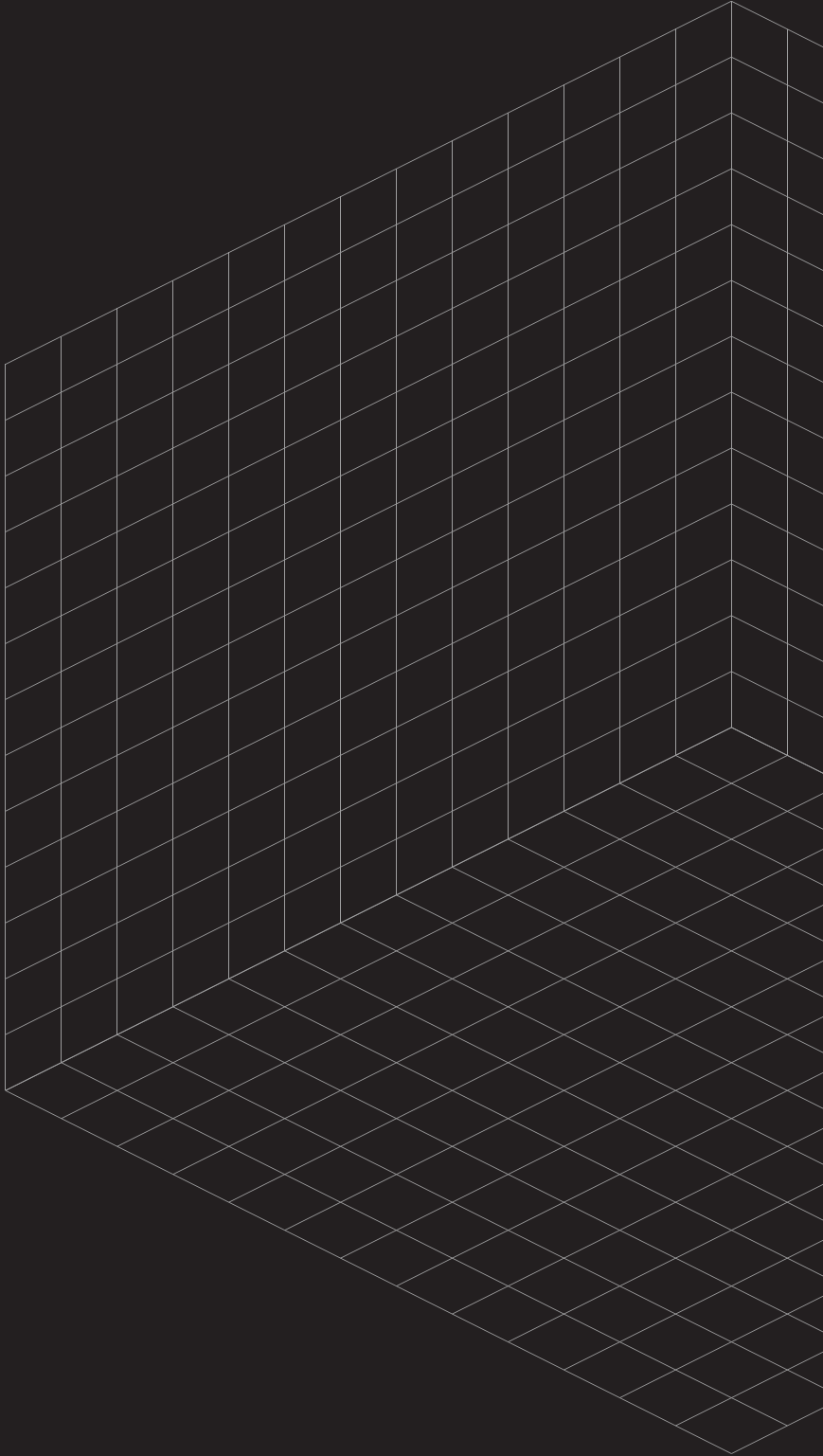


ELEVITY

GROWTH PLAN





MARKETING GOAL

It's the shared goal of Elevity and Weidert Group to develop a marketing program that produces the quantity and quality of leads needed to help achieve the following in the next 18 months:

- Close \$100k MRR
- Grow a lead pipeline of 3-4 new customers closed monthly (at \$5k MRR each)

ELEVITY 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.

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 **search engine optimization**
- Increase awareness by utilizing targeted **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

