**WEIDERT**GROUP
*inbound marketing for complex industries*

# SERVICE CATALOG

*Published 2/21/2021*

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 substantive 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 2-4-page content piece (writing and design), typically featuring straightforward/basic information; designed based on an existing template. Often features bulleted copy, as in a checklist or "Top 10..." | - Research/concept ideas<br>- Write copy<br>- Lay out content piece using existing template design<br>- Create PDF |
| | Content : Advanced: 5-8 Pages | 27 | — | A complete 5-8-page content piece (writing and design), typically featuring in-depth information; designed based on an existing template. Often requires creation of supporting graphics and inclusion of images | - Research/concept ideas<br>- Write copy<br>- Lay out content piece using existing template design<br>- Create PDF |
| | Content : Advanced: 9-12 Pages | 37 | — | A complete 9-12-page content piece (writing and design) , typically featuring in-depth information; designed based on an existing template. Often requires creation of supporting graphics and inclusion of images | - Research/concept ideas<br>- Write copy<br>- Lay out content piece using existing template design<br>- 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/graphs, ancillary data, etc. | - Research/concept ideas<br>- Write copy<br>- Lay out content piece using existing template design<br>- Create PDF |
| | Content : Blog Article - Edit Client Article | 4 | — | A blog article, written by the client that's been edited/enhanced and proofread by Weidert Group | - Write blog intro and outro paragraphs<br>- Write meta descriptions and social media lead-ins<br>- Format and publish in HubSpot<br>- 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<br>- Write "surrounding" article, intro, outro<br>- Write meta descriptions and social media lead-ins<br>- Format and publish in HubSpot<br>- Send email notification through HubSpot |
| | Content : Blog Article - Optimized | 5 | — | A previously published blog article that has been optimized with updated stats/info and enhanced keywords | - Research and write blog updates<br>- Write meta descriptions and social media lead-ins<br>- Format and publish in HubSpot<br>- Send email notification through HubSpot |
| | Content : Blog Article - Technical | 8 | — | 600-800-word industry-specific article; includes image, formatting and publishing in HubSpot | - Research and write article<br>- Write meta descriptions and social media lead-ins<br>- Format and publish in HubSpot<br>- Send email notification through HubSpot |
| | Content : Blog Article - Technical, copy only | 6 | — | 600-800-word industry-specific article; does not include formatting or publishing | - Research and write article<br>- Write meta descriptions and social media lead-in |
| | Content : Blog Article - Technical, w/ Interview | 10 | — | 600-800-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)<br>- Write a 600-800-word article<br>- Write meta descriptions and social media lead-ins<br>- Format and publish in HubSpot<br>- Send email notification through HubSpot |
| | Content : BoFu Offer/Assessment & Support | 13 | — | A bottom-of-the-funnel offer designed to compel leads to connect with the client. A BoFu 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<br>- Write needed copy (email, landing page, thank you page, call-to-action graphic text)<br>- Develop an appropriate form strategy<br>- Design graphics for email header, social sharing image and 1-2 call-to-action graphics<br>- Set up email, landing page, thank you page, call-to-action and forms in HubSpot<br>- Publish all pieces in HubSpot |
| | Content : Infographic | 29 | — | A downloadable content piece that provides a variety of valuable information in a graphic presentation | - Concept/research as needed<br>- Write copy<br>- Lay out content piece |
| | Content : Initial Design Template | 12 | — | The design of content piece covers any internal pages (used as templates for future content pieces) | - Research/concept ideas<br>- Design 3 cover options and 2 internal page options for content layout<br>- Create PDF |
| | Content : Interview w/ Subject Matter Expert | 4 | — | An interview with an SME who can provide useful insights/information related to a content piece | - Prepare discussion questions<br>- Coordinate interview with SME<br>- Conduct interview<br>- Document answers/summary |
| | Content : Video Blogs - 1 shoot for 3 Basic 0:60 videos | 18 | — | One video shoot for three 60-second video blogs (vlog). Does not include editing. | - Identify topic/key takeaways<br>- Do research needed for support<br>- Write outline/talking points (3 topics)<br>- Do pre-shoot prep<br>- Shoot videos<br>- Export video file and upload to Wistia/YouTube<br>- Transcribe audio into written format<br>- Set up video blog in HubSpot<br>- Write meta descriptions and social media lead-ins. |
