



# MGW LAW

GROWTH WITH INBOUND

WEIDERTGROUP



# MARKETING GOAL

It's the shared goal of MGW Law 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 growth goal:

- Increase revenue by 10 to 20 percent in the next year

# GROWTH WITH INBOUND

The recommended growth strategy for MGW Law 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 MGW Law's inbound program, strategize, and set up foundational items

**TIMELINE: June - August**

2

## WEBSITE REDESIGN

Redesign and optimize [mgwlawwi.com](http://mgwlawwi.com) for inbound and a sole focus on denied and delayed insurance claims

**TIMELINE: June - September**

3

## KICKSTART CONTENT & CAMPAIGNS

Activate kickstarters while your inbound program is being established

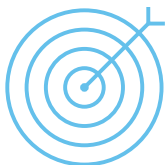
**TIMELINE: August - September**

4

## INITIATE THE CORE PROGRAM

Attract, engage, and delight leads and clients for MGW Law; continuous improvement and optimization

**TIMELINE: Starts October**



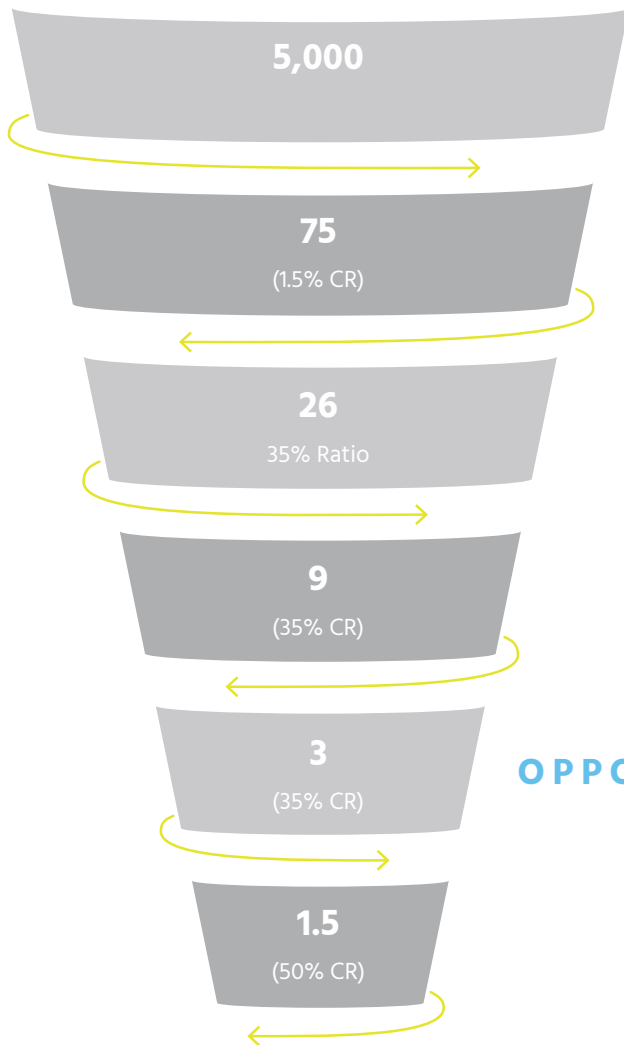
## WEIDERT GROUP'S PROMISE:

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 MGW Law's 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

**SQLS**

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

**SQLS**

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

**OPPORTUNITIES**

Opportunities are open deals

**CLIENTS**

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

# MGW LAW FLYWHEEL



Every stage of the buyer's journey is interconnected, from **stranger** to **prospect**, **client**, 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 clients. The following recommendations for attracting, engaging, and delighting (MGW Law's Flywheel) are the building blocks for your initial "core" monthly inbound program.

## MANAGE CLIENT RELATIONSHIPS

### ATTRACT

- Publish content that answers 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 **client feedback**
- **Case studies** and reviews/testimonials
- Segment **client 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, client 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**

# POINTS PRICING

We manage our work and capacity internally using a points-based system; points assigned to specific types of work represent the typical effort required to complete that work. We use points-based pricing because:

- It's the most effective way for us to be transparent in pricing and service delivery, and
- Because the collective experiences of leading thinkers in Agile software development and Agile marketing have proved points pricing to be a more effective and rational way for clients to consider the relative tradeoffs of the deliverables they expect from agency partners

**WEIDERT GROUP**  
Marketing • Advertising • Public Relations

**SERVICE CATALOG**

Published 2/16/2020

The services and associated points identified in this service catalog are subject to change. As processes and efficiencies improve, as expectations shift, and as industry best practices evolve, we may be required to modify elements of the catalog. Any adaptive changes that could affect your marketing program will be communicated in a timely manner.

**Please note:**

- Services that include writing, design, video production and/or website work include one round of client edits unless otherwise noted
- Travel time is not included in any service unless otherwise noted
- Stock images purchased on behalf of the client and any other out of pocket costs will be billed separately
- Due to the nature of some services, additional scoping beyond the starting point values listed may be required

The content of this service catalog is considered proprietary agency information and is exclusively for the use of Weidert Group and its clients.

