

BOXMAKER

GROWTH WITH INBOUND

REVISED 10/21/21



WEIDERTGROUP



MARKETING GOAL

It's the shared goal of BoxMaker and Weidert Group to work together on a website and expanded inbound program that produces the quantity and quality of leads needed to support growth goals:

\$78MM in sales, including all business divisions in 2022

GROWTH WITH INBOUND

The recommended growth strategy for BoxMaker starts with a strategic foundational period and redesigned website, followed by 90-day roadmaps to build and continuously improve upon a custom inbound program.

PHASE 1

1

SET THE WEBSITE & INBOUND STRATEGY: PART 1

Develop Part 1 of the Playbook for the BoxMaker website & inbound program

TIMELINE: November - December

2

WEBSITE REDESIGN & LAUNCH

Redesign and optimize boxmaker.com for inbound

TIMELINE: December - March

PHASE 2

3

SET THE WEBSITE & INBOUND STRATEGY: PART 2

Develop Part 2 of the Playbook for the BoxMaker website & inbound program

TIMELINE: February - March

4

INITIATE THE INBOUND 2.0 PROGRAM

Attract, engage, and delight leads and clients for BoxMaker with a 2.0 program; continuous improvement and optimization

TIMELINE: Starts April



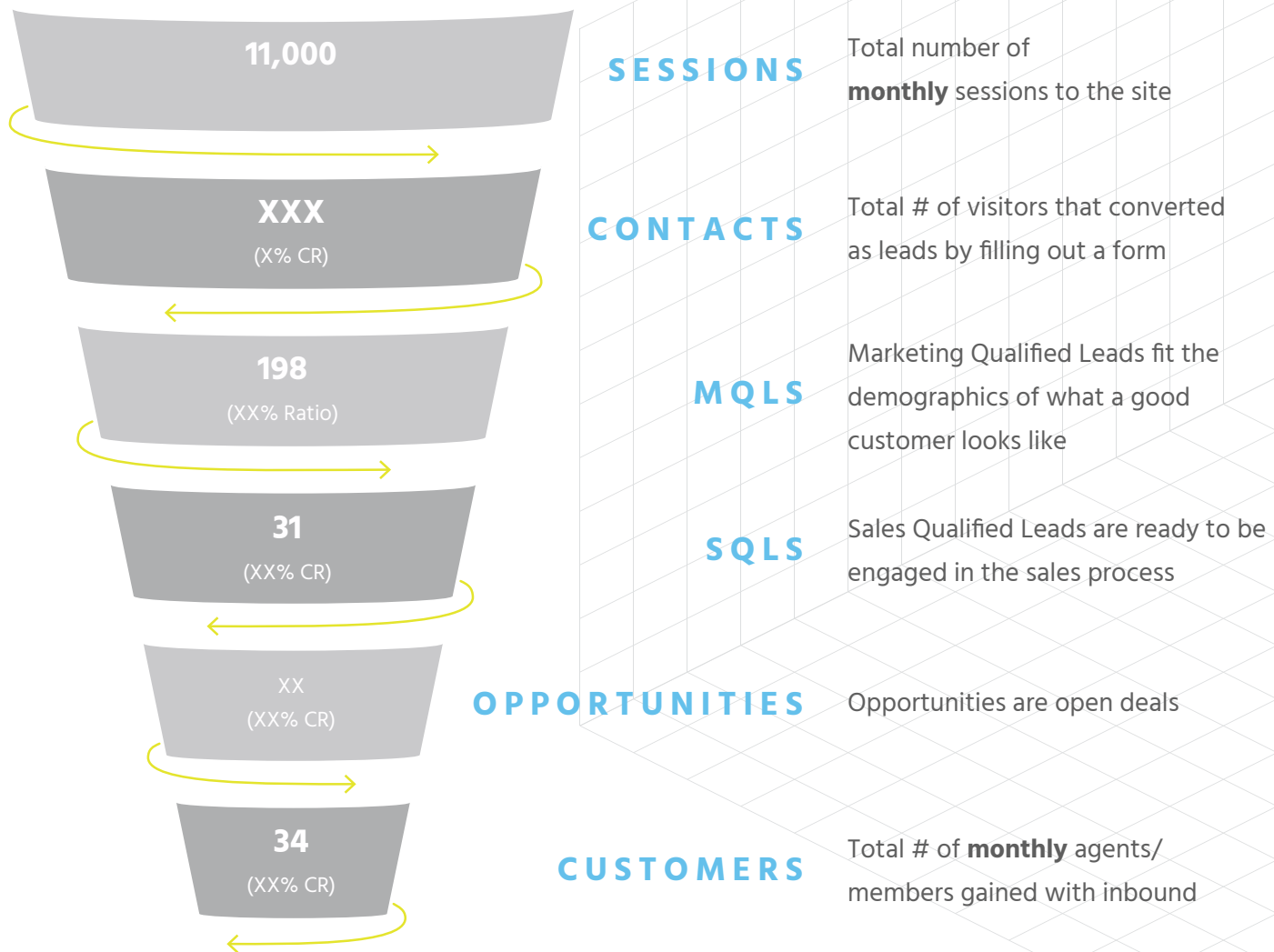
WEIDERT GROUP'S PROMISE:

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

BD FUNNEL & KPIs

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

CURRENT FUNNEL METRICS



BOXMAKER 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 (BoxMaker'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**

