HAYES PERFORMANCE SYSTEMS

GROWTH WITH INBOUND

WEIDERTGROUP

MARKETING GOAL

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

W

GROWTH WITH INBOUND

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

1

SET THE INBOUND STRATEGY

Develop the Playbook for the Hayes Performance Systems inbound program, strategize, and set-up foundational items
TIMELINE: mid-Aug - Nov

2

WEBSITE DEVELOPMENT

Redesign of hayesperformance.com
TIMELINE: Oct - Dec

3

KICKSTART CONTENT CREATION

Create blog articles and advanced content for the new site so it's ready by the go-live date
TIMELINE: Nov - Dec

4

INITIATE THE CORE PROGRAM

Attract, engage, and delight leads and customers for Hayes Performance Systems; continuous improvement and optimization
TIMELINE: Starts January

WEIDERT GROUP'S PROMISE:

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

ATTRACT

DELIGHT

CUSTOMERS

ENGAGE

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 (Hayes Performance Systems' Flywheel) are the building blocks for your initial "core" monthly inbound program.

MANAGE CUSTOMER RELATIONSHIPS

ATTRACT

- Publish content that answers your buyers' questions with **blog articles**
- Promote your content through **email and social media** channels
- Optimize your website for the user experience/conversion and for being found on search engines with **SEO and paid advertising**

ENGAGE

- Convert leads with gated **content offers** and live chat/chatbots
- Nurture with **marketing automation workflows**
- Qualify leads for sales with **lead scoring**
- Connect with leads quickly with automated **lead notifications and sales sequences**

DELIGHT

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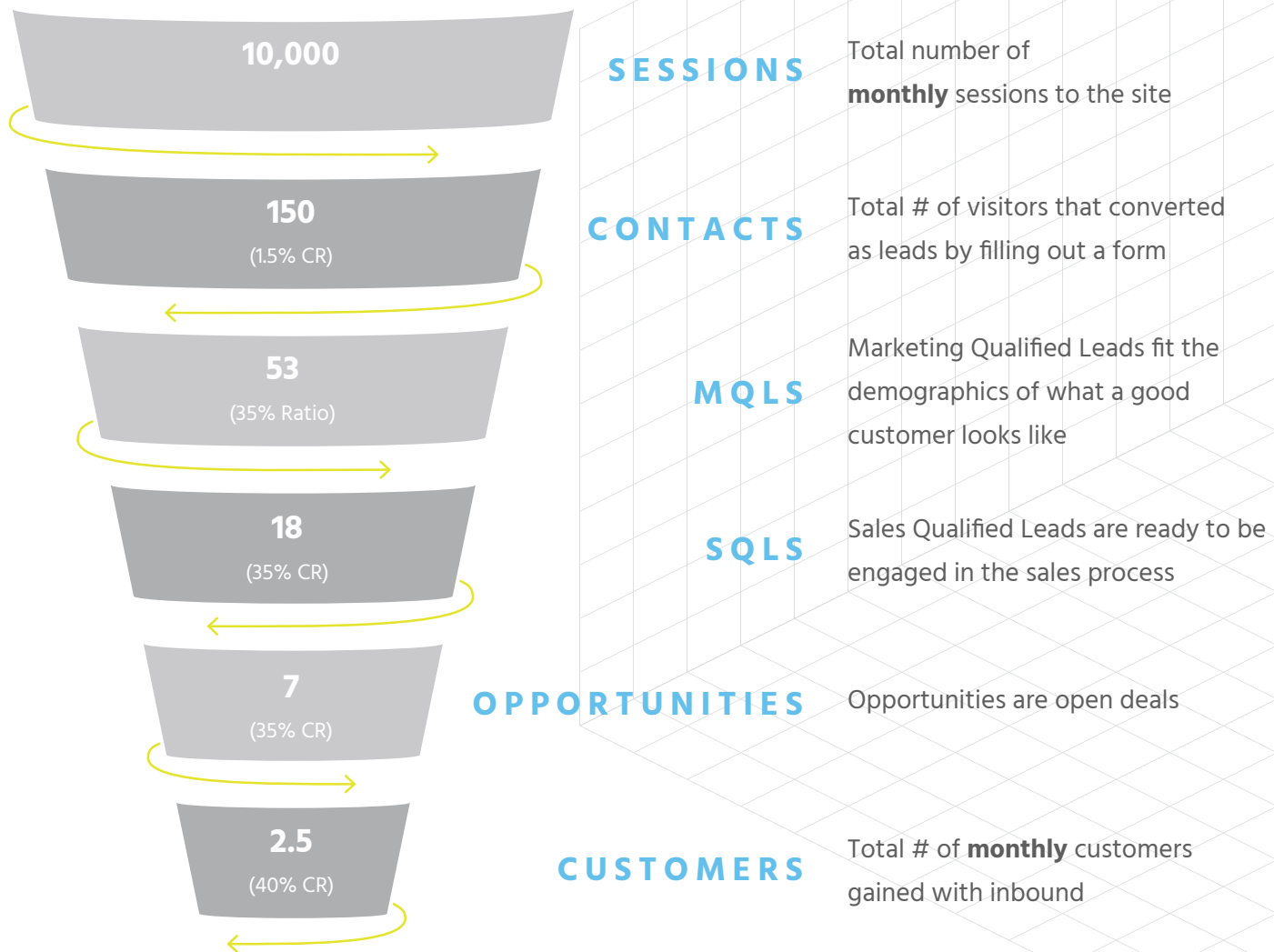
TRACK, ANALYZE & ADJUST

