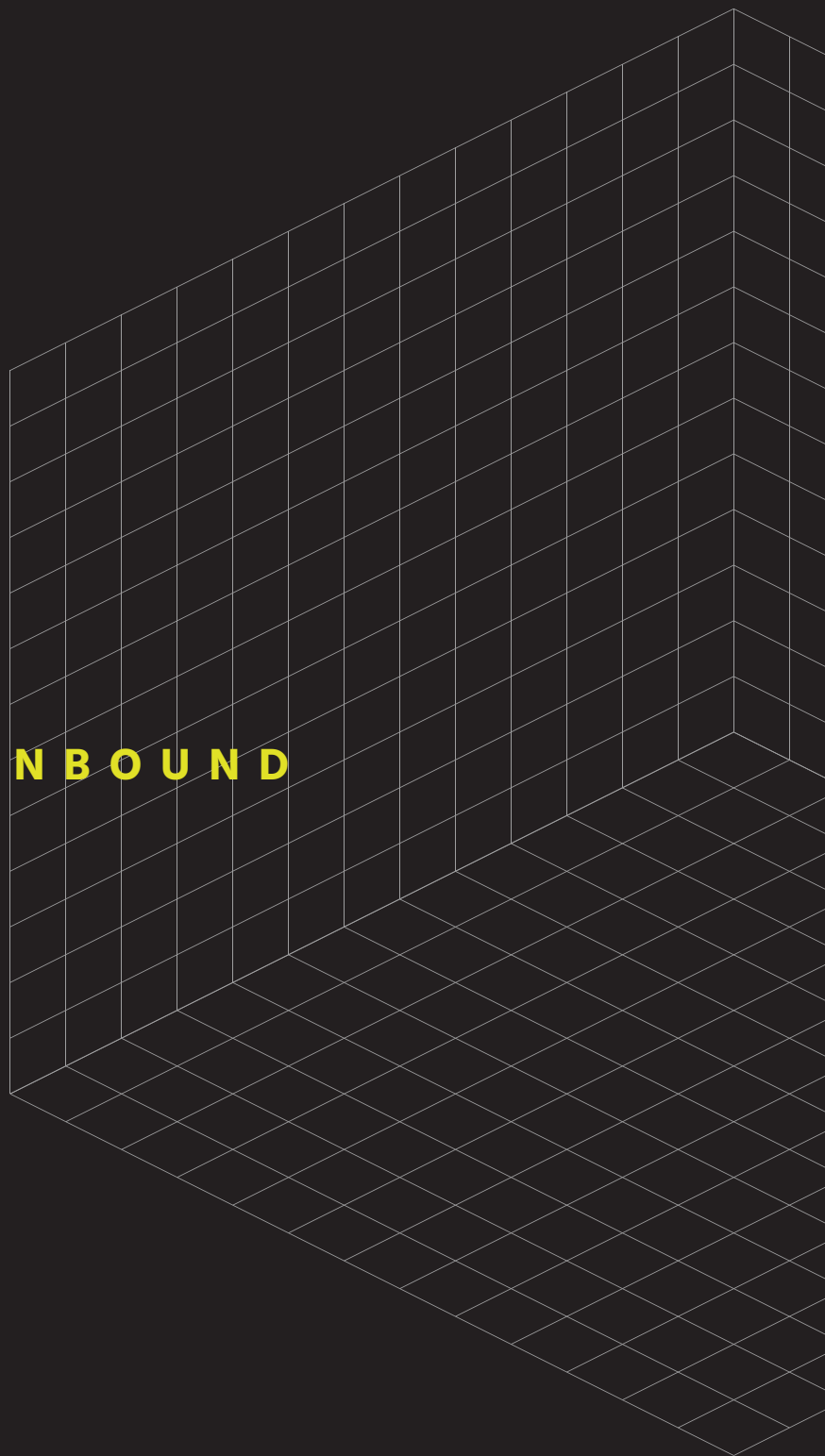




# SMG

GROWTH WITH INBOUND



WEIDERTGROUP



# MARKETING GOAL

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

This proposal addresses SMG's top marketing objectives:

- Determine how to reach and best target our ICP (which channels, what types of content, etc.)
- Generate high quality leads to pass to the sales team
- Successfully measure, analyze, and optimize demand gen activities

# OUR APPROACH

We'll start with your custom

## MVP Plan & Playbook

We use what we learn about your business to create the MVP Plan & Playbook. This is where you'll find the foundational work required to initiate your inbound marketing program. This is the starting point that is built upon over time with additional chapters and new learnings.

