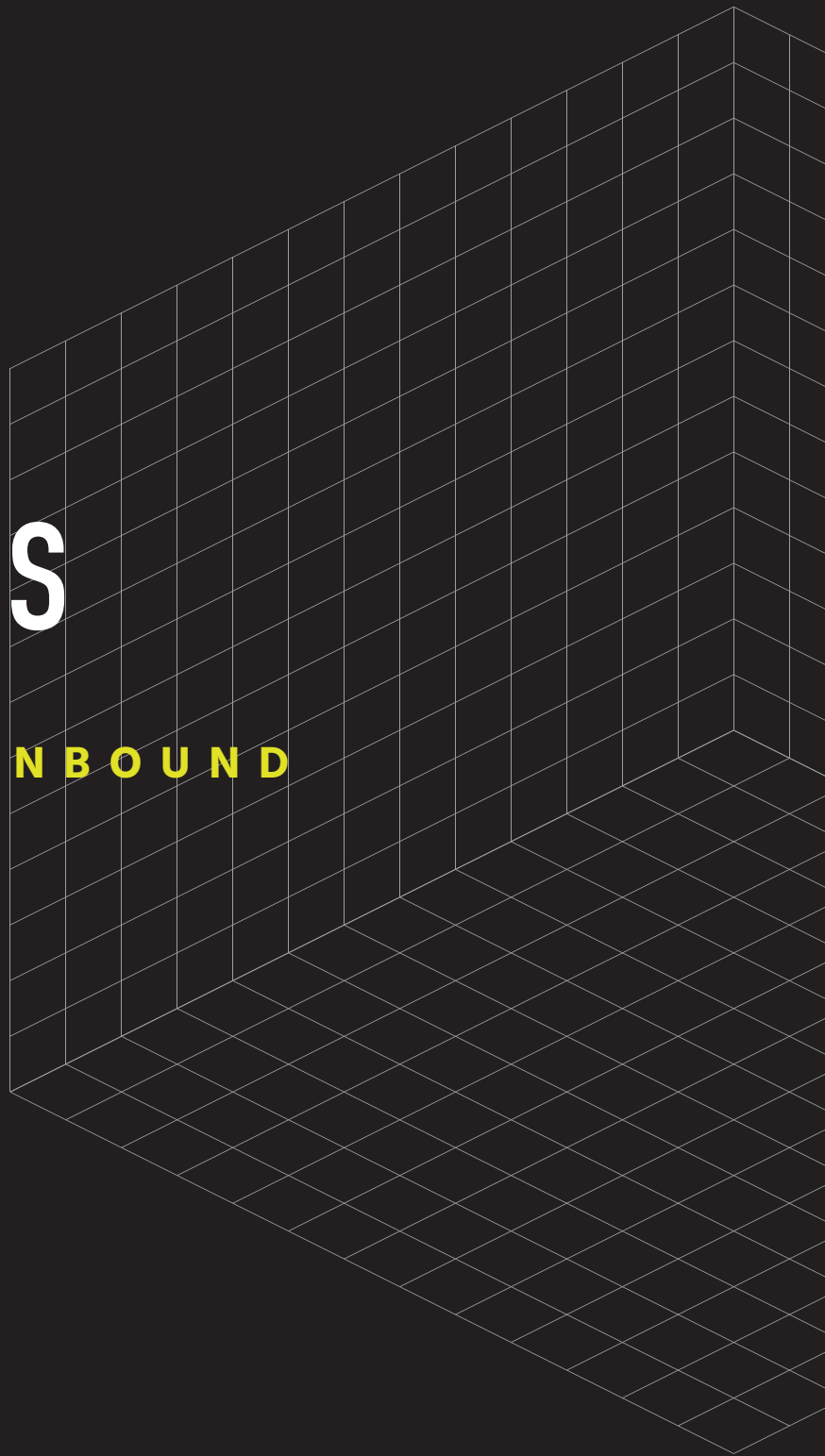


FORK FARMS

GROWTH WITH INBOUND





MARKETING GOAL

It's the shared goal of Fork Farms and Weidert Group to develop an inbound marketing and sales program that produces the quantity and quality of leads needed to support business growth goals.

GROWTH WITH INBOUND

The recommended growth plan for Fork Farms starts with a strategic foundational period and migrated website, followed by 90-day roadmaps to build and continuously improve upon a custom inbound marketing program.

1

SET THE INBOUND STRATEGY & SET UP

Develop the Inbound Marketing Plan & Playbook for the Fork Farms inbound program, strategize, and set up foundational items

TIMELINE: April - June

2

WEBSITE MIGRATION + INBOUND READINESS

Migration of www.ForkFarms.com from WordPress to HubSpot and slight updates to make the website inbound ready

TIMELINE: April - June

3

KICKSTART CONTENT CREATION

Create an initial bottom of the funnel offer landing page and oversee the creation of an awareness level content offer to help jumpstart lead generation

TIMELINE: May - June

4

INITIATE THE CORE PROGRAM

Attract, engage, and delight leads and customers for Fork Farms; continuous improvement and optimization

TIMELINE: Starts July



WEIDERT GROUP'S PROMISE:

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

FORK FARMS 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 (Fork Farms'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 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**