- Track and monitor performance, customer acquisition, and ROI with **analytics/reporting**
- Adjust/optimize program as needed to make it even more powerful with data-driven decisions and **strategic 90-day roadmaps**

BD FUNNEL & KPIs

Base KPIs we'll measure as we collect data from Hayes Performance Systems' inbound marketing program are shown below.

EXAMPLE FUNNEL METRICS

Metric	Value	Label	Description
	10,000	SESSIONS	Total number of **monthly** sessions to the site
	150 (1.5% CR)	CONTACTS	Total # of visitors that converted as leads by filling out a form
	53 (35% Ratio)	MQLS	Marketing Qualified Leads fit the demographics of what a good customer looks like
	18 (35% CR)	SQLS	Sales Qualified Leads are ready to be engaged in the sales process
	7 (35% CR)	OPPORTUNITIES	Opportunities are open deals
	2.5 (40% CR)	CUSTOMERS	Total # of **monthly** customers gained with inbound

FOUNDATIONAL WORK

MID-AUG THROUGH DEC

PURPOSE: We use what we learn about your business to create a guide called the Inbound Marketing Plan & Playbook. This is where you'll find the foundational work required to initiate your new program—your content strategy and action plan, your editorial calendar, your social media protocols, and more.

RECOMMENDATION:

Details for each recommended playbook "chapter" found on the following pages

	HAYES PERFORMANCE SYSTEMS & WEIDERT GROUP	HAYES PERFORMANCE SYSTEMS	WEIDERT GROUP
WEEK 1	• Kickoff & internal meetings begin	• Customer interview contacts provided before call	• SEO landscape analysis • Competitive review begins
WEEKS 2-8	• Persona workshop		• Customer interviews begin • SEO strategy work begins • Competitive advantage & positioning • Messaging
WEEK 9	• Progress presentation	• Content & lead qualification workshop homework completed	
WEEKS 10-13	• Content workshop • Lead qualification workshop		• SEO & content strategy • Content promotion strategy • Lead qualification & marketing automation • Lead & CRM management • Reporting & KPIs
WEEK 14	• Final presentation		

KICKOFF DAY

The kickoff day is when we start to frame Hayes Performance Systems' strategic inbound marketing plan and playbook. This day of in-person meetings will take place at the Weidert Group or Hayes Performance Systems office. The agenda of the kick off day includes, but is not limited to:

- A further deep dive into understanding the nuances of your **business model and growth aspirations**
- Discussion on what the **ideal customer** looks like to inform persona development, how you **compete and win,** and **messaging**
- Discussion on **lead qualification and management**
- **SEO needs & goals** discussion

SEO LANDSCAPE ANALYSIS

The evaluation of the current SEO landscape includes an overview of the organic performance of your direct competitors, as well as identifying any additional sites competing for the same keywords. This data, combined with the discovery from our workshops, will **inform the right mix of content types and keyword targets for Hayes Performance Systems.**

CUSTOMER INTERVIEWS

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

COMPETITIVE REVIEW

The review identifies what competitors are doing online (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**.

COMPETITIVE ADVANTAGE & POSITIONING

(STRATEGIC BRIEF)

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

PERSONA DEVELOPMENT

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 Hayes Performance Systems.

MESSAGING

Based on all previous work we develop primary messaging: **what we will say that will mean the most to our prospects, and what will be most effective in motivating them to Hayes Performance Systems.** These messages are foundational to all content (blogs, web, & advanced content) and social media.

PROGRESS PRESENTATION

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

CONTENT WORKSHOP

In order to **develop the right mix of content focus areas**, we'll discuss your personas and their buyer's journeys, strategize around your brand purpose and how that can translate into authority-building content, and identify any individuals (internal or from external relationships) that can help create thought leadership content.

The latter part of this workshop will be spent brainstorming content ideas together, filling the content wishlist with a variety of topics that satisfy the range of content needed for a successful SEO and content strategy.

SEO & CONTENT STRATEGY

This is where we combine all of the inputs gathered throughout the Playbook process and build a focused SEO and content strategy that will **provide brand awareness and SERP visibility, qualified leads, and increased domain authority via backlinks and other content partnerships**. The SEO and content strategy includes:

- Recommended ratio of content focus areas (brand awareness, lead gen, authority building and thought leadership).
- Thorough topic clusters backed by extensive keyword research
- Initial buyer's journey content maps
- Strategy for purpose-driven SEO partnerships, if applicable
- SME and topic list for thought leadership content
- Link building strategy
- Off-page SEO opportunities

CONTENT PROMO STRATEGY - SOCIAL MEDIA & PAID ADS

This section outlines the relative value of social media platforms for use as promotion tools for Hayes Performance Systems'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.

