

FELKER BROTHERS

GROWTH WITH INBOUND





MARKETING GOAL

It's the shared goal of Felker Brothers and Weidert Group to develop an inbound marketing and sales program that produces the quantity and quality of leads needed to help achieve the following:

- Increased brand awareness (being found in search)
- Increased sales volume (\$82M by end of 2022)
- Increased profitability (by focusing on fab and OEMs)

GROWTH WITH INBOUND

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

1

SET THE INBOUND STRATEGY

Develop the Playbook for the Felker Brothers' inbound program, strategize, and set-up foundational items

TIMELINE: May - July

2

WEBSITE REDESIGN

Redesign and optimize felkerbrothers.com for inbound

TIMELINE: June - September

3

KICKSTART CONTENT CREATION

Create blog and advanced content for the new site so it's ready by the go-live date

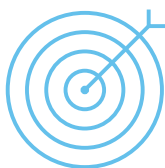
TIMELINE: August - September

4

INITIATE THE CORE PROGRAM

Attract, engage, and delight leads and customers for Felker Brothers; continuous improvement and optimization

TIMELINE: Starts October



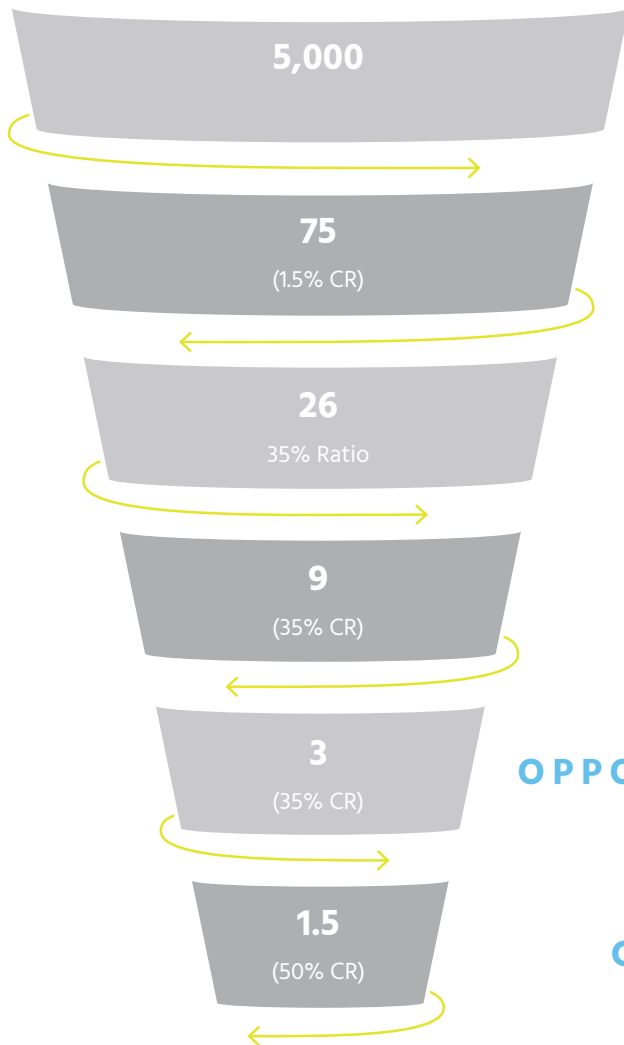
WEIDERT GROUP'S PROMISE:

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 Felker Brothers' inbound marketing programs are shown below.

EXAMPLE FUNNEL METRICS



SESSIONS

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

CONTACTS

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

MQLS

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

SQLS

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

OPPORTUNITIES

Opportunities are open deals

CUSTOMERS

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

FELKER BROTHERS 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 (Felker Brothers' 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**
- Utilize 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**
- **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**



FOUNDATIONAL WORK

MAY THROUGH SEPTEMBER



INBOUND MARKETING PLAN & PLAYBOOK TIMELINE

MAY - JULY

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.

RECOMMENDATION: 279 POINTS

Details for each recommended "chapter" found on pages 8-11

	FELKER BROTHERS & WEIDERT GROUP	FELKER BROTHERS	WEIDERT GROUP
WEEK 1	<ul style="list-style-type: none"> Kickoff meeting 	<ul style="list-style-type: none"> Customer interview contacts provided before call Start persona homework 	
WEEK 2		<ul style="list-style-type: none"> Persona homework completed 	<ul style="list-style-type: none"> Customer interviews begin SEO strategy work begins
WEEK 3-5	<ul style="list-style-type: none"> Persona workshop 		<ul style="list-style-type: none"> Persona development Competitive advantage & positioning (strategic brief) Messaging
WEEK 6	<ul style="list-style-type: none"> Progress presentation 	<ul style="list-style-type: none"> Content workshop homework completed 	<ul style="list-style-type: none"> Content strategy/ed cal Content promotion strategy Paid ad strategy
WEEK 7-11	<ul style="list-style-type: none"> Content & buyer journey workshop 		<ul style="list-style-type: none"> Lead qualification & marketing automation Lead management Customer feedback Reporting & KPIs
WEEK 12	<ul style="list-style-type: none"> Final presentation 		



FELKER BROTHERS INBOUND PLAN & PLAYBOOK

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 Felker Brothers' value proposition, objections, what they think are pros and cons of their decision to work with Felker Brothers, etc. We'll use this information to articulate Felker Brothers' 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 CONTENT STRATEGY – 26 POINTS

For organic search results to put Felker Brothers "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 Felker Brothers' ongoing SEO Strategy. The findings will drive our future content and editorial calendars. Website/SEO scoping meeting is a pre-requisite 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
- Summary of keyword insights for editorial planning

COMPETITIVE ADVANTAGE & POSITIONING – 8 POINTS

(STRATEGIC BRIEF)

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

FELKER BROTHERS INBOUND PLAN & PLAYBOOK

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 Felker Brothers. These messages are foundational to all content (blogs and advanced content) and to social media.