CATEGORY	SERVICE	POINTS	SCOPING REQUIRED	DESCRIPTION	PARAMETERS
CONTENT	Content: Advanced: 2-4 Pages	15	—	A complete (written and designed) 2-4-page content piece, typically featuring straightforward basic information; designed based on an existing template. Other features bulleted copy, as in a checklist or "Top 10..."	Research/concept ideas Write copy Lay out content piece using existing template design Create PDF
	Content: Advanced: 5-8 Pages	27	—	A complete (written and designed) 5-8-page content piece, typically featuring in-depth information; designed based on an existing template. Often requires creation of supporting graphics and inclusion of images	Research/concept ideas Write copy Lay out content piece using existing template design Create PDF
	Content: Advanced: 9-12 Pages	37	—	A complete (written and designed) 9-12-page content piece, typically featuring in-depth information; designed based on an existing template. Often requires creation of supporting graphics and inclusion of images	Research/concept ideas Write copy Lay out content piece using existing template design Create PDF
	Content: Advanced: 13-16 Pages	47	—	A complete (written and designed) 13-16-page content piece, typically featuring a wide range of relevant, in-depth information; designed based on an existing template. Often features extensive use of graphics, charts/graphics, ancillary data, etc.	Research/concept ideas Write copy Lay out content piece using existing template design Create PDF
	Content: Blog Article - Edit Client Article	4	—	A blog article, written by the client that's been self-revised and proofread by Weidert Group	Write blog intro and outro paragraphs Write meta descriptions and social media lead-ins Format and publish in HubSpot Send email notification through HubSpot
	Content: Blog Article - Infographic	15	—	Basic/simple infographic that supports a blog (can be developed so that it can be downloaded, too)	Concept and write a simple infographic Write "surrounding" article, intro, outro Write meta descriptions and social media lead-ins Format and publish in HubSpot Send email notification through HubSpot
	Content: Blog Article - Optimized	5	—	A previously published blog article that has been optimized with updated statistics and enhanced keywords	Research and write blog updates Write meta descriptions and social media lead-ins Format and publish in HubSpot Send email notification through HubSpot
	Content: Blog Article - Technical	8	—	800-800-word industry-specific article; includes image, formatting and publishing in HubSpot	Research and write article Write meta descriptions and social media lead-ins Format and publish in HubSpot Send email notification through HubSpot
	Content: Blog Article - Technical, copy only	6	—	800-800-word industry-specific article; does not include formatting or publishing	Research and write article Write meta descriptions and social media lead-ins
	Content: Blog Article - Technical, w/ Interview	10	—	800-800-word industry-specific article; includes an interview of client/outside SME, an image and formatting and publishing in HubSpot	Conduct interview with Subject Matter Expert (SME) Write a 800-800-word article Write meta descriptions and social media lead-ins Format and publish in HubSpot Send email notification through HubSpot
Content: BuFu Offer/Assessment & Support	13	—	A bottom-of-the-funnel offer designed to compel leads to connect with the client. A BuFu offer should be valuable enough to get leads to take the "final step before becoming a customer," such as a trial offer, demo, consultation, etc.	Discussion with client Write needed copy (email, landing page, thank you page, call-to-action graphic text) Develop an appropriate form strategy Design graphics for email header, social sharing image and 1-2 call-to-action graphics Set up email, landing page, thank you page, call-to-action and forms in HubSpot Publish all pieces in HubSpot	
Content: Infographic	29	—	A downloadable content piece that provides a variety of relevant information in a graphic presentation	Concept/research as needed Write copy Lay out content piece	

Most every type of service we deliver – and the points allocated to each – is outlined in our Service Catalog, Clients have open access to the catalog.



# FOUNDATIONAL WORK

JUNE THROUGH SEPTEMBER



# PLAN & PLAYBOOK PROCESS

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, etc.



**STARTS WEEK 1**  
**RESEARCH & DISCOVERY**

A kickoff meeting, internal interviews, and SEO research inform the competitive advantage and positioning as part of your strategic brief



**STARTS WEEK 3**  
**PERSONA DEVELOPMENT**

A persona workshop leads to persona development and messaging that zeros-in on your target buyers



**WEEK 6**  
**PROGRESS PRESENTATION**



**STARTS WEEK 9**  
**DELIGHT STRATEGY**

Turn your clients into your best promoters with client satisfaction &/or NPS surveys



**STARTS WEEK 8**  
**ENGAGEMENT STRATEGY**

Lead qualification, scoring, and marketing automation engage your qualified leads while a lead handoff and management strategy ensure you get the most value out of every lead



**STARTS WEEK 7**  
**ATTRACTION STRATEGY**

A content & buyer journey workshop is the final piece that informs the content strategy, initial editorial calendar, and content promotion strategy



**STARTS WEEK 10**  
**REPORTING & KPIs**

Set your initial KPIs to track, analyze, and adjust with real-time dashboards



**WEEK 12**  
**FINAL PRESENTATION**



# MGW LAW INBOUND PLAN & PLAYBOOK

## KICKOFF & INTERNAL MEETINGS – 34 POINTS

The 2-hour kickoff meeting will be conducted via Zoom video conference. Two hours of internal discovery calls also included.

## SEO CONTENT STRATEGY – 26 POINTS

For organic search results to put MGW Law “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 MGW Law's 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 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

## COMPETITIVE ADVANTAGE & POSITIONING – 8 POINTS

### (STRATEGIC BRIEF)

From our interviews, review of existing marketing assets, and competitive review, we define what MGW Law 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 opportunities are and how we'll act on them.