LEAD QUALIFICATION & MKTG AUTOMATION STRATEGY

Our lead qualification strategy is based on specific information we want to gather in order to qualify and segment lead conversions as well as to develop the most appropriate nurturing workflows. This will help ensure that we're **keeping leads engaged with content that moves them further along in their buyer journeys**. Nurturing workflows are designed to communicate 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 and any specific internal workflows needed.

LEAD MANAGEMENT (SALES) STRATEGY

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, including Sales Qualified Lead definition
- Lead tracking recommendations for closed loop reporting from Marketing to Sales

CRM MGMT STRATEGY FOR MKTG CONTACTS

Determining the strategy for initial setup of Marketing Contacts in HubSpot CRM will help you **manage contact limits** according to HubSpot license contract parameters. We'll define needs for setup, including automation criteria and any reporting needs in HubSpot and/or Databox.

REPORTING & KPI STRATEGY

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

FINAL PRESENTATION

A 90-minute final presentation will be scheduled to share the final Playbook.

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

PERMISSION PASS/LIST CLEANSE

- Permission pass email and list cleanse (for opt-in and clean up before contacts import)

BASIC HUBSPOT SETUP

- Contacts import
- List segmentation and initial form setup
- Setup time zone, connect social media accounts, install tracking code, filter internal traffic
- Update logo favicon, define email types, configure AMP settings, blog settings, subscription options, connect website and email sending domain, connect Google Analytics & Google Search Console

CONTENT TEMPLATE DESIGN

- Creation of advanced content template
- Creation of CTA template

MARKETING AUTOMATION INITIAL SETUP

- Setup of basic email workflow automation per recommendations in the Plan & Playbook
- Setup of backend automation for ongoing lead segmentation and lead alerts
- Lead scoring set-up

PAID ADS SETUP

- Includes new ad campaign setup for two ad platforms (Google & LinkedIn), copywriting, ad graphics and landing page creation, and ads launch

SEO & CONTENT TOOLS SETUP

- Populate HubSpot SEO Topics tool with topic cluster keywords
- Set up a Search Insights Report with appropriate data
- Add target keywords to SEMrush for ongoing position tracking
- Create Buyer's Journey Content Maps

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

MARKETING CONTACTS MAINTENANCE SETUP

- Based on strategy/needs in Plan & Playbook, implement the appropriate settings and build automation, lists, contact views, reports in HubSpot
- Create SOP that documents definitions and process for future forms, chatflows, etc.
- Set-up Contact View to review and bulk change contacts from Non-Marketing to Marketing and vice versa to monitor limits and ensure the right contacts receive emails

REPORTING TEMPLATE & DATABOARDS SETUP

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

KICKSTART CONTENT CREATION

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

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

KICKSTART CAMPAIGN

Create an initial gated content offer that will be valuable to a key target persona to be promoted when the ongoing program starts.

- Write and design (1) 4-8 page eBook
- Develop corresponding conversion form, landing page, graphic CTA button, and email promotion