PERSONA WORKSHOP & DEVELOPMENT – 26 POINTS

Draws 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 Felker Brothers. Includes a 2-hour workshop via Zoom video conference.

LOGO REDESIGN & BRANDING GUIDELINES – 43 POINTS

We recommend an updated logo to accompany the new website. Includes three options, design brief, rationale, review of the concepts/designs, and one round of revisions.

The branding guide is used for logo, fonts, imagery, icons, tone/messaging, and web styles. Typically 3–8 pages.

PROGRESS PRESENTATION – 24 POINTS

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

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. Includes a 90-minute workshop via Zoom.

FELKER BROTHERS INBOUND PLAN & PLAYBOOK

CONTENT STRATEGY & INITIAL

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.

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 Felker Brothers' 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 Felker Brothers, 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 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 Felker Brothers products and services and other relevant keywords in various markets
- Research of Felker Brothers' primary competitors to see which keywords rank for their sites
- Begin assembling a list of relevant website placements and audiences to target with paid ads
- Compile recommendations for ad assets, ad spend, and ad mix

FELKER BROTHERS INBOUND PLAN & PLAYBOOK

LEAD QUALIFICATION, LEAD SCORING & MKTG AUTOMATION

REVIEW + STRATEGY – 6 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.

LEAD MANAGEMENT (SALES) STRATEGY – 6 POINTS

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

- Lead management and handoff recommendations
- Protocols for tracking sales opportunities using HubSpot CRM deal pipeline

REPORTING & KPI STRATEGY – 7 POINTS

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. Felker Brothers' 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.

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

CONTENT TEMPLATE DESIGN – 18 POINTS

- Creation of advanced content template
- Creation of CTA template

MARKETING AUTOMATION INITIAL SET-UP – 18 POINTS

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

REPORTING DATABOARDS SETUP (DATABOX) – 6 POINTS

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

PAID ADS SET-UP – 33 POINTS

- Paid ad account set-up for Google ads and LinkedIn includes copywriting, display ad creation, reporting setup, and ad launch

HUBSPOT ACCOUNT SET-UP – 9 POINTS

- Set up of HubSpot Marketing Pro portal for tools used as part of Felker Brothers' inbound program

PURPOSE: Once we've completed the Inbound Plan & Playbook, we'll start creating content to be ready for your website launch

INITIAL WEBSITE BLOG CONTENT – 30 POINTS

Populate your brand new blog with an initial set of articles that will be ready to publish when the site goes live:

- Write (3) technical blogs with SME interviews

INITIAL WEBSITE ADVANCED CONTENT – 39 POINTS

Create an 5-8 page initial gated content offer that will be valuable to your "referral" target persona; in exchange they'll provide their contact information to start building your contact database. Also included is the content support pieces for promotion—Landing page, thank you page, promotional email, and CTA

INITIAL WEBSITE BO-FU OFFER – 13 POINTS

Create a bottom-of-the-funnel offer for leads that are ready to talk!

INITIAL WEBSITE VIDEO CONTENT – 97 POINTS

Create a 90-second "About Us" video to introduce, educate, and showcase the most meaningful aspects of Felker Brothers' past, present, and future – those that will be most effective in convincing prospects that working with Felker Brothers reduces risk and ensures successful projects. We may utilize existing video assets (if they exist) and/or shoot video to capture live-action footage of the current facility and manufacturing in the process. We will also include secondary implied messaging about the appeal of working at Felker Brothers so that prospective employees will be attracted to the company.