# MGW LAW 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 MGW Law. 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 MGW Law. Includes a 2-hour workshop via Zoom video conference.

## 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 help you 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.

# MGW LAW 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 MGW Law'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 MGW Law, 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. 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 MGW Law services and other relevant keywords in various markets
- Research of MGW Law's primary competitors to see which keywords rank for their sites
- Compile recommendations for ad assets, ad spend, and ad mix

# MGW LAW INBOUND PLAN & PLAYBOOK

## LEAD QUALIFICATION & MKTG AUTOMATION 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 HANDOFF & MGMT STRATEGY – 6 POINTS

You have an interested lead – now what? Developing a plan for lead management is critical to turn your inbound leads into clients. 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 cases using HubSpot CRM deal pipeline for closed loop reporting

## 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. MGW Law's performance against industry benchmarks will be closely evaluated and will guide our recommended activity tweaks.

## FINAL PRESENTATION – 24 POINTS

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

**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 & CHAT INITIAL SET-UP – 24

### POINTS

- Setup of basic workflow automation and website chat 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 – 23 POINTS

- Paid ad account set-up for Google ads includes copywriting, display ad creation, reporting setup, and ad launch. Includes landing page to use for campaign running prior to new website launch.

## HUBSPOT ACCOUNT SET-UP – 9 POINTS

- Set up of HubSpot Marketing Pro portal for tools used as part of MGW Law's inbound program

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

## KICKSTART CONTENT – 39 POINTS

Create an initial gated content offer that will be valuable to each of your target personas; in exchange they'll provide their contact information to start building your contact database.

- Write and design **(1)** 5-8 page eBook
- Develop corresponding conversion form, landing page **(1)**, graphic CTA button **(1)**, and email promotion **(1)**

## PAID ADVERTISING/PPC – 2 POINTS/MO. + \$1,000 MONTHLY AD SPEND

Paid ads can ensure MGW Law, its key content, and information about its services will rank at or near the top of the page for the keywords we bid on in the Google Search ad channel. We'll create a landing page for MGW Law's PPC campaign to start in August. Monthly management includes ad optimization and reporting.

**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 – 54 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

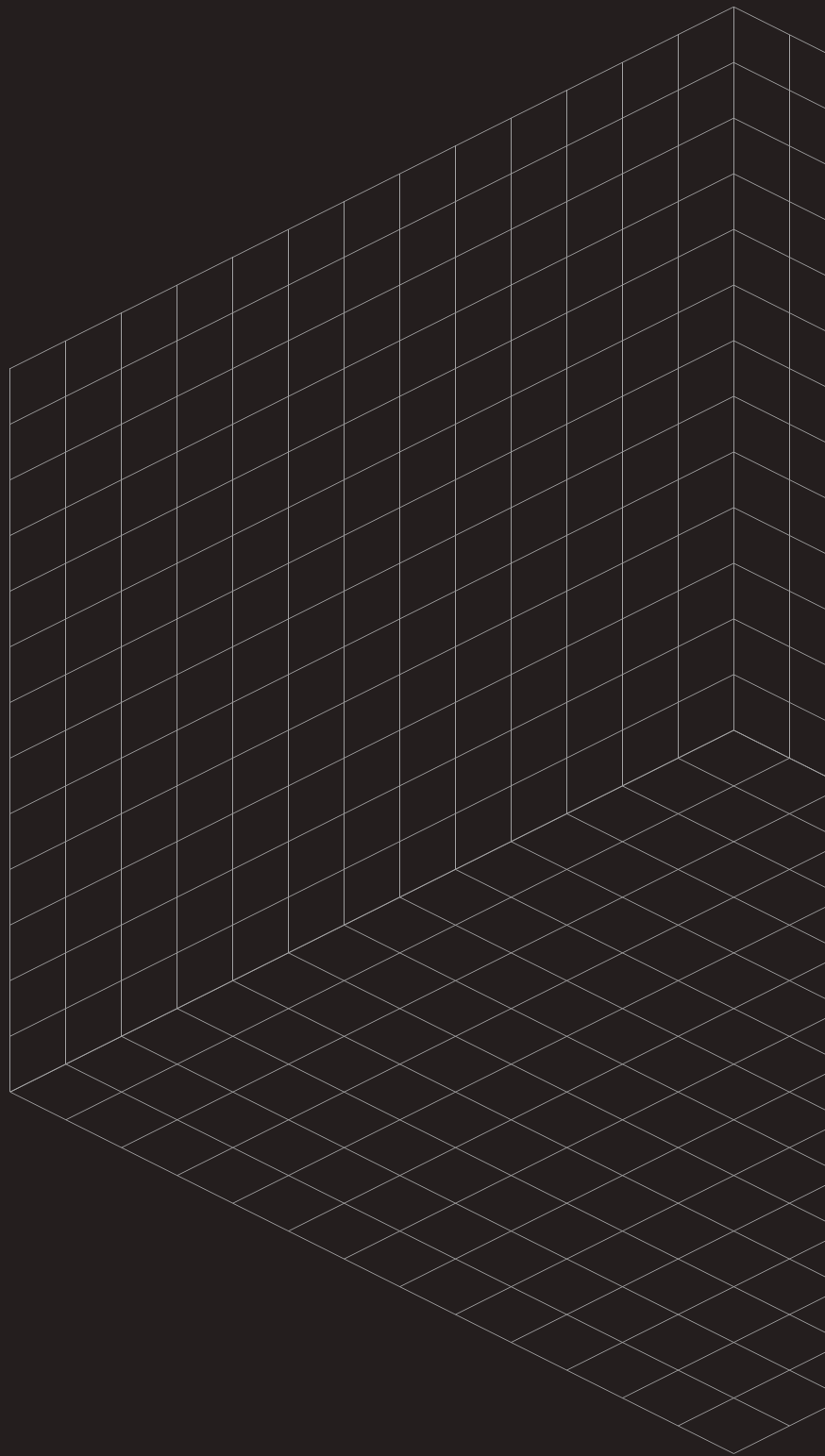
- Provide agenda and call summaries for each status call