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

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

Weidert Group

- Provide agenda and call summaries for each status call

Hayes Performance Systems

- Attend status calls every other week

WEBSITE
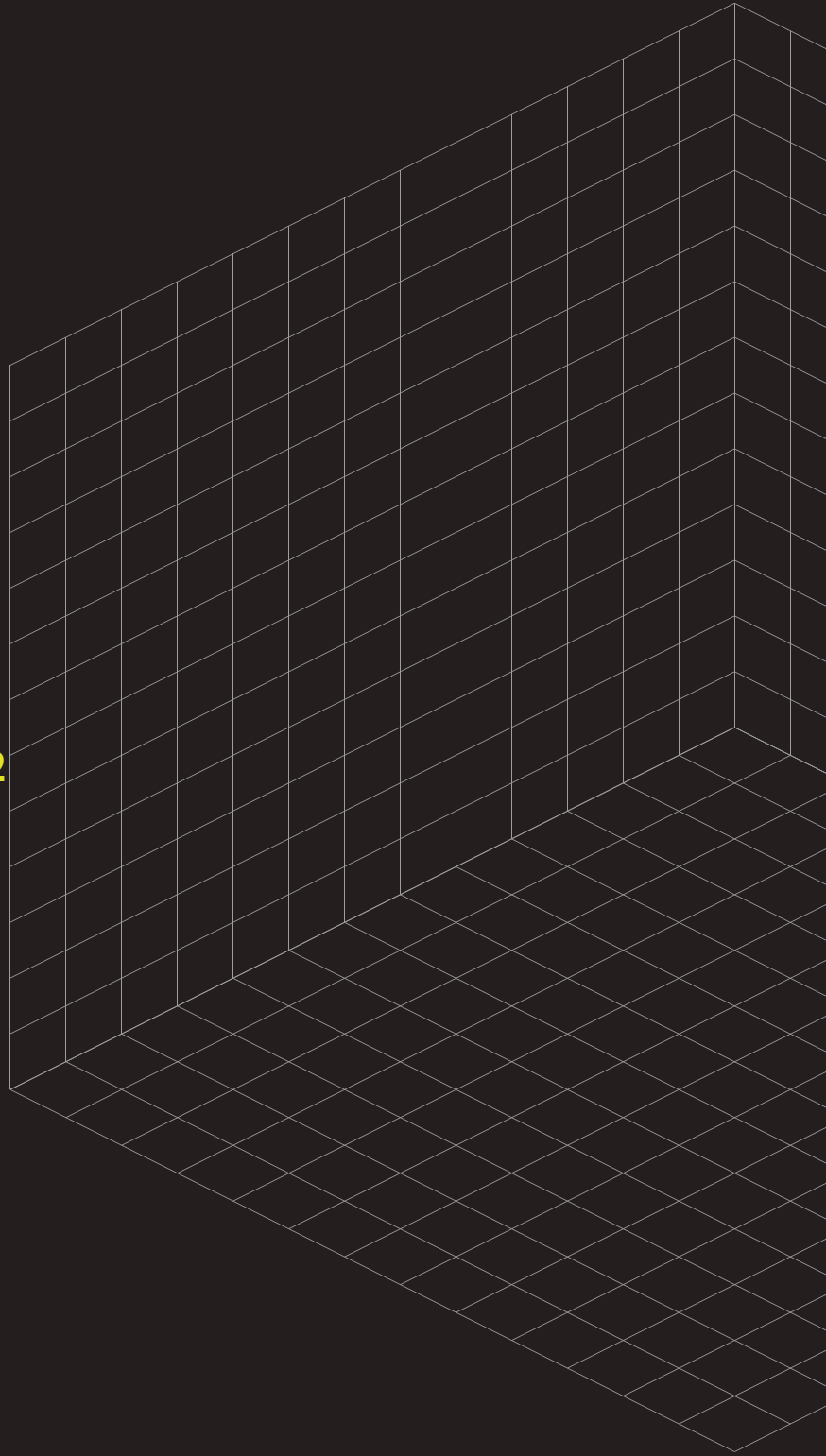
ASSUMPTIONS

Platform HubSpot

Strategy

Strategic direction is critical to a successful website project. This 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 iconography when appropriate. Additional photography provided by Hayes Performance Systems. Copy to be provided by Weidert Group with review by Hayes Performance Systems.

Communication

A Google Drive folder will be shared with Hayes Performance Systems' 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 Hayes Performance Systems' main appointed contact to the assigned Weidert Group Consultant throughout the project. Time allotted for approvals range from 1–5 days and will be communicated on the project timeline.

DELIVERABLES

What You're Getting

An all-new website that is:

- Mobile-responsive
- Optimized for Inbound potential
- Optimized for User Experience (UX) using best practices
- Optimized for technical SEO
- Updated with new brand guidelines
- Foundational to allow continued growth, optimization, and improvements

Brand guide for tone, messaging, photography, iconography, and videography

	ACTIVITY	DELIVERABLES
PHASE 1	SEO	• Website Health Analysis
PHASE 2	Scope	• Discussion guide • Scope meeting
PHASE 3	Timeline & Architecture	• Timeline of work • Architecture of website • Architecture meeting (optional) • Revised estimate if applicable
PHASE 4	HubSpot Setup	• Blog settings • Google Analytics, Search Console, and Tag Manager setup • Email settings • IP filters • Email DNS
PHASE 5	Content	• Copywriting for up to 18 pages • Additional copywriting support • Stock photography and iconography
BRANDING	Brand Guide	• Create branding guide • Messaging/tone review and input • Photography and Iconography review and input • Video review and input
PHASE 6	Mockups	• (3) design mock-ups
PHASE 7	Wireframes	• (8) wireframes
PHASE 8	Development	• Up to (20) total website templates (not including templates below) • (3) Email templates • (2) Landing page/thank you page templates • (4) System templates • (3) Subscription • Set up any new CSS styling • Create new menu • Create new footer • Browser mobile testing
PHASE 9	Go Live	• Final site audit • Final DNS setup • XML sitemap submission

QUARTERLY INBOUND ROADMAPS

ROADMAP 1: JAN - MAR

ATTRACT:

BLOG ARTICLES

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

- Improve SERP rankings
- Demonstrate your knowledge and authenticity
- Build prospect trust and credibility
- Provide prospects help with no strings attached
- Allow a broad audience to regularly engage and provide affirming online votes on your behalf

Weidert Group

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

Hayes Performance Systems

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

ATTRACT:

CONTENT PROMOTION

PURPOSE: Your content must be seen by your best prospects to have power to build your business.

