



KAPSTONE MEDICAL

GROWTH WITH INBOUND

WEIDERTGROUP



MARKETING GOAL

It's the shared goal of Kapstone Medical and Weidert Group to improve upon the existing inbound strategy, producing the quantity and quality of leads needed to support the following business growth goals in 2023:

- Close 6-8 NPD projects (\$250k-\$400k average project size)
- Close 15-20 non-NPD projects (\$10k-\$90k average project size)

GROWTH WITH INBOUND

The recommended growth plan for Kapstone Medical starts with a strategic foundational period, followed by 4-month roadmaps to build and continuously improve upon a custom inbound program.

1

SET THE INBOUND STRATEGY

Develop the Playbook for the Kapstone Medical inbound program, strategize, and set up foundational items.

TIMELINE: January - March

2

BEGIN ONGOING WEBSITE IMPROVEMENTS

Begin ongoing website improvements/additions for KapstoneMedical.com based on an agreed upon website wishlist.

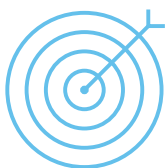
TIMELINE: Starts April

3

INITIATE THE CORE PROGRAM

Attract, engage, and delight leads and customers for Kapstone Medical; continuous improvement and optimization.

TIMELINE: Starts April



WEIDERT GROUP'S PROMISE:

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

KAPSTONE MEDICAL 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 (Kapstone Medical'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**

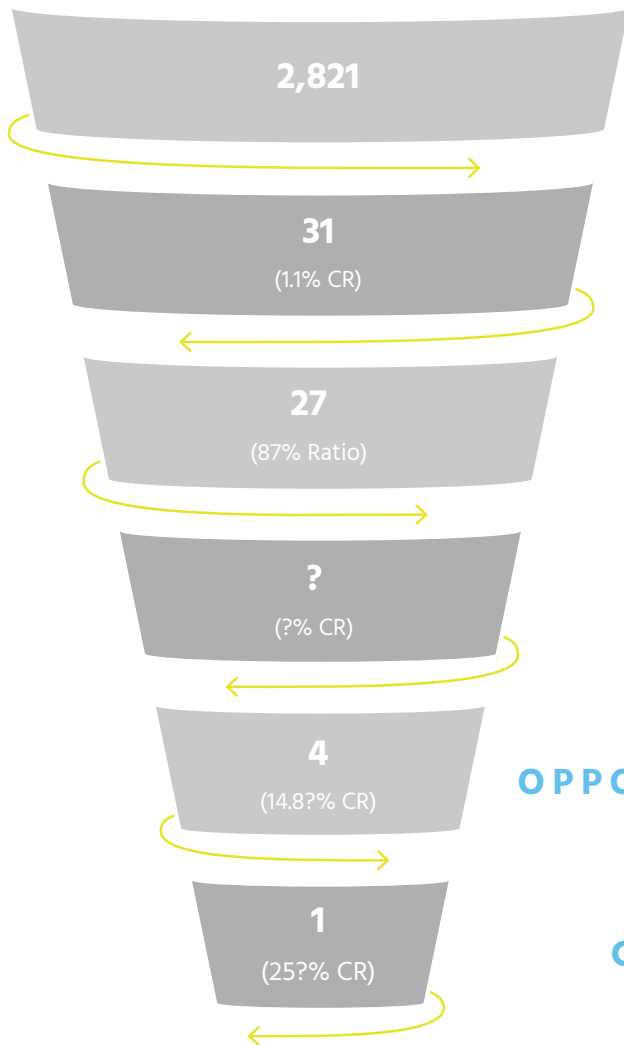
TRACK, ANALYZE & ADJUST

- Track and monitor performance, customer acquisition, and ROI with **automated analytics/reporting**
- Adjust/optimize program as needed to make it even more powerful with data-driven decisions and **strategic 4-month roadmaps**

BD FUNNEL & KPIs

Base KPIs we'll measure as we collect data from Kapstone Medical's inbound marketing program are shown below.

CURRENT FUNNEL METRICS (PAST 90 DAYS)



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

JANUARY - MARCH



INBOUND MARKETING PLAN & PLAYBOOK TIMELINE

JAN - MAR

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” can be found on the following pages.

