audience to regularly engage and provide affirming online votes on your behalf

Weidert Group

- Write 1 blog/month, format and publish in HubSpot

Asche & Spencer

- Review and approve blog articles
- Provide access to SMEs as needed

ATTRACT:

PERMISSION EMAIL CAMPAIGN

PURPOSE: As efforts over the summer to build an audience through KNOCK generate a list, it becomes necessary to ensure that we have permission to connect with that audience via email.

- Create and send initial email offering recipients an opportunity to opt-out of receiving future marketing communications from Asche & Spencer

QUARTERLY ROADMAP **CORE PROGRAM**

ATTRACT: CONTENT PROMOTION

PURPOSE: Your content must be seen by your best prospects to have power to build your business.

- Distribute content and engage with target buyers
- Advance leads through the buyer journey
- Alert contacts who download content that you've got additional content they'll find useful
- Create and send monthly email newsletter

Asche & Spencer

- Write and publish social media posts based on agreed-upon strategy and schedule
- Monitor social media channels
- Regular posting by select team members on LinkedIn personal profiles (using provided lead-ins)

ABOUT US

WEIDERT GROUP



YOUR TEAM

ACHIEVEMENTS

- We've been a HubSpot partner since early 2011, and we practice all that we preach
- We reached Diamond level partner status in 2020
- We've won multiple North America HubSpot Impact awards for website and inbound results
- Multiple winner of various Best Company awards
- Earned a spot on the 2022 "Inc. 5000" list of the fastest-growing private companies in America

THE TEAM

- 37 full-time, employees (31 NEWI, 6 remote)
- Employee-owned company (ESOP) since 2017
- Full-service – we offer every capability needed to thoroughly execute an integrated inbound program

EXPERIENCE

- For 30 years we were a traditional marketing firm. We formalized our inbound transition in 2011 and now help clients do the same. We know how to jump the hurdles, minimize pushback from Sales, and plug in to start getting leads from the moment a program is implemented

EXPERTISE

- Every one of our 37 teammates is certified by HubSpot as having the highest level of expertise in inbound marketing methodologies and additional related inbound certifications that broaden our capabilities



OUR SPECIALIZED EXPERIENCE

We've developed programs and written content for complex industries and companies such as:



OmPrompt

KloudData

Kett



SOLVOYO



Preact



INVESTORS
COMMUNITY BANK

KAYSUN

USLubricants

EDL

MCL
ENGINEERED SOLUTIONS



SENTRY

GRANDE
CUSTOM INGREDIENTS GROUP



SEAGATE

esop
PARTNERS™

WIPFLI
CPAs and Consultants



GORDON FLESCH®
COMPANY, INC.
BUSINESS TECHNOLOGY. MANAGED.™

HUI
CENTERED AROUND YOU

CUNA MUTUAL GROUP



TANK COMPANY
Employee Owned



CRANE
ENGINEERING

CRAY

FALCON
STRUCTURES

PUMPTec

CPS
architects of
what's possible

AK



STROUSE

RITTAL



CAPABILITIES

Our team helps clients attract qualified new business opportunities online, and assist with nurturing and qualifying those opportunities for the Sales team.

MARKETING STRATEGY

- Branding (logo + positioning)
- Marketing Plan Development

WEBSITE DEVELOPMENT/ OPTIMIZATION

- Website Planning/Strategy
- Website Design
- Website Content Development
- Website Programming
- Search Engine Optimization (SEO)
- Growth-Driven Design (GDD)

DESIGN

- Web Graphics
- Printed Materials
- Tradeshow/Event Graphics
- Signage

CONTENT CREATION & PROMOTION

- Email Campaigns
- Blog Articles
- Downloadable Content Resources:
eBooks, whitepapers, infographics, etc.
- LiveChat/Chatbots
- Landing Pages
- Website Copy
- Videos
- Print & Digital Ads
- Public Relations/Press Releases
- Marketing Automation