- Distribute content and engage with target buyers
- Advance leads through the buyer journey
- Alert contacts who download content that you've got additional content they'll find useful

Weidert Group

- Write and publish (3) social media posts per week based on agreed-upon strategy and schedule
- Customize content promotion tactics based on each advanced content pieces created (1 per quarter). A budget of $825 per quarter will be set aside and detailed in the quarterly editorial calendar. It may include tactics such as: sharing the article with editors in the industry, reaching out to relevant influencers, creating a simple graphic to share on social media, etc.
- Create and send monthly blog-in-review email newsletter

Hayes Performance Systems

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

ATTRACT:
PAID ADVERTISING/PPC

PURPOSE: Paid ads can make Hayes Performance Systems, its key content, and information about products and services visible at or near the top of the page for the keywords we bid on in the Google Search ad channel. These ads will also bring attention to and drive awareness of Hayes Performance Systems in image-based ad channels like Google Display and LinkedIn.

A $4,000 monthly budget for PPC search and display ads, executing on the Paid Ads Strategy outlined in Hayes Performance Systems's Inbound Marketing Plan & Playbook is recommended. We are including monthly management for:

- Google Search, Display & Video Ads
- LinkedIn Display & Video Ads

Weidert Group
- Create ads and actively manage campaigns

Hayes Performance Systems
- Review and approve ads

ENGAGE:

TARGET-SPECIFIC ADVANCED (GATED) CONTENT

PURPOSE: The more advanced content (infographics, eBooks, case studies, tip sheets, etc.) you have as conversion offers, the greater your chances of turning up as a search result to a target's question or need and turning him or her into a lead — and a customer.

- Turn visitors into leads
- Attract new leads and re-engage existing leads
- Allow for "next conversion" opportunities
- Capture lead data

Weidert Group
- Create (1) advanced content pieces (5-8 page ebook or infographic) with content support landing page, thank you page, email (design only) and CTA graphic (design only)

Hayes Performance Systems
- Review and approve content
- Provide access to SMEs as needed

ATTRACT, ENGAGE, TRACK/ANALYZE/ADJUST: ONGOING SEO SUPPORT

PURPOSE: Since SEO is not a one-time event and takes ongoing management to continually improve rankings and meaningful traffic, we recommend including ongoing SEO analysis, optimization, and support as part of your monthly program:

- Ongoing monitoring and reporting on SEO progress and new opportunities
- Ongoing assessment of recommended on-page SEO updates/refinements based on keyword rankings data
- Ongoing assessment of backlink opportunities and the possibility of once per quarter backlink campaigns

Weidert Group
- Ongoing SEO analysis and management includes determining a priority list of improvements/corrections from SEO audit
- Periodic backlink campaigns

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

TRACK/ANALYZE/ADJUST:

90-DAY ROADMAPPING

(INCLUDES 90-DAY EDITORIAL CALENDAR)

P U R P O S E : 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'll take bigger steps to optimize performance or pursue emerging opportunities. Includes meeting to review previous quarter and discuss next quarter's goals and recommendations.

Weidert Group
- Prepare monthly reporting on key metrics
- Prepare 90-day roadmap recommendations based on data, including editorial calendar for content creation and publishing (blog/vlog, advanced content, and video content)

Hayes Performance Systems
- Attend roadmap meeting; approve 90-day roadmap for next quarter

TRACK/ANALYZE/ADJUST:

LEVEL 2 MTGS & MARKETING SUPPORT

P U R P O S E : You can expect regular contact with your team and others (our president is always available to talk, as is anyone else in the agency). Our teams hold regular status calls to discuss progress and touch base on outstanding items. But communication is essentially ongoing – we respond quickly, we answer questions thoroughly and we offer insights when we see a need for changes to be made to your program.

(1) 30-minute status call every other week with agenda and call summaries, plus time budgeted each 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

Hayes Performance Systems
- Attend status calls every other week

The first 90-day roadmap is our recommended core quarterly program for Hayes Performance Systems. As your program matures and needs change, Weidert Group will recommend additional services in future roadmaps that build upon the core program. These services may include but are not limited to the services listed below:

ERP INTEGRATION
- Integration of relevant HubSpot and ERP data

TRADE SHOW SUPPORT
- Signage, campaigns, and more

WEB DEVELOPMENT
- Additional web projects

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

WEBINAR &/OR PODCAST SUPPORT
- Campaigns, content, promotion, etc.