	KAPSTONE MEDICAL & WEIDERT GROUP	KAPSTONE MEDICAL	WEIDERT GROUP
WEEK 1	<ul style="list-style-type: none"> • Kickoff & internal meetings begin (in-person at Weidert Group office) 	<ul style="list-style-type: none"> • Customer interview contacts provided before meeting 	<ul style="list-style-type: none"> • SEO landscape analysis • Competitive review begins
WEEKS 2 - 6			<ul style="list-style-type: none"> • Customer interviews begin • Content audit begins • Competitive advantage & positioning • Messaging • Persona review begins
WEEK 7	<ul style="list-style-type: none"> • Progress presentation 	<ul style="list-style-type: none"> • Content workshop homework completed 	
WEEKS 8 - 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 • Reporting & KPIs
WEEK 13	<ul style="list-style-type: none"> • Final presentation 		



KICKOFF DAY

The kickoff day is when we start to frame Kapstone Medical's strategic inbound marketing plan and playbook. This day of in-person meetings will take place at Weidert Group's office and for remote Kapstone team members we'll have them on Zoom. The agenda of the kick off day includes:

- A further deep dive into understanding the nuances of your **business model and growth aspirations**
- **Internal interviews** with the Sales, Support, and R&D teams (as separate meetings)
- Discussion on what the **ideal customer** looks like to further refine Kapstone Medical's existing persona profiles
- Full team **Buyer Journey Workshop**
- Discussion on **lead qualification and management**

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 workshops, will **inform the right mix of content types and keyword targets.**

CUSTOMER INTERVIEWS

Interviews with customers help us understand the buyer journey, needs, thought processes, their view of Kapstone Medical'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 services.**

Includes 4-6 phone interviews.

COMPETITIVE REVIEW

The review identifies what six (6) of your top competitors are doing online (right and wrong), what their main message is, what kind of brand they've created, and **where our opportunities are relative to their activities.**

COMPETITIVE ADVANTAGE & POSITIONING

(STRATEGIC BRIEF)

From the review of existing marketing assets, and competitive review, we define what Kapstone Medical 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 REVIEW & RECOMMENDATIONS

Personas draw a detailed picture of the people we want most to attract to the website and content. The Weidert Group team will review the existing personas and make any recommendations for revisions based on the learnings from customer interviews and research.

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 Kapstone Medical.** These messages are foundational to all content (blogs, web, and advanced content) and social media.

CONTENT AUDIT

When it comes to content, more isn't always better. Low-performing or redundant/duplicate content can actually have a negative SEO impact. A thorough content audit of Kapstone Medical's existing blog articles and landing pages will allow us to determine which content to keep, which content is primed for optimization, and which content should be consolidated or removed to help declutter the site.

Weidert Group will:

- Conduct in-depth analysis of existing blog articles and landing pages
- Outline recommendations to either keep, optimize, or consolidate/cut specific content

PROGRESS PRESENTATION

A 2-hour progress presentation will share the first half of the Playbook via Zoom video conference.

CONTENT WORKSHOP

In order to **develop the right mix of content focus areas**, we'll further 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 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)
- Thorough 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
- Off-page SEO opportunities
- Updating HubSpot SEO Topics tool with topic cluster keywords
- Setting up a Search Insights Report with appropriate data
- 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 social media platforms for use as promotion tools for Kapstone Medical's content, then **outlines protocols for engagement**. The recommended engagement is based on the prospects' likelihood to be active on specific platforms and the types of issues/challenges they're experiencing.

Additionally, **a new comprehensive ad campaign** will be set up (Google Search/Display). These campaigns will include research on keywords and relevant audiences, plus copywriting, ad graphics, landing page creation, ad launch, and ongoing maintenance.

LEAD QUALIFICATION & MKTG AUTOMATION STRATEGY

AUDIT

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.**

We'll first review the existing lead types and current workflows set up in HubSpot, then meet with the Kapstone Medical team to discuss the intended ideal process for nurturing the best leads. After these discussions, the Weidert Group team will make **recommendations on what existing processes and workflows should be retained, which should be modified, and which should be eliminated. We'll then take on the setup of these things in HubSpot per the Plan & Playbook in your first 4-month Roadmap.** Once these existing processes are streamlined, we will be better able to identify gaps in the buyer journeys that need to be addressed with new workflows.

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. Kapstone Medical's performance against industry benchmarks will be closely evaluated and will **guide our recommended activity adjustments.** Weidert Group will set up automated reporting dashboards in addition to modified HubSpot dashboard reports.

FINAL PRESENTATION

A 90-minute final presentation will be scheduled to share the final Playbook via Zoom video conference.