| | Content : Video Blogs - Editing for 3 Basic 0:60 videos | 24 | — | Editing for 60-second video blogs (vlog) | |
| **CONTENT SUPPORT** | Content Support : Email, LP, TY, CTA | 12 | — | Creation of the necessary elements to support promotion of a content piece (writing and design of the landing page, thank you page, instant follow-up email, CTAs, social leads-ins and | - Write copy for: promo email (header, subject line, preview text, & email body), landing page, thank you page, instant follow-up email, CTAs (2 variations), and resources page lead-in. |
| | Content Support: Create Marketing Automation Workflow | 2 | — | Automation put in place to execute a workflow strategy (automatically sends emails based on schedule/timeline) | - Set up workflow in HubSpot using exiting emails |
| | Content Support: Create Smart Target List | 2 | — | An existing email list refined to include only a set of the most appropriate contacts for an email send or workflow | - Set up a smart list from existing contacts within HubSpot |
| | Content Support: CTA Using Existing Template | 4 | — | Set up 2-3 call-to-action "button" graphics that encourage people to click through to a landing page offer | - Design graphics using existing templates/designs<br>- Set up calls-to-action in HubSpot |

| Category | Service | Points | Notes | Description | Tasks |
|---|---|---|---|---|---|
| | Content Support: Form Strategy & Creation | 3 | — | Develop a strategy that identifies the form questions to ask leads who are converting on an offer; answers help us understand needs, industry, role/position, company revenue, region, and other cues that help us tailor content and | - Develop form field strategy (determine information needed to understand who contacts are and how to segment them in the future) <br> - Setup of up to 10 custom contact property fields for use on forms <br> - Develop smart form progression for 3 primary forms in HubSpot |
| | Content Support: Landing Page Using Existing Template | 3 | — | Write copy for and setup a landing page (where leads land when they click on a call-to-action/offer in order to download a content piece) | - Write copy for landing page <br> - Set up landing page in HubSpot using existing templates |
| | Content Support: Lead Nurturing Workflow Adjustments/Updates | 1 | — | Modifications made to specific email workflows (content, timing and sequence) to optimize their effectiveness for connecting with leads. | - Determine and make adjustments to existing workflows (for example, add in another email or replace an email) |
| | Content Support: Lead Nurturing Workflow Planning & Set-up (4-8 Existing Emails, 1 Workflow) | 12 | — | One workflow that outlines specific scheduled email touchpoints (content, timing and sequence) that will be implemented to consitently nuture & connect with leads. | - Plan email workflow series <br> - Set up 1 workflow in HubSpot using existing emails <br> - Clone emails for automation when necessary |
| | Content Support: Promo Email - Additional | 1 | — | Additional send of an previously sent or automated email | - Clone existing email <br> - Add recipient list <br> - Send test email <br> - Schedule email send |
| | Content Support: Update Workflow Email Copy | 2 | — | Modified copy of one existing workflow email to improve its effectiveness | - Write updated copy for an existing automated email |
| **EMAIL** | Email: Basic | 6 | — | Email communication (often including an offer of content) with leads | - Write email copy <br> - Design graphic (typically an email header) <br> - Set up email in HubSpot using existing template |
| | Email: Enable Double Opt-In and Resubscription | 5 | — | 2 emails and one landing page that make it possible for recipients to opt in to future communications | - Write copy for emails and landing page <br> - Set up emails and landing page in HubSpot using existing page templates |
| | Email: List Prep + Import, Small-Med. (up to 5,000 contacts) | 4 | — | Prepare a small or medium-sized contact list (up to 5,000 contacts) so that it adheres to HubSpot requirements | - Prepare contact list for import into HubSpot portal |
| | Email: List Prep + Import, Large (up to 15,000 contacts) | 8 | — | Prepare a large contact list (up to 15,000 contacts) so that it adheres to HubSpot requirements | - Prepare contact list for import into HubSpot portal <br> - For contact lists that are 15,000+, list prep will need to be estimated separately |
| | Email: Monthly Blog Digest, Existing Manual Template | 6 | | An email that itemizes the previous month's blog posts, with images, headlines and introductory copy designed to encourage the recipient to open one or more of the blog posts included in the email. Specific blogs/images/intro copy are all manually pulled and organized/formatted | - Write copy for intro and article summaries <br> - Set up in HubSpot using existing template <br> - Send test email <br> - Create recipient list <br> - Schedule send |