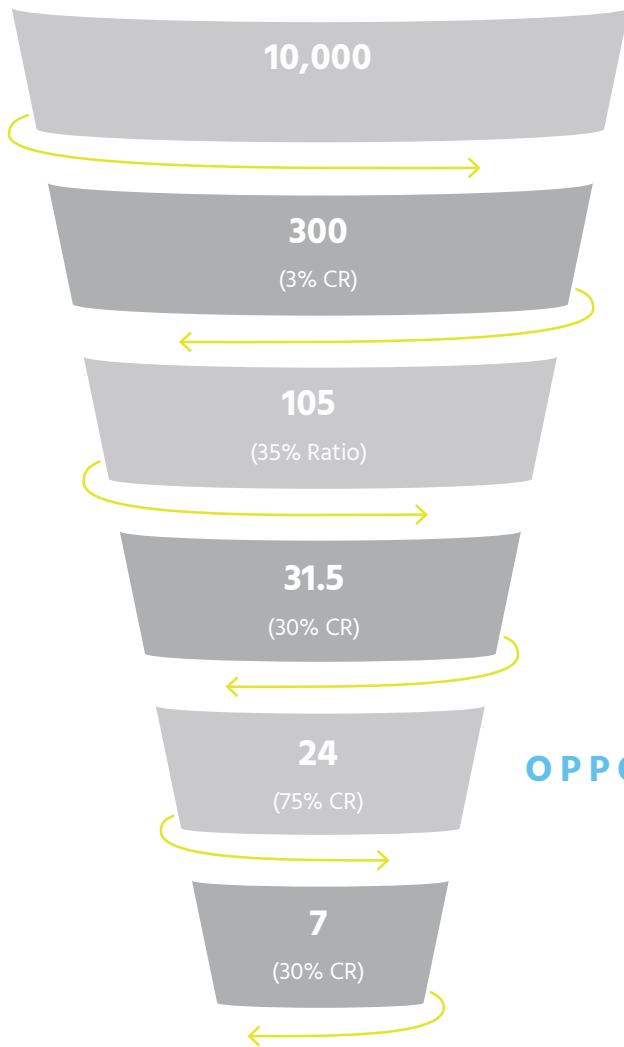
TRACK, ANALYZE & ADJUST

- 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 from Fork Farms' inbound marketing program are shown below.

POTENTIAL FUNNEL METRICS



SESSIONS

Total number of **monthly** sessions to the site

CONTACTS

Total # of visitors that converted as leads by filling out a form

MQLS

Marketing Qualified Leads fit the demographics of what a good customer looks like

SQLS

Sales Qualified Leads are ready to be engaged in the sales process

OPPORTUNITIES

Opportunities are open deals

CUSTOMERS

Total # of **monthly** customers gained with inbound



FOUNDATIONAL WORK

APRIL - JUNE



INBOUND MARKETING PLAN & PLAYBOOK TIMELINE

APR - JUN

PURPOSE: We use what we learn about your business to create a guide called the Inbound Marketing Plan & Playbook. This is where you'll find the foundational work required to initiate your new program—your content strategy and action plan, your editorial calendar, your social media protocols, and more.

RECOMMENDATION:

Details for each recommended playbook “chapter” found on the following pages.

	FORK FARMS & WEIDERT GROUP	FORK FARMS	WEIDERT GROUP
WEEK 1	<ul style="list-style-type: none"> Large group Kickoff Meeting & sales team interview 	<ul style="list-style-type: none"> Customer interview contacts provided before call Competitive review begins 	<ul style="list-style-type: none"> SEO landscape analysis Competitor review and persona profile homework handed off to Fork Farms
WEEKS 2-7		<ul style="list-style-type: none"> Completed competitive review homework due to Weidert by week 5 Persona profile homework due to Weidert by week 7 	<ul style="list-style-type: none"> Customer interviews begin Competitive advantage & positioning Messaging
WEEK 8	<ul style="list-style-type: none"> Weidert to send Strategic Brief to Fork Farms team for review/ approval Fork Farms team to provide feedback 		
WEEKS 9-12	<ul style="list-style-type: none"> Content workshop 		<ul style="list-style-type: none"> SEO & content strategy Content promotion strategy Lead qualification & marketing automation Lead & CRM management Reporting & KPIs
WEEK 13	<ul style="list-style-type: none"> Final presentation 		



KICKOFF MEETING + SALES TEAM INTERVIEW

This virtual half day of meetings will help to jumpstart our engagement and fill in any gaps of missing information we haven't already gathered from our sales process and the Inbound Marketing Readiness Assessment. Scope 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 inform persona development, how you **compete and win**, and **messaging**
- Discussion on **lead qualification and management**
- **SEO needs & goals** discussion

SEO LANDSCAPE ANALYSIS

The evaluation of the current SEO landscape includes an overview of the organic performance of your direct competitors, as well as identifying any additional sites competing for the same keywords. This data, combined with the discovery from our future content workshop, will **inform the right mix of content types and keyword targets for Fork Farms.**

CUSTOMER INTERVIEWS

Interviews with customers help us understand the buyer journey, needs, thought processes, their view of Fork Farms'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.** Scope includes a total of 3 phone interviews.

COMPETITIVE REVIEW (COMPLETED BY FORK FARMS)

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 **where our opportunities are relative to their activities.** Weidert Group will provide the competitive review template and instructions for Fork Farms to complete the needed research and information gathering.