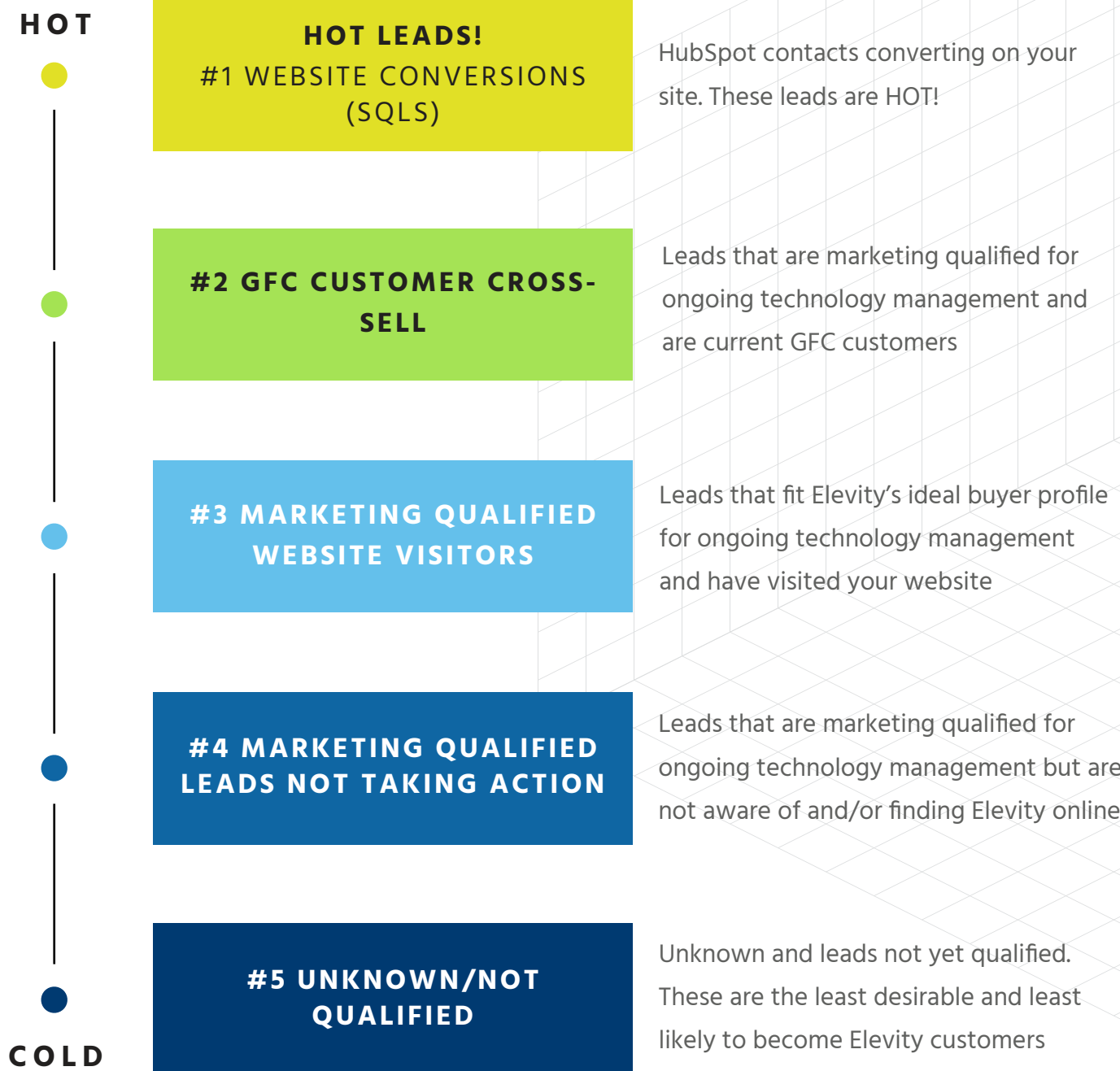
- Gather and manage **customer feedback**
- Publish **case studies** and reviews/testimonials
- Segment **customer emails** and **nurturing workflows**
- Deliver exceptional service with **live chat/chatbots**
- Engage with promoters through **social media monitoring**

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**

PRIORITIZATION OF LEAD TYPES

The recommended strategy to accomplish Elevity's marketing goal is to prioritize efforts with leads that are the "lowest-hanging fruit." In this proposal, you'll find recommendations to attract, engage, and delight leads in this priority order:



PRIORITIZATION OF LEAD TYPES

The recommended strategy for Elevity is to prioritize the “lowest-hanging fruit” in terms of lead types. In this proposal, you’ll find recommendations to attract, engage, and delight these leads in this priority order:

HOT LEADS! **#1 WEBSITE CONVERSIONS** **(SQLS)**

HubSpot contacts converting on your site

ELEVITY

- Lead handoff protocols & automation (when someone converts, the appropriate sales rep or BDA is notified)

WEIDERT GROUP

- BOFU offers (make it easy and appealing for them to connect with you!)

#2 GFC CUSTOMER CROSS-SELL

Leads that are marketing qualified for ongoing technology management and are current GFC customers

ELEVITY

- Provide a non-indexed web page template and training for the GFC AE’s to use in advance of quarterly review meetings with existing customers

WEIDERT GROUP

- Create the non-indexed web page template and tutorial video with how-to documentation for the GFC sales team

PRIORITIZATION OF LEAD TYPES

#3 MARKETING QUALIFIED WEBSITE VISITORS

Leads that fit Elevity's ideal buyer profile for ongoing technology management and have visited your website

ELEVITY

- Purchase and utilize Lead Forensics

WEIDERT GROUP

- Middle-of-the-Funnel (MOFU) content offers
- Email nurturing with marketing automation
- Retargeting with paid ads
- Ongoing website improvements and optimization

#4 MARKETING QUALIFIED LEADS NOT TAKING ACTION

Leads that are marketing qualified for ongoing technology management but are not aware of and/or finding Elevity online

ELEVITY

- Social media promotion
- Blogs
- Speaking engagements w/follow-up Sales sequences in HubSpot