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 – 70 POINTS

(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

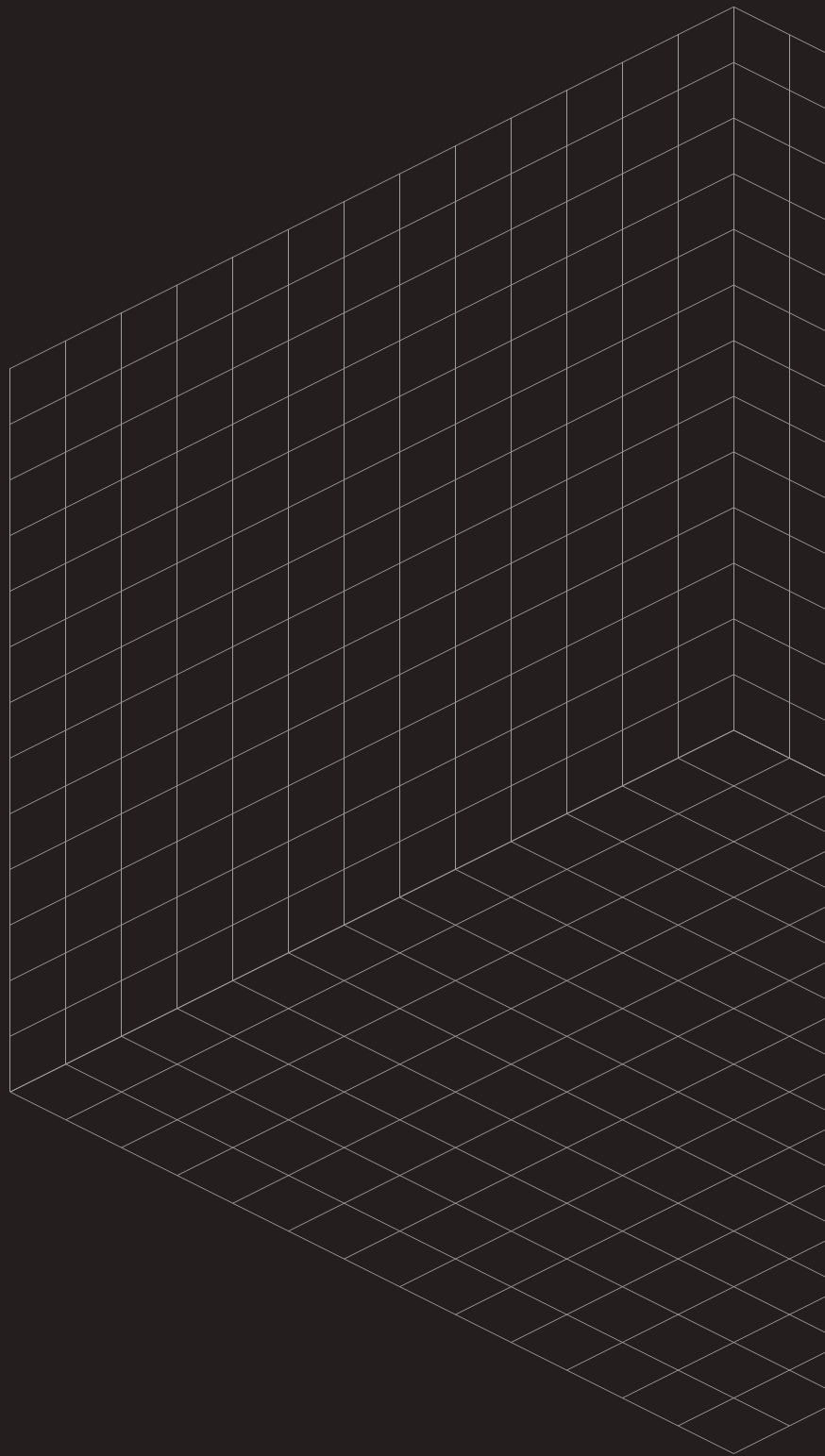
- Provide agenda and call summaries for each status call

Felker Brothers

- Attend status calls every other week

WEBSITE REDESIGN

STARTS MAY



WEBSITE ASSUMPTIONS

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 (scoping)

PAGE CONTENT

Stock photography and icons provided by Felker Brothers; 15 pages of content to be written by Weidert Group.

COMMUNICATION

A Google Drive folder will be shared with Felker Brothers' 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 Felker Brothers' main appointed contact to the assigned Weidert Group Consultant throughout the project. Timeliness of approvals are dependent on the website timeline. They can range anywhere from just 24 hours to as long as 5 business days. Approvals should never take more than 5 business days, regardless of timeline.

RESPONSIVENESS

The site will be mobile responsive.

WEBSITE DELIVERABLES

WHAT YOU'RE GETTING

- All-new website that is:
 - Optimized for Inbound potential
 - Optimized for User Experience (UX) using best practices
 - Optimized for SEO and the start of organic growth and paid campaigns
 - Nimble, easy to manage, and update
 - 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
- **Note:** Changes to the Pipeline Portal are not included in this estimate. We recommend that be a "Phase 2" project after the site goes live.

WEBSITE DEVELOPMENT PHASES

MAY - SEPT

	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	Portal Setup	<ul style="list-style-type: none"> • Setup portal users • IP filters • Connect social • Google AMP setup • Connect email DNS • Google Analytics, Search Console, and Tag Manager setup
PHASE 5	Content	<ul style="list-style-type: none"> • (16) pages of copywriting • Page titles/meta descriptions for all pages • Stock photography and iconography
PHASE 6	Mockups	<ul style="list-style-type: none"> • (3) design mock-ups • (1) Image CTA template
PHASE 7	Wireframes	<ul style="list-style-type: none"> • (12) wireframes
PHASE 8	Development	<ul style="list-style-type: none"> • Up to (32) total pages • Up to (27) total templates (including system and subscription templates) • Setup any new CSS styling • Create new menu • Create new footer • Browser mobile testing
PHASE 9	Go Live	<ul style="list-style-type: none"> • Final site audit • Final DNS setup • 301 URL Redirects (<100 pgs) • XML sitemap submission

INBOUND MONTHLY PROGRAM

STARTS OCTOBER



MONTHLY INBOUND PROGRAM

ATTRACT

BLOG ARTICLES – 116 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

- Write 13 blogs/qtr, format and publish in HubSpot. Includes interviews w/ SMEs for half the blogs

Felker Brothers

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

ATTRACT

CONTENT PROMOTION – 9 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 downloads 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

- Write and publish social media posts per agreed-upon strategy and schedule to company profiles (up to 10 posts per month)
- Create and send monthly blog-in-review email newsletter

Felker Brothers

- Regular posting by select team members on LinkedIn personal profiles (using provided lead-ins)
- Monitor social media channels

MONTHLY INBOUND PROGRAM

ATTRACT

MONTHLY SEO OPTIMIZATION – 24 POINTS/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 as part of your monthly program:

- 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

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, recommendations for link outreach to high-potential websites, ongoing on-page SEO updates, etc.