COMPETITIVE ADVANTAGE & POSITIONING

(STRATEGIC BRIEF)

From the review of existing marketing assets, and competitive review, we define what Fork Farms does better than anyone; your most meaningful advantage over competitors. From that we develop a positioning statement articulating who we're talking to, what they want, how we deliver it, and how we want to make the prospect feel. The strategic brief **summarizes what we've learned and adds insights; outlines where opportunities are and how we'll act on them.**

PERSONA DEVELOPMENT (COMPLETED BY FORK FARMS)

Personas draw 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 will allow us to create content that has power to motivate them to work with Fork Farms. **Weidert Group will provide the Fork Farms team with a persona profile homework document, and then based on these inputs, two summarized persona profiles (K-12 Science Teacher and K-12 Food Service Director) will be created by Weidert Group in the Plan & Playbook.**

MESSAGING

Based on all previous work we develop primary messaging: **what we will say that will mean the most to our prospects, and what will be most effective in motivating them to Fork Farms.** These messages are foundational to all content (blogs, paid ads, web, and advanced content) and social media.

STRATEGIC BRIEF REVIEW & APPROVAL

By week 9 of the Plan & Playbook development, Weidert Group will provide the draft Strategic Brief to the Fork Farms team for review and approval. This will contain the recommended competitive advantage statement, positioning statement, and messaging framework. Weidert Group will need consolidated feedback from the Fork Farms team within one week to stay on schedule.

CONTENT WORKSHOP

In order to **develop the right mix of content focus areas**, we'll discuss your personas and their buyer's journeys, strategize around your brand purpose and how that can translate into authority-building content, and identify any individuals (internal or from external relationships) that can help create thought leadership content.

The latter part of this workshop will be spent brainstorming content ideas together, filling the content wishlist with a variety of topics that satisfy the range of content needed for a successful SEO and content strategy.

SEO & CONTENT STRATEGY

This is where we combine all of the inputs gathered throughout the Inbound Marketing Plan & Playbook process and build a focused SEO and content strategy that will **provide brand awareness and SERP visibility, qualified leads, and increased domain authority via backlinks and other content partnerships**. The SEO and content strategy includes:

- Recommended ratio of content focus areas (awareness, lead gen, authority building, and thought leadership)
- Focused topic clusters backed by extensive keyword research
- Initial buyer's journey content maps
- Strategy for purpose-driven SEO partnerships, if applicable
- SME and topic lists for thought leadership content
- Link building strategy
- Updating HubSpot SEO Topics tool with topic cluster keywords
- Adding target keywords to SEMrush for ongoing position tracking
- Creation of Buyer's Journey Content Maps

CONTENT PROMO STRATEGY - SOCIAL MEDIA & PAID ADS

This section outlines the relative value of organic social media platforms for use as promotion tools for Fork Farms's content, and **outlines protocols for engagement**, and includes how Paid Ad channels (Facebook, Google, LinkedIn, etc.) will also be leveraged. The recommended engagement is based on the prospects' likelihood to be on specific platforms and the types of issues/challenges they're experiencing.

LEAD QUALIFICATION & MKTG AUTOMATION STRATEGY

Our lead qualification strategy is based on specific information we want to gather in order to qualify and segment lead conversions as well as to develop the most appropriate nurturing workflows. This will help ensure that we're **keeping leads engaged with content that moves them further along in their buyer journeys**. Nurturing workflows are designed to communicate with prospects throughout their buyer journeys with the goal of moving them down the sales funnel. We'll identify each lead type and the best way to segment them for future nurturing workflows and ongoing communication, as well as thresholds for lead handoff and any specific internal workflows needed.

LEAD MANAGEMENT (SALES) STRATEGY

You've nurtured your leads to sales-readiness – now what? Developing a plan for lead management is critical to **turn your inbound leads into customers**. We'll help you develop a Marketing-to-Sales process and outline the commitments of all parties to take specific actions to close deals. Includes:

- Lead management and handoff recommendations, including Sales Qualified Lead definition
- Lead tracking recommendations for closed loop reporting from Marketing to Sales

REPORTING & KPI STRATEGY

Because tracking performance and adjusting as necessary are core to the success of inbound marketing, the KPIs identified are those we will monitor, analyze and report on during regular review calls. Fork Farms' performance against industry benchmarks will be closely evaluated and will **guide our recommended activity adjustments**.

FINAL PRESENTATION

A 2-hour final presentation will be scheduled to share the final Inbound Marketing Plan & Playbook.

PURPOSE: As we're working on your Inbound Marketing Plan & Playbook, we'll complete the following setup items to prepare for your ongoing inbound program.

MARKETING AUTOMATION INITIAL SETUP

- Setup of basic email workflow automation in HubSpot per recommendations in the Inbound Plan & Playbook
- Setup of backend automation in HubSpot for ongoing lead segmentation and lead alerts
- Lead scoring set-up in HubSpot

PAID ADS SETUP + PAID ADS LANDING PAGE DEVELOPMENT

- Includes new ad campaign setup for Facebook & Instagram only, with Weidert taking the lead on ad copywriting, ad design, and ads launch
- Also includes the development of a tailored landing page, designed to get the most conversions possible from our Facebook & Instagram advertising efforts

REPORTING TEMPLATE & DATABOARDS

- Creation of custom databoards (up to 3) for real-time reporting per recommendations in the Inbound Plan & Playbook

UPDATED HUBSPOT TEMPLATES

With Fork Farms having their website migrated over to HubSpot, we also want to update the main templates we'll be using in HubSpot for Fork Farms's inbound program. These initial, updated templates include:

- Landing Page and Thank You Page templates
- CTA template

PURPOSE: As we're working on your Inbound Marketing Plan & Playbook, we'll complete the following setup items to prepare for your ongoing inbound program.

HUBSPOT WEBSITE MIGRATION

The current Fork Farms WordPress website has been assessed and approved by HubSpot to be migrated over to the HubSpot CMS. The site's overall design, structure, and functionality will all be replicated but built in a way for easier site updates. Weidert Group has helped oversee dozens of HubSpot website migrations so our team will manage this process and take on quality review before the Fork Farms team reviews.