Then, we'll finalize your

## Strategic Brief & 120-Day Roadmap Plan

This tool outlines your strategic plan and the current roadmap, keeping all work and discussions tied to your growth goals and objectives. The first side outlines your business overview, your marketing objectives, and your go-to-market strategy. The opposite side outlines the current 120-day roadmap plan including goals, campaigns and program deliverables.

All leading up to your

## Ongoing 120-Day Marketing Roadmaps

We'll continue to assess and fine tune your roadmap plans based on what we see that's working, what's not, and new challenges and opportunities you may be faced with every 120 days.



## YOUR DEDICATED TEAM:



**Chelsea Drusch**  
Strategist



**Reid Trier**  
Consultant



**Kimberly Jahns**  
Inbound Specialist



**Charles Greeley**  
Paid Ads Manager

**TBD**  
Content Mgr

# SMG: GROWTH WITH INBOUND

1

## SET THE STRATEGY FOR INBOUND SUCCESS: MVP PLAN & PLAYBOOK + STRATEGIC BRIEF & ROADMAP PLAN

Develop the initial MVP Inbound Marketing Plan & Playbook for SMG, set up foundational items and plan the first comprehensive campaign.

**TIMELINE: October - December** (kickoff meeting on October 16)

2

## AUDIT & OPTIMIZE PAID ADS

Transition access to Weidert Group for an audit and ongoing management. Make quick, iterative improvements right out of the gate.

**TIMELINE: Audit in October, full transition of management in November**

3

## INITIATE THE 120-DAY ONGOING ROADMAPS

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

**TIMELINE: Starting in January**



## WEIDERT GROUP'S PROMISE:

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





# FOUNDATIONAL STRATEGY

M I D - O C T O B E R   T H R O U G H   D E C E M B E R

## KICKOFF DAY

The kickoff day is when we start to frame SMG's strategic MVP plan and playbook. This full day of meetings will take place virtually via Zoom conference calls. The agenda of the kickoff day includes:

- A large group meeting with a deep dive into understanding the nuances of your **business model and growth aspirations** as well as discussion to fill the gaps from the pre-meeting "homework" assignments related to **ideal customer profiles, personas, messaging, and more**
- **Smaller group meetings** with internal key stakeholder groups:
  - A **lead qualification & management and customer journey discussion** with Sales and Customer Service
  - An **SEO needs & goals** discussion
  - An **initial campaign planning** discussion
  - A **video strategy** session, with recommendations to follow
  - A **paid ads strategy** session
  - A **reporting** needs discussion

## CUSTOMER INTERVIEWS

Interviews with customers help us understand their buyer journey, needs, thought processes, their view of SMG's value proposition, objections, what they think the pros and cons are of their decision to work with you, and more. 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 4-6 phone interviews.

## SEO LANDSCAPE ANALYSIS

The evaluation of the current SEO landscape includes an overview of the organic performance of your direct competitors, as well as identification of 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 for SMG.**

## CONTENT AUDIT

When it comes to content, more isn't always better. Low-performing or redundant/duplicative content can actually have a negative SEO impact. A thorough content audit of SMG's existing blog articles and landing pages will allow us to determine which content to keep, which is primed for optimization, and which should be consolidated or removed to prevent cannibalization in search. Weidert Group will conduct in-depth analysis of existing blog articles and landing pages and outline recommendations to either keep, optimize, or consolidate/cut specific content.

## CRO AUDIT

An audit of SMG's current traffic and contact conversion landscape with optimization recommendations.

## STRATEGIC MKTG DOCUMENTS: ASSESS/REVIEW/RECOMMEND

Weidert Group will review the existing strategic documentation listed below and make any recommendations as needed, including:

- New "pain point" personas
- Ideal Customer Profile (ICP)
- Competitive advantage & positioning
- Messaging

## AUDIENCE RESEARCH

Weidert Group will conduct audience research using SparkToro and provide recommendations on **where** to target your personas. (Note: Insights/recommendations from customer interviews will be provided once they are complete as valuable input for these strategic documents as well.)

## LEAD QUALIFICATION & NURTURING STRATEGY

Our lead qualification strategy is based on the specific information we need 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 review 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 internal workflows needed.