### MGW Law

- Attend status calls every other week

# WEBSITE REDESIGN

STARTS JUNE





## 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 MGW Law; 14 pages of content to be written by Weidert Group.

### COMMUNICATION

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

### APPROVAL PROCESS

All signed project approvals are to be returned from MGW Law's main appointed contact to the assigned Weidert Group Consultant throughout the project. The website timeline is dependent on timeliness of approvals. 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

# WEBSITE DEVELOPMENT PHASES

JUNE - SEPT

	ACTIVITY	DELIVERABLES
<b>PHASE 1</b>	<b>SEO</b>	<ul style="list-style-type: none"> <li>• Keyword gap analysis</li> <li>• Backlink gap analysis</li> <li>• Additional keyword research</li> </ul>
<b>PHASE 2</b>	<b>Scope</b>	<ul style="list-style-type: none"> <li>• Discussion guide</li> <li>• Scope meeting</li> </ul>
<b>PHASE 3</b>	<b>Architecture &amp; Timeline</b>	<ul style="list-style-type: none"> <li>• Timeline of work</li> <li>• Architecture of website</li> <li>• Revised estimate if applicable</li> </ul>
<b>PHASE 4</b>	<b>Portal Setup</b>	<ul style="list-style-type: none"> <li>• IP filters</li> <li>• Connect social</li> <li>• Google AMP setup</li> <li>• Connect email DNS</li> <li>• Google Analytics, Search Console, and Tag Manager setup</li> </ul>
<b>PHASE 5</b>	<b>Content</b>	<ul style="list-style-type: none"> <li>• (14) pages of copywriting</li> <li>• Page titles/meta descriptions for all pages</li> <li>• Stock photography and iconography</li> </ul>
<b>PHASE 6</b>	<b>Mockups</b>	<ul style="list-style-type: none"> <li>• (3) design mock-ups</li> </ul>
<b>PHASE 7</b>	<b>Wireframes</b>	<ul style="list-style-type: none"> <li>• (8) wireframes</li> </ul>
<b>PHASE 8</b>	<b>Development</b>	<ul style="list-style-type: none"> <li>• Up to (26) total pages</li> <li>• Up to (22) total templates (including system and subscription templates)</li> <li>• Setup any new CSS styling</li> <li>• Create new menu</li> <li>• Create new footer</li> <li>• Browser mobile testing</li> </ul>
<b>PHASE 9</b>	<b>Go Live</b>	<ul style="list-style-type: none"> <li>• Final site audit</li> <li>• Final DNS setup</li> <li>• 301 URL redirects (&lt;50 pgs)</li> <li>• XML sitemap submission</li> </ul>





# INBOUND MONTHLY PROGRAM

STARTS OCTOBER



# MONTHLY CORE 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
- One (1) of these 13 blogs/qtr will be used for co-marketing, to secure an article placement on another credible blog/website. These opportunities will be uncovered from our foundational SEO research

#### MGW Law

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

## ATTRACT

### CONTENT PROMOTION – 3 POINTS/QTR

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

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

#### Weidert Group

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

#### MGW Law

- Regular posting by select team members on LinkedIn personal profiles (using provided lead-ins)
- Monitor social media channels
- Publish social media posts to company profile with the provided lead-ins for each blog and content piece

# MONTHLY CORE INBOUND PROGRAM

## ATTRACT

### MONTHLY SEO OPTIMIZATION – 12 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.

#### MGW Law

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

## ATTRACT

### PAID ADVERTISING/PPC – 2 POINTS/MO + \$1K MONTHLY AD SPEND

**PURPOSE:** Paid ads can make MGW Law, 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.

A \$1,000 monthly budget for PPC search ads, executing on the recommendations in MGW Law's Marketing Playbook, is recommended. Suggesting monthly management (optimization and reporting) for:

- Google search

#### Weidert Group

- Create ads and manage campaigns

#### MGW Law

- Review and approve ads

# MONTHLY CORE INBOUND PROGRAM

## ENGAGE

### TARGET-SPECIFIC ADVANCED (GATED) CONTENT – 39

#### 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 client.

- 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.