Please note: in order to have the Fork Farms website migrated and hosted on the HubSpot CMS, the Fork Farms team will need to add CMS Hub Professional to your existing HubSpot license.

WEBSITE MIGRATION DEVELOPMENT SUPPORT

The one area of functionality the HubSpot Website Migration team will not support is the Shopify eCommerce functionality in the Store section of the website. Weidert Group will take on this needed site development in addition to:

- Setup of product page template and population of the current 5 products (using existing page copy)
- Setup of any needed URL redirects from old website including adding an apex redirect for non-www URLs
- Overall HubSpot website settings configuration
- Full website audit and testing, and go live launch support

WEBSITE INBOUND READINESS SUPPORT

Once the website is fully migrated and we have initial inbound marketing assets, Weidert Group will make some minor updates to prepare the website for inbound marketing readiness. This includes:

- Incorporating the Blog into the primary navigation (currently is only in the site footer)
- Incorporating the new bottom of the funnel offer CTA/landing page on select areas of the website
- Incorporating more CTAs for educational content, both gated and non-gated, on select areas of the website
- Slight updates to the Help Center navigation tab to add a dropdown for guides, resources, FAQ, etc.

PURPOSE: To quickly implement some potential lead converting assets in HubSpot that can be featured on the current Fork Farms website, while we work on the foundational Inbound Plan & Playbook and website migration.

BOTTOM OF THE FUNNEL OFFER LANDING PAGE

Create an initial bottom of the funnel offer landing page for engaged website visitors to take the next step if they're not quite ready to speak with your sales team. For example, a sample lesson plan from Farmative that is only offered up until they complete the form on this landing page. Support includes:

- Write copy for new landing page
- Create any supporting graphics
- Develop corresponding conversion form, landing page, and graphic CTA button for placement on current Fork Farms website

CONTENT KICKSTART CAMPAIGN (COMPLETED BY FORK FARMS)

We suggest that the Fork Farms team create an initial gated content offer that will be valuable to your primary personas, to be promoted on the current website and to use when the ongoing program starts.

- Write and design (1) 4-8 page eBook or visual guide - Intro to Indoor Gardening (or similar topic)
- Develop corresponding landing page and graphic CTA button (using templates from Weidert Group) for placement on the current Fork Farms website, and email for this campaign

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.

ONBOARDING + LEVEL 1 MEETINGS & SUPPORT

Initial onboarding call plus **(1)** 30-minute virtual status call every other week with agenda and call summaries, plus ongoing program management for the months of the foundational program.

Weidert Group

- Prepare for and conduct new client onboarding call with Fork Farms team
- Conduct bi-weekly status call check-in

Fork Farms

- Attend bi-weekly status calls

QUARTERLY INBOUND ROADMAPS

ROADMAP 1: JULY - SEPT



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

Our recommendation is **publishing one blog post per week.**

Weidert Group

- Write seven blogs/qtr, format and publish in HubSpot. Includes an interview with an SME for one thought leadership focused blog

Fork Farms

- Write and publish in HubSpot six additional blog posts to publish the opposite weeks of the Weidert Group posts
- Review and approve blog articles written by Weidert Group
- Provide access to SMEs as needed

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

Weidert Group

- Support and guidance

Fork Farms

- Monitor social media channels
- Write and publish regular social media posts based on playbook recommendations
- Create and send monthly blog-in-review email newsletter
- Regular posting by select team members on LinkedIn personal profiles (using provided lead-ins)
- Outreach to industry publications to for placement of articles

QUARTERLY ROADMAP: CORE PROGRAM

ATTRACT:

PAID ADVERTISING/PPC

PURPOSE: We recommend an advertising campaign in Facebook and Instagram to get your content and products in front of your primary target personas while achieving maximum value per click.

Fork Farms can reach two primary target personas with paid advertising. With Facebook & Instagram Ads, we can reach both K-12 Science Teachers and Food Service Directors (K-12 District), as the science teacher persona has an audience of more than 50,000 if we target by job title alone, and in excess of 2,300,000 if you also include members of the National Science Teacher's Association. There are about 10,000 people in Facebook who match the criteria of Food Service Director, which is smaller than the ideal target size (50,000+ people), but we can still target them with ads at a lower spend with an emphasis on K-12 Science Teachers.

Weidert Group

- Create & launch ads and actively manage campaigns

Fork Farms

- Review and approve ads

ENGAGE:

TARGET-SPECIFIC ADVANCED (GATED) CONTENT

PURPOSE: The more advanced content (infographics, eBooks, case studies, tip sheets, etc.) you have as conversion offers, the greater your chances of turning up as a search result to a target's question or need and turning him or her into a lead — and a customer.

- Turn visitors into leads
- Attract new leads and re-engage existing leads
- Allow for "next conversion" opportunities
- Capture lead data

Weidert Group

- Help propose advanced content ideas

Fork Farms

- Develop one (1) new advanced content offer (copy and design) every 3 months
- Develop accompanying landing page, promo email, and CTA graphics

QUARTERLY ROADMAP: CORE PROGRAM

ATTRACT, ENGAGE, TRACK/ANALYZE/ADJUST: ONGOING SEO SUPPORT

PURPOSE: Since SEO is not a one-time event and takes ongoing management to continually improve rankings and meaningful traffic, we recommend including ongoing SEO analysis, optimization, and support as part of your monthly program:

- Ongoing monitoring and reporting on SEO progress and new opportunities
- Ongoing assessment of recommended on-page SEO updates/refinements based on keyword rankings data
- Ongoing assessment of backlink opportunities and the possibility of once per quarter backlink campaigns

Weidert Group

- Ongoing SEO analysis and management includes determining a priority list of improvements/corrections from SEO audit
- Periodic backlink campaigns

Fork Farms

- Ongoing corrections of search engine crawl errors/usability alerts from Google, ongoing on-page SEO updates, website page updates/additions, etc.