Felker Brothers

- Complete link outreach to high-potential websites per Weidert Group's guidance

ATTRACT

PAID ADVERTISING/PPC – 4 POINTS/MO + \$2K MONTHLY AD SPEND

PURPOSE: Paid ads can make Felker Brothers, its key content, and information about services visible 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 Felker Brothers in display-based ad channels like Google Display and LinkedIn.

A \$2,000 monthly budget for PPC search and display ads, executing on the recommendations in Felker Brothers' Marketing Playbook, is recommended. Suggesting monthly management (optimization, ongoing ad creation, graphics and reporting) for:

- Google search and display
- LinkedIn

Weidert Group

- Create ads and manage campaigns

Felker Brothers

- Review and approve ads

MONTHLY INBOUND PROGRAM

ENGAGE

TARGET-SPECIFIC ADVANCED (GATED) CONTENT – 38

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.

Felker Brothers

- 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)

Felker Brothers

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

MONTHLY INBOUND PROGRAM

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

Felker Brothers

- Attend status calls every other week

ADDITIONAL SUPPORT AS NEEDED

TARGET-SPECIFIC ADVANCED CONTENT

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

LEAD NURTURING

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

VIDEO & SALES COLLATERAL SUPPORT

- Scoping required

TRADE SHOW SUPPORT

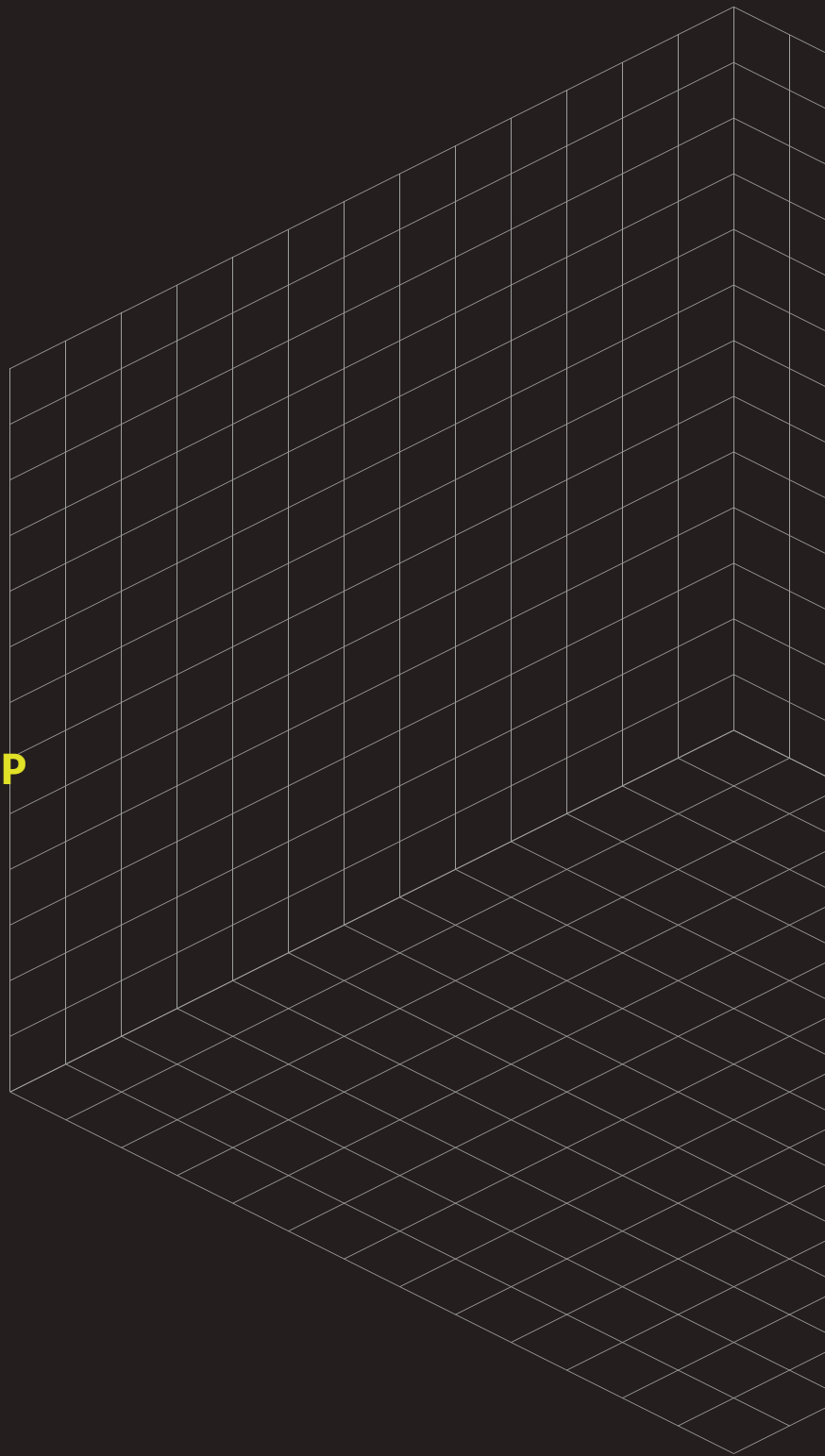
- Scoping required

WEBSITE DEVELOPMENT & ADDITIONAL OPTIMIZATION PROJECTS

- Scoping required

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 award (4th qtr) January 2020 for top website project 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 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 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:



CAPABILITIES

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

MARKETING STRATEGY

- Branding (logo + positioning)
- Marketing Plan Development

WEBSITE

DEVELOPMENT/

OPTIMIZATION

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

DESIGN

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

CONTENT CREATION

& PROMOTION

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

SALES ENABLEMENT

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

CASE STUDY: WEIDERT GROUP

PROBLEM

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

SOLUTION

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

1,248 →

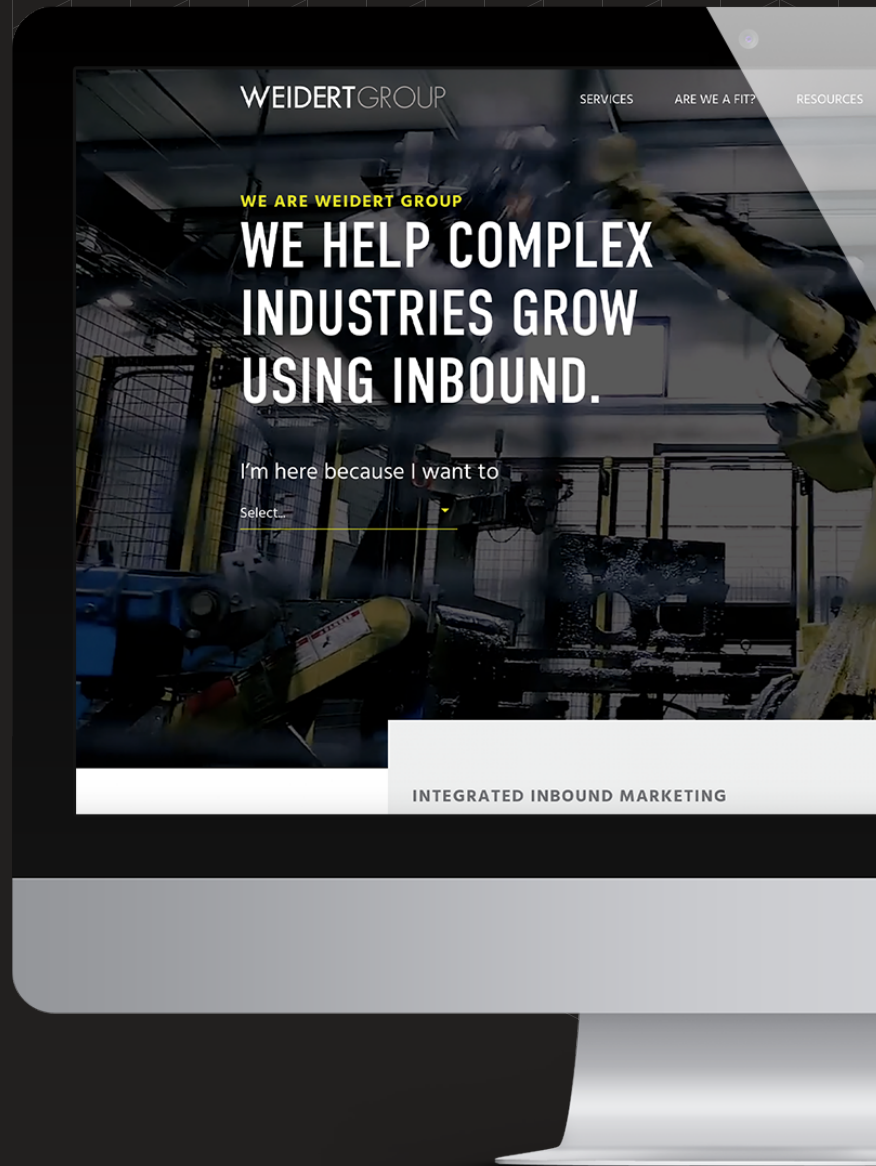
90k TOTAL TRAFFIC

290 →

77k ORGANIC TRAFFIC

11 →

500 LEADS



CASE STUDY: FALCON STRUCTURES

PROBLEM

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

Results 4 months after site launch:

86% INCREASE IN ORGANIC VIEWS

738 NEW MQLS

31 NEW CUSTOMERS

14% INCREASE IN MONTHLY SALES

SOLUTION

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



HubSpot 2019 IMPACT AWARDS
WEBSITE DESIGN

CASE STUDY: GORDON FLESCH® COMPANY, INC.

PROBLEM

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

Results 10 months after site launch:

407 NEW MQLS

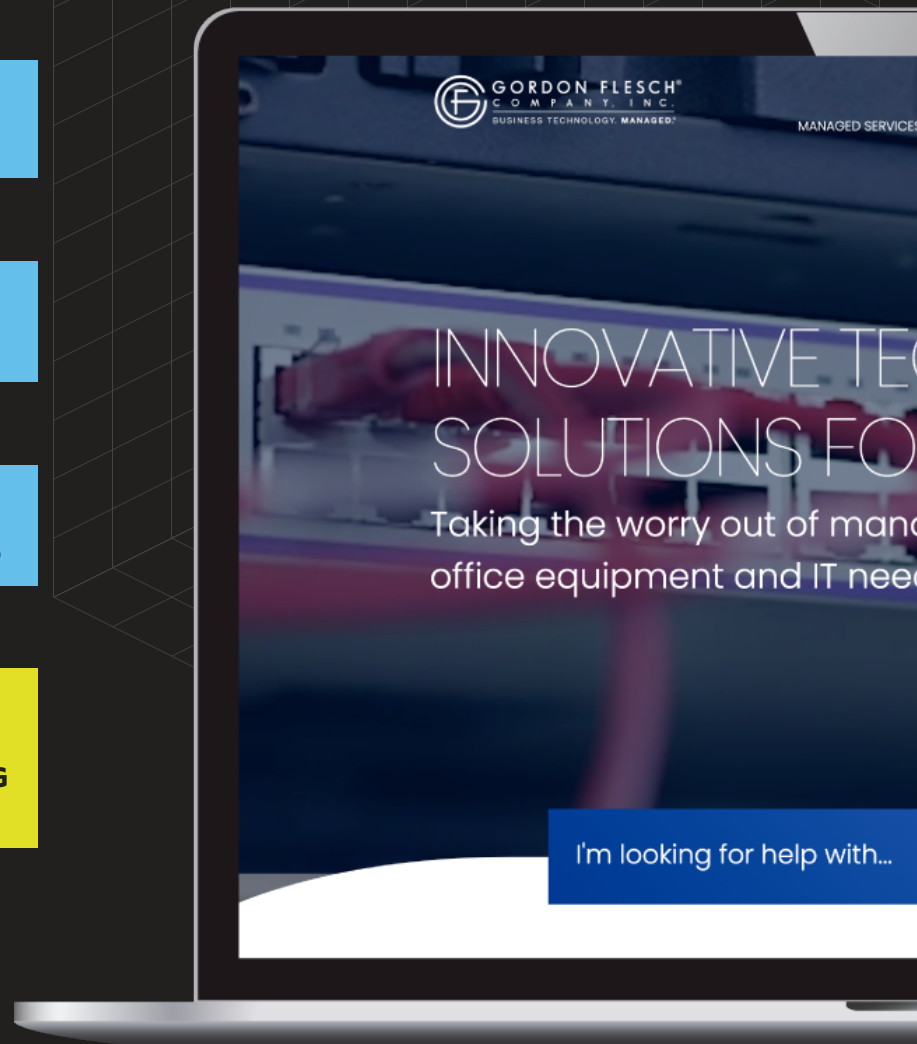
100 NEW SQLS
IN 5 MONTHS

\$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



“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)