## SEO & CONTENT STRATEGY

This is where we combine all of the inputs gathered throughout the MVP 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 generation, authority building, and thought leadership)
- Focused topic clusters backed by extensive keyword research
- Initial buyer journey content maps
- SME and topic lists for thought leadership content
- Link building strategy
- Off-page SEO opportunities
- Updating HubSpot SEO Topics tool with topic cluster keywords
- Adding target keywords to SEMrush for ongoing position tracking

## STRATEGIC BRIEF & ROADMAP PLAN + FIRST CAMPAIGN BRIEF

The 2-sided **Strategic Brief & Roadmap Plan** summarizes your strategic marketing plan and the current roadmap, keeping all work and discussions tied to your growth goals and objectives for the foreseeable future. The first side outlines your business overview (goals, segments & competitors), your marketing objectives, and your go-to-market strategy (positioning, messaging, ICP, personas, & channels). The opposite side outlines the upcoming 120-day roadmap plan including goals, campaigns and program deliverables. This document is updated for each new 120-day roadmap period.

We'll also strategize and design your first targeted campaign based on the most promising opportunities identified during kickoff day and our additional research throughout the playbook process. Details will be presented in a **campaign brief** and upon approval it will be built and initiated during the first 120-day roadmap.

## 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. SMG's performance against industry benchmarks will be closely evaluated and will **guide our recommended activity adjustments**.

**A 2-hour presentation will be scheduled to share the completed MVP Plan & Playbook.**

**PURPOSE:** To quickly transition and start iterating on the current Paid Ads program.

## PAID ADS AUDIT, OPTIMIZATION & MANAGEMENT

We recommend administrative access of the current SMG accounts for Google Ads and LinkedIn Ads are transferred over to Weidert Group so we can quickly leverage historical data from the campaigns and use what we learn during the creation of the MVP Plan & Playbook to guide us through a quick re-start. **We will assess what ads are most optimal to run and which are good to pause or keep on hold for the time being, and provide a quick turnaround to keep ads running with little to potentially no break in them being served to prospects.** This audit would be conducted in October and include:

- Assessment of Google Ads account: Account setup, tagging, ads, keywords, negative keywords, extensions, etc.
  - Determine which ads can be used in a quick re-start
  - Recommend new destination URLs as needed for existing ad creative
  - Recommend new keywords or negative keywords
  - Optimize current and/or create new ad assets as needed, based on discussions during Kickoff Day
- Assessment of LinkedIn Ads account: Account setup, tagging, ads, audience targeting, social engagement, etc.
  - Determine which ads can be used in a quick re-start
  - Recommend new destination URLs as needed for existing ad creative
  - Updates to the audience targeting, based on target personas
  - Optimize current and/or create new ad assets as needed, based on discussions during Kickoff Day
- Collaboration on new 6sense account
  - Hold a strategy call with SMG team to discuss roles & platform strategy

Full ad management support would begin in November with continual improvements to maximize value for the ad spend. Recommendations on the appropriate adjustments to the ad spend will be provided as we track and analyze results.



# 120-DAY INBOUND ROADMAPS

ROADMAP 1:  
JANUARY THROUGH APRIL



# 120-DAY ROADMAPS

## CORE

- Blog Optimization & Creation
- SEO Management
- Paid Ads Management
- Roadmap Management & Support



## CAMPAIGN(s)

Campaign Creation & Execution, such as:

- Content Creation
- Content Promotion
- Nurturing
- Measurement



## FLEX

- TBD, differs roadmap to roadmap

## ATTRACT: BLOGGING

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

### Weidert Group

- Optimize or create (4) blog articles/120-day roadmap, including formatting, and publishing in WordPress

### SMG

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

## ATTRACT: PAID ADVERTISING/PPC

**PURPOSE:** Paid ads can make SMG, its key content, and information about products and 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 for SMG in image-based ad channels like Google Display and LinkedIn. We also recommend using the same strategy we use in Google Ads on a smaller scale in Microsoft Ads, which show in Bing search, to maximize performance and ROI.

A \$15,000-\$25,000 monthly budget for PPC ads is recommended to start using the following channels:

- Google Search & Display Ads
- LinkedIn Ads
- Microsoft Ads
- 6sense

### Weidert Group

- Create ads and actively manage campaigns

### SMG

- Review and approve ads



## 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 attract meaningful traffic, we recommend including monthly ongoing SEO analysis, optimization, and support as part of your first roadmap to provide:

- 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

### Weidert Group

- Ongoing SEO analysis and management, including determining a priority list of improvements/corrections from SEO audit
- Ongoing corrections of search engine crawl errors/usability alerts from Google, ongoing on-page SEO updates, website page updates/additions, etc.