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

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

Weidert Group

- Conduct a new client orientation call
- Provide agenda and call summaries for each status call

Kapstone Medical

- Attend status calls every other week

PAID ADS KICKSTART CAMPAIGN

To help jumpstart additional brand awareness and lead attraction for Kapstone, we recommend a kickstart campaign leveraging a Google Ads strategy by the beginning of March. We'll have enough insights to pull from to make this happen and will also leverage existing content. We'll begin with a razor-sharp focus on Google (with 75% of the monthly budget dedicated to Google Search Ads) to capitalize on moderately-priced to medium-high expected cost per click for relevant Google Search terms, while also delivering Google Display Ads. Retargeting ads will also be leveraged.

Weidert Group

- Set up, develop, and launch of Google Search Ads + Google Display Ads
- Develop and launch supporting landing page for ad campaign

Kapstone Medical

- Review and approve Google Ads

ONGOING WEBSITE IMPROVEMENTS

STARTS APRIL



ONGOING WEBSITE IMPROVEMENTS

STARTING
APRIL

OUR APPROACH TO ONGOING WEBSITE IMPROVEMENTS:



ITERATIVE

Website improvements will continually occur as iterative updates



USER-FOCUSED

The improvements made are based on how prospects are using (or not using) the site



OPTIMIZED

The site is always being improved to give prospects what they're looking for

WEBSITE WISHLIST DEVELOPMENT

We'll kickoff ongoing website improvements for [KapstoneMedical.com](https://www.kapstonemedical.com) with a website wishlist kickoff meeting with the Kapstone team, and then a prioritized plan for improvements moving forward.

4-MONTH INBOUND ROADMAPS

ROADMAP 1: APRIL - JULY



4-MONTH 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 8 blogs/4-month roadmap, format and publish in HubSpot. Includes interviews w/ SMEs for half the blogs

Kapstone Medical

- Review and approve blog articles
- 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

Kapstone Medical

- Write and publish social media posts based on agreed-upon strategy and schedule
- Monitor primary social media channels
- Regular posting by select team members on LinkedIn personal profiles (using provided lead-ins)
- Create and send monthly blog-in-review email newsletter

4-MONTH ROADMAP CORE PROGRAM

ATTRACT:

PAID ADVERTISING/PPC

PURPOSE: Paid ads can make Kapstone Medical, its key content, and information about your capabilities & services visible at or near the top of the page for the keywords we bid on in the Google Search ad channel. These ads will also bring attention to and drive awareness of Kapstone Medical with Google Display ads.

A \$1,500 monthly budget for PPC search and display ads, executing on the Paid Ads Strategy outlined in Kapstone Medical's Inbound Marketing Plan & Playbook, is recommended. We are including monthly management for Google Search & Display Ads.

LinkedIn Ads are also recommended but will be introduced in a future roadmap to spread out the foundational budget needed to launch this additional ad format.

Weidert Group

- Create ads and actively manage campaigns

Kapstone Medical

- Review and approve ads

4-MONTH ROADMAP CORE PROGRAM

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

- Create (1) advanced content piece (5-8 page ebook or infographic) with content support landing page, thank you page, email, and CTA graphic. Specific resources in the existing content library may be optimized as well

Kapstone Medical

- Review and approve content
- Provide access to SMEs as needed

ENGAGE:

NURTURING WORKFLOWS & INTERNAL AUTOMATION

PURPOSE: Nurturing communicates with prospects throughout their buyer journeys with the goal of moving them down the sales funnel.

Weidert Group

- Provide guidance on which initial workflows need to be created

Kapstone Medical

- Create needed workflow emails
- Set up workflows in HubSpot

4-MONTH 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 depending on other on-page SEO priorities

Kapstone Medical

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

TRACK/ANALYZE/ADJUST: AUTOMATED REPORTING & 4-MONTH ROADMAPPING (INCLUDES 4-MONTH 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

- Oversight of automated reporting throughout roadmap period
- Prepare next 4-month roadmap recommendations based on data, including editorial calendar for content creation and publishing (blog/vlog, advanced content, and video content)

Kapstone Medical

- Attend roadmap meeting; approve 4-month roadmap for next quarter

4-MONTH ROADMAP CORE PROGRAM

TRACK/ANALYZE/ADJUST:

LEVEL 2 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 other week with agenda and call summaries, plus time budgeted each roadmap for program management and marketing support as needed. Also includes access to Databox data walls for 24/7 reporting.