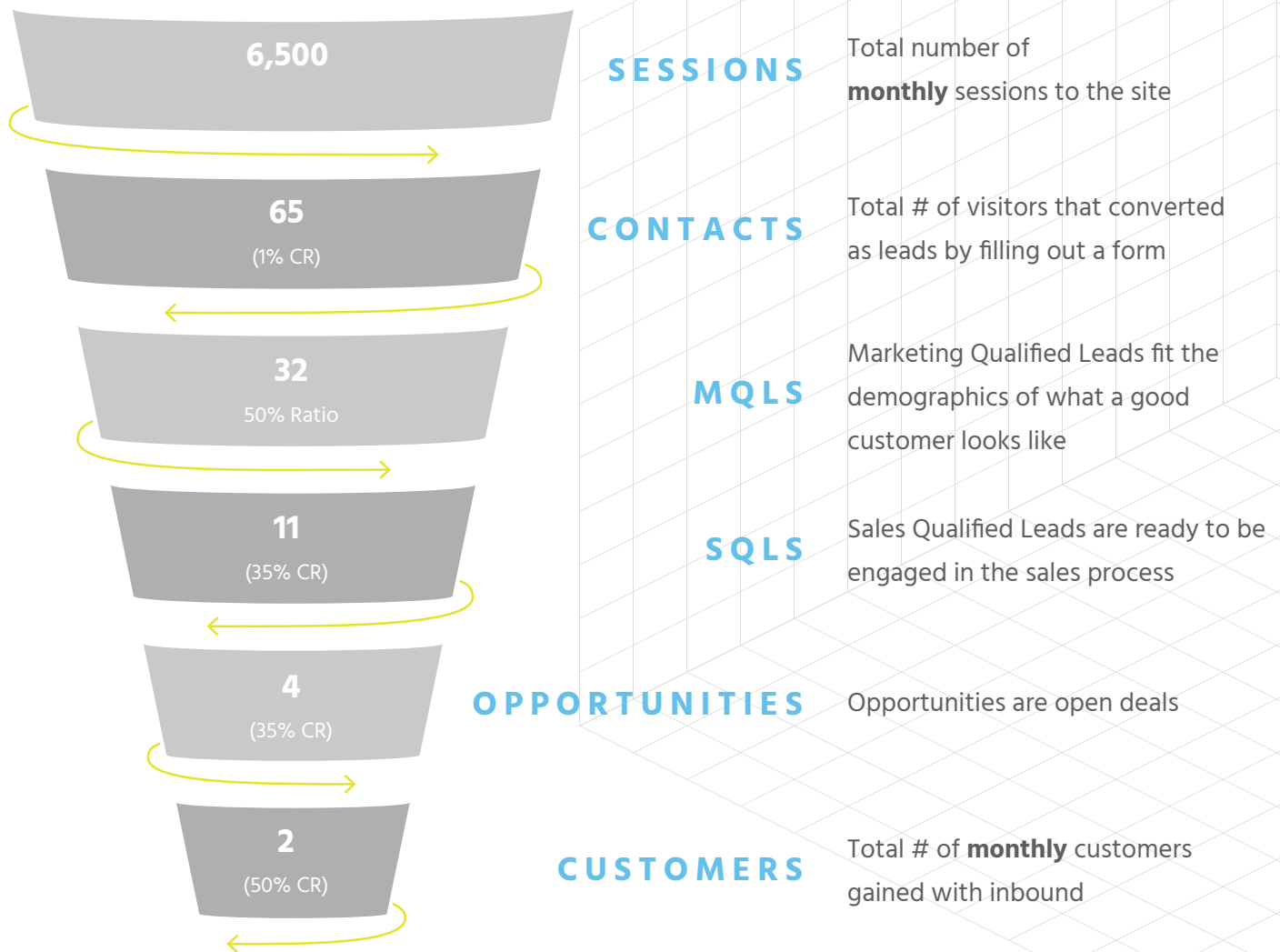
WEIDERT GROUP

- Targeted paid ads, specifically on LinkedIn
- SEO-informed editorial calendar
- Top-of-the-Funnel (TOFU) content offers
- Email campaigns to targeted/segmented lists
- Ongoing SEO

INBOUND FUNNEL & KPIs

We recommend gathering data and determining website KPIs for an Elevation funnel separate from GFC.

EXAMPLE FUNNEL METRICS



OVERALL PROGRAM DASHBOARDS





FOUNDATIONAL WORK

J U L Y T H R O U G H A U G U S T

FOUNDATIONAL MARKETING PLAYBOOK

CUSTOMER INTERVIEWS – 18 PTS

Interviews with customers help us understand the buyer journey, needs, thought processes, their view of Elevity's value proposition, objections, what they think are pros and cons of their decision to work with Elevity, etc. We'll use this information to articulate Elevity's competitive advantage and positioning and create content that addresses prospects' needs and aligns with their "state of mind" related to your products and services. Includes 4-6 phone interviews.

SEO CONTENT STRATEGY – 30 PTS

For organic search results to put Elevity "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 (as part of the website development project) and what we recommend for Elevity's ongoing SEO Strategy. The findings will drive our future content and editorial calendars. Includes an SEO scoping meeting. Complete SEO research and strategy includes:

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

CONTENT & BUYER JOURNEY WORKSHOP – 25 PTS

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. Includes a 90-minute workshop via Zoom.

FOUNDATIONAL MARKETING PLAYBOOK

CONTENT STRATEGY & INITIAL

90-DAY EDITORIAL CALENDAR – 10 PTS

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.

CONTENT PROMOTION STRATEGY - SOCIAL MEDIA & PAID

ADS – 14 PTS

This section outlines the relative value of social media platforms for use as promotion tools for Elevity'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 can make Elevity, its key content, and information about services near the top of the page for the keywords we bid on in the Google Search ad channel. They will also significantly up the awareness factor in display channels such as Google Display and LinkedIn. For a seamless launch of your paid ads, this research phase includes:

- Industry research of managed IT, IT support solutions, and other industry-relevant markets
- Research based on target personas to see which audiences would drive the most engagement, and ultimately, clicks
- An initial list of relevant audiences to target with paid ads

FOUNDATIONAL MARKETING PLAYBOOK

LEAD QUALIFICATION, LEAD SCORING & MKTG AUTOMATION

REVIEW + STRATEGY – 12 PTS

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.

REPORTING & KPI STRATEGY – 7 PTS

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

FINAL PRESENTATION – 24 PTS

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

FOUNDATIONAL SET-UP

PURPOSE: Once your Playbook strategy is set, we'll complete the following set-up items to prepare for your ongoing inbound program.

MARKETING AUTOMATION INITIAL SET-UP – 18 PTS

- Setup of basic workflow automation per recommendations in the Plan & Playbook

REPORTING DATABOARDS SETUP (DATABOX) – 6 PTS

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

PAID ADS SET-UP – 30 PTS

- Paid ad account set-up for Google Display ads (retargeting prior site visitors, IT-specific targeting) and LinkedIn (retargeting prior site visitors, contact list-based targeting, etc.) includes copywriting, display ad creation, reporting setup, and ad launch

WEBSITE WISHLIST MEETING – 4 PTS

- A 60-minute zoom call to discuss website wishlist items. Weidert Group will document these wishlist items and refer to this at roadmap planning time each quarter

EVALUATE LEAD FORENSICS – 6 PTS

- Strategist and Consultant to attend up to (2) calls with Lead Forensics to evaluate this software for Elevity's BD efforts

GFC CUSTOMER CROSS-SELL WEB PAGE TEMPLATE – 30 PTS

- Development of a non-indexed web page template for GFC AE's to share in advance of quarterly account review meetings. Includes one round of revisions, a tutorial video, and how-to documentation for the AE's. Assumes Elevity repurposes existing content for this page.