DELIGHT

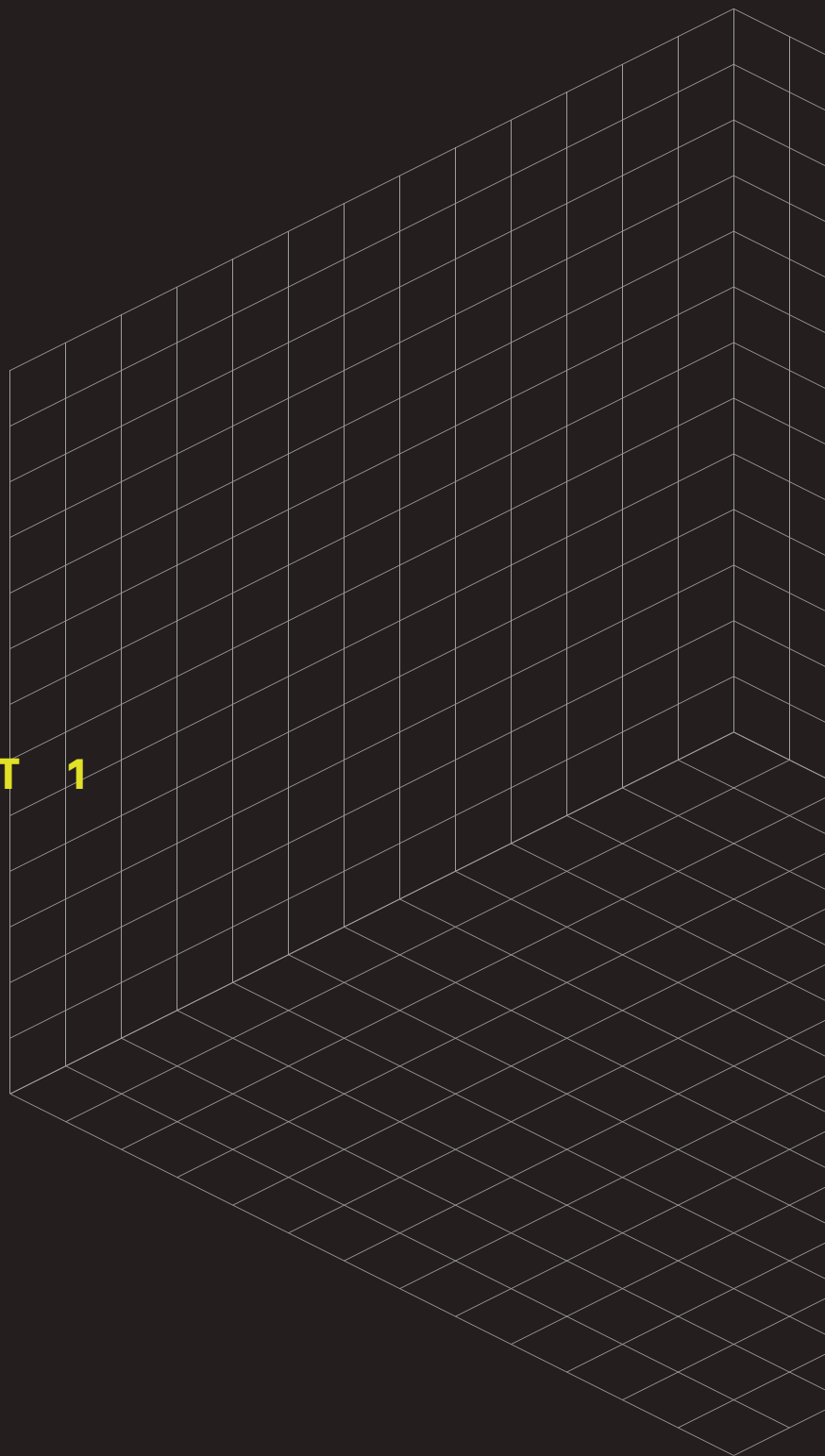
- Gather and manage **customer feedback**
- **Case studies** and reviews/testimonials
- Segment **customer emails** and **nurturing workflows**
- Deliver exceptional service with **live chat/chatbots**
- Engage with promoters through **social media monitoring**

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**

PHASE 1

PLAYBOOK PART 1



INBOUND MARKETING PLAN & PLAYBOOK: PART 1

NOVEMBER

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 background work we do prior to initiating your new website and program.

RECOMMENDATION: 144 POINTS

Details for each recommended "chapter" found on pages 8-10

	BOXMAKER & WEIDERT GROUP	BOXMAKER	WEIDERT GROUP
WEEK 1	<ul style="list-style-type: none">• Kickoff meeting	<ul style="list-style-type: none">• Customer interview contacts provided before call	
WEEK 2			<ul style="list-style-type: none">• Customer interviews begin• Competitive review begins• SEO strategy work begins
WEEKS 3 - 4			<ul style="list-style-type: none">• Persona review• Competitive advantage & positioning review• Messaging
WEEK 5	<ul style="list-style-type: none">• Progress Presentation		

KICKOFF & INTERNAL MEETINGS – 34 POINTS

The 2-hour kickoff meeting will be conducted via Zoom video conference. Contacts for customer interviews to be provided to Weidert Group for review before the meeting. Two hours of internal discovery calls also included.

CUSTOMER INTERVIEWS – 18 POINTS

Interviews with customers help us understand the buyer journey, needs, thought processes, their view of BoxMaker's value proposition, objections, what they think are pros and cons of their decision to work with BoxMaker, etc. We'll use this information to articulate BoxMaker's 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.

COMPETITIVE REVIEW – 8 POINTS

The review identifies what competitors are doing (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.

SEO CONTENT STRATEGY – 26 POINTS

For organic search results to put BoxMaker "above the fold," we first need to know what our prospects are/will be searching for, then create valuable content that incorporates these terms naturally. This section outlines what we found through in-depth SEO research (in conjunction with SEO work as part of the website development project) and what we recommend for BoxMaker's ongoing SEO strategy. The findings will drive our future content and editorial calendars. Website/SEO scoping meeting is a prerequisite for SEO content strategy work to begin. Complete SEO research and strategy includes:

- Summary of keyword insights for editorial planning and quick-win opportunities
- Compilation of keyword strategy & topic clusters
- List of initial inbound link building opportunities
- Strategy for ongoing link building
- Off-page SEO opportunities

PERSONA REVIEW – 6 POINTS

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 BoxMaker. This chapter includes review of BoxMaker's existing persona documents and the development of the persona playbook slides with some light additional persona research time.

COMPETITIVE ADVANTAGE & POSITIONING REVIEW – 2 POINTS

We'll review BoxMaker's work on competitive advantage & positioning to inform our recommended messaging (see next chapter).

MESSAGING – 8 POINTS

Based on all previous assets 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 choose BoxMaker. These messages are foundational to all content (website, blogs and advanced content) and to social media.

PROGRESS PRESENTATION – 24 POINTS

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

LEVEL 2 MEETINGS & SUPPORT – 18 POINTS

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 up to 9 points for program management and marketing support as needed.

Weidert Group

- Provide agenda and call summaries for each status call

BoxMaker

- Attend status calls every other week

PHASE 1

WEBSITE REDESIGN



WEBSITE ASSUMPTIONS

WEBSITE DELIVERABLES

PLATFORM

HubSpot

STRATEGY

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

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

PAGE CONTENT

Stock photography and icons included; Content to be written by BoxMaker with 12 points of support from Weidert Group

COMMUNICATION

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

APPROVAL PROCESS

All signed project approvals are to be returned from BoxMaker's main appointed contact to the assigned Weidert Group Consultant throughout the project. Client approval turnaround times vary based on website timelines, but should never take more than 5 business days.

RESPONSIVENESS

The site will be mobile responsive.