| | Email: Monthly Blog Digest, Existing RSS Template | 1 | — | A templated email that itemizes the previous month's blog articles, with images, headlines and introductory copy that links to the blog posts included in the email. Specific blog articles/images/intro copy are all automatically generated by | - Using existing RSS template (automated in HubSpot), pull in the correct number of modules <br> - Review <br> - Schedule email send |
| | Email: Permission Pass/List Cleanse | 11 | — | A templated email that allows client to conform to laws protecting people from unwanted/spam emails. Asks recipients for permission to email them. External data service firm costs are additional | - After receiving list from client, coordinate list cleanse email with external data service <br> - Write copy for email <br> - Design email <br> - Review list performance and data; remove bounces/unsubscribes <br> - Import the clean list into HubSpot |
| **HUBSPOT SETUP & TEMPLATES** | HubSpot Setup: Blog, Main Pg & Article Pg Template | 29 | — | The design of a website's main blog page. The design of the pages for individual blog articles (every article will utilize the same template) | - Design wireframe for page <br> - Design template from wireframe <br> - Set up template in HubSpot <br> - Test template |
| | HubSpot Setup: Client Account Setup | 16 | — | Work required to prepare the client's HubSpot portal to function properly | - Get HubSpot account access; add Weidert Group and client account users; create team groupings <br> - Add tracking code <br> - Install and coordinate IP filtering <br> - Set up content email and blog settings <br> - Set up subscription and custom 404/500 error pages <br> - Add competitors to HubSpot for evaluating comparative sites performance |
| | HubSpot Setup: Email Template | 8 | — | The design template for a general email, RSS email or Blog Digest email | - Design email template <br> - Set up template in HubSpot <br> - Send test email |
| | HubSpot Setup: Initial CTA Design Template | 6 | — | The design of call-to-action "button" templates for general use on a website, blog, social posts and in emails | - Design 2-3 call-to-action template options appropriately sized for applications |
| | HubSpot Setup: Landing Page & Thank You Page Template | 12 | — | The design template for the landing page and thank you page | - Design landing page and thank you page templates <br> - Set up templates in HubSpot <br> - Test templates |
| **PR** | PR: One Page Company Overview for PR Outreach | 18 | — | A 1-2 page PDF that provides media members with a corporate overview and highlight's subject matter for which the company can provide expertise | - Write copy <br> - Design page <br> - Prep final file |
| | PR: Press Release Creation & Distribution | 6 | — | Development of a basic press release and submission for distribution to a select group of media outlets. Does not include direct expense of fees to publish | |
| | PR: Press Release Creation & Distribution, Plus Media Outreach and Followup | 9 | — | A press release and follow-up conversations with media. Press release alerts media to a topic or client news/event | - Review trade publications' editorial/content calendars <br> - Make relevant recommendations |
| | PR: Program Monthly Support | 23 | — | Based on an agreed-upon article placement target, pitch article ideas aligned with targeted publications' editorial | - Outreach to 3 targeted publications to pitch articles for placement <br> - Bi-weekly updates on pitch status and requirements for article |
| | PR: Program Strategy & Program Development | 19 | — | Development of plan for outreach to press/media that will educate press/media on the client and their relevant topics and secure article placements and media mentions | - Develop strategy for outreach to targeted publications <br> - Develop master editorial calendar based on market and available publications <br> - Perform outreach |
| | PR: SME Webpage Creation | 18 | — | A web page that lists and highlights the company's subject matter experts (SMEs) who are available for media interviews and speaking engagements | - Design page <br> - Set up page with SME photos <br> - Write copy <br> - Test |
| **PRINT DESIGN** | Print Design: Ad Hoc Design 1: Small | 18 | Points start at 18, Scoping Required | Typical example: 1/2 pg ad; 2-sided sell sheet | - Concept <br> - Write copy <br> - Design <br> - Prep files and collect for printer |
| | Print Design: Ad Hoc Design 2: Medium | 37 | Points start at 37, Scoping Required | Typical example: 4-page brochure | - Concept <br> - Write copy <br> - Design <br> - Prep files and collect for printer |