Weidert Group

- Provide agenda and call summaries for each status call

Kapstone Medical

- Attend status calls every other week

ADDITIONAL SERVICES

PURPOSE: The first 4-month roadmap is our recommended core inbound program for Kapstone Medical. As your program matures and needs change, Weidert Group will recommend additional services in future roadmaps that build upon the core program. These services may include but are not limited to the services listed below:

ABM STRATEGY & EXECUTION

- Audience research, campaign strategy, asset creation, ad campaign development and launch

OPTIMIZED BLOGS

- Optimized with an improved keyword-rich headline, SEO improvements in the body of the article for better results that appeal to both search engines and prospects, and conversion optimization improvements

TRADE SHOW SUPPORT

- Signage, campaigns, and more

WEB DEVELOPMENT

- Larger web projects outside the scope of the ongoing website improvements

VIDEOS

- Pre-Production, Post-Production, and everything in-between

WEBINAR &/OR PODCAST SUPPORT

- Campaigns, content, promotion, etc.

PR

- Press releases, additional promotion

TARGET-SPECIFIC ADVANCED CONTENT

- eBooks
- Case study
- Infographic
- Calculator
- Sales collateral

LEAD NURTURING

- Workflow plans and content

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

- 38 full-time, employees (31 NE WI, 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 38 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:



OmPrompt KloudData



KAYSUN



CUNA MUTUAL GROUP



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 →

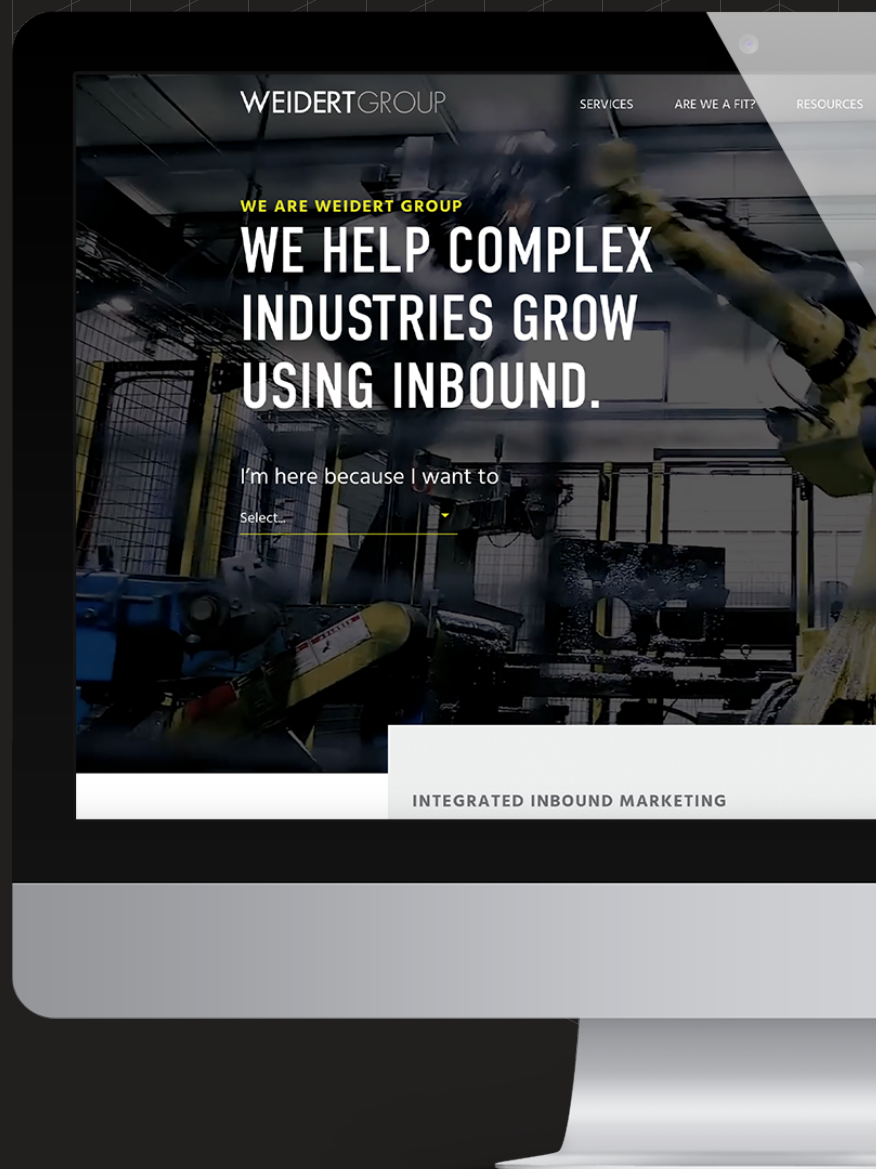
90k TOTAL TRAFFIC

290 →

77k ORGANIC TRAFFIC

11 →

500 LEADS

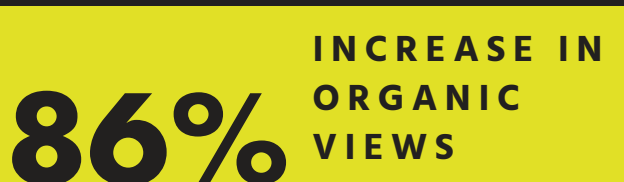


CASE STUDY: FALCON STRUCTURES

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:



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

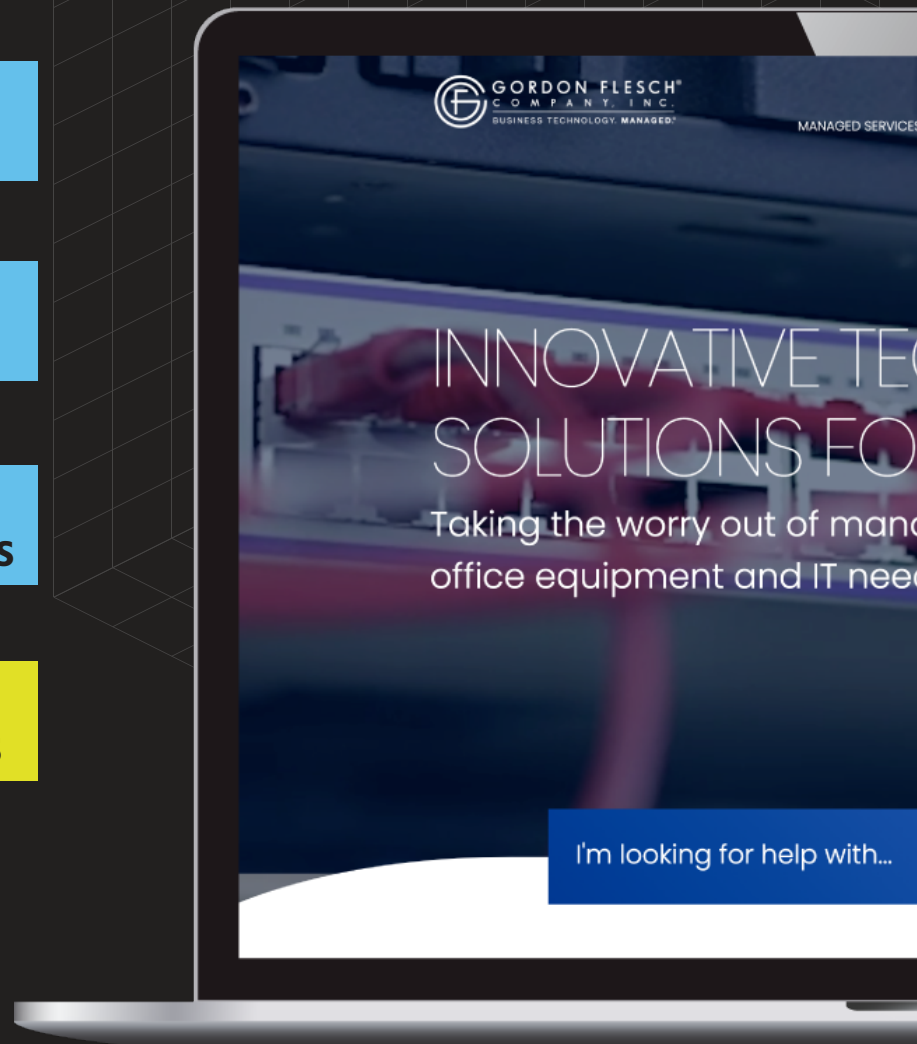
230 NEW SQLS
IN 5MO

\$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.”

The screenshot shows the ENX magazine website interface. At the top, there are logos for ENX magazine and ENX 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. The main content area features an article titled "Inbound Gold: Unlimited Potential Awaits Dealers Willing to Develop Effective Marketing Initiatives" by Erik Cagle, dated Monday, September 27, 2021. The article text describes how Connie Dettman, director of marketing at Gordon Flesch Company (GFC), improved the company's website and marketing strategy. A sidebar on the right includes a "MEET 2021 ELITE DEALERS" feature and a "PRECISION ROLLER" advertisement. The bottom of the page shows a "View Article" button and a "WHOLESALE PRICING" banner.