WHAT YOU'RE GETTING

- All-new website that is:
 - Optimized for Inbound potential
 - Optimized for User Experience (UX) using best practices
 - Optimized for SEO with CWV goals
 - Nimble, easy to manage and update using HubDB for the Our Team and Our Work pages
 - Focused
- Revised messaging/tone/branding
 - In order to really capture your buyer persona's attention you need to align your messaging, tone, and branding with what resonates

WEBSITE DEVELOPMENT PHASES

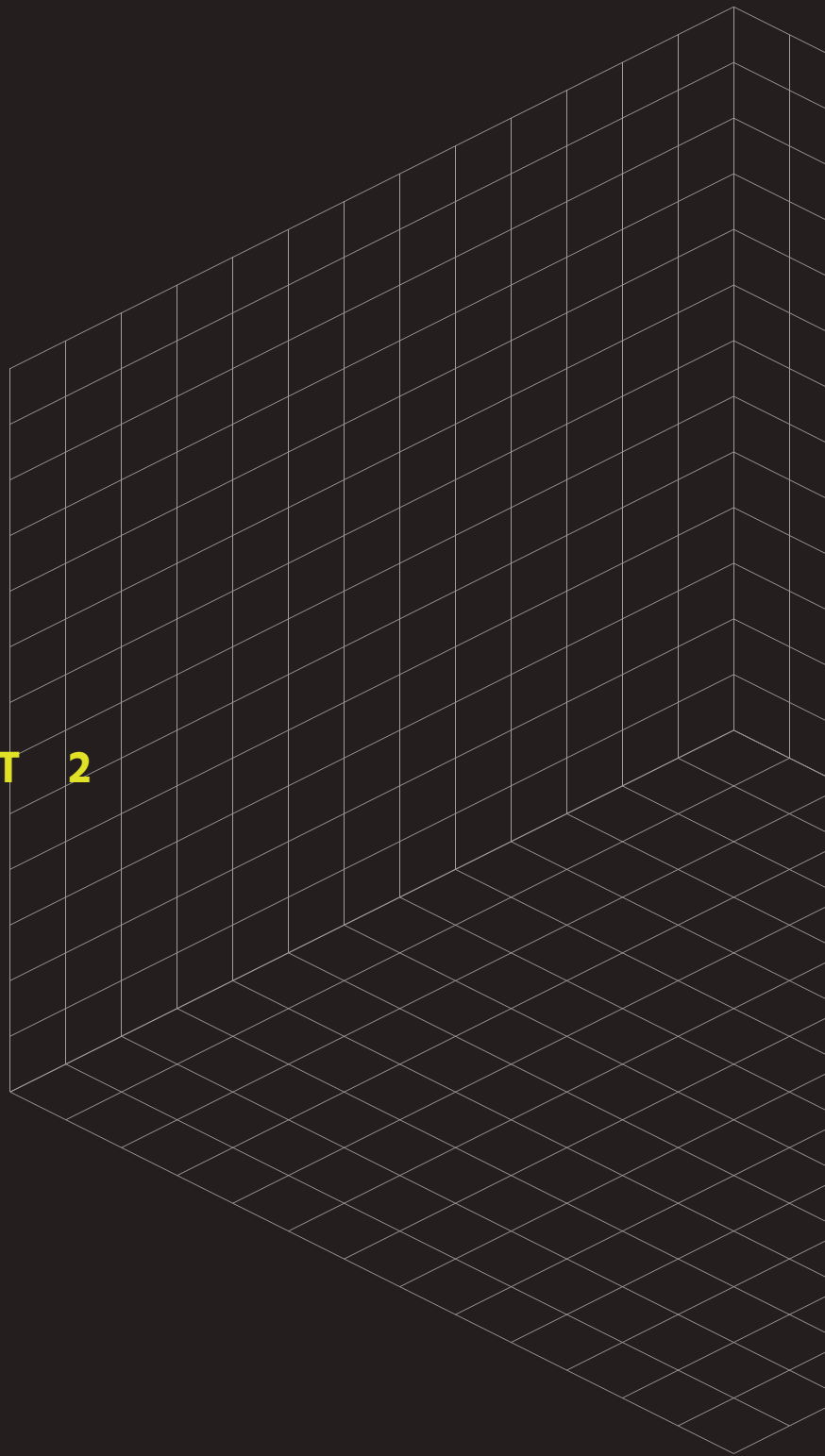
DEC - MAR

WEBSITE REDESIGN – 399 POINTS

	ACTIVITY	DELIVERABLES
PHASE 1	SEO	<ul style="list-style-type: none"> • Keyword gap analysis • Backlink gap analysis • Additional keyword research • Website health analysis
PHASE 2	Scope	<ul style="list-style-type: none"> • Discussion guide • Scope meeting
PHASE 3	Architecture & Timeline	<ul style="list-style-type: none"> • Timeline of work • Architecture of website • Revised estimate if applicable
PHASE 4	Wishlist	<ul style="list-style-type: none"> • Wishlist template • Wishlist meeting
PHASE 5	HubSpot Setup	<ul style="list-style-type: none"> • Setup portal users (to be done by BoxMaker) • IP filters • Connect social • Google AMP setup • Google Analytics, Search Console, and Tag Manager setup
PHASE 6	Content	<ul style="list-style-type: none"> • 12 points of copywriting support • Content template with mapped out keyword intent • Stock photography and iconography
PHASE 7	Mockups	<ul style="list-style-type: none"> • (3) design mock-ups • (1) Image CTA template
PHASE 8	Wireframes	<ul style="list-style-type: none"> • (12) wireframes
PHASE 9	Development	<ul style="list-style-type: none"> • Up to (36) total templates (including system, subscription and landing page/thank you page templates) • Assumes the Industries and Services secondary pages share 1 template respectively • Assumes BoxMaker to setup team HubDB and update LP/TYP • Setup any new CSS styling • Create new menu • Create new footer • Browser mobile testing
PHASE 10	Go Live	<ul style="list-style-type: none"> • Final site audit • Final DNS setup • 301 URL Redirects (<150 pgs) • XML sitemap submission

PHASE 2

PLAYBOOK PART 2



INBOUND MARKETING PLAN & PLAYBOOK: PART 2

FEB - 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 background work we do prior to initiating your new program—your content strategy and action plan, your editorial calendar, your social media protocols, and more.

RECOMMENDATION: 198 POINTS

Details for each recommended "chapter" found on pages 16-19

	BOXMAKER & WEIDERT GROUP	BOXMAKER	WEIDERT GROUP
WEEK 1		<ul style="list-style-type: none">Content workshop homework completed	
WEEKS 2 - 4	<ul style="list-style-type: none">Content & buyer journey workshop		<ul style="list-style-type: none">Content audit, strategy/ed calContent promotion strategyPaid ad strategy
WEEKS 5 - 6			<ul style="list-style-type: none">Lead qualification & marketing automation strategyReporting & KPIs
WEEK 7	<ul style="list-style-type: none">Final presentation	<ul style="list-style-type: none">Playbook & set-up approval	
WEEK 8 - 9			<ul style="list-style-type: none">Playbook set-up items

CONTENT & BUYER JOURNEY WORKSHOP — 25 POINTS

To define the buyer's journey, we'll focus on how buyers become aware of, evaluate, and purchase your products and services. We'll want to understand what questions they're asking in order to determine how to be most helpful in each stage. For Marketing and Sales, that means creating content in terms of the buyer's journey, offering the right content at the right time, providing context to Sales to help them challenge prospects appropriately during the sales process, and asking the right questions in order to offer the most help and value. Conducted via 90-minute Zoom video conference.