## TRACK/ANALYZE/ADJUST:

### ROADMAP STRATEGY & MANAGEMENT

**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.

Every 120 days we assess and fine-tune your inbound program based on what we see that's working, what's not, and new challenges and opportunities you may be faced with. Sometimes little change is needed and the roadmap for the next 4-months is very similar; other times we'll take bigger steps to optimize performance or pursue emerging opportunities. This includes meeting to review the previous roadmap's performance and discuss goals and recommendations for the next 120 days.

#### Weidert Group

- (1) 30-minute status call every month with agenda and call summaries, plus time budgeted for program management and marketing support as needed
- Prepare 120-day roadmap recommendations based on data and insights

#### SMG

- Attend status calls once per month
- Attend roadmap meeting; approve next 120-day roadmap

## ATTRACT & ENGAGE:

### CAMPAIGN 1 (TBD IN MVP PLAN & PLAYBOOK)

**PURPOSE :** Build & execute the campaign planned in the MVP Plan & Playbook. This campaign will be defined during kickoff day and focus on a single persona/pain point and/or industry. Since deliverables are not yet determined, a placeholder budget of \$30,000 is recommended for asset creation and/or optimization, promotion, nurturing and measurement.

**Weidert Group**

- Build & execute the campaign deliverables as proposed in the MVP Plan & Playbook

**SMG**

- Approve deliverables
- Provide access to SMEs as needed

## WHAT MIGHT MY CAMPAIGN INCLUDE?

**Content**

- Blogs
- Advanced Content
- Video
- Webinars
- Landing Pages
- Web Pages
- Sales Collateral

**Promotion**

- Email
- Social Media
- Paid Ads
- Co-marketing
- Sponsorships
- PR Outreach
- Sales Scripts

**Nurturing**

- Marketing Automation
- Sales Sequences

**Measurement**

- Report Set-up
- Monitoring

# FIRST 120-DAY ROADMAP:

## FLEX

The first 120-day roadmap is our recommended core program for SMG. 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:

### BLOGS

- Additional blog articles, new or optimized

### TARGET-SPECIFIC ADVANCED CONTENT

- 2-8 page or 9+ page content piece and content support (landing pg., thank you pg., email and CTA graphic)
- Infographic
- Calculator

### SALES COLLATERAL & SUPPORT

- Including, but not limited to: sales sheets, sales presentations, prospecting emails, and lead outreach templates

### LEAD NURTURING

- Additional workflow plans and content

### TRADE SHOW SUPPORT

- Signage, campaigns, and more

### WEB DEVELOPMENT

- Additional web enhancements/additions

### VIDEOS

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

### WEBINARS

- Generating awareness for upcoming webinars and nurturing webinar attendees afterward

### RECRUITMENT MARKETING

- Employer branding, recruitment marketing assets and projects

### ACCOUNT-BASED MARKETING (ABM)

- Identify specific accounts to target via paid ads, email, etc., using 6Sense as a guide

### HUBSPOT TRAINING

- Identify training needs for Marketing Ops person and set up pre-determined training sessions with a member of the Weidert team

# 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

- 39 full-time, employees (32 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 39 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

US Lubricants



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



amcor

# CAPABILITIES

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

## INBOUND MARKETING STRATEGY

Smart, goal-driven strategies and plans.

## B2B CONTENT MARKETING

Attract and convert prospects as they search online.

## WEB DEVELOPMENT

Transform your website into a powerful lead gen tool.

## B2B INBOUND SALES

Processes and tools to manage leads.

## VIDEO MARKETING

No medium has greater power to engage, inform, and motivate.

## MARKETING AUTOMATION

Automated execution of campaign workflows.

## SEO SERVICES

Align your website content with what prospects are searching for.

## B2B SOCIAL MEDIA

Distribute and promote content to engage with prospects.

## PAID MEDIA

Gain quick momentum with proven results.

## ACCOUNT-BASED MARKETING

Accelerate the sales cycle and decrease time to close.

## HUBSPOT ONBOARDING SERVICES

The essentials of setting up your HubSpot portal.

## RECRUITMENT MARKETING

Attract and engage the best job candidates at scale.

## HUBSPOT TRAINING

Get the most from HubSpot with customized training.

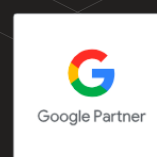
## TRADESHOW MARKETING

Design for booth signage, plus strategy and execution of lead gen campaigns.