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 NINE 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.

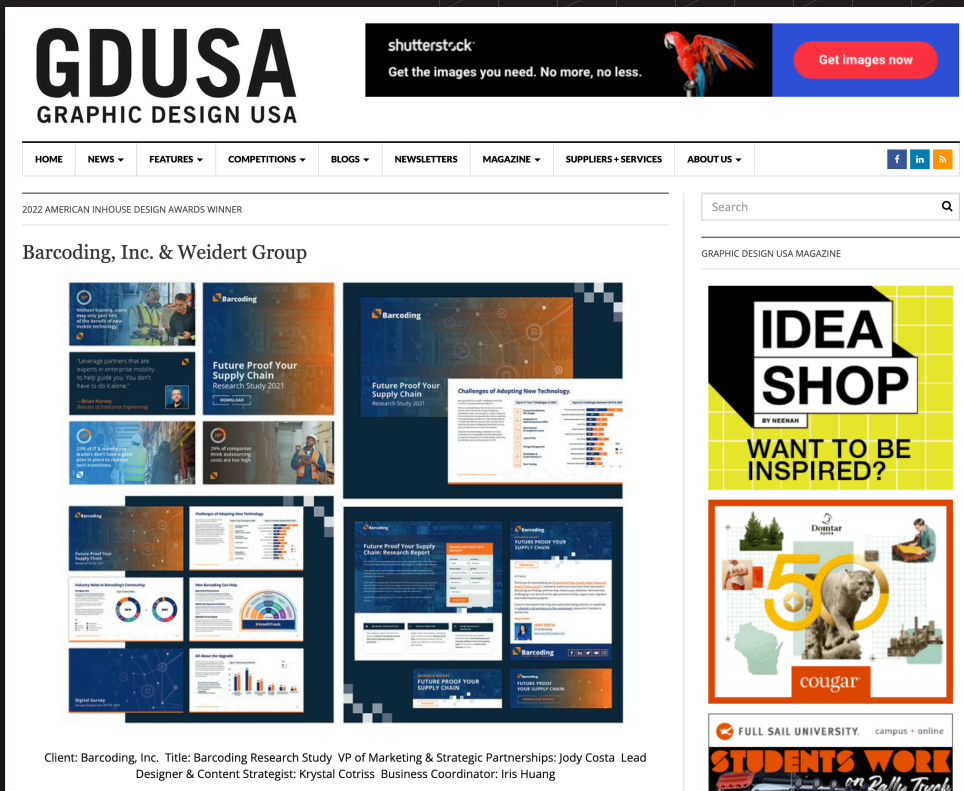


"BEFORE WORKING WITH WEIDERT GROUP AND HUBSPOT, WE WERE DOING A LOT OF COLD CALLING. NOW, LEADS ARE FINDING US." – STEVE BABCOCK, PUMPTEC



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

ρεβίθια, φασολιές, ζαχαρώδη κίτσα, κρέμα, βουτυρο, σοκολάτες, για ηλιούδι
Client: Barcoding, Inc. Title: Barcoding Research Study VP of Marketing & Strategic Partnerships: Jody Costa Lead Designer & Content Strategist: Krystal Cotriss Business Coordinator: Iris Huang

[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:

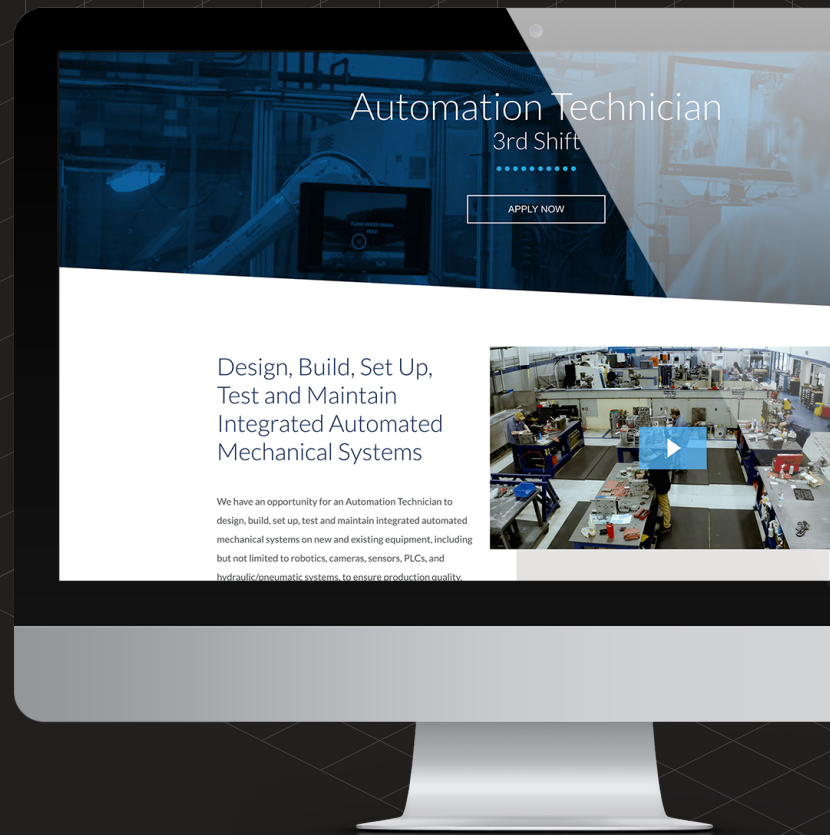
101 EMPLOYEES HIRED AND ONBOARDED

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 customer 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 \$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: ★★★★★

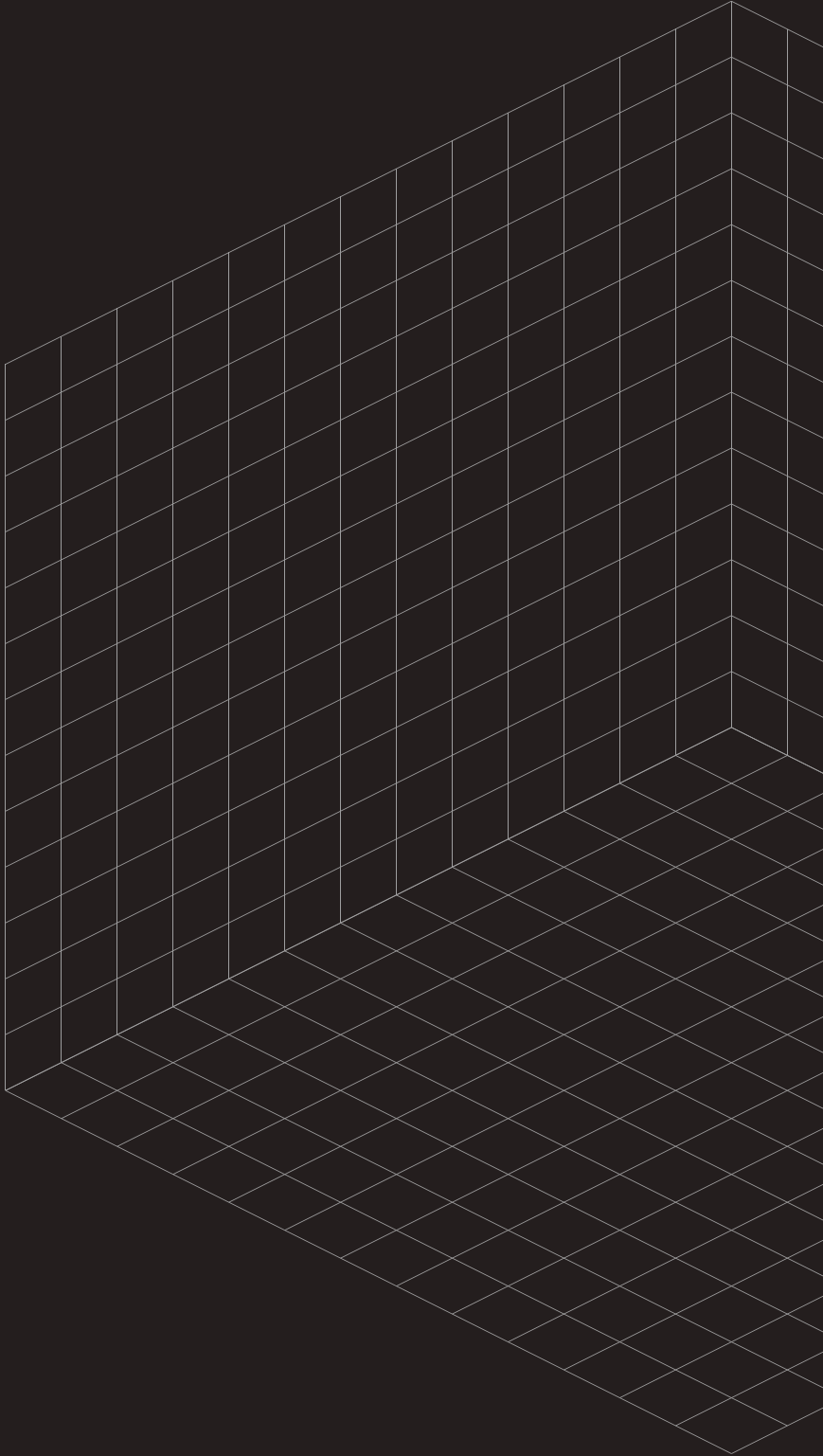
Senior VP at Dfr Solutions
11-50 employees
Baltimore, Maryland