FOUNDATIONAL MKTG 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.

LEVEL 2 MEETINGS & SUPPORT – 36 PTS

(1) 30-minute status call every other week, starting 2 weeks after kickoff call, with agenda and call summaries, plus up to 26 points for program management and marketing support as needed.

Weidert Group

- Provide agenda and call summaries for each status call

Elevity

- Attend status calls every other week



QUARTERLY PROGRAM

STARTS SEPTEMBER

ELEVITY'S QUARTERLY **BASE** PROGRAM

ATTRACT:

BLOG ARTICLES – 0 PTS/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

- Weidert Group will provide a keyword-informed editorial calendar each quarter for blogs

Elevity

- Write 13 blogs/qtr, format and publish in HubSpot

ATTRACT:

CONTENT PROMOTION – 0 PTS/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

Weidert Group

- Provide recommendations for content promotion in the Marketing Plan & Playbook

Elevity

- Social media management and execution for company branded profiles across social media channels.
- Regular posting by select team members on LinkedIn personal profiles (using provided lead-ins)
- Monitor social media channels
- Create and send monthly blog-in-review email newsletter

ELEVITY'S QUARTERLY **BASE** PROGRAM

ATTRACT:

MONTHLY SEO & WEBSITE IMPROVEMENTS/ OPTIMIZATION – 30 PTS/QTR

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 and optimization (4 pts/mo) as part of your monthly program as well as ongoing website refinements and requests (6 pts/mo):

- 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
- Set allotment of 6 development points for ongoing website refinements and team requests

Weidert Group

- Ongoing SEO analysis and management includes continued 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.

ATTRACT:

PAID ADVERTISING/PPC – 12 PTS/QTR + \$6,000 QUARTERLY AD SPEND

PURPOSE: Targeted paid ads will increase brand awareness of Elevity with those visiting the site (retargeting) and those that fit the ideal buyer profile (LinkedIn).

A \$2,000 monthly budget for Google display and targeted LinkedIn ads, executing on the recommendations in Elevity's Marketing Playbook, is recommended. Suggesting monthly management (optimization, ongoing ad creation, graphics and reporting) for:

- Google Display: retargeting prior site visitors, plus IT-specific targeting
- LinkedIn: retargeting prior site visitors, contact list-based targeting, etc.

Weidert Group

- Create ads and manage campaigns

Elevity

- Review and approve ads

ELEVITY'S QUARTERLY **BASE** PROGRAM

ENGAGE:

TARGET-SPECIFIC ADVANCED (GATED) CONTENT – 86 PTS/QTR

PURPOSE: The more advanced content (infographics, 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) TOFU content piece and (1) MOFU 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.

Elevity

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

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)

Elevity

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

ELEVITY'S QUARTERLY **BASE** PROGRAM

TRACK, ANALYZE, ADJUST:

LEVEL 2 MTGS & MARKETING SUPPORT – 54 PTS/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

Elevity

- Attend status calls every other week

ELEVITY'S QUARTERLY **FLEX** BUDGET

PURPOSE: The monthly flex budget is set aside for additional services from Weidert Group as needed. These services may include but are not limited to the services listed below.