CONTENT INVENTORY & AUDIT — 12 POINTS

The content audit utilizes analytics tools to evaluate blog article and advanced content performance based on views, conversions, number of keywords ranking for, minimum keyword ranking (your best position in search results), engagement, and bounce rate over a 1-year period. We'll prepare an audit and content tracking/inventory spreadsheet and instruction for the BoxMaker team to review and determine appropriate actions for each content piece:

- **Remove:** Includes articles that are duplicates/redundant, promote past events, or highlight discontinued products. It's recommended these articles be redirected based on topic tags to a pillar page or another article that is performing well
- **Improve:** Identify at least 15 articles that could be technically optimized to improve performance for quick wins, identify high performing blogs that could be linked to and from pillar pages, remove dates from headings and urls, and analyze and improve CTAs on high traffic but low conversion rates
- **Consolidate:** Identify articles with weak results and may be combined into longer article with more depth
- **Keep:** Includes articles published in the last year and/or historical articles with decent keyword ranking performance. For these articles we'll also define if content is Awareness, Consideration, or Decision level

The content audit will provide insight on how to improve content strategy in future roadmaps: new pillar pages, linking older articles to new ones, backlink opportunities, use of campaigns, etc.

CONTENT PROMOTION STRATEGY - SOCIAL MEDIA & PAID

ADS – 14 POINTS

This section outlines the relative value of social media platforms for use as promotion tools for BoxMaker's content, then outlines protocols for engagement. The recommended engagement is based on the prospects' likelihood to be on specific platforms and the types of issues/challenges they're experiencing.

It also outlines the strategy for paid ads. Paid ads help BoxMaker (and information about its services) rank at or near the top of the page for the keywords we bid on in the Google Search channel. They also help achieve wide exposure in image-based ad channels such as LinkedIn, Google Display, and Facebook.

For a seamless launch of your paid ads, this research phase includes:

- Research to see which keywords would drive the most engagement, and ultimately, clicks
- Industry research of BoxMaker products and services and other relevant keywords in various markets
- Research of BoxMaker's primary competitors to see which keywords rank for their sites
- Development of a list of relevant website placements and audiences to target with paid ads
- Recommendations for ad assets, ad spend, and ad mix

90-DAY EDITORIAL CALENDAR – 10 POINTS

The calendar outlines the content topics for blogs and advanced (gated) content, plus our plans for distribution. Topics are determined by what prospects want to know (based on their personas) and what we want to tell them; frequency is based on what we know about search engines (how crawlers evaluate the appropriateness of a site relative to what the prospect is searching for), and what we know about the power of frequent publication to attract more traffic and leads.

LEAD QUALIFICATION, LEAD SCORING & MKTG

AUTOMATION: REVIEW + STRATEGY – 18 POINTS

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 and live chat/chatbot conversations. This will help ensure that we're keeping leads engaged with content that moves them further along in their buyer journeys. Nurturing communicates 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.

INBOUND MARKETING PLAN & PLAYBOOK: PART 2

FEB - MAR

REPORTING & KPI STRATEGY – 7 POINTS

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 during regular review calls. BoxMaker's performance against industry benchmarks will be closely evaluated and will guide our recommended activity tweaks.

FINAL PRESENTATION – 24 POINTS

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

PAID ADS SET-UP – 46 POINTS

- Paid ad account setup for Google Ads, LinkedIn Ads and Facebook Ads includes ad campaign setup, copywriting, ad graphics creation, reporting and notifications setups, and ads launch.

REPORTING DATABOARDS SET-UP (DATABOX) – 6 POINTS

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

LEVEL 2 MEETINGS & SUPPORT – 36 POINTS

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 up to 18 points for program management and marketing support as needed.

Weidert Group

- Provide agenda and call summaries for each status call

BoxMaker

- Attend status calls every other week

PHASE 2

2.0 PROGRAM LAUNCH



2.0 INBOUND PROGRAM LAUNCH

STARTS APRIL

ATTRACT

BLOG ARTICLES – 0 POINTS/QTR

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

- N/a

BoxMaker

- Write 13 blogs/qtr, format and publish in HubSpot
- Review and approve blog articles
- Provide access to SMEs as needed

ATTRACT

CONTENT PROMOTION – 3 POINTS/QTR

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
- Social media management and execution for company branded profiles across social media channels
- Creation of monthly blog-in-review email.

Weidert Group

- Create and send monthly blog-in-review email newsletter

BoxMaker

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

2.0 INBOUND PROGRAM LAUNCH

STARTS APRIL

ATTRACT

PAID ADVERTISING/PPC – 6 POINTS/MO + \$4,000 MONTHLY AD SPEND

PURPOSE: Paid ads can make BoxMaker, its key content, and information about its 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 a lot of attention to and drive awareness of BoxMaker in image-based ad channels like Google Display and LinkedIn.

A \$4,000 monthly budget for PPC search and display ads, executing on the recommendations in BoxMaker's Marketing Plan & Playbook, is recommended. We are recommending monthly management for:

- Google Search and Display Ads
- LinkedIn Ads
- Facebook Ads

Weidert Group

- Create ads and manage campaigns

BoxMaker

- Review and approve ads

2.0 INBOUND PROGRAM LAUNCH

STARTS APRIL

ENGAGE

TARGET-SPECIFIC ADVANCED (GATED) CONTENT – 41

POINTS/QTR

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) 5-8 page advanced content piece with content support landing page, thank you page, email, and CTA graphic each quarter. Weidert Group will send the promotional email for the content pieces in HubSpot.

BoxMaker

- Create (1-2) advanced content pieces with content support landing page, thank you page, email and CTA graphic each quarter. Weidert Group will send the promotional email for the content pieces in HubSpot.
- Review and approve content
- Provide access to SMEs as needed

2.0 INBOUND PROGRAM LAUNCH

STARTS APRIL

ATTRACT

ENGAGE

TRACK, ANALYZE & ADJUST

GROWTH-DRIVEN DESIGN (GDD) & SEO OPTIMIZATION CYCLES – 96 POINTS/QTR

PURPOSE: Leverage user data to inform continuous improvements to the site.

Cycles of ongoing updates to the client's website each month (1 cycle = 6 weeks) using user data to determine what those updates/changes will be. Goal is to conduct ongoing improvement so the site is in an "always optimized" state. Each cycle includes:

- Address any website crawl errors or technical SEO issues and implement needed corrections
- Ongoing monitoring and reporting on SEO progress and new opportunities
- Ongoing on-page SEO updates and refinements based on keyword rankings data
- Maintain listing of ongoing link building opportunities and newly secured links
- Review website performance data from various tools
- Develop action plan related to data
- Develop associated goals
- Provide insights on buyers, buyers' journeys, etc., provided by analytics

Weidert Group

- Provide agenda and call summaries for each status call
- Implement action plan - 28 points each cycle (56 total for quarter) to "build" phase for improvement recommendations
- Ongoing SEO analysis and management includes continued improvements/corrections from SEO audit, ongoing corrections of search engine crawl errors/usability alerts from Google, recommendations for link outreach to high-potential websites, ongoing on-page SEO updates, etc.