PR
- Press releases, additional promotion

TARGET-SPECIFIC ADVANCED CONTENT
- 2-4 page content piece
- 5-8 page content piece
- Infographic
- Calculator
- Sales collateral
- Press release, including distribution
- Webinar support
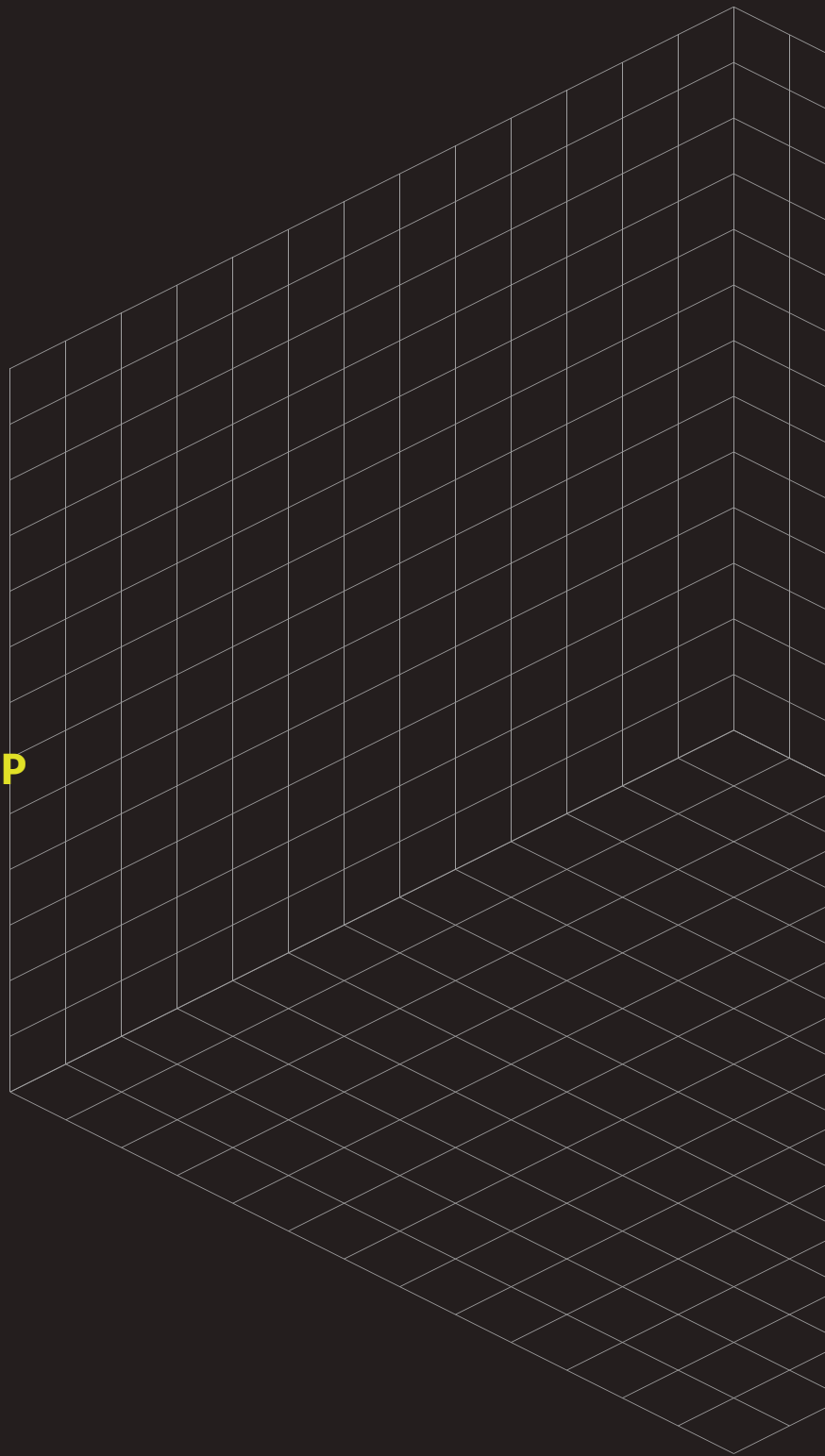- Content support set (landing pg, thank you pg, email and CTA graphic)

LEAD NURTURING
- Workflow plans and content

ABOUT US

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
- We've won multiple North America HubSpot Impact awards for website and inbound results
- Multiple winner of various Best Company awards

THE TEAM

- 38 full-time, in-house employees
- Employee-owned company (ESOP) since 2017
- Full-service – we offer every capability needed to thoroughly execute an integrated inbound program

EXPERIENCE

- For 30 years we were a traditional marketing firm. We formalized our inbound transition in 2011 and now help clients do the same. We know how to jump the hurdles, minimize pushback from Sales, and plug in to start getting leads from the moment a program is implemented

EXPERTISE

- Every one of our 38 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:

progea OmPrompt KloudData Kett

SOLVOYO SAP Preact INVESTORS COMMUNITY BANK

KAYSUN U.S. Lubricants EDL MCL ENGINEERED SOLUTIONS

MARION SENTRY GRANDE CUSTOM INGREDIENTS GROUP SEAGATE

eSOP PARTNERS WIPFLi LLP CPAs and Consultants GORDON FLESCH COMPANY, INC. BUSINESS TECHNOLOGY. MANAGED HUI CENTERED AROUND YOU