RECOMMENDATION: BUDGET FOR 30 POINTS FOR FLEX EACH QUARTER

LEAD NURTURING

- Workflow plan & set up utilizing 4-8 existing emails, 12 pts

VIDEO & SALES COLLATERAL SUPPORT

- Scoping required

TRADE SHOW &/OR SPEAKING ENGAGEMENT SUPPORT

- Scoping required

WEBSITE DEVELOPMENT & ADDITIONAL OPTIMIZATION PROJECTS

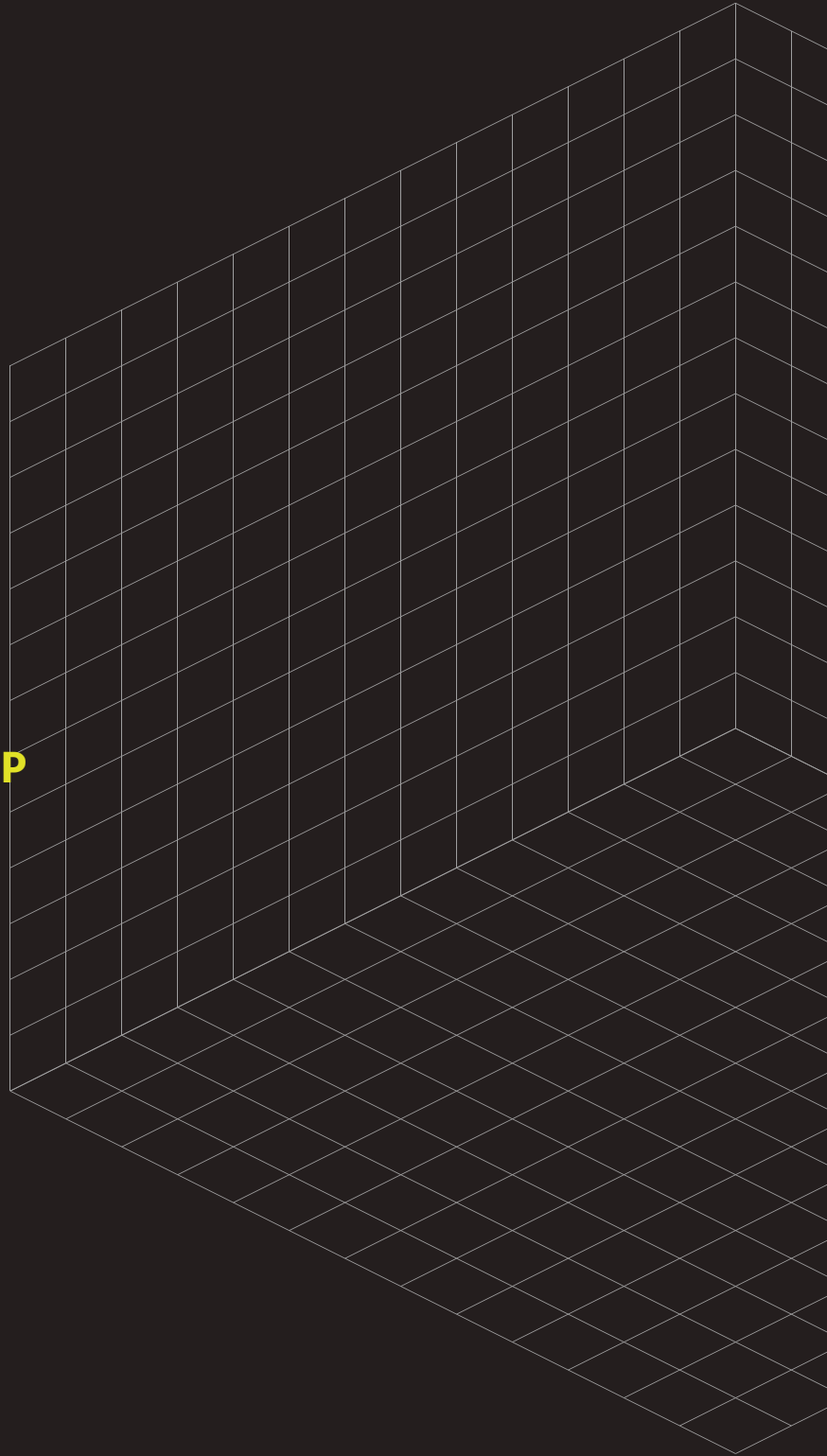
- Scoping required

TARGET-SPECIFIC ADVANCED CONTENT

- 2-4 page content piece, 15 pts
- 5-8 page content piece, 27 pts
- Infographic, 29 pts
- BOFU offer, scoping required
- Content support set (landing pg, thank you pg, email and CTA graphic), 12 POINTS
- Press release, including distribution, 6 pts

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 won HubSpot Impact awards in 4th qtr, 2020, for top website project and 1st quarter, 2021, for top sales results in North America
- Multiple winner of various Best Company awards

THE TEAM

- 32 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 customers 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 32 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 write content for complex industries and companies such as:



OmPrompt

KloudData



SOLVOYO



Preact



INVESTORS
COMMUNITY BANK

KAYSUN

US Lubricants



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

MARKETING STRATEGY

- Branding (logo + positioning)
- Marketing Plan Development

WEBSITE

DEVELOPMENT/

OPTIMIZATION

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

DESIGN

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

CONTENT CREATION

& PROMOTION

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

SALES ENABLEMENT

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

CASE STUDY: WEIDERT GROUP

PROBLEM

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

SOLUTION

- A comprehensive, integrated IM program that:
- Attracts our best prospects to our website
 - Provides relevant content that helps them progress in their buyer journey
 - Demonstrates our expertise

1,248 →

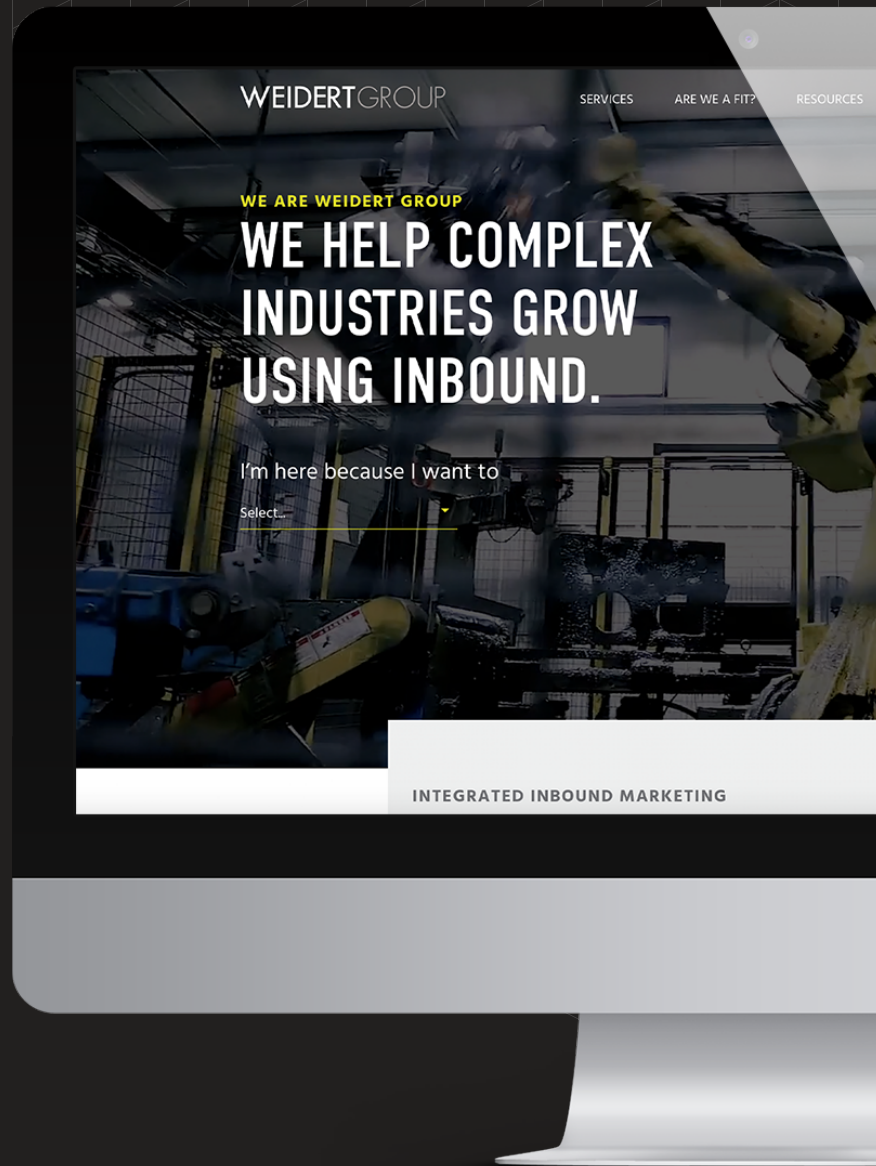
90k TOTAL TRAFFIC

290 →

77k ORGANIC TRAFFIC

11 →

500 LEADS



CASE STUDY: FALCON STRUCTURES

PROBLEM

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

Results 4 months after site launch:

86% INCREASE IN ORGANIC VIEWS

738 NEW MQLS

31 NEW CUSTOMERS

14% INCREASE IN MONTHLY SALES

SOLUTION

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



HubSpot 2019 IMPACT AWARDS
WEBSITE DESIGN

CASE STUDY: GORDON FLESCH®

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 10 months after site launch:

407 NEW MQLS

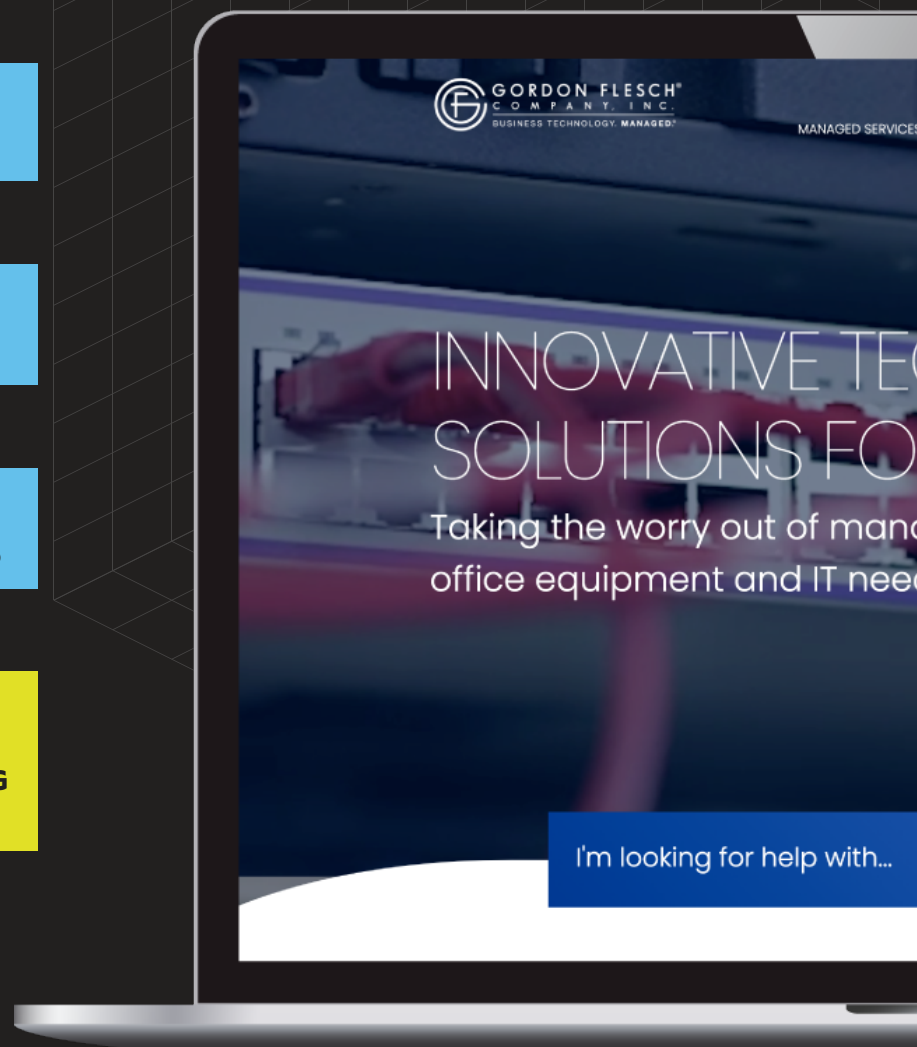
100 NEW SQLS
IN 5 MONTHS

\$349k NEW SQLS
IN 5 MONTHS

\$930k IN NEW
REVENUE FROM
NEW & EXISTING
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