## NOT TO BRAG

## RECOGNITION & REVIEWS

Here's some of the notable recognition we've received for the work we've done for businesses like yours.





# 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

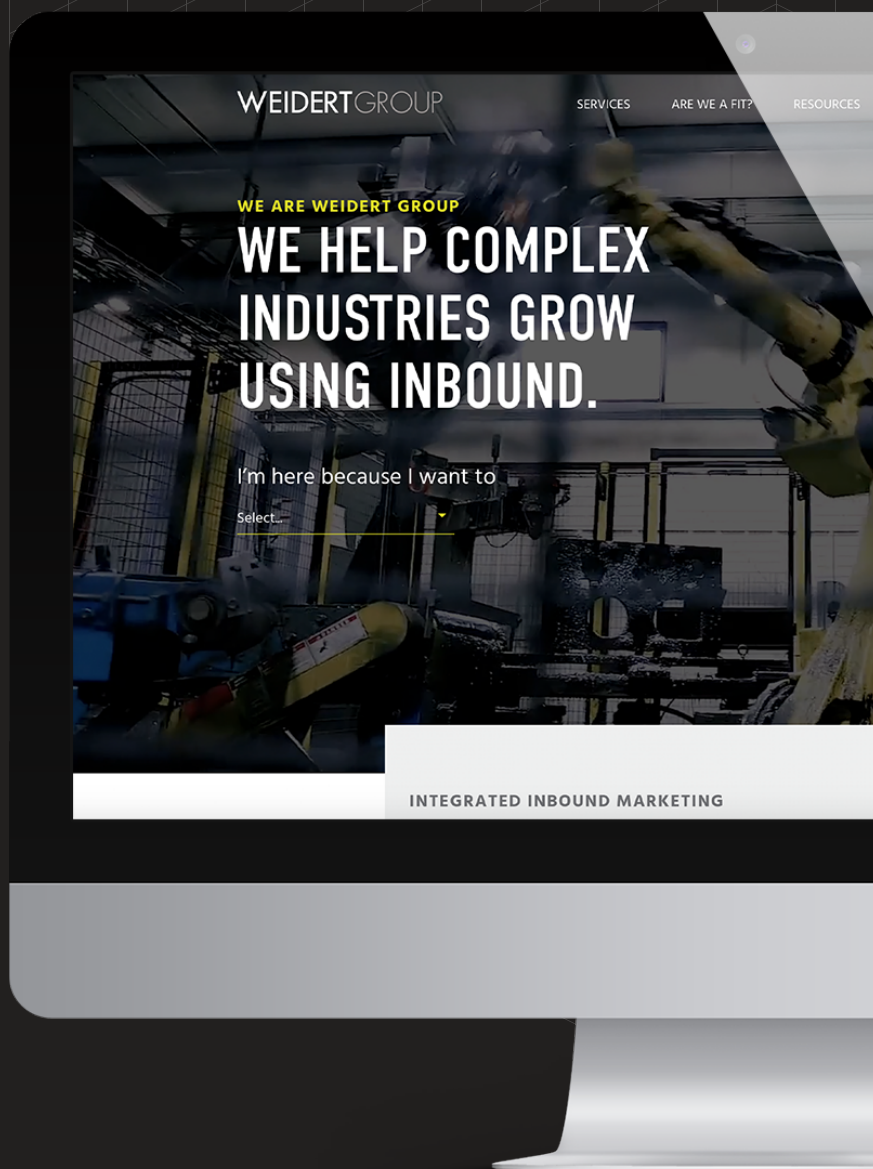
11 →

**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

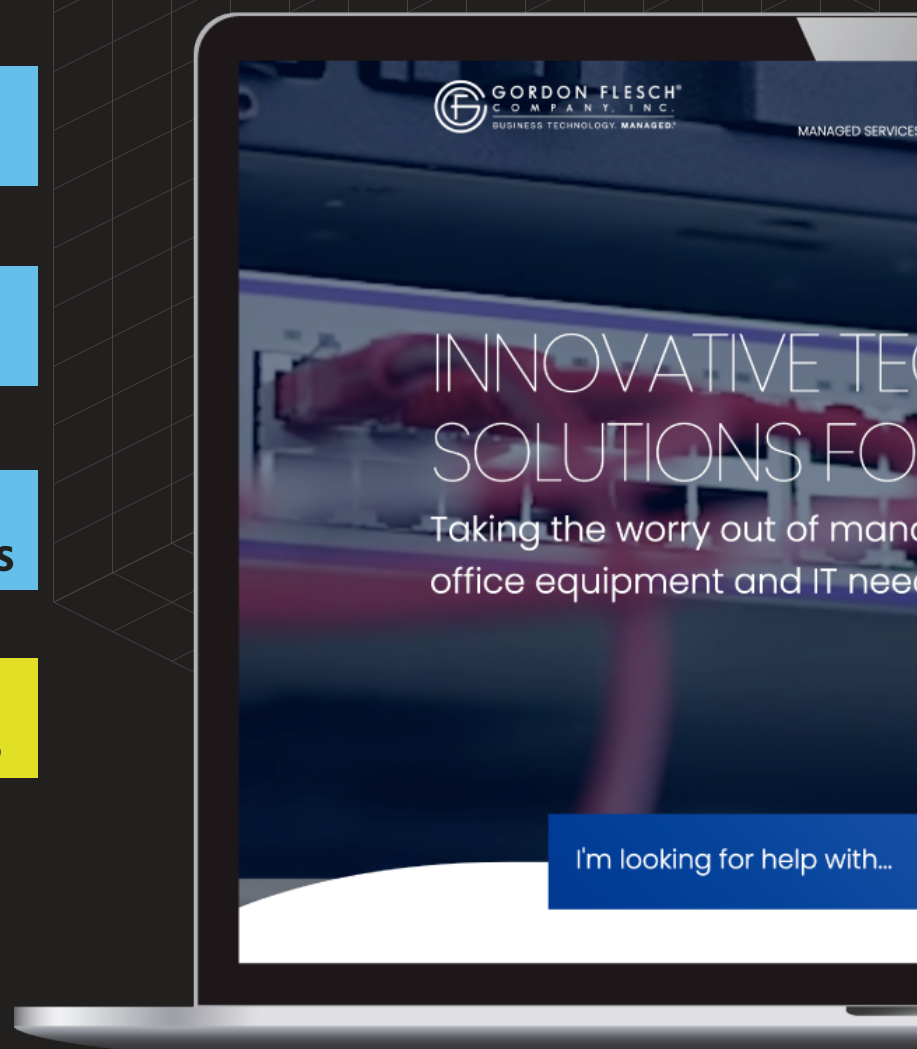
**230** NEW SQLS  
IN 5 MO

**\$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 featured article titled "Inbound Gold: Unlimited Potential Awaits Dealers Willing to Develop Effective Marketing Initiatives" by Erik Cagle is shown. The article discusses the challenges and successes of Gordon Flesch Company (GFC) in 2016, highlighting the role of marketing director Connie Dettman. A sidebar on the right features a "MEET 2021 ELITE DEALERS" section, mentioning the December issue of ENX magazine. At the bottom, there are links for "Subscription Update", "Sign Up for ENX The Week in Imaging eNewsletter", and an "Elite Dealer Nomination Form".