CUNA MUTUAL GROUP FISHER TANK COMPANY Employee Owned CRANE ENGINEERING CRAY

FALCON STRUCTURES PUMPTEC CPS architects of what's possible AK

STROUSE RITTAL FABIO PERINI KÖRBER SOLUTIONS ADCo

CAPABILITIES

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

MARKETING STRATEGY

- Branding (logo + positioning)
- Marketing Plan Development

WEBSITE DEVELOPMENT/ OPTIMIZATION

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

DESIGN

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

CONTENT CREATION & PROMOTION

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

SALES ENABLEMENT

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

CASE STUDY: WEIDERT GROUP

PROBLEM

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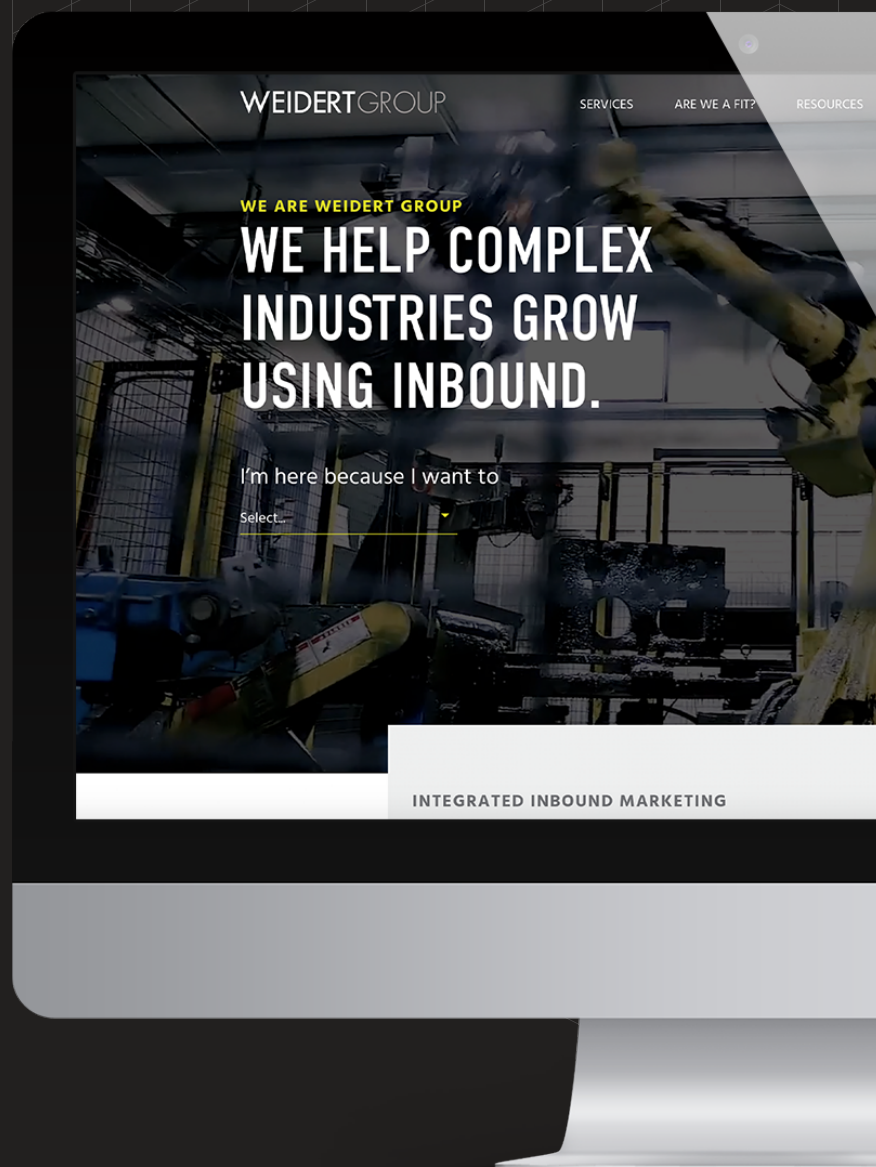- Doing cold-calling with little success, or relying on word-of-mouth and networks for referrals

SOLUTION

A comprehensive, integrated IM program that:

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

1,248 →

90k TOTAL TRAFFIC

290 →

77k ORGANIC TRAFFIC

11 →

500 LEADS

WEIDERTGROUP

SERVICES   ARE WE A FIT?   RESOURCES

WE ARE WEIDERT GROUP

WE HELP COMPLEX INDUSTRIES GROW USING INBOUND.

I'm here because I want to

Select...

INTEGRATED INBOUND MARKETING

W

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

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

Results 6 months after site launch:

407 NEW MQLS

230 NEW SQLS IN 5 MONTHS

$394k IN NEW SALES OPPS

15 NEW CUSTOMERS

"TODAY, GFLESCH.COM IS A FULL-FEATURED WEBSITE TEEMING WITH GRAPHICS, VIDEOS, 600-PLUS BLOGS, FREE DOWNLOADS AND CALLS TO ACTION FOR CLIENTS AND PROSPECTS TO INTERACT WITH THE DEALER. RECENTLY, A LIVE CHAT FEATURE WAS ADDED TO PROVIDE REAL-TIME INFORMATION. IN LESS THAN FIVE YEARS, THE SITE HAS PRODUCED MORE THAN 4,000 LEADS, 1,000+ SALES AND REVENUES OF $13.6 MILLION, OF WHICH $7.5 MILLION IS REPRESENTED BY NET-NEW CUSTOMERS. THE AVERAGE LIFETIME VALUE OF THE CUSTOMERS IS $187,000, WHICH TRANSLATES TO $82 MILLION OVER THE NEXT 10 YEARS."

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.

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.