Founded: 1980

Employees: 10 - 49

Visit Website

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

Web Design & Inbound Marketing for Food Seller

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

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

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

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

— *President, AK Pizza Crust (Food Seller)*

+ Full review

Inbound Marketing for Electronics Provider

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

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

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

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

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

+ Full review

President at AK Pizza Crust

201-500 employees
Green Bay, Wisconsin

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

Senior VP at Dfr Solutions

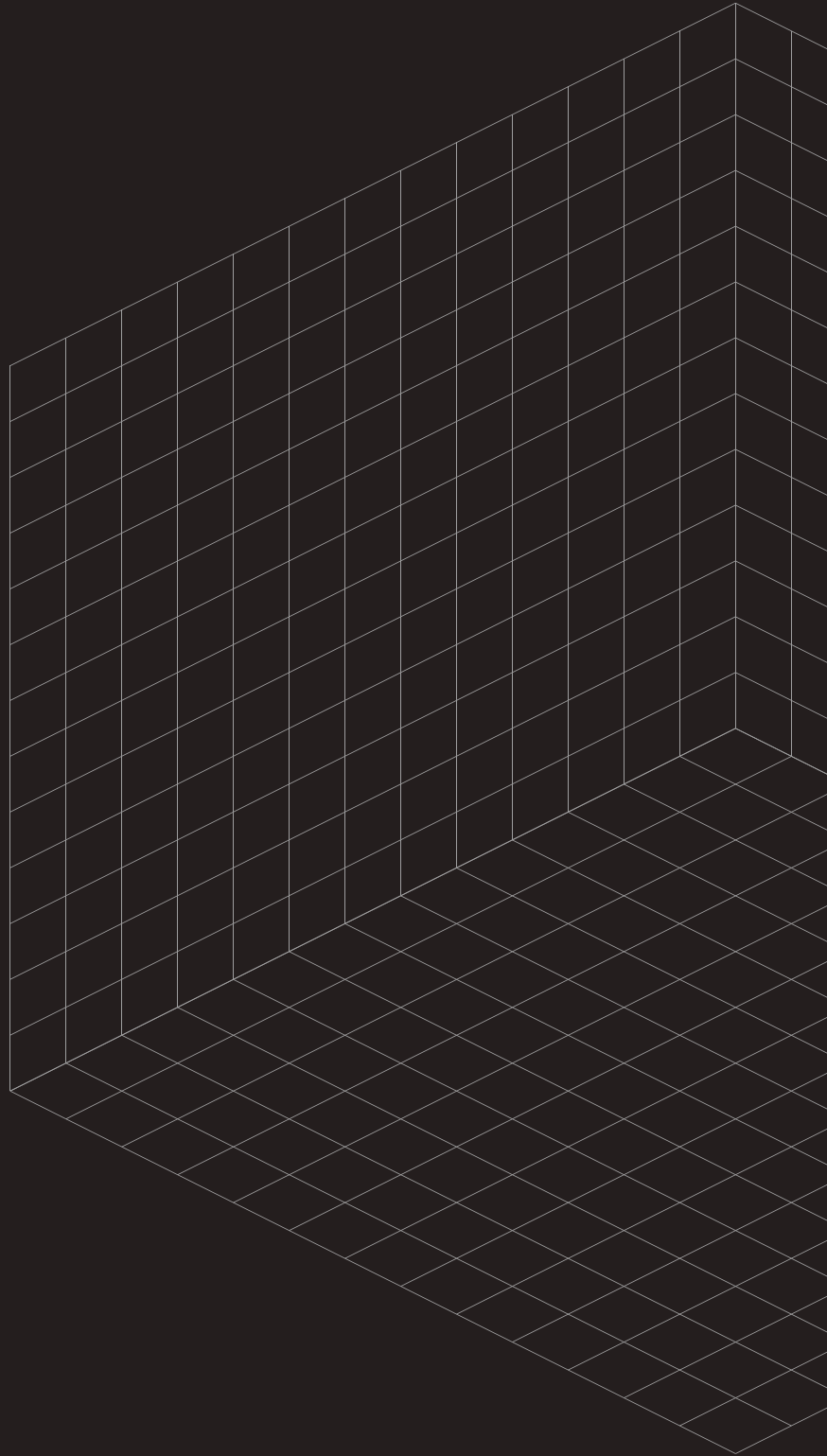
11-50 employees
Baltimore, Maryland

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

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



AGREEMENT



TECHNOLOGY BUDGET

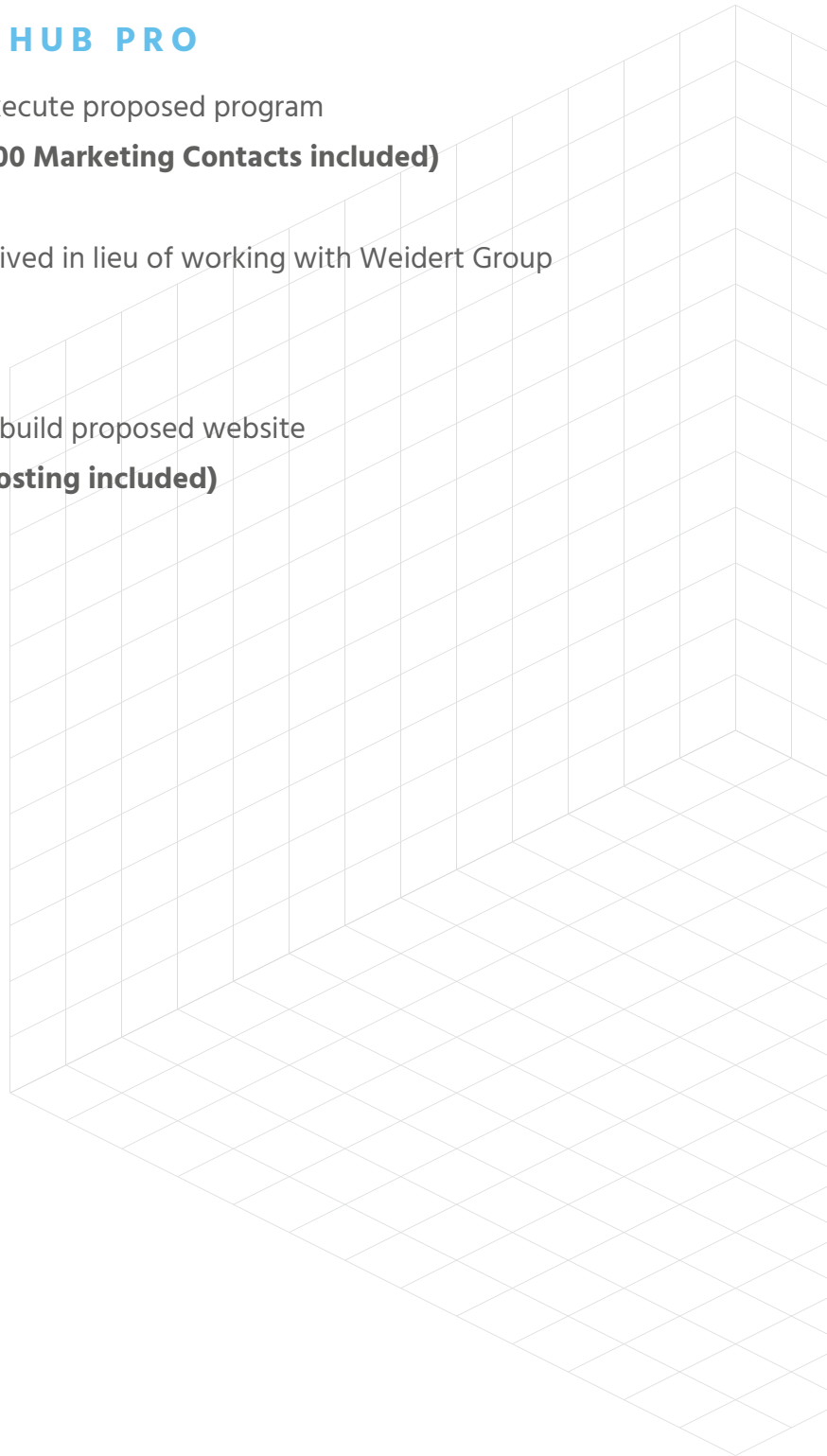
HUBSPOT MARKETING HUB PRO

- Includes functionality needed to execute proposed program
- **Total: \$800/month (list price, 2,000 Marketing Contacts included)**

Note: HubSpot's on-boarding cost waived in lieu of working with Weidert Group

HUBSPOT CMS PRO

- Includes functionality needed to build proposed website
- **Total: \$300/month (list price, hosting included)**