BoxMaker

- Attend 60-minute monthly cycle meeting, approve recommendations for action plan
- Complete link outreach to high-potential websites per Weidert Group's guidance

2.0 INBOUND PROGRAM LAUNCH

STARTS APRIL

TRACK, ANALYZE & ADJUST

90-DAY ROADMAPPING – 27 POINTS/QTR (INCLUDES 90-DAY EDITORIAL CALENDAR)

PURPOSE : Every 90 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 90 days is very similar; other times we're taking 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 90-day roadmap recommendations based on data, including editorial calendar for content creation and publishing (blog/vlog, advanced content, and video content)

BoxMaker

- Attend roadmap meeting; approve 90-day roadmap for next quarter

TRACK, ANALYZE & ADJUST

LEVEL 2 MTGS & MARKETING SUPPORT – 54 POINTS/QTR

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 up to 26 points each quarter for program management and marketing support as needed. Also includes access to Databox data walls for 24/7 reporting.

Weidert Group

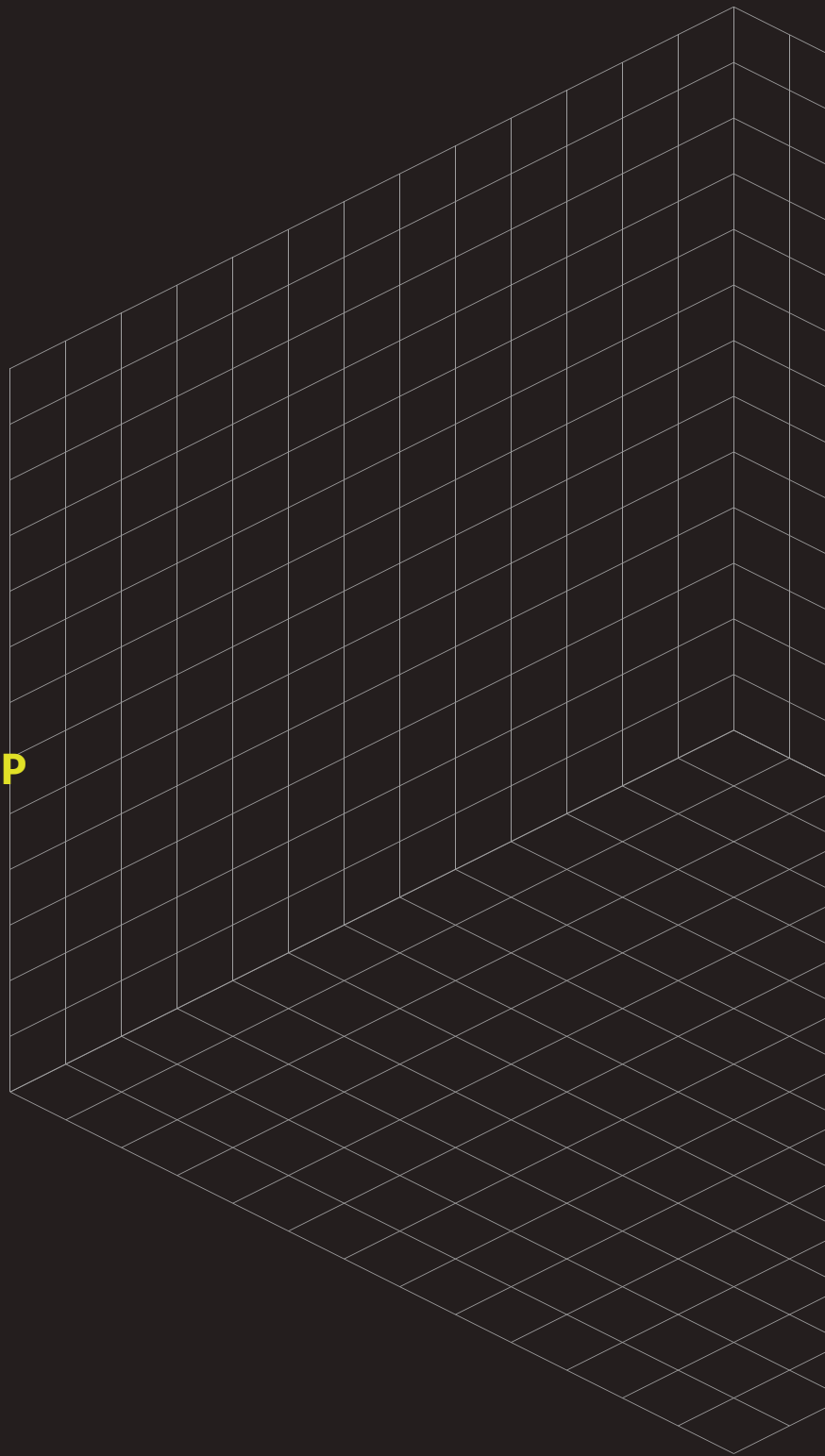
- Provide agenda and call summaries for each status call

BoxMaker

- Attend status calls every other week

ABOUT US

WEIDERT GROUP



YOUR TEAM

ACHIEVEMENTS

- We've been a HubSpot partner for more than 10 years, and we practice all that we preach
- We reached Diamond level partner status in 2020 – one of only 32 in the U.S.
- We've won multiple North America HubSpot Impact awards for website and inbound results
- Multiple winner of various Best Company awards

THE TEAM

- 37 full-time, in-house employees.
- Employee-owned company (ESOP) since March 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 employees 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