“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

President at AK Pizza Crust

201-500 employees
Green Bay, Wisconsin

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

Inbound Marketing for Electronics Provider

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

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

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

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

— *Senior VP, Dfr Solutions (Electronics Provider)*

+ Full review

Senior VP at Dfr Solutions

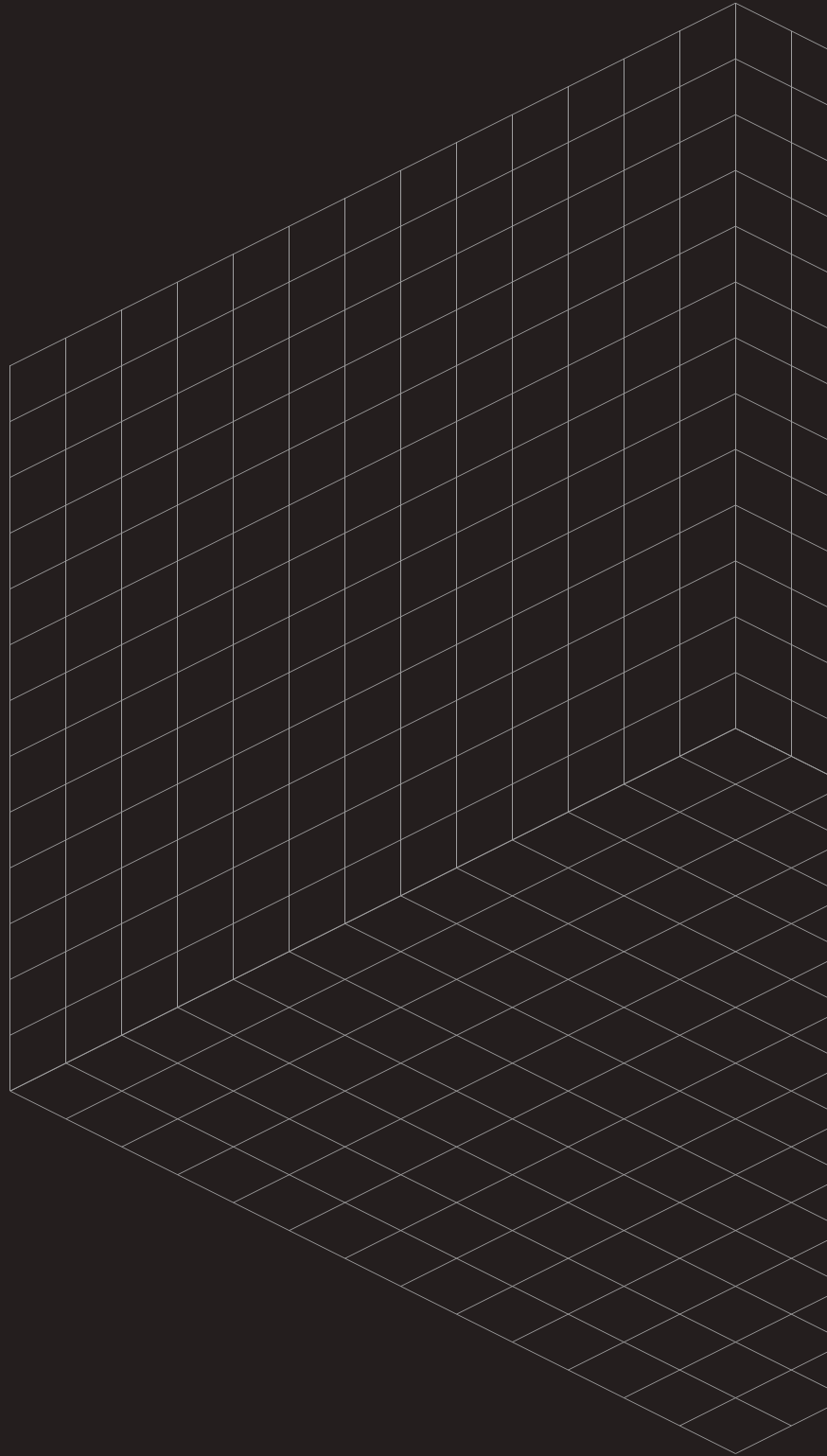
11-50 employees
Baltimore, Maryland

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

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



AGREEMENT



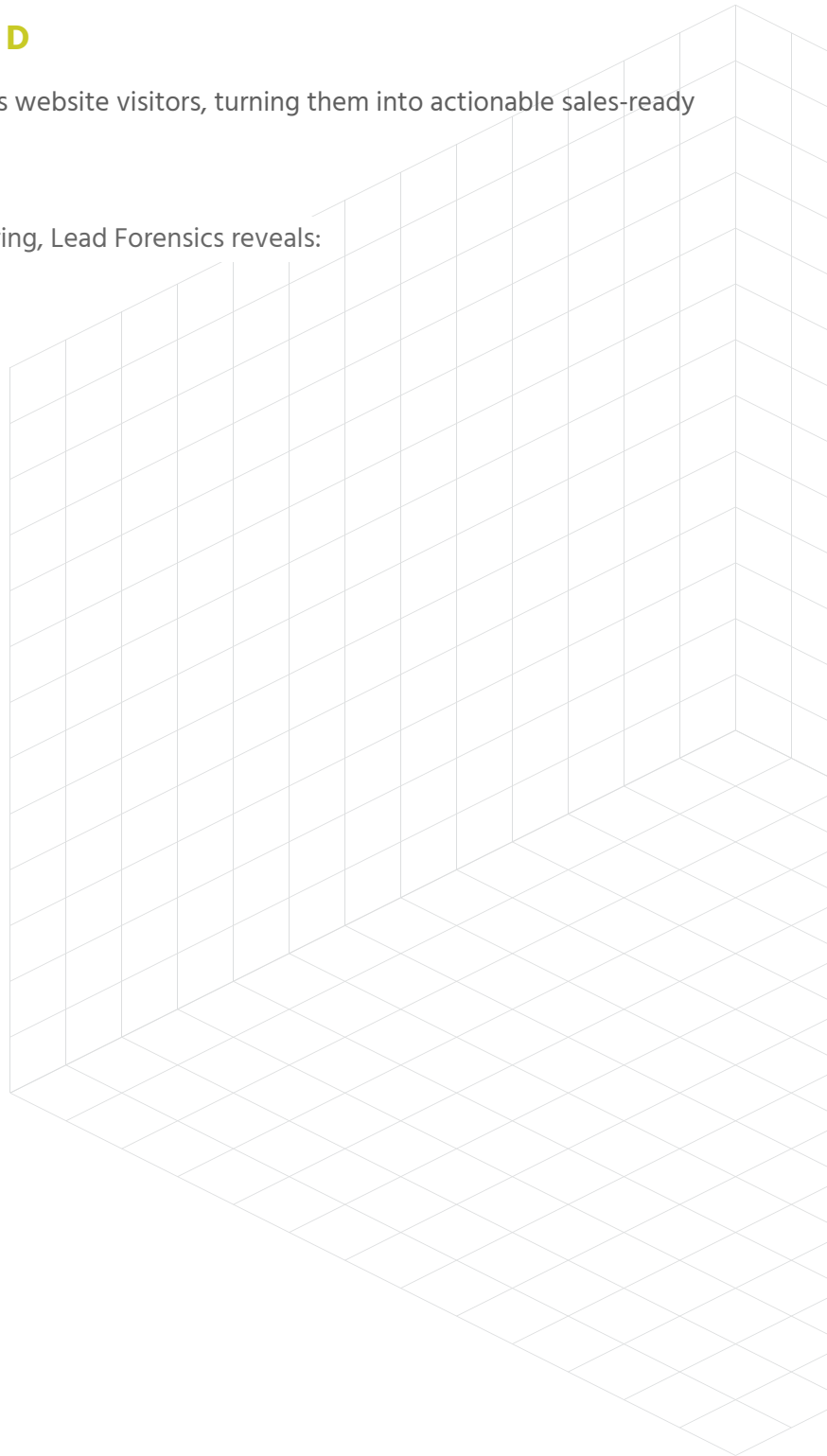
ADDITIONAL TECHNOLOGY BUDGET

LEAD FORENSICS – PRICE TBD

This software reveals the identity of your anonymous website visitors, turning them into actionable sales-ready leads in real-time, at your fingertips.