#### MGW Law

- 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)

#### MGW Law

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

# MONTHLY CORE 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

#### **MGW Law**

- Attend status calls every other week

# INBOUND **FLEX** PROGRAM

**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 45 POINTS FOR FLEX EACH QUARTER**

## ADDITIONAL 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

## VIDEO & SALES COLLATERAL SUPPORT

- TBD

## WEBSITE DEVELOPMENT & ADDITIONAL OPTIMIZATION PROJECTS

- TBD

## HUBSPOT TRAINING

- TBD

## CLIENT FEEDBACK SURVEYS

- TBD

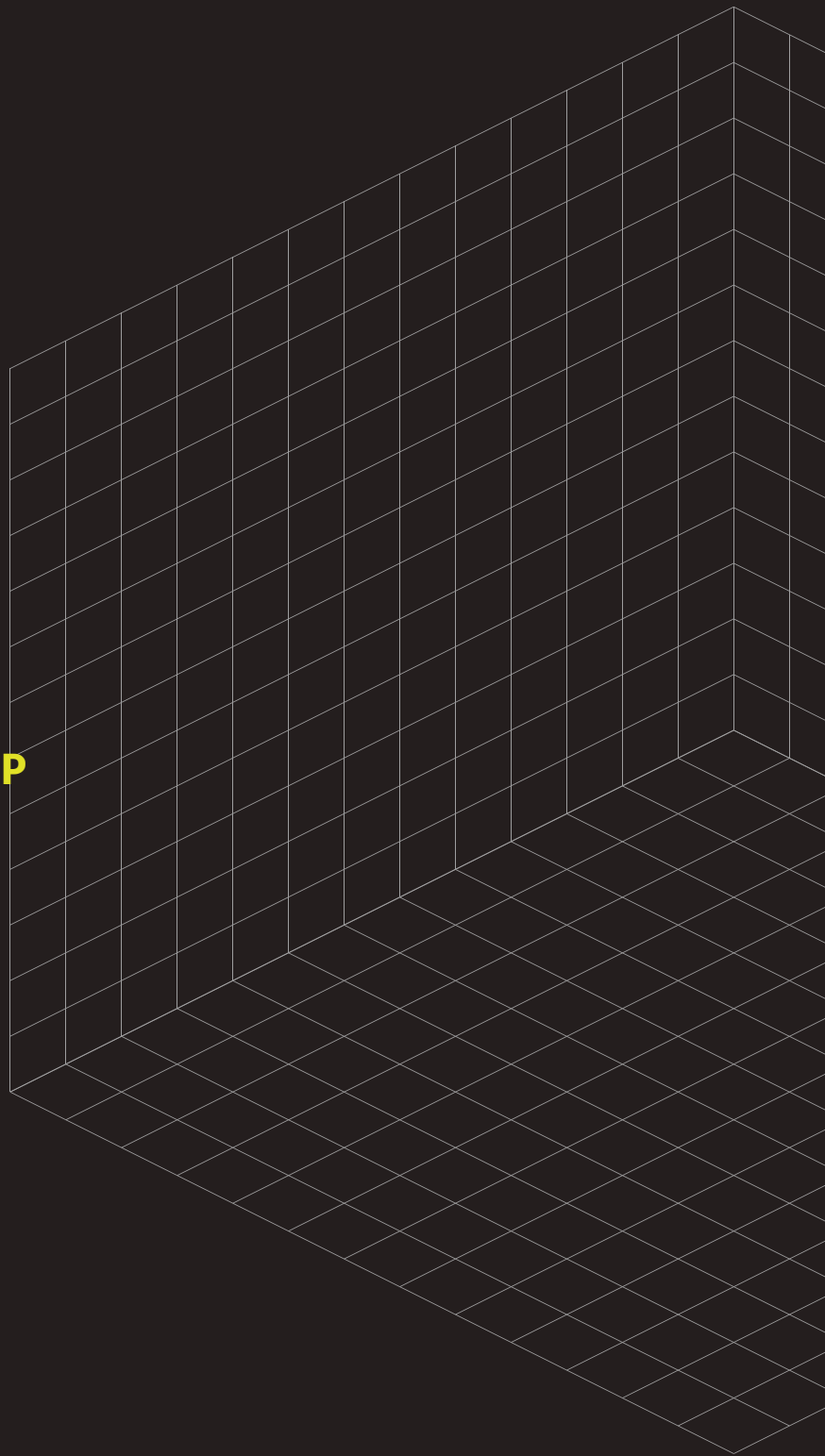
## ADVERTISING CREATIVE

- TBD



# 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.
- Recent recipient of the HubSpot Impact award 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:



OmPrompt

KloudData



SOLVOYO



Preact



INVESTORS  
COMMUNITY BANK

KAYSUN

US Lubricants



SENTRY

GRANDE  
CUSTOM INGREDIENTS GROUP



SEAGATE



WIPFLI  
CPAs and Consultants



GORDON FLESCH  
COMPANY, INC.  
BUSINESS TECHNOLOGY. MANAGED.