Results 10 months after site launch:

39% INCREASE IN SALES IN THE FIRST NINE MONTHS

89% INCREASE IN AVG NEW CUSTOMER SALE

33% REDUCTION IN CUSTOMER ONBOARDING TIME & SALES CYCLE

"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

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 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)

★★★★½ 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: ★★★★★
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: ★★★★½
Quality: ★★★★½
Schedule: ★★★★★
Cost: ★★★★½
Willing to refer: ★★★★★

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

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DETAILS

HUBSPOT MARKETING PRO + CMS PRO

- Marketing Hub Pro with 2,000 Marketing contacts
- All non-marketing contacts are free, up to a limit of 15 million overall contacts
- Everyone in your company gets access to HubSpot's free features
- CMS Hub Pro for website, includes hosting

Total: $1,160/month (10% discount applied assuming annual payment)

Note: HubSpot's onboarding one-time fees ($3,000) waived in lieu of working with Weidert Group

FOUNDATIONAL BUDGET

DELIVERABLES: MID-AUG THROUGH DECEMBER 2022

INBOUND PLAN & PLAYBOOK	
Inbound Plan & Playbook	$50,523.75
SETUP	
Permission Pass/List Cleanse	$742.50
Basic HubSpot Setup	$2,145
Content Template Design	$2,520
Marketing Automation Initial Setup	$3,595.50
Paid Ads Setup	$7,166.25
SEO Tools Setup	$3,465
Marketing Contacts Maintenance Setup	$1,320
Reporting Template & Databoards Setup	$1,485
KICKSTART CONTENT	
(3) Technical Blogs w/Interviews	$4,387.50
(1) 5-8 Page Advanced Content Piece	$3,948.75
(1) Content Support Set	$2,047.50
ACCOUNT MANAGEMENT	
Level 2 Meetings & Support	$10,237.50
WEBSITE	
Website Redesign	$62,548.20

- **Foundational Work** (all but website) to be split billed between the months of Aug - Dec
- **Website Work** to be split billed between the months of Oct - Dec
- **Does not include** WI sales tax for applicable deliverables

DELIVERABLES: JAN - MAR 2023	
BLOGS	
(6) Technical Blogs w/Interviews	$8,775
(7) Technical Blogs	$8,190
CONTENT PROMOTION	
(3) Social Media Posts per Week	$1,863
Addt'l Content Promotion Budget	$825
PAID ADS	
Ongoing Paid Ads Management	$3,240*
TARGET-SPECIFIC ADVANCED CONTENT	
(1) 5-8 Page Advanced Content Piece	$3,948.75
(1) Content Support Set	$2,047.50
SEO	
Ongoing SEO	$3,780
90-DAY ROADMAPPING	
Quarterly Roadmap & Ed Cal Planning	$6,772.50
ACCOUNT MANAGEMENT	
Level 2 Meetings & Support	$7,897.50

* Does not include $4,000 per month recommended ad spend

- **Roadmap total** to be split billed between the months Jan - Mar
- **Does not include** WI sales tax for applicable deliverables

WEIDERT GROUP BUDGET

	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July
FOUNDATIONAL ROADMAP & WEBSITE												
Foundational Roadmap (includes Playbook, set-up, kickstart content & level 2 mtgs/support)	$18,716.85	$18,716.85	$18,716.85	$18,716.85	$18,716.85							
Website Redesign			$20,849.40	$20,849.40	$20,849.40							
JAN - MAR 90-DAY ROADMAP												
Inbound Program						$15,779.75	$15,779.75	$15,779.75				
APR - JUN 90-DAY ROADMAP												
Inbound Program									TBD	TBD	TBD	
JUL - SEPT 90-DAY ROADMAP												
Inbound Program												TBD
Subtotal	$18,716.85	$18,716.85	$39,566.25	$39,566.25	$39,566.25	$15,779.75	$15,779.75	$15,779.75	$TBD	$TBD	$TBD	$TBD
HubSpot License	$1,160	$1,160	$1,160	$1,160	$1,160	$1,160	$1,160	$1,160	$1,160	$1,160	$1,160	$1,160
Ad Spend						$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000
TOTAL	$19,876.85	$19,876.85	$40,726.25	$40,726.25	$40,726.25	$20,939.75	$20,939.75	$20,939.75	$TBD	$TBD	$TBD	$TBD

- **Does not include** 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 Client

- Production timelines may vary due to many interdependent factors, including but not exclusive to delay of Client input and approvals at each stage of the development process

- Client changes above and beyond stated scope during the development process could also delay timelines and will be subject to additional charges not outlined in this Agreement

- Terms: 1% 10, net 30. Paid ads NET 10. Finance charges are 18% on an annual rate and 1.5% on a monthly rate on past due balances

- Proposal is null and void after 30 days without completed signatures

LET'S DO THIS!

COMPLETE THE FOLLOWING STEPS AND WE'LL GET STARTED!

1   Review proposal and provide feedback

2   Sign Weidert Group formal roadmap quotes for foundational period (to be provided once proposal is finalized)

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

4   Work with Weidert Group to finalize license agreement with HubSpot

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

WEIDERTGROUP