SALES ENABLEMENT

- Service Level Agreement (SLA)
- Sales Templates (phone + email)
- Sales Library Content
- HubSpot CRM & Tools Training
- Social Selling Training (LinkedIn)

CASE STUDY: WEIDERT GROUP

PROBLEM

- Not differentiated in a meaningful way from our competitors
- Doing cold-calling with little success, or relying on word-of-mouth and networks for referrals

1,248 →

90k TOTAL TRAFFIC

290 →

77k ORGANIC TRAFFIC

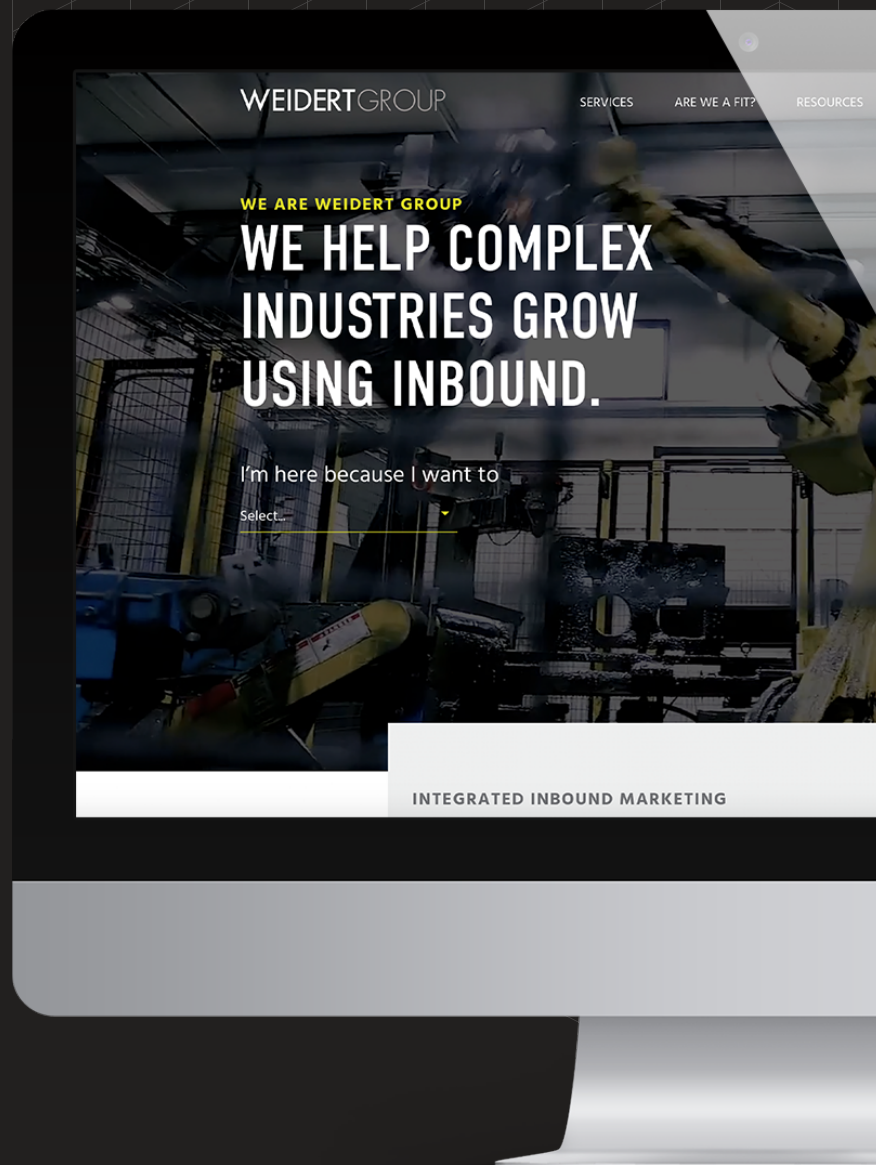
11 →

500 LEADS

SOLUTION

A comprehensive, integrated IM program that:

- Attracts our best prospects to our website
- Provides relevant content that helps them progress in their buyer journey
- Demonstrates our expertise



CASE STUDY: FALCON STRUCTURES

PROBLEM

- Take initial inbound efforts to “the next level” to reach short- and long-term goals and KPIs
- Leverage their industrial experience to precisely target and meaningfully engage the right prospects (communicate more clearly to military, construction, manufacturing and other audiences and not to consumers)
- Evaluate the company’s existing branding and, if needed, revamp it to be more in line with what the company offers (and what its best prospects are looking for)

Results 4 months after site launch:

86% INCREASE IN
ORGANIC
VIEWS

738 NEW MQLS

31 NEW CUSTOMERS

14% INCREASE IN
MONTHLY
SALES

SOLUTION

- New website and implementation of an optimized inbound marketing program, including a comprehensive SEO strategy
- New logo and branding/style guide



HubSpot 2019 IMPACT AWARDS
WEBSITE DESIGN

CASE STUDY: GORDON FLESCH® COMPANY, INC.

PROBLEM

- Poor visibility in organic search
- Outdated website
- The company hadn't effectively communicated the broad range of capabilities or their significant potential value to prospects and customers – many thought GFC was a company whose sole business was to lease office printers

Results 6 months after site launch:

407 NEW MQLS

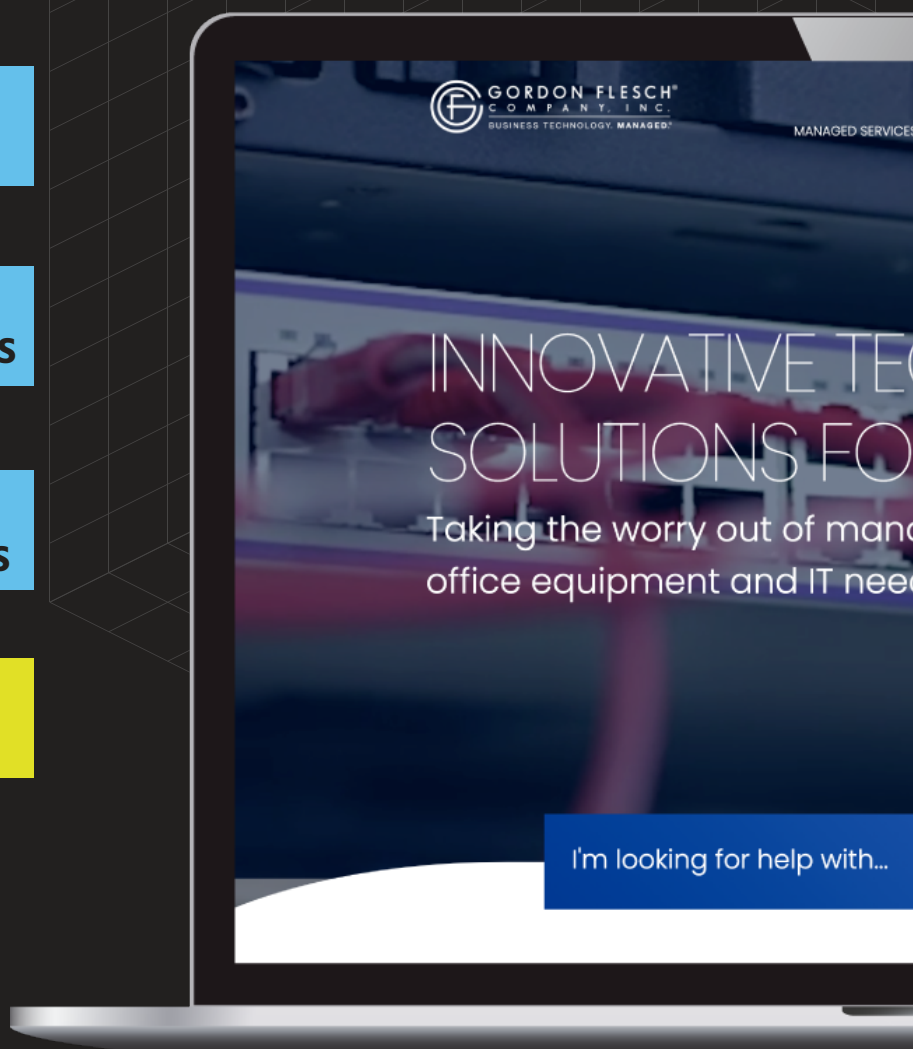
230 NEW SQLS
IN 5 MONTHS

\$394k IN NEW
SALES OPPS

15 NEW
CUSTOMERS

SOLUTION

- New website and implementation of a custom inbound marketing program, including the creation of the GFC blog
- Creation of a Service Level Agreement (SLA) that defined and formalized how leads would be qualified, managed, assigned, and followed up on



CASE STUDY: GORDON FLESCH® COMPANY, INC. (CONTINUED)

“TODAY, **GFLESCH.COM** IS A FULL-FEATURED WEBSITE TEEMING WITH GRAPHICS, VIDEOS, 600-PLUS BLOGS, FREE DOWNLOADS AND CALLS TO ACTION FOR CLIENTS AND PROSPECTS TO INTERACT WITH THE DEALER. RECENTLY, A LIVE CHAT FEATURE WAS ADDED TO PROVIDE REAL-TIME INFORMATION. IN LESS THAN FIVE YEARS, THE SITE HAS PRODUCED MORE THAN 4,000 LEADS, 1,000+ SALES AND REVENUES OF \$13.6 MILLION, OF WHICH \$7.5 MILLION IS REPRESENTED BY NET-NEW CUSTOMERS.