CUNA MUTUAL GROUP



TANK COMPANY  
Employee Owned



CRAY



PUMPTEC



FABIO PERINI  
KÖRBER SOLUTIONS



# CAPABILITIES

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

## MARKETING STRATEGY

- Branding (logo + positioning)
- Marketing Plan Development

## WEBSITE

## DEVELOPMENT/

## OPTIMIZATION

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

## DESIGN

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

## CONTENT CREATION

## & PROMOTION

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

## 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 →

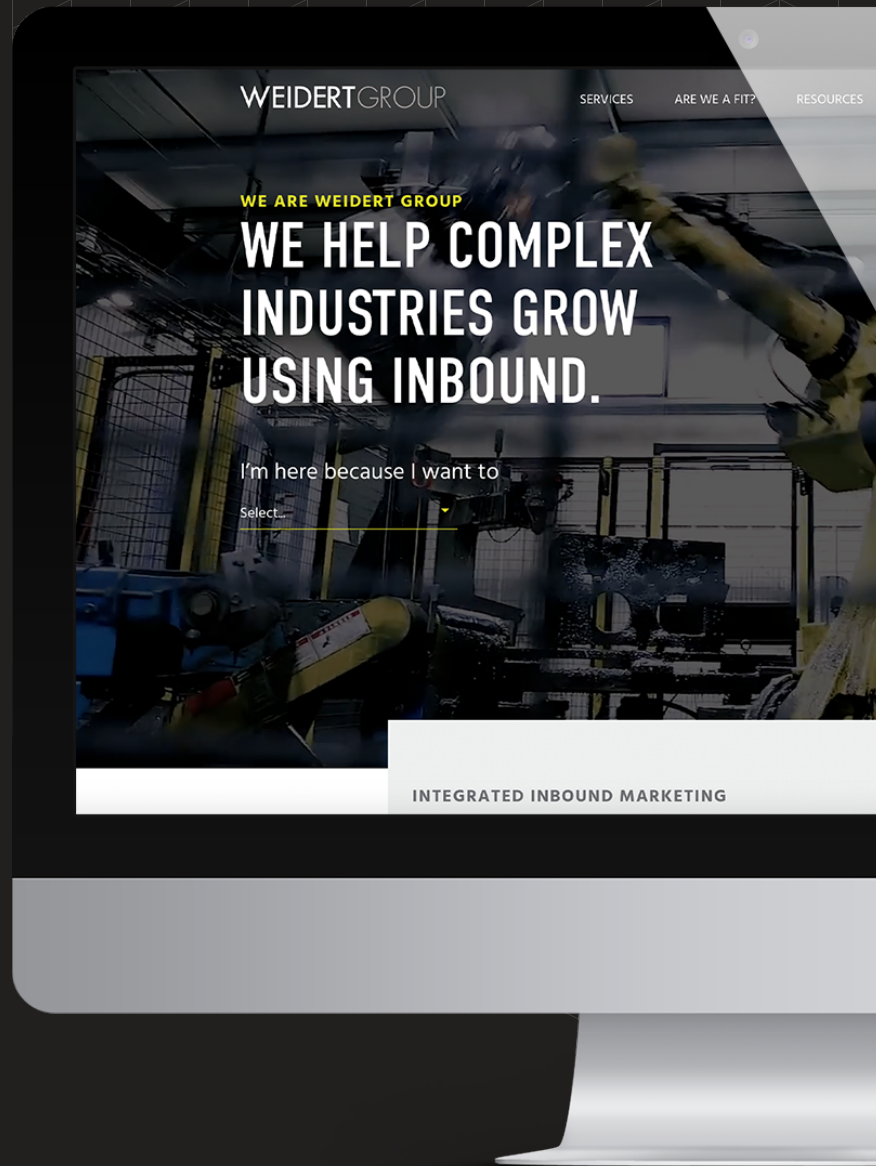
**90k** TOTAL TRAFFIC

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 clients – many thought GFC was a company whose sole business was to lease office printers

Results 10 months after site launch:

**407** NEW MQLS

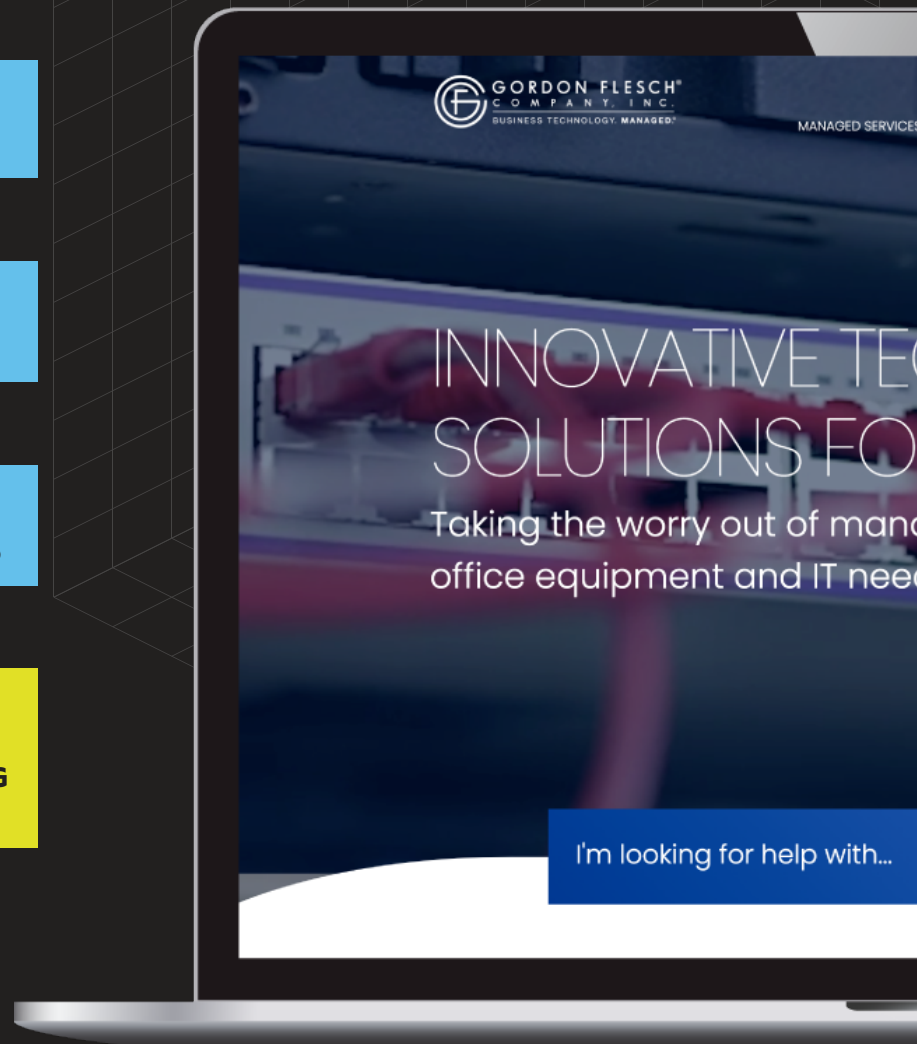
**100** NEW SQLS  
IN 5 MONTHS

**\$349k** NEW SQLS  
IN 5 MONTHS

**\$930k** IN NEW  
REVENUE FROM  
NEW & EXISTING  
CLIENTS

## 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 CLIENT 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](http://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)
- HubSpot COS Design Certification (2014 - present)