# 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.

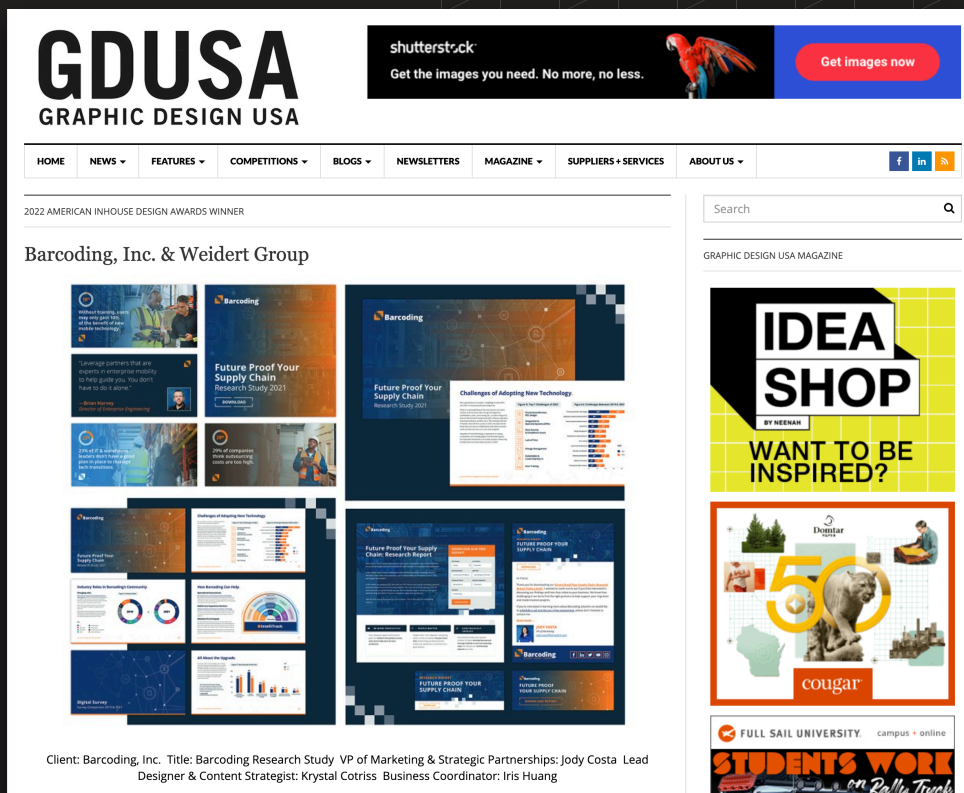


"BEFORE WORKING WITH WEIDERT GROUP AND HUBSPOT, WE WERE DOING A LOT OF COLD CALLING. NOW, LEADS ARE FINDING US." – STEVE BABCOCK, PUMPTEC



GDUSA 2022 AMERICAN INHOUSE

# DESIGN AWARDS WINNER



πρωτοβουλία & συνέργειες διατελλείας, κλάση κοινών, βραβείο δημιουργίας, με ημερίδα  
είναι: πρωτοβουλία με- την: πρωτοβουλία μεσενεσις ζητάει, λέει οι ημερίδες & διατελλείας βραβείο: τομή κοινών, γράφω

# 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 &  
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.



# 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](http://www.weidert.com/resources)

Key clients:  
Sentry Equipment • Marion Body Works • Wipfli • CUNA Mutual Group • U.S. 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

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

President at AK Pizza Crust

201-500 employees

Green Bay, Wisconsin

Overall rating: ★★★★★

Quality: ★★★★★

Schedule: ★★★★★

Cost: ★★★★★

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)