THE AVERAGE LIFETIME VALUE OF THE CUSTOMERS IS \$187,000, WHICH TRANSLATES TO \$82 MILLION OVER THE NEXT 10 YEARS.”

The screenshot displays the ENX magazine website. At the top, the ENX logo is accompanied by the tagline "engage 'n' exchange" and "THE WEEK IN IMAGING". A navigation bar includes links for HOME, THE WEEK IN IMAGING, NEWS, ELITE DEALERS, DIFFERENCE MAKERS, ENX ARCHIVES, WEBINAR, and JOB OPENINGS. A prominent banner for "Static Control" states "checks all the boxes!" and lists "Remanufactured", "Compatible", and "OEM" options. Below the navigation, a sidebar on the left offers a "Subscription Update" with a "Manage Subscription" link and a "Sign Up for ENX The Week in Imaging eNewsletter" button. The main content area features a blog post titled "Inbound Gold: Unlimited Potential Awaits Dealers Willing to Develop Effective Marketing Initiatives" by Erik Cagle, dated Monday, September 27, 2021. The post includes a photo of Connie Dettman, Director of Marketing at Gordon Flesch, and discusses her role in transforming the company's website into a powerful marketing tool. A "Click to View Digital Magazine" link is also present. On the right, a vertical banner promotes the "MEET 2021 ELITE DEALERS" in the December issue of ENX magazine, featuring a photo of a woman and a "PRECISION ROLLER" logo.

CASE STUDY: PUMPTEC

PROBLEM

Amidst a global pandemic and struggling economy, Pumptec was ill-prepared for selling in a digital world. Manual processes made it almost impossible to share and track information or gauge marketing and sales efforts. In addition, their online presence didn't reflect the robust capabilities, quality, and industry expertise they were known for – and they hadn't published a blog post in seven years.

Results 10 months after site launch:

39% INCREASE IN
SALES IN THE
FIRST 9 MO.

89% INCREASE IN
AVG NEW
CUSTOMER
SALE

33% REDUCTION
IN CUSTOMER
ONBOARDING
TIME &
SALES CYCLE

SOLUTION

A new website using HubSpot CMS and reintroduction of a regular blog and gated advanced content pieces helped Pumptec leverage inbound marketing for business growth. By using HubSpot's full CRM suite and sales enablement tools, Pumptec also reduced friction for their Sales and Service teams through better tracking, managing and responding to prospects and customers.