TRACK/ANALYZE/ADJUST: 120-DAY ROADMAPPING (INCLUDES 120-DAY EDITORIAL CALENDAR)

PURPOSE: Every 120 days we quickly assess and fine-tune your inbound program based on what we see is working, what's not, and new challenges and opportunities you may be facing. Sometimes little change is needed and the roadmap for the next 120 days is very similar; other times we'll take bigger steps to optimize performance or pursue emerging opportunities. Includes meeting to review previous quarter and discuss next quarter's goals and recommendations.

Weidert Group

- Prepare monthly reporting on key metrics
- Prepare 120-day roadmap recommendations based on data, including editorial calendar for content creation and publishing (blog/vlog, advanced content, and video content)

Fork Farms

- Attend roadmap meeting; approve 120-day roadmap for next quarter

QUARTERLY ROADMAP: CORE PROGRAM

TRACK/ANALYZE/ADJUST:

LEVEL 1 MTGS & MARKETING SUPPORT

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.

(1) 30-minute status call every month with agenda and call summaries, plus time budgeted each quarter for program management and marketing support as needed.

Weidert Group

- Provide brief agenda and call summaries for each status call

Fork Farms

- Attend status calls each month

QUARTERLY ROADMAP: **FLEX BUDGET**

The previous pages outline our recommended **core** quarterly program for Fork Farms. Throughout your roadmap and as needs change, a flex budget is recommended to act upon recommendations and the needs of Fork Farms. Examples of how the flex budget could be used include (but are not limited to) the services listed below:

VIDEOS

- Pre-production, post-production, and everything in-between

WEB DEVELOPMENT

- Additional website updates and/or projects

LEAD NURTURING

- Workflow plans and content

TRADE SHOW SUPPORT

- Signage, campaigns, and more

RECRUITMENT MARKETING

- Employer branding, recruitment marketing assets and projects

PR

- Press releases, additional promotion

TARGET-SPECIFIC ADVANCED CONTENT

- 2-4 page content piece
- 5-8 page content piece
- Case studies
- Infographic
- Calculator
- Sales collateral
- Press release, including distribution
- Webinar support
- Content support set (landing pg., thank you pg., email and CTA graphic)

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 (30 NEWI, 7 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 write content for complex industries and companies such as:



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

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

1,248 →

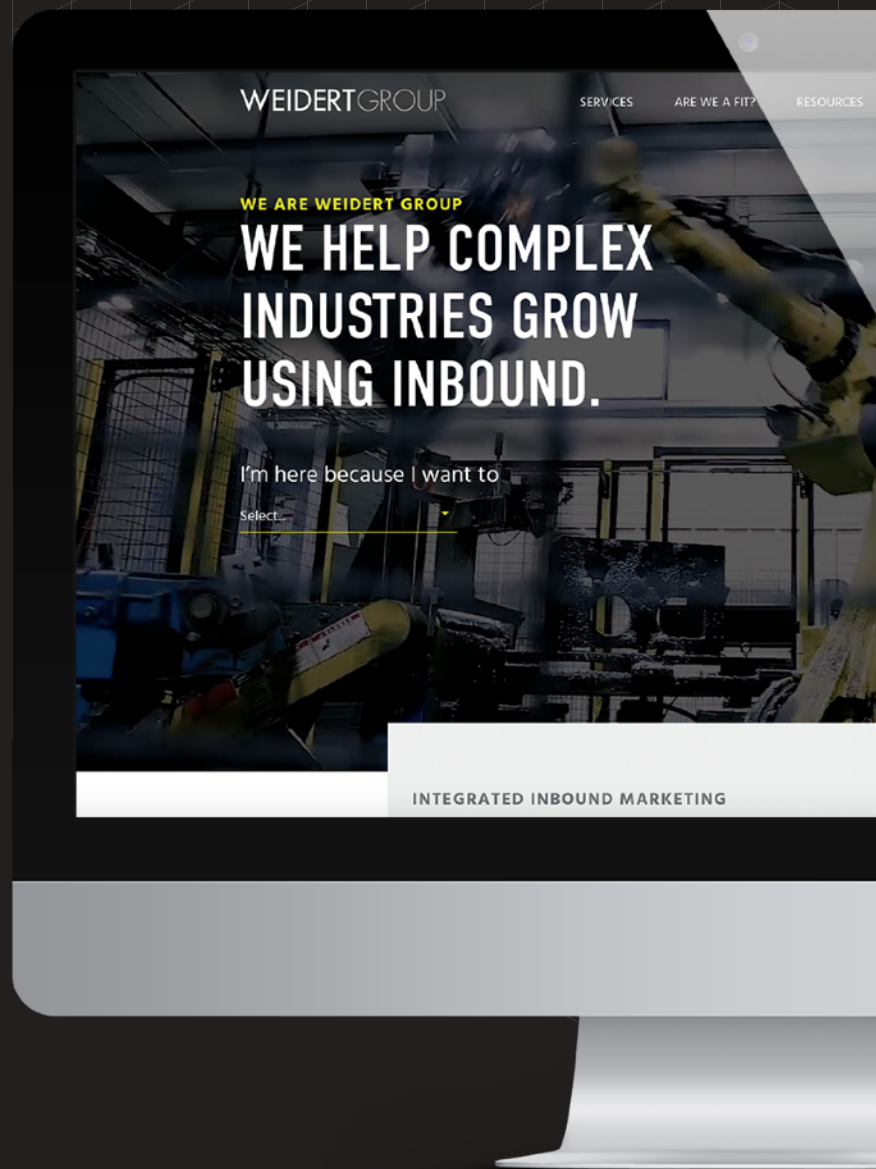
90k TOTAL TRAFFIC

290 →

77k ORGANIC TRAFFIC

11 →

500 LEADS



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

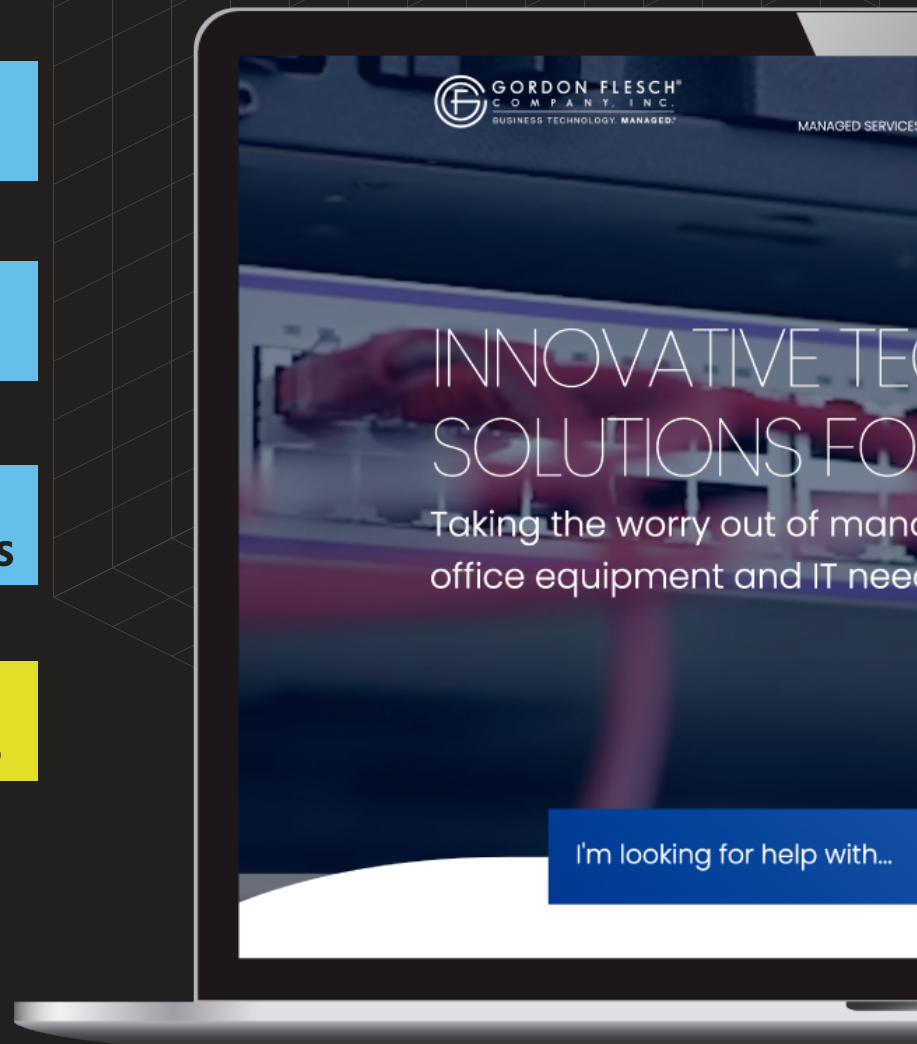
230 NEW SQLS
IN 5MO

\$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.”



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 MONTHS

89% INCREASE IN AVG NEW CUSTOMER SALE

33% REDUCTION IN 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.