When 98%+ of website visitors leave without enquiring, Lead Forensics reveals:

- Business Names
- Email Addresses of Key Contacts
- Names of Key Decision Makers
- Industries and Revenue
- Search Queries
- Page Engagements, etc.



JULY - AUG FOUNDATIONAL BUDGET

ELEVITY PRICE PER POINT: \$125

ELEVITY 2021 Foundational (July - Aug) Roadmap Planning Workbook

FOCUS AREA 1: INBOUND PLAN & PLAYBOOK

Service Type	Quantity	Points	Total Points	\$ Cost
Customer Interviews	1	18	18	\$2,250
SEO Content Strategy	1	30	30	\$3,750
Content & Buyer Journey Workshop	1	25	25	\$3,125
Content Strategy & First 90-Day Editorial Calendar	1	10	10	\$1,250
Content Promotion Strategy	1	14	14	\$1,750
Initial Lead Qualification Strategy and Marketing Automation Strategy	1	12	12	\$1,500
Reporting & KPI Strategy	1	7	7	\$875
Final Presentation of Playbook	1	24	24	\$3,000
Subtotal			140	\$17,500

FOCUS AREA 2: FOUNDATIONAL SET-UP

Service Type	Quantity	Points	Total Points	\$ Cost
Marketing Automation Initial Set-Up	1	18	18	\$2,250
Reporting Databoards Set-Up	1	6	6	\$750
Paid Ads Set-up	1	30	30	\$3,750
Website Wishlist Meeting	1	4	4	\$500
Evaluate Lead Forensics	1	6	6	\$750
GFC Customer Cross-Sell Web Page Template	1	30	30	\$3,750
Subtotal			94	\$11,750

FOCUS AREA 3: LEVEL 2 MTGS & SUPPORT

Service	Quantity	Points	Total Points	\$ Cost
Strategy: Level 2 Meetings & Marketing Support	1	36	36	\$4,500
Subtotal			36	\$4,500

TOTALS

Proposed Roadmap Program Total				\$33,750
TOTALS			270	\$33,750

- **\$33,750 to be split billed evenly** between months July - Aug (\$16,875 per month)
- **Does not include** WI taxes for paid advertising creative as part of paid ad set-up deliverable

SEPT - NOV ROADMAP BUDGET

ELEVITY PRICE PER POINT: \$135 (PRICE INCREASE IN EFFECT)

ELEVITY 2021 Sept-Nov Roadmap Planning Workbook

FOCUS AREA 1: ATTRACT QUALIFIED TRAFFIC				
Service Type	Quantity	Points	Total Points	\$ Cost
SEO & Website Improvements/Optimization	1	30	30	\$4,050.00
Paid Ads Management (<i>does not include ad spend</i>)	1	12	12	\$1,620.00
Subtotal			42	\$5,670
FOCUS AREA 2: ENGAGE/CONVERT				
Service Type	Quantity	Points	Total Points	\$ Cost
Content : Advanced Gated Piece	2	29	58	\$7,830.00
Content Support : Email, LP, TY, CTA	2	14	28	\$3,780.00
Subtotal			86	\$11,610
FOCUS AREA 3: TRACK/ANALYZE/ADJUST				
Service Type	Quantity	Points	Total Points	\$ Cost
90-Day Roadmap and Editorial Calendar	1	27	27	\$3,645.00
Strategy: Level 2 Meetings & Marketing Support	1	54	54	\$7,290.00
Subtotal			81	\$10,935
FOCUS AREA 4: FLEX BUDGET				
Service Type	Quantity	Points	Total Points	\$ Cost
Flex Deliverables TBD	1	30	30	\$4,050.00
Subtotal			30	\$4,050
TOTALS				
Proposed Roadmap Program Total				\$32,265
TOTALS			239	\$32,265

- **\$32,265 to be split billed evenly** between months Sept-Nov (\$10,755 per month)
- **Does not include** \$2,000 per month ad spend or sales tax for applicable deliverables

12-MONTH BUDGET RECOMMENDATION

ELEVITY PRICE PER POINT: \$125 THROUGH AUGUST, THEN \$135

WEIDERT GROUP BUDGET												
	July	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
FOUNDATIONAL												
Foundational Roadmap (includes Playbook, set-up, & level 2 mtgs/support)	\$16,875	\$16,875										
SEPT-NOV 90-DAY ROADMAP												
Core + Flex Program			\$10,755	\$10,755	\$10,755							
FUTURE 90-DAY ROADMAPS												
Core + Flex Program						\$10,755	\$10,755	\$10,755	\$10,755	\$10,755	\$10,755	\$10,755
Roadmap Totals	\$16,875	\$16,875	\$10,755	\$10,755	\$10,755	\$10,755	\$10,755	\$10,755	\$10,755	\$10,755	\$10,755	\$10,755
ADDITIONAL BUDGET												
	July	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Ad Spend			\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Total Investment	\$16,875	\$16,875	\$12,755	\$12,755	\$12,755	\$12,755	\$12,755	\$12,755	\$12,755	\$12,755	\$12,755	\$12,755

- **Does not include** Lead Forensics expense or WI sales tax for applicable deliverables

TERMS & CONDITIONS

- Any work performed by Weidert Group remains the intellectual property of the Agency until it is paid for in full by the Customer
- Production timelines may vary due to many interdependent factors, including but not exclusive to delay of Customer input and approvals at each stage of the development process
- Customer 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. 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 foundational
period (to be provided once proposal is finalized)

3

Schedule the Foundational Meetings!

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