"BEFORE WORKING WITH WEIDERT GROUP AND HUBSPOT, WE WERE DOING A LOT OF COLD CALLING. NOW, LEADS ARE FINDING US." – STEVE BABCOCK, PUMPTEC

CLIENT REVIEWS

“I LIKE THEIR RESPONSIVENESS
AND FORWARD, OUT-OF-THE-BOX
THINKING.”

Clutch

Firms that deliver

ADVERTISING & MARKETING

WEB & SOFTWARE DEVELOPMENT

MOBILE APP DEVELOPMENT

IT SERVICES & SOLUTIONS

Digital Marketing Agencies, Search Engine Marketing Agencies, Social Media Marketing Agencies

Weidert Group B2B Inbound Marketing Agency

W

Weidert Group is a B2B inbound marketing agency based in Appleton, Wisconsin. A certified HubSpot partner since 2011, Weidert Group achieved Platinum-level partner status with HubSpot in 2015. HubSpot is the leading marketing automation and sales software, with over 11,000 customers in 70 countries. Weidert Group is a full-service agency providing all components of an inbound marketing and sales effort: website and content strategy and development, search engine optimization (SEO), social management, lead nurturing, sales enablement services, and overall marketing management.

Clients represent B2B companies in industrial manufacturing, insurance & services, industrial A/E/C, and industrial distribution—in addition to software service companies supporting these industries.

Want to supercharge your sales funnel? We'd be happy to demonstrate the inbound marketing to attract qualified leads and turn them into customers. Contact our endless inbound marketing resources at www.weidert.com/resources

Key clients:
Sentry Equipment • Marion Body Works • Wipfli • CUNA Mutual Group • U.S. Properties • Crane Engineering • Gravier • Fisher Tank Company

Certifications:
Platinum HubSpot Partner since 2011

Certifications by HubSpot:

- All staff are HubSpot Software Certified & Inbound Marketing Certified
- HubSpot COS Design Certification (2014 - present)
- HubSpot COS Design Certification (2014 - present)
- All staff are HubSpot Software Certified & Inbound Marketing Certified

★★★★★ Rating: 4.6 (4 reviews)

Visit Website

Founded: 1980

Employees: 10 - 49

Weidert Group
901 S. Lawe St.
Appleton, WI 54915

Web Design & Inbound Marketing for Food Seller

Digital marketing | \$50,000 to \$199,999 | Aug 3, 2016

Project summary:
The Weidert Group was hired to create an inbound marketing strategy and website redesign for the client. They provided content creation for both their blogs and their social media.

Feedback summary:
Since the website was redesigned, the client is seeing two and a half times the amount of site views than they were before working with The Weidert Group. They enjoyed the constant communication The Weidert Group provided.

"The Weidert Group is very good in terms of consistent communication. I would say that I hear from them a couple of times a week on average."

— President, AK Pizza Crust (Food Seller)

+ Full review

Inbound Marketing for Electronics Provider

Digital marketing | \$200,000 to \$999,999 | Aug 2, 2016

Project summary:
The Weidert Group was hired to implement HubSpot and provide content marketing services. They managed the client's social media and blog while creating content for both.

Feedback summary:
Due to the work The Weidert Group did, the client has seen a 14% increase in website visits and a dramatic increase of conversion rates at each stage of the funnel. The Weidert Group's project management was always on point and the quality of work was always very high.

"The Weidert Group's quality of work is always really high. The creativity they provide, in how we can modify things to improve, has all been great and proactive."