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

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



DETAILS



FOUNDATIONAL BUDGET

DELIVERABLES: JAN - MAR 2023

INBOUND PLAN & PLAYBOOK

Inbound Plan & Playbook	\$40,320.00
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SET-UP

Create templates - CTA, Email, Landing Page	\$3,780.00
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Custom Databoards Set-up (automated reporting)	\$945
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PAID ADS KICKSTART CAMPAIGN

Research, Development, Set-up & Launch (including LP), and Ad Management (starts March)	\$8,812.75
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CONTENT AUDIT

Content Audit	\$6,093.75
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WEBSITE IMPROVEMENTS WISHLIST

Website Wishlist Kickoff Meeting & Development	\$975
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ACCOUNT MANAGEMENT

Level 2 Meetings & Support and New Client Onboarding	\$7,897.50
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- **Foundational Work** to be split billed between the months of Jan - Mar
- **Does not include** recommended ad spend of \$1,500 in March

1ST 4-MONTH ROADMAP BUDGET

DELIVERABLES: APR - JUL 2023	
BLOGS	
(4) Technical Blogs w/Interviews	\$5,850
(4) Technical Blogs	\$4,680
PAID ADS	
Ongoing Paid Ads Management (\$405/mo)	\$1,620
TARGET-SPECIFIC ADVANCED CONTENT	
(1) 2-8 Page Advanced Content Piece	\$3,948.75
(1) Content Support Set	\$2,047.50
SEO	
Starter SEO Monthly Management	\$2,520
WEBSITE IMPROVEMENTS	
Website Improvements	\$3,120
HUBSPOT AUTOMATION SETUP	
Setup of HubSpot Automation from Plan & Playbook	\$2,310
AUTOMATED REPORTING & NEXT 4-MONTH ROADMAP	
Automated Reporting Oversight; Roadmap & Ed Cal Planning	\$5,040
ACCOUNT MANAGEMENT	
Level 2 Meetings & Support	\$10,530

- **Roadmap total** to be split billed between the months April - July
- Does not include the initial recommended ad spend of \$1,500 per month

12-MONTH BUDGET RECOMMENDATION

WEIDERT GROUP BUDGET

	Jan	Feb	Mar	"Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
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FOUNDATIONAL

Foundational Roadmap (includes Playbook, set-up, paid ads kickstart campaign, content audit, website wishlist)	\$22,941.34	\$22,941.34	\$22,941.34									
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APR - JUL, 4-MONTH ROADMAP

Inbound Program				\$10,416.56	\$10,416.56	\$10,416.56	\$10,416.56					
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AUG - NOV, 4-MONTH ROADMAP

Core Program								\$10,416.56	\$10,416.56	\$10,416.56	\$10,416.56	
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DEC - MAR, 4-MONTH ROADMAP

Core Program												\$10,416.56
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Subtotal	\$22,941.34	\$22,941.34	\$22,941.34	\$10,416.56	\$10,416.56	\$10,416.56	\$10,416.56	\$10,416.56	\$10,416.56	\$10,416.56	\$10,416.56	\$10,416.56
Ad Spend			\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
TOTAL	\$22,941.34	\$22,941.34	\$24,441.34	\$11,916.56	\$11,916.56	\$11,916.56	\$11,916.56	\$11,916.56	\$11,916.56	\$11,916.56	\$11,916.56	\$11,916.56



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 quotes for foundational period (to be provided once proposal is finalized)

3

Schedule the Kickoff Meeting and Plan & Playbook Workshops!

**THE CONTENTS OF THIS PROPOSAL
ARE CONFIDENTIAL AND PROTECTED
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