FABIO PERINI
KÖRBER SOLUTIONS



CAPABILITIES

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

MARKETING STRATEGY

- Branding (logo + positioning)
- Marketing Plan Development

WEBSITE DEVELOPMENT/ OPTIMIZATION

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

DESIGN

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

CONTENT CREATION & PROMOTION

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

SALES ENABLEMENT

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

CASE STUDY: WEIDERT GROUP

PROBLEM

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

1,248 →

90k TOTAL TRAFFIC

290 →

77k ORGANIC TRAFFIC

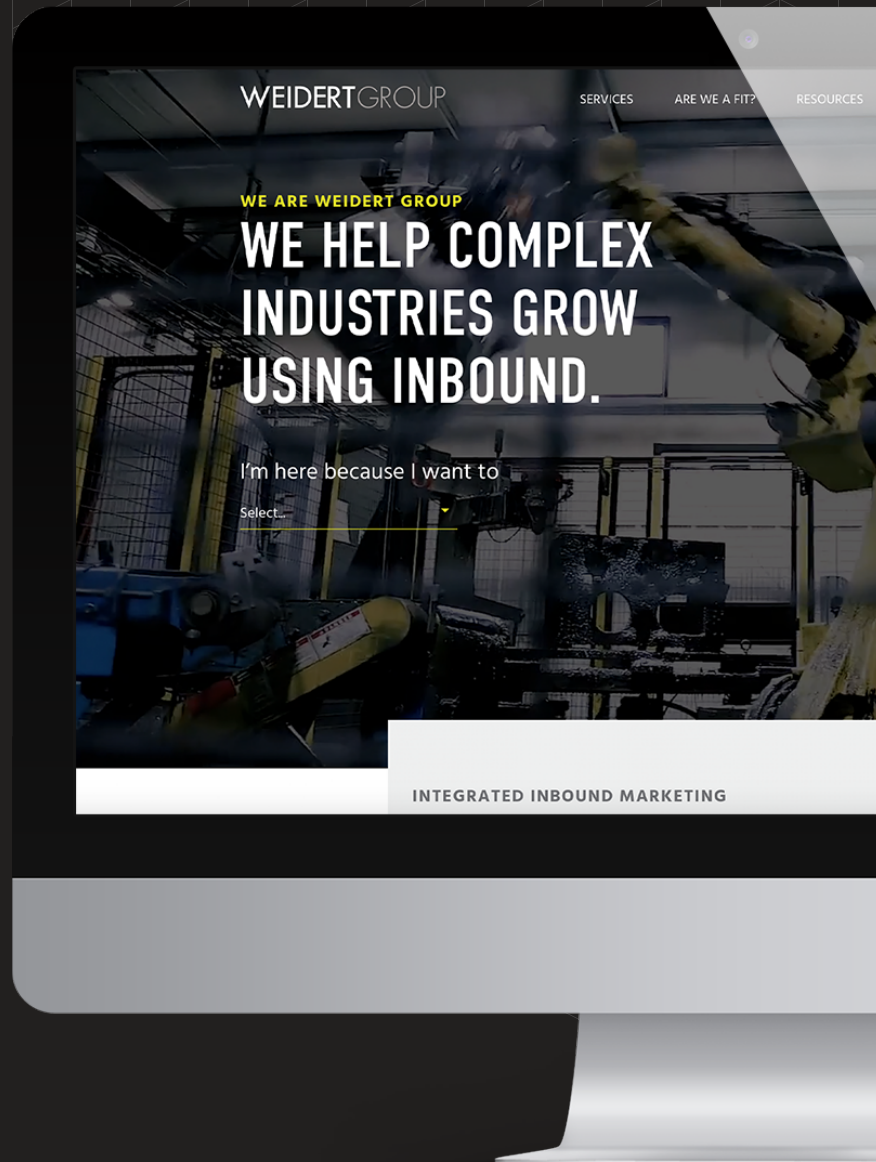
11 →

500 LEADS

SOLUTION

A comprehensive, integrated IM program that:

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



CASE STUDY: FALCON STRUCTURES

PROBLEM

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

Results 4 months after site launch:

86%

**INCREASE IN
ORGANIC
VIEWS**

738

NEW MQLS

31

**NEW
CUSTOMERS**

14%

**INCREASE IN
MONTHLY
SALES**

SOLUTION

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



HubSpot 2019 IMPACT AWARDS
WEBSITE DESIGN

CASE STUDY: GORDON FLESCH® COMPANY, INC.

PROBLEM

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

Results 6 months after site launch:

407 NEW MQLS

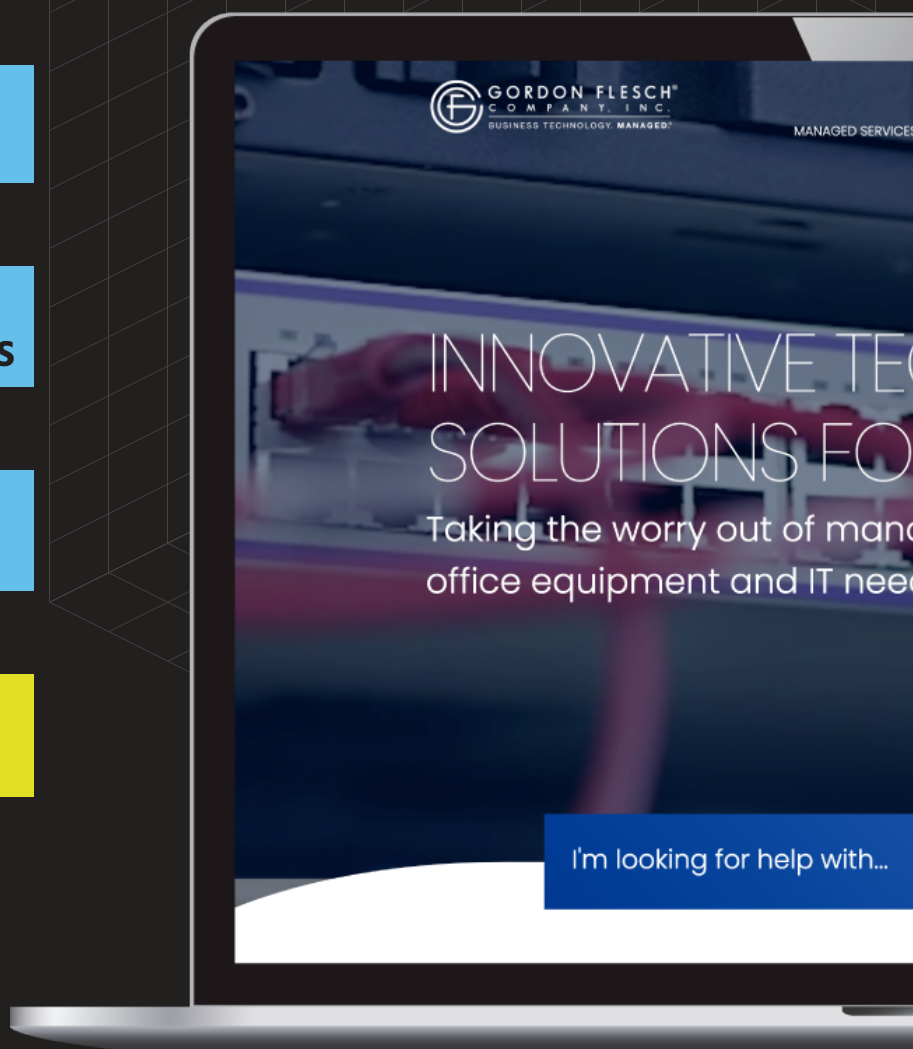
230 NEW SQLS
IN 5 MONTHS

\$394k IN NEW
SALES OPPS

15 NEW
CUSTOMERS

SOLUTION

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



CASE STUDY: 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
AVERAGE NEW
CUSTOMER
SALE

33% REDUCTION
IN CUSTOMER
ONBOARDING
TIME AND
SALES CYCLE

SOLUTION

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



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

CLIENT REVIEWS

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

Clutch

Firms that deliver

ADVERTISING & MARKETING

WEB & SOFTWARE DEVELOPMENT

MOBILE APP DEVELOPMENT

IT SERVICES & SOLUTIONS

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

Weidert Group B2B Inbound Marketing Agency

W

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

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

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

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

Certifications:
Platinum HubSpot Partner since 2011

Certifications by HubSpot:

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

★★★★★ Rating: 4.6 (4 reviews)

Visit Website

Founded: 1980

Employees: 10 - 49

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

Web Design & Inbound Marketing for Food Seller

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

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

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

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

— President, AK Pizza Crust (Food Seller)