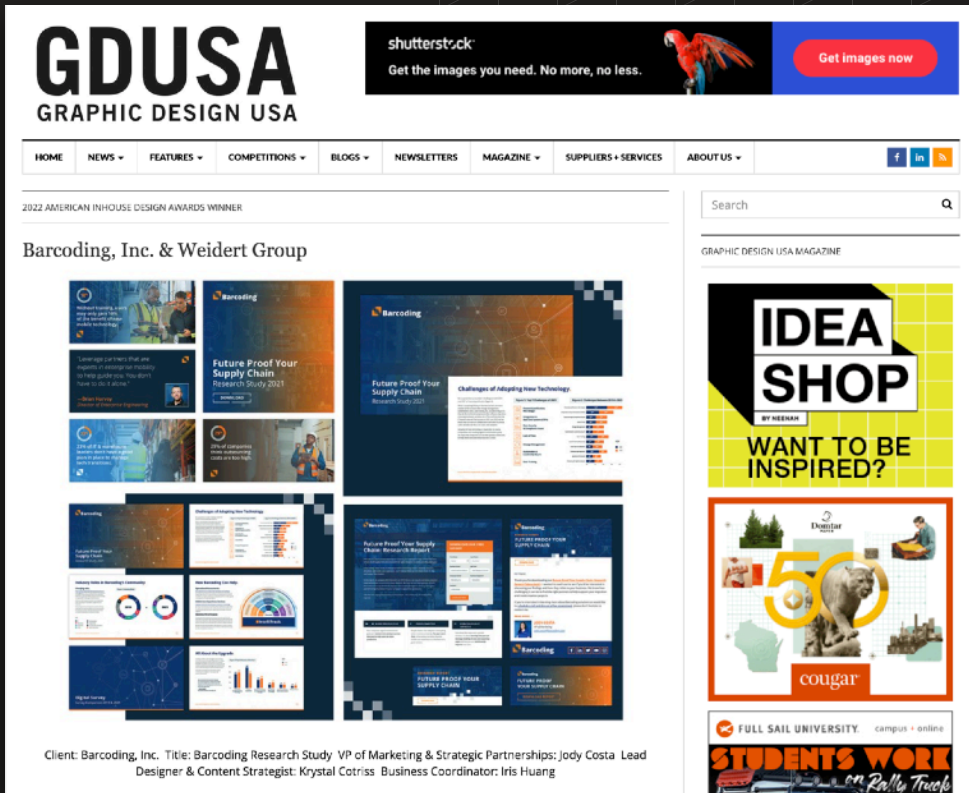


"BEFORE WORKING WITH WEIDERT GROUP AND HUBSPOT, WE WERE DOING A LOT OF COLD CALLING. NOW, LEADS ARE FINDING US." – STEVE BABCOCK, PUMPTEC



GDUSA 2022 AMERICAN INHOUSE

DESIGN AWARDS WINNER



Client: Barcoding, Inc. Title: Barcoding Research Study VP of Marketing & Strategic Partnerships: Jody Costa Lead Designer & Content Strategist: Krystal Cotriss Business Coordinator: Iris Huang

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View Article



CASE STUDY: RECRUITMENT

PROBLEM

By 2030, it's predicted there will be 2.1 million more open manufacturing jobs than there are skilled workers to fill them. Our client felt the pressure of both the national labor crisis and the scarcity of candidates in and around the small Wisconsin city in which their production facility is located. In fact, the competition is so fierce that we won't even name the company to protect their competitive advantage.

Results in less than 12 months:

101

**EMPLOYEES
HIRED A&ND
ONBOARDED**

65k

**SQUARE FOOT
FACILITY
EXPANSION**

24/7

**APPLICATION
PROCESSING**

SOLUTION

Working closely with our client's HR team, Weidert Group identified the channels, messaging, inbound marketing tactics, and paid digital advertising that would resonate with ideal jobseekers. Targeted content was developed to supplement the enhanced recruitment marketing campaign, including a video, blog article, careers page update, display ads, and social posts.



“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 out our endless inbound marketing resources at www.weidert.com/resources

Key clients:
Sentry Equipment • Marion Body Works • Wipfli • CUNA Mutual Group • U. Properties • Crane Engineering • Gravie • 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

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

Web Design & Inbound Marketing for Food Seller
Digital marketing | \$50,000 to \$100,000 | 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)*

Overall rating: ★★★★★
Quality: ★★★★★
Schedule: ★★★★★
Willing to refer: ★★★★★

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)*

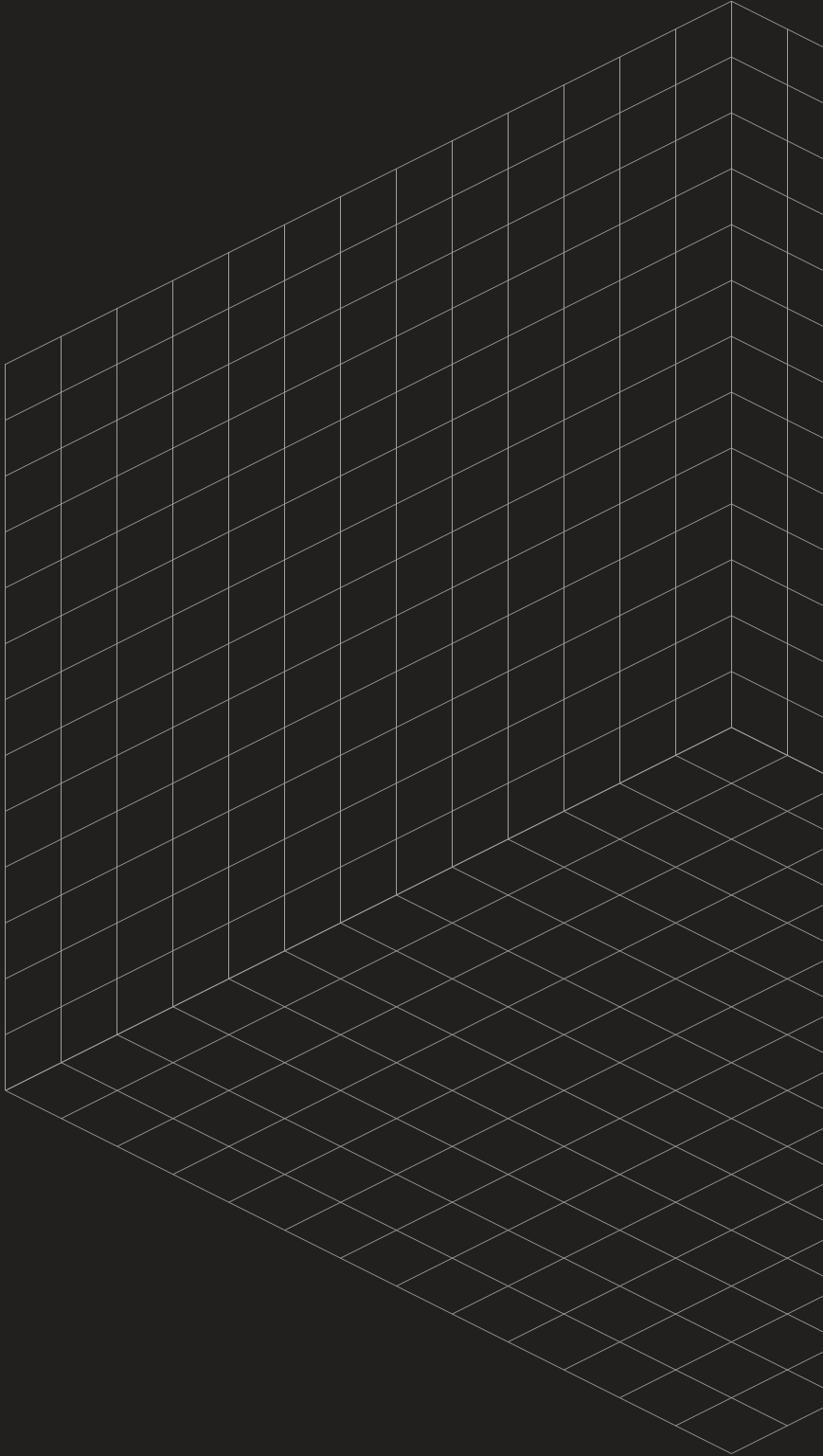
Overall rating: ★★★★★
Quality: ★★★★★
Schedule: ★★★★★
Cost: ★★★★★
Willing to refer: ★★★★★