**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**

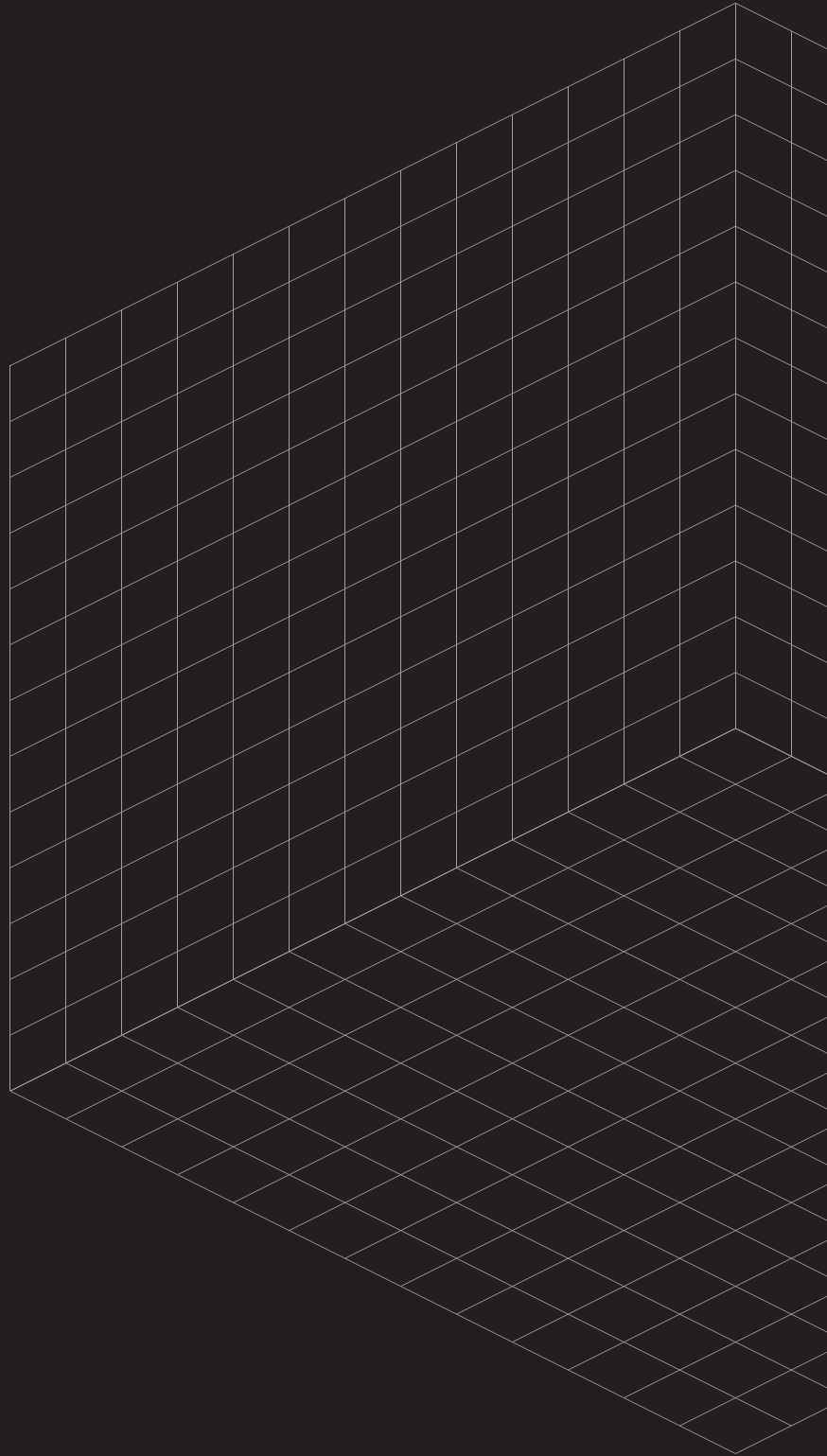
11-50 employees  
Baltimore, Maryland

**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

MGW LAW PRICE PER POINT: \$125

JUNE - SEPTEMBER



## MGW Law 2021 Foundational (June - 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
SEO Content Strategy	1	26	26	\$3,250
Competitive Advantage & Positioning	1	8	8	\$1,000
Messaging	1	8	8	\$1,000
Persona Workshop & Development	1	26	26	\$3,250
Progress presentation	1	24	24	\$3,000
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 and Marketing Automation Strategy	1	6	6	\$750
Lead Handoff & Management Strategy	1	6	6	\$750
Reporting & KPI Strategy	1	7	7	\$875
Final Presentation of Playbook	1	24	24	\$3,000
<b>Subtotal</b>			218	\$27,250

### 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	24	24	\$3,000
Reporting Databoards Set-Up	1	6	6	\$750
Paid Ads Set-up	1	23	23	\$2,875
HubSpot Marketing Pro Set-Up	1	9	9	\$1,125
<b>Subtotal</b>			80	\$10,000

### FOCUS AREA 3: WEBSITE REDESIGN

Service Type	Quantity	Points	Total Points	\$ Cost
Website redesign per scope defined on pgs 16-18	1	323	323	\$40,375
<b>Subtotal</b>			323	\$40,375

### FOCUS AREA 4: KICKSTART CONTENT CREATION

Service Type	Quantity	Points	Total Points	\$ Cost
Content : Advanced: 5-8 Pages	1	28	28	\$3,500
Content Support : Email, LP, TY, CTA	1	11	11	\$1,375
Monthly Paid Advertising Management	2	2	4	\$500
<b>Subtotal</b>			43	\$5,375

### FOCUS AREA 5: LEVEL 2 MTGS & SUPPORT

Service	Quantity	Points	Total Points	\$ Cost
Strategy: Level 2 Meetings & Marketing Support	1	54	54	\$6,750
<b>Subtotal</b>			54	\$6,750

### TOTALS

<b>Proposed Roadmap Program Total</b>				\$89,750
<b>TOTALS</b>			718	\$89,750

- **\$89,750 to be split billed evenly** between months June - Sept (\$22,438 per month)
- **Does not include** \$2,000 paid advertising spend
- **Does not include** WI taxes for paid advertising creative as part of paid ad set-up deliverable



# OCT-DEC ROADMAP BUDGET

MGW LAW PRICE PER POINT: \$125



## MGW Law 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
Email: Monthly Blog Digest, Existing RSS Template	3	1	3	\$375.00
SEO Management	3	4	12	\$1,500.00
Monthly Paid Ads Management (does not include ad spend)	3	2	6	\$750.00
<b>Subtotal</b>			<b>137</b>	<b>\$17,125</b>
FOCUS AREA 2: ENGAGE/CONVERT				
Service Type	Quantity	Points	Total Points	\$ Cost
Content : Advanced: 5-8 Pages	1	28	28	\$3,500.00
Content Support : Email, LP, TY, CTA	1	11	11	\$1,375.00
<b>Subtotal</b>			<b>39</b>	<b>\$4,875</b>
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
<b>Subtotal</b>			<b>81</b>	<b>\$10,125</b>
FOCUS AREA 4: FLEX BUDGET				
Service Type	Quantity	Points	Total Points	\$ Cost
Quarterly Flex Deliverables TBD	1	45	45	\$5,625.00
<b>Subtotal</b>			<b>45</b>	<b>\$5,625</b>
TOTALS				
<b>Proposed Roadmap Program Total</b>			<b>302</b>	<b>\$37,750</b>
<b>TOTALS</b>			<b>302</b>	<b>\$37,750</b>

- **\$37,750 to be split billed evenly** between months Oct-Dec (\$12,584 per month)
- **Does not include** \$1,000 per month ad spend



# 12-MONTH BUDGET RECOMMENDATION

MGW LAW PRICE PER POINT: \$125

WEIDERT GROUP BUDGET												
	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
<b>FOUNDATIONAL ROADMAP &amp; WEBSITE</b>												
<b>Foundational Roadmap</b> (includes Playbook, set-up, kickstarters & level 2 mtgs/support)	99	99	99	98								
<b>Website Redesign</b>	81	81	81	80								
<b>90-DAY ROADMAPS</b>												
<b>Inbound Core + Flex Program</b>					101	101	100	101	101	100	101	101
<b>Point Totals</b>	180	180	180	178	101	101	100	101	101	100	101	101
<b>Monthly Totals</b>	\$22,500	\$22,500	\$22,500	\$22,250	\$12,625	\$12,625	\$12,500	\$12,625	\$12,625	\$12,500	\$12,625	\$12,625
<b>ADDITIONAL BUDGET</b>												
	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
<b>Ad Spend</b>			\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
<b>HubSpot</b>	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100
<b>Total</b>	\$1,100	\$1,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100



# 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 once proposal is finalized)**

3

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

4

**Work with Nicole to Secure HubSpot license**



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