— Senior VP, DFR Solutions (Electronics Provider)

+ Full review

President at AK Pizza Crust

201-500 employees

Green Bay, Wisconsin

Overall rating: ★★★★★

Quality: ★★★★★

Schedule: ★★★★★

Cost: ★★★★★

Willing to refer: ★★★★★

Senior VP at DFR Solutions

11-50 employees

Baltimore, Maryland

Overall rating: ★★★★★

Quality: ★★★★★

Schedule: ★★★★★

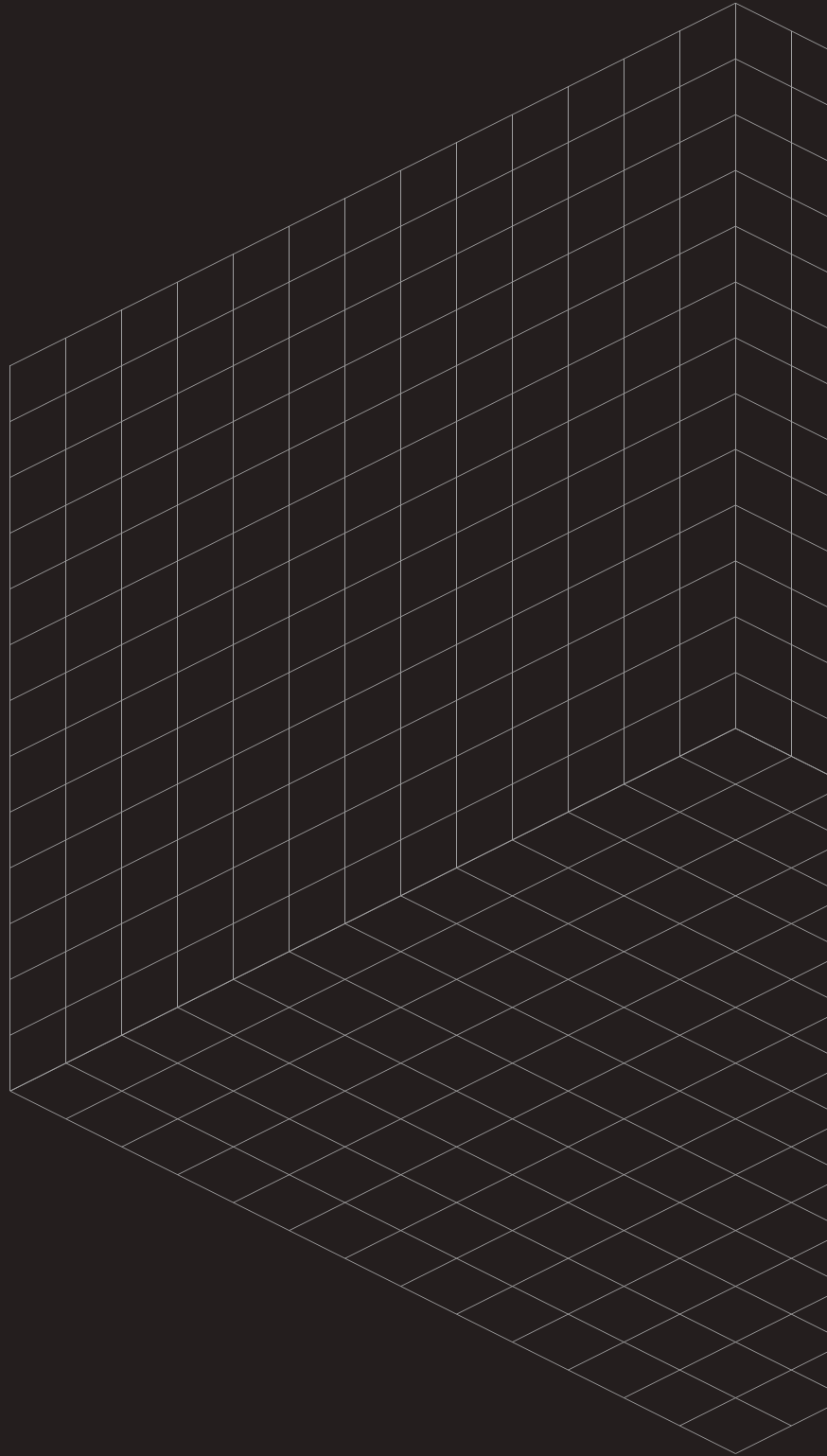
Cost: ★★★★★

Willing to refer: ★★★★★

<https://clutch.co/profile/weidert-group>



DETAILS



TECHNOLOGY BUDGET

HUBSPOT MARKETING STARTER + CMS PRO

- Marketing Hub Starter with 1,000 Marketing contacts
- All non-marketing contacts are free, up to a limit of 15 million overall contacts
- Everyone in your company gets access to HubSpot's free features
- CMS Hub Pro for website, includes hosting

Timeline: CMS Hub Professional beginning in June 2023, Marketing Hub Starter in August 2023

Total

\$360/month in June & July (10% discount applied assuming annual payment)

\$378/month from August onward (10% discount applied assuming annual payment)

Note: HubSpot's onboarding one-time fees (\$3,000) waived in lieu of working with Weidert Group

BRAND STRATEGY BUDGET

DELIVERABLES: APRIL-JUNE 2023

BRANDING STRATEGY

Asche & Spencer Branding Strategy	\$22,953.75
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ACCOUNT MANAGEMENT

New Client Orientation and Level 2 Meetings & Support	\$3,900
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- **Brand Strategy total** (\$26,853.75) to be split billed between the months of Apr - June

WEBSITE BUDGET

DELIVERABLES: JUNE - AUGUST

WEBSITE

Website	\$41,730.00
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- **Website total** (\$41,730.00) to be split billed between June - August

LIGHT INBOUND BUDGET

DELIVERABLES: SEPTEMBER - DECEMBER

BLOGS

(4) Technical Blogs	\$4,680.00
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MARKETING EMAIL

(1) Permission Email Campaign	\$742.50
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(3) Monthly Marketing Emails	\$2,227.50