Senior VP at DFR Solutions
11-50 employees
Baltimore, Maryland

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



DETAILS



FOUNDATIONAL BUDGET

DELIVERABLES: APRIL - JUNE 2023

INBOUND PLAN & PLAYBOOK

Inbound Plan & Playbook	\$31,552.50
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SETUP

Marketing Automation Initial Setup	\$825
Facebook/Instagram Ads Account Setup	\$1,787.50
Facebook/Instagram Ads Creative Development	\$2,957.50
(1) Paid Ads Landing Page	\$5,175
HubSpot Templates (landing page, thank you page, CTA template)	\$2,520

WEBSITE MIGRATION & INBOUND READINESS

Addition of HubSpot CMS Professional (billed directly from HubSpot)	\$360/mo
HubSpot One-Time Migration Fee (billed directly from HubSpot)	\$100
Website Migration Development Support (for items not supported by HubSpot)	\$2,340
Weidert Group Migration Management + Go Live Audit/Support	\$4,095
Weidert Group Inbound Readiness Support	\$1,560

KICKSTART CONTENT

(1) Bottom of the Funnel (BoFu) Landing Page	\$1,923
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ACCOUNT MANAGEMENT

Bi-Weekly Status Calls + Account Management (April – June)	\$4,582.50
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- **Foundational Work + Setup** to be split billed between the months April - June
- **Website Migration Support** to be split billed April - June, and \$100 one-time migration fee to be directly billed by HubSpot
- **Does not include WI sales tax** for applicable deliverables (this will be detailed in our formal quote)

1ST 90-DAY ROADMAP BUDGET

DELIVERABLES: JULY - SEPTEMBER 2023

BLOGS

(1) Technical Blog w/Interview \$1,462.50

(6) Technical Blogs \$7,020

PAID ADS

Ongoing Paid Ads Management \$810

TARGET-SPECIFIC ADVANCED CONTENT

(1) 2-8 Page Advanced Content Piece \$3,948.75

(1) Content Support Set \$2,047.50

SEO

SEO Maintenance & Support \$1,260

4-MONTH ROADMAPPING

4-Month Roadmap & Ed Cal Planning \$4,248.75

ACCOUNT MANAGEMENT

Level 1 Meetings & Support (monthly status call) \$3,656.25

- Does not include \$1,000 per month recommended ad spend
- **Roadmap total** to be split billed between the months July – September
- **Does not include WI sales tax** for applicable deliverables (this will be detailed in our formal quote)

2023 BUDGET RECOMMENDATION

WEIDERT GROUP BUDGET									
	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec
FOUNDATIONAL WORK, SETUP, & WEBSITE									
Inbound Plan & Playbook, Setup, Kickstart Campaign, & Acct Mgmt	\$17,107.67	\$17,107.67	\$17,107.67						
WEBSITE MIGRATION & SUPPORT*									
Website Migration & Support	\$2,665.00	\$2,665.00	\$2,665.00						
1st 90-DAY ROADMAP									
Inbound Program				\$8,151.25	\$8,151.25	\$8,151.25			
2nd 90-DAY ROADMAP									
Inbound Program							\$8,151.25	\$8,151.25	\$8,151.25
Subtotal	\$19,772.67	\$19,772.67	\$19,772.67	\$8,151.25	\$8,151.25	\$8,151.25	\$8,151.25	\$8,151.25	\$8,151.25
Ad Spend				\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
TOTAL	\$19,772.67	\$19,772.67	\$19,772.67	\$9,151.25	\$9,151.25	\$9,151.25	\$9,151.25	\$9,151.25	\$9,151.25

* \$360/mo HubSpot CMS license and \$100 one-time website migration fee not included here since this will be directly billed by HubSpot



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 pricing and tentative timeline 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

Schedule follow up meeting to discuss questions and anticipated payback from proposed program

3

Sign Weidert Group formal roadmap quotes for foundational period (to be provided once proposal is finalized)

4

Schedule the Kickoff Meeting and Plan/Playbook Workshops!

5

Set the website migration project in motion

**THE CONTENTS OF THIS PROPOSAL
ARE CONFIDENTIAL AND PROTECTED
BY COPYRIGHT.**