+ Full review

Senior VP at DFR Solutions

11-50 employees

Baltimore, Maryland

Overall rating: ★★★★★

Quality: ★★★★★

Schedule: ★★★★★

Cost: ★★★★★

Willing to refer: ★★★★★

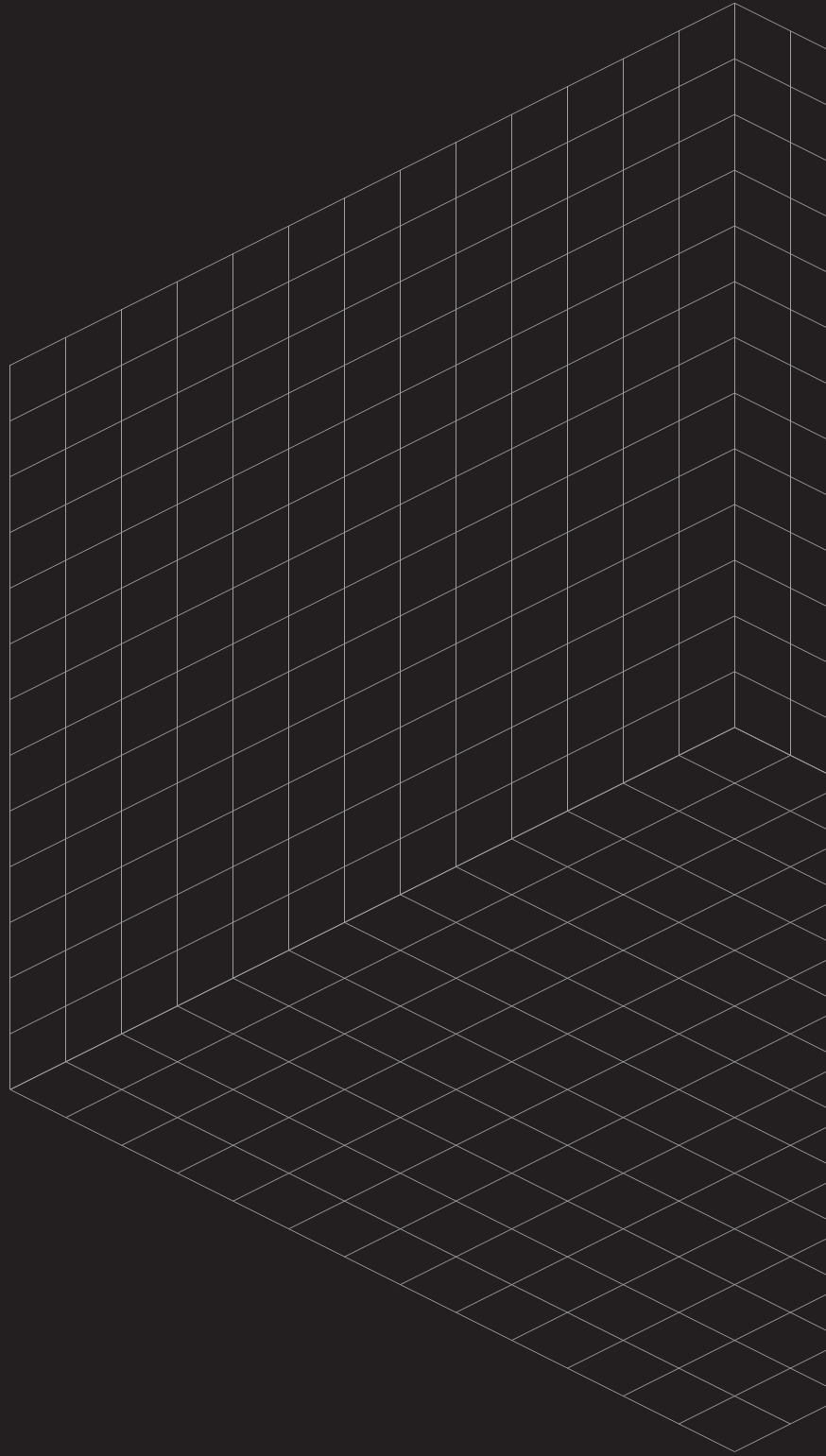
https://clutch.co/profile/weidert-group

weidert-group





# DETAILS



# FOUNDATIONAL BUDGET

## FOUNDATIONAL STRATEGY DELIVERABLES

### MVP PLAN & PLAYBOOK (Oct - Dec 2023)

MVP Plan & Playbook	\$57,283.75
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### PAID ADS TRANSITION (Oct - Dec 2023)

Audit & Setup (October)	\$5,115
Initial Paid Ads Copy & Design Optimization and/or Creation	\$5,801.25
Paid Ads Management - November (based on a \$15-\$25k ad spend)	\$3,000
Paid Ads Management - December (based on a \$15-\$25k ad spend)	\$3,000

# 1ST 120-DAY ROADMAP BUDGET

## DELIVERABLES: JANUARY 2024 – APRIL 2024

### BLOGS

(2) Optimized Blogs	\$2,340
(2) Optimized Blogs w/Interviews	\$2,925

### PAID ADS MANAGEMENT

Paid Ads Management (total for 4 months, based on \$15-\$25k per mo. ad spend*)	\$12,000
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### SEO

Ongoing SEO Support	\$5,040
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### ROADMAP MANAGEMENT

L1 Status Meetings & Support	\$4,826.25
Development of next 120-Roadmap Plan	\$5,092.50

### CAMPAIGN 1

Campaign Build & Execution Budget	\$30,000
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### FLEX

Flex Marketing Support	\$8,000
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\*Does not include paid ad spend

# BUDGET RECOMMENDATION

WEIDERT GROUP BUDGET							
	Oct	Nov	Dec	Jan	Feb	Mar	Apr
FOUNDATIONAL							
MVP Plan & Playbook	\$11,456.75	\$22,913.50	\$22,913.50				
Paid Ads Transition	\$10,916.25	\$3,000	\$3,000				
1st 120-DAY ROADMAP							
Core				\$8,056	\$8,056	\$8,056	\$8,056
Campaign				\$7,500	\$7,500	\$7,500	\$7,500
Flex				\$2,000	\$2,000	\$2,000	\$2,000
Program Budget Subtotal	\$22,373	\$25,913.50	\$25,913.50	\$17,556	\$17,556	\$17,556	\$17,556
Paid Ad Spend		\$25k	\$25k	\$25k	\$25k	\$25k	\$25k
TOTAL	\$22,373	\$50,913.50	\$50,913.50	\$42,556	\$42,556	\$42,556	\$42,556

# 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's formal estimates for foundational period**

3

**Schedule the Kickoff Meeting!**



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