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ACCOUNT MANAGEMENT

Level 1 Meetings & Support	\$4,826.25
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- **Light Inbound total** (\$12,476.25) to be split billed between the months September - December

2023 BUDGET RECOMMENDATION

WEIDERT GROUP BUDGET									
	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec
BRANDING									
Branding Project	\$9,130.28	\$8,861.74	\$8,861.74						
WEBSITE									
Website			\$14,188.20	\$13,770.90	\$13,770.90				
LIGHT INBOUND PROGRAM									
Light Inbound Program						\$3,119.06	\$3,119.06	\$3,119.06	\$3,119.06
Subtotal	\$9,130.28	\$8,861.74	\$23,049.94	\$13,770.90	\$13,770.90	\$3,119.06	\$3,119.06	\$3,119.06	\$3,119.06
HubSpot License	—	—	\$360	\$360	\$378	\$378	\$378	\$378	\$378
TOTAL	\$9,130.28	\$8,861.74	\$23,409.94	\$14,130.90	\$14,148.90	\$3,497.06	\$3,497.06	\$3,497.06	\$3,497.06

TERMS & CONDITIONS

- Any work performed by Weidert Group remains the intellectual property of the Agency until it is paid for in full by the Client
- Production timelines may vary due to many interdependent factors, including but not exclusive to delay of Client input and approvals at each stage of the development process
- Client changes above and beyond stated scope during the development process could also delay timelines and will be subject to additional charges not outlined in this Agreement
- Terms: 1% 10, net 30. Paid ads NET 10. Finance charges are 18% on an annual rate and 1.5% on a monthly rate on past due balances
- Proposal is null and void after 30 days without completed signatures



LET'S DO THIS!

COMPLETE THE FOLLOWING STEPS
AND WE'LL GET STARTED!

1

Review proposal and provide feedback

2

Sign Weidert Group formal roadmap quote for branding strategy, Inbound Plan & Playbook, and website redesign (to be provided once proposal is finalized)

3

Schedule the Kickoff Meeting and Workshops!

THE CONTENTS OF THIS PROPOSAL
ARE CONFIDENTIAL AND PROTECTED
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