+ Full review

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: ★★★★★

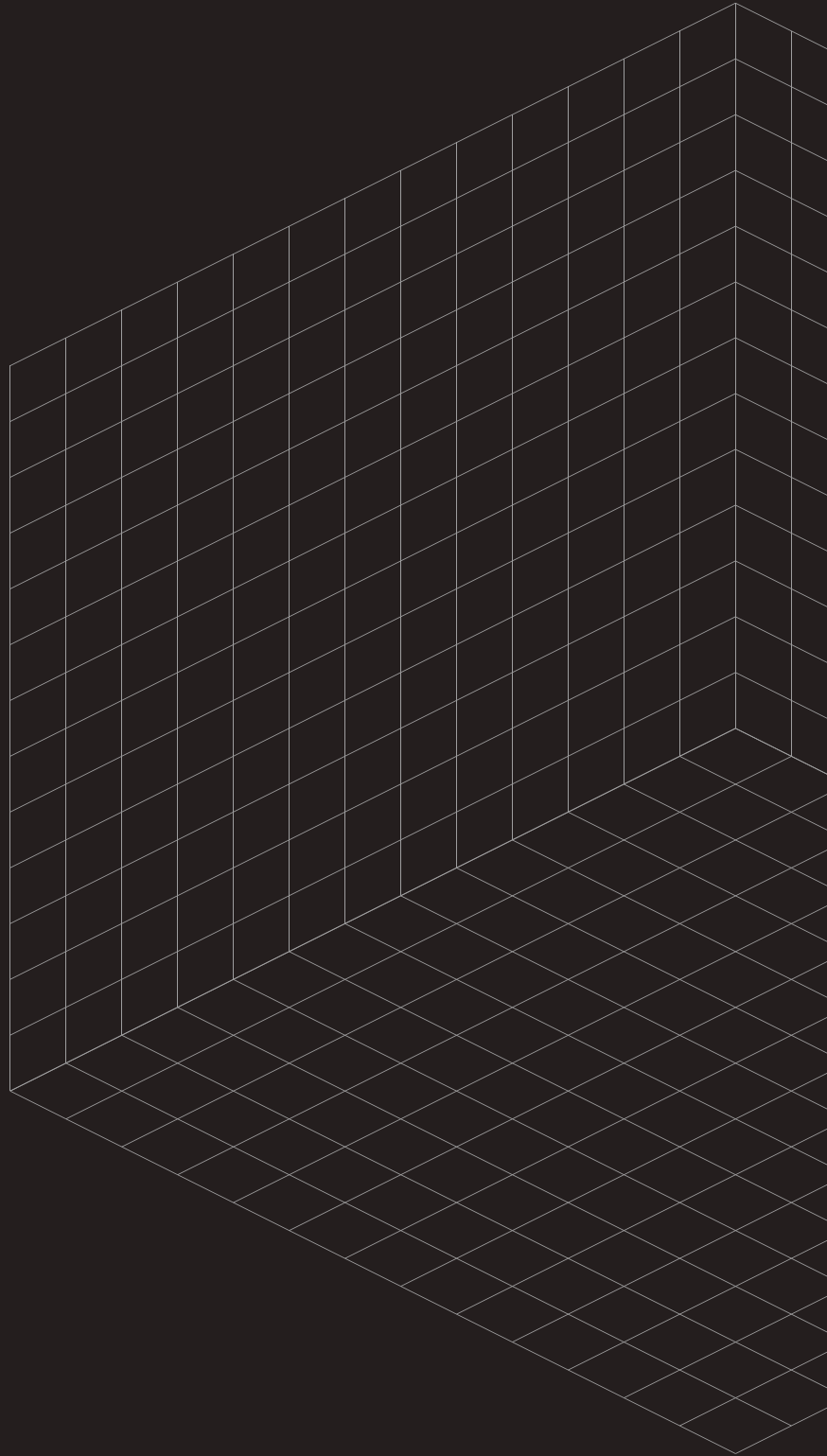
Cost: ★★★★★

Willing to refer: ★★★★★

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

BOXMAKER | WEBSITE & INBOUND PROPOSAL | OCTOBER 20 2021

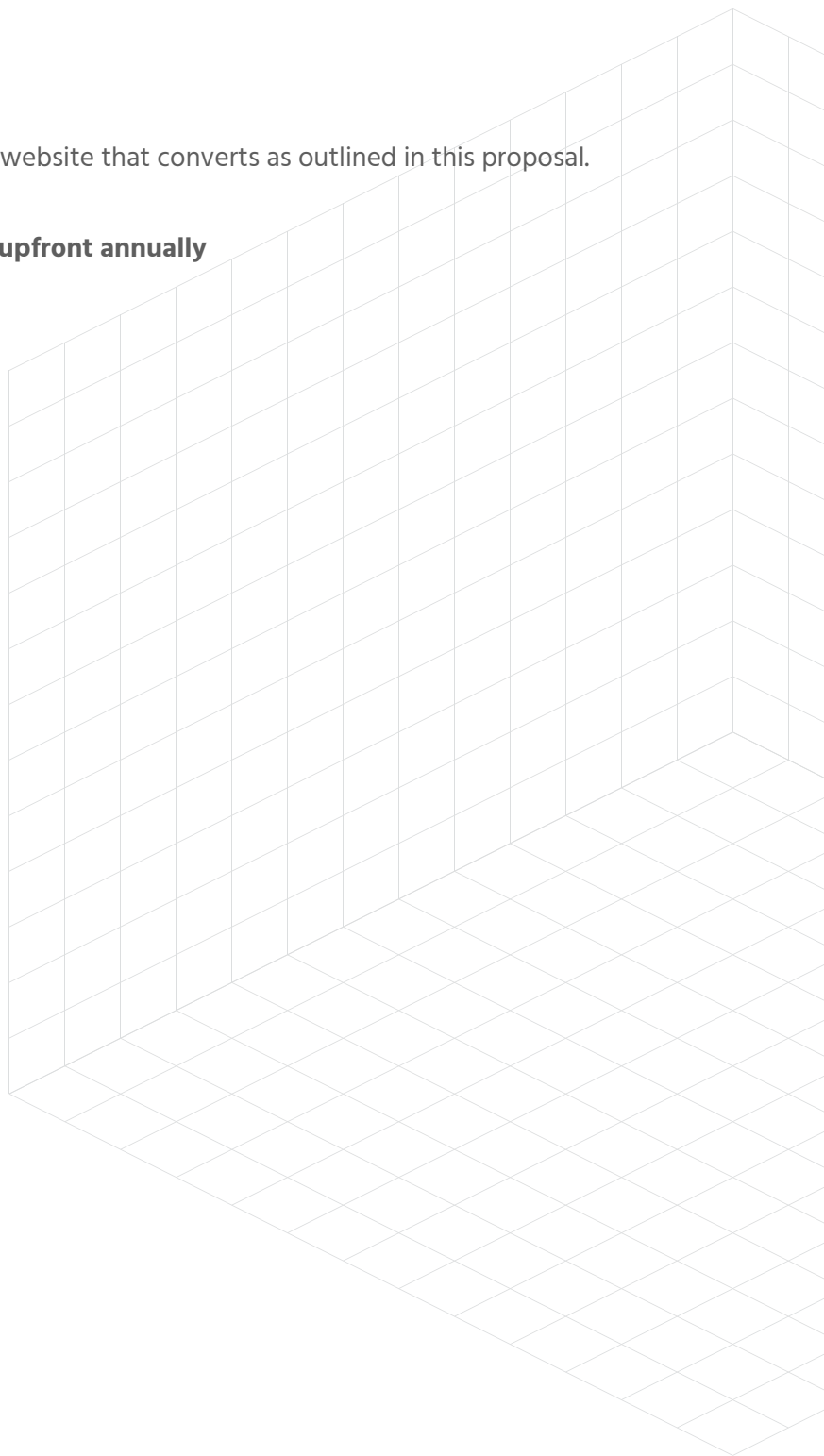
AGREEMENT



HUBSPOT CMS PRO

Everything you need to build a powerful, optimized website that converts as outlined in this proposal.