FOUNDATIONAL BUDGET

FELKER BROTHERS PRICE PER POINT: \$125

MAY - SEPTEMBER

FELKER BROTHERS 2021 Foundational (May through Sept) Roadmap Planning Workbook

FOCUS AREA 1: INBOUND PLAN & PLAYBOOK

Service Type	Quantity	Points	Total Points	\$ Cost
Program Kickoff Call w/Internal Interviews	1	34	34	\$4,250
Customer Interviews	1	18	18	\$2,250
SEO Content Strategy	1	26	26	\$3,250
Competitive Advantage & Positioning	1	8	8	\$1,000
Messaging	1	8	8	\$1,000
Logo Redesign & Branding Guidelines	1	43	43	\$5,375
Persona Workshop & Development	1	26	26	\$3,250
Progress presentation	1	24	24	\$3,000
Content 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	6	6	\$750
Lead Management (Sales) Strategy	1	6	6	\$750
Reporting & KPI Strategy	1	7	7	\$875
Final Presentation of Playbook	1	24	24	\$3,000
Subtotal			279	\$34,875

FOCUS AREA 2: FOUNDATIONAL SET-UP

Service Type	Quantity	Points	Total Points	\$ Cost
CTA & Advanced Content Templates & Design Set-Up	1	18	18	\$2,250
Marketing Automation Initial Set-Up	1	18	18	\$2,250
Reporting Databoards Set-Up	1	6	6	\$750
Paid Ads Set-up	1	33	33	\$4,125
HubSpot Marketing Pro Set-Up	1	9	9	\$1,125
Subtotal			84	\$10,500

FOCUS AREA 3: WEBSITE REDESIGN

Service Type	Quantity	Points	Total Points	\$ Cost
Website redesign per scope defined on pgs 16-17	1	415	415	\$51,875
Subtotal			415	\$51,875

FOCUS AREA 4: KICKSTART CONTENT CREATION

Service Type	Quantity	Points	Total Points	\$ Cost
Content : Blog Article - Technical, w/ Interview	3	10	30	\$3,750
Content : Advanced: 5-8 Pages	1	28	28	\$3,500
Content Support : Email, LP, TY, CTA	1	11	11	\$1,375
Content : BoFu Offer/Assessment & Support	1	13	13	\$1,625
Content : 90-second About Us Video	1	97	97	\$12,125
Subtotal			179	\$22,375

FOCUS AREA 5: LEVEL 2 MTGS & SUPPORT

Service	Quantity	Points	Total Points	\$ Cost
Strategy: Level 2 Meetings & Marketing Support	1	70	70	\$8,750
Subtotal			70	\$8,750

TOTALS

Proposed Roadmap Program Total				\$128,375
TOTALS			1027	\$128,375

- **\$128,375 to be split billed evenly** between months May - Sept (\$25,675 per month)
- **Does not include** WI taxes for paid advertising creative as part of paid ad set-up deliverable



OCT-DEC ROADMAP BUDGET

FELKER BROTHERS PRICE PER POINT: \$125

FELKER BROTHERS 2021 Oct-Dec Roadmap Planning Workbook

FOCUS AREA 1: ATTRACT QUALIFIED TRAFFIC

Service Type	Quantity	Points	Total Points	\$ Cost
Content : Blog Article - Technical	7	8	56	\$7,000.00
Content : Blog Article - Technical, w/ Interview	6	10	60	\$7,500.00
SM: Planning/Writing Posts, 1-10 posts	3	2	6	\$750.00
Email: Monthly Blog Digest, Existing RSS Template	3	1	3	\$375.00
SEO Management	3	8	24	\$3,000.00
Monthly Paid Ads Management (does not include ad spend)	3	4	12	\$1,500.00
Subtotal			161	\$20,125

FOCUS AREA 2: ENGAGE/CONVERT

Service Type	Quantity	Points	Total Points	\$ Cost
Content : Advanced: 5-8 Pages	1	27	27	\$3,375.00
Content Support : Email, LP, TY, CTA	1	11	11	\$1,375.00
Subtotal			38	\$4,750

FOCUS AREA 3: TRACK/ANALYZE/ADJUST

Service Type	Quantity	Points	Total Points	\$ Cost
90-Day Roadmap and Editorial Calendar	1	27	27	\$3,375.00
Strategy: Level 2 Meetings & Marketing Support	1	54	54	\$6,750.00
Subtotal			81	\$10,125

TOTALS

Proposed Roadmap Program Total

TOTALS			280	\$35,000
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- **\$35,000 to be split billed evenly** between months Oct-Dec (\$11,667 per month)
- **Does not include** \$2,000 per month ad spend

12-MONTH BUDGET RECOMMENDATION

FELKER BROTHERS PRICE PER POINT: \$125

WEIDERT GROUP BUDGET												
	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
FOUNDATIONAL ROADMAP & WEBSITE												
Foundational Roadmap (includes Playbook, set-up, content kickstarters & level 2 mtgs/ support)	\$15,300	\$15,300	\$15,300	\$15,300	\$15,300							
Website Redesign	\$10,375	\$10,375	\$10,375	\$10,375	\$10,375							
OCT - DEC 90-DAY ROADMAP												
Inbound Core Program						\$11,667	\$11,667	\$11,667				
JAN - MAR 90-DAY ROADMAP												
Inbound Core Program +									TBD	TBD	TBD	
Roadmap Totals	\$25,675	\$25,675	\$25,675	\$25,675	\$25,675	\$11,667	\$11,667	\$11,667	TBD	TBD	TBD	TBD
ADDITIONAL BUDGET												
	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Ad Spend						\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
HubSpot	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100
Total Investment	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$3,100	\$3,100	\$3,100	\$3,100	\$3,100	\$3,100	\$3,100



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. 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 by Hayden once proposal is finalized)

3

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

4

Secure HubSpot license

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