Price: \$400 per month if paid monthly/**\$360 if paid upfront annually**



PHASE 1 BUDGET

BOXMAKER PRICE PER POINT: \$135

NOV - MAR



BoxMaker PHASE 1: Nov '21 - Mar '22 Roadmap Planning Workbook

FOCUS AREA 1: BoxMaker INBOUND PLAN & PLAYBOOK PART 1

Service Type	Quantity	Points	Total Points	\$ Cost
Kickoff & Internal Meetings	1	34	34	\$4,590.00
Customer Interviews	1	18	18	\$2,430.00
Competitive Review	1	8	8	\$1,080.00
SEO Content Strategy	1	26	26	\$3,510.00
Persona Review	1	6	6	\$810.00
Competitive Advantage & Positioning Review	1	2	2	\$270.00
Messaging	1	8	8	\$1,080.00
Progress Presentation	1	24	24	\$3,240.00
Subtotal			126	\$17,010.00

FOCUS AREA 2: STRATEGY & PROGRAM SUPPORT

Service Type	Quantity	Points	Total Points	\$ Cost
Strategy: Level 2 Meetings & Marketing Support	1	18	18	\$2,430.00
Subtotal			18	\$2,430.00

FOCUS AREA 3: WEBSITE REDESIGN

Service Type	Quantity	Points	Total Points	\$ Cost
Website Redesign	1	399	399	\$53,865.00
Subtotal			399	\$53,865.00

TOTAL	543	\$73,305.00
-------	-----	-------------

- **Foundational Work** (all but website) to be billed in November (\$19,440)
- **Website Work** to be split billed evenly between the months of December - March (\$13,467 per month)

PHASE 2 BUDGET

BOXMAKER PRICE PER POINT: \$135

FEB - MAR

BoxMaker PHASE 2: Feb - Mar '22 Roadmap Planning Workbook

FOCUS AREA 1: BoxMaker INBOUND PLAN & PLAYBOOK PART 2

Service Type	Quantity	Points	Total Points	\$ Cost
Content & Buyer Journey Workshop	1	25	25	\$3,375.00
Content Inventory & Audit	1	12	12	\$1,620.00
90-Day Editorial Calendar	1	10	10	\$1,350.00
Content Promotion Strategy--Social Media & Paid Ads	1	14	14	\$1,890.00
Lead Qualification, Lead Scoring, and Marketing Automation: F	1	18	18	\$2,430.00
Reporting & KPI Strategy	1	7	7	\$945.00
Final Presentation	1	24	24	\$3,240.00
Paid Ads Set-Up	1	46	46	\$6,210.00
Reporting Databoards Set-Up (Databox)	1	6	6	\$810.00
Subtotal			162	\$21,870.00

FOCUS AREA 2: STRATEGY & PROGRAM SUPPORT

Service Type	Quantity	Points	Total Points	\$ Cost
Strategy: Level 2 Meetings & Marketing Support	1	36	36	\$4,860.00
Subtotal			36	\$4,860.00
TOTAL			198	\$26,730.00

- \$26,730 to be split billed evenly between months Feb - March (\$13,365 per month)

PHASE 2 BUDGET

BOXMAKER PRICE PER POINT: \$135

APR - JUN

BoxMaker PHASE 2: Apr - June '22 Roadmap Planning Workbook

FOCUS AREA 1: ATTRACT

Service Type	Quantity	Points	Total Points	\$ Cost
Email: Monthly Blog Digest, Existing RSS Template	3	1	3	\$405.00
Paid Ads Management (Does not include ad spend)	3	6	18	\$2,430.00
Subtotal			21	\$2,835.00

FOCUS AREA 2: ENGAGE

Service Type	Quantity	Points	Total Points	\$ Cost
Content : Advanced: 5-8 Pages	1	27	27	\$3,645.00
Content Support : Email, LP, TY, CTA	1	14	14	\$1,890.00
Subtotal			41	\$5,535.00

FOCUS AREA 3: TRACK, ANALYZE, ADJUST

Service Type	Quantity	Points	Total Points	\$ Cost
Strategy: Quarterly Content Editorial Planning	1	11	11	\$1,485.00
90-Day Roadmap	1	16	16	\$2,160.00
Website: Faster GDD CI Cycle	2	40	80	\$10,800.00
SEO: Ongoing SEO Support & Maintenance 2: Pro	2	8	16	\$2,160.00
Subtotal			123	\$16,605.00

FOCUS AREA 4: STRATEGY & PROGRAM SUPPORT

Service Type	Quantity	Points	Total Points	\$ Cost
Strategy: Level 2 Meetings & Marketing Support	1	54	54	\$7,290.00
Subtotal			54	\$7,290.00
TOTAL			239	\$32,265.00

- **\$32,265 to be split billed evenly** between months April - June (\$10,755 per month)
- **Does not include** \$4,000 per month ad spend

12-MONTH BUDGET RECOMMENDATION

BOXMAKER PRICE PER POINT: \$135

WEIDERT GROUP BUDGET												
	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	August	Sept	Oct
PHASE 1: Plan & Playbook Part 1 & Web Redesign												
Playbook Part 1 (includes L2 Mktg Mtgs & Support)	144											
Website Redesign		100	100	100	99							
PHASE 1: Plan & Playbook Part 2												
Playbook Part 2 (includes L2 Mktg Mtgs & Support)				99	99							
PHASE 2: 2.0 Program Roadmap (April - June)												
2.0 Inbound Program						80	80	79				
PHASE 2: 2.0 Program Roadmap (July - Sept)												
2.0 Inbound Program									80	80	79	
PHASE 2: 2.0 Program Roadmap (Oct - Dec)												
2.0 Inbound Program												80
Monthly Totals	144	100	100	199	198	80	80	79	80	80	79	80
Total Investment	\$19,440	\$13,500	\$13,500	\$26,865	\$26,730	\$10,800	\$10,800	\$10,665	\$10,800	\$10,800	\$10,665	\$10,800
ADDITIONAL BUDGET												
	Nov	Dec	Jan	Feb	Apr	May	June	July	August	Sept	Oct	Nov
HubSpot CMS		\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360
Ad Spend						\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000

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 BE READY TO START!**

1


Review proposal and provide feedback

2

Sign Weidert Group formal roadmap quotes for Phase 1 (to be provided once proposal is finalized)

3

Schedule the Kickoff Meeting, Website Scoping Meetings and Plan/Playbook Workshops!



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