| | Print Design: Ad Hoc Design 3: Large | 53 | Points start at 53, Scoping Required | Typical example: 8-12-page brochure. Allows for up to 2 rounds of client revisions | - Concept <br> - Write copy <br> - Design <br> - Prep files and collect for printer |

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|---|---|---|---|---|---|
| | Print Design: Ad Hoc Design 4: Extra Large | 61 | Points start at 61, Scoping Required | Typical example: 13-16-page brochure. Allows for up to 2 rounds of client revisions | - Concept<br>- Write copy<br>- Design<br>- Prep files and collect for printer |
| **SALES ENABLEMENT** | Sales Enablement: Proposal Page Template Development | 38 | — | Modifiable website proposal page template that can be used for any/all proposal pages. Includes modules of the client's choice; might include:<br>- "hello" video<br>- overview of capabilities<br>- downloadable proposal<br>- content offer | - Provide scoping questionnaire<br>- Conduct 1-hour call/meeting<br>- Summarize scoping findings<br>- Create design wireframe<br>- Write copy for 1 page<br>- Develop and program page in HubSpot<br>- Launch |
| | Sales Enablement: Set-Up: Create CRM contact views and make global changes to About box of Contact Records | 1 | — | | |
| | Sales Enablement: Set-Up: Create Databox Datawall for KPIs | 2 | — | | |
| | Sales Enablement: Set-Up: Create email templates and/or sequences in CRM | 2 | — | | |
| | Sales Enablement: Set-Up: Create Lead Status customized drop-downs | 1 | — | | |
| | Sales Enablement: Set-Up: Create MQL and SQL notifications (workflows w/emails and/or texts) and HS lists for tracking | 4 | — | | |
| | Sales Enablement: Set-Up: Include profile photo in mktg email signature block | 1 | — | | |
| | Sales Enablement: Set-Up: Lead Scoring | 2 | — | | |
| | Sales Enablement: Set-Up: Meet with Client for walk-through, includes prep (2 ppl, 1 hr) | 4 | — | | |
| | Sales Enablement: Set-Up: Place needed content in CRM document library | 1 | — | | |
| | Sales Enablement: Set-Up: Provide client with HS Sales Pro set-up instructions | 1 | — | | |
| | Sales Enablement: Set-Up: Set up Deal Stages and Pipelines | 1 | — | | |
| | Sales Enablement: Set-Up: Set up Sales team as HubSpot Users | 1 | — | | |
| | Sales Enablement: Set-Up: Testing of SLA Set-Up Items | 2 | — | | |
| | Sales Enablement: SLA Development | 36 | Points start at 36, Scoping Required | A plan for lead management that details the Marketing-to-Sales process and outlines the commitments of all parties to take specific actions toward a single goal/business objective. Chapters include recommendations for: Goals, MQL & SQL Lead Definitions/Criteria, Lead Scoring, Lead Handoff, Lead Research & Connection, Connect Attempt Sequences, Sales Stages & Pipeline Mgmt, and KPIs. May or may not require purchase of HubSpot Sales Pro seats. | - Prepare SLA discussion guide and provide to client<br>- Conduct client meeting to discuss; determine components and their goals<br>- Develop SLA<br>- Meet with client to review<br>- Make final adjustments to SLA and provide to client |
| | Sales Enablement: SLA Set-Up: Automate Lifecycle Stage Property for all stages that can be automated; modify forms | 2 | — | | |
| | Sales Enablement: SLA Set-Up: Enable Free HubSpot CRM Add-on | 1 | — | | |
| **SEO** | SEO: Ongoing SEO Support & Maintenance 1: Starter | 4 | — | Basic SEO Monitoring package that includes correction of high-importance errors, such as broken links, search engine crawl errors and mobile errors | |
| | SEO: Ongoing SEO Support & Maintenance 2: Pro | 8 | — | Same as Starter package, plus recommendations for SEO improvements to website content. Client is responsible for implementing recommendations | |
| | SEO: Ongoing SEO Support & Maintenance 3: Premium | 12 | — | Same as Starter package, plus recommendations for SEO improvements to website content. Weidert Group is responsible for implementing recommendations | |
| | SEO: Content Strategy - Topic Clusters | 14 | — | | |
| | SEO: Ongoing Management: FOR IM PROGRAM - Backlink monitor | 2 | — | Monitoring of newly-gained backlinks and new opportunities to secure additional links based on where we're seeing success. | |
| | SEO: Ongoing Management: FOR IM PROGRAM - Backlink Pitching | 2 | — | Assisting client with backlink outreach to target publications, associations, directories, guest blog opportunities, etc. | |
| | SEO: Ongoing Management: FOR IM PROGRAM - Index Errors | 2 | — | Support of website crawl errors or performance issues that surface from Google Search Console or SEMRush. | |
| | SEO: Ongoing Management: FOR IM PROGRAM - Keyword Research | 2 | — | One-off keyword research for new blog topic opportunities. | |
| | SEO: Ongoing Management: FOR IM PROGRAM - Load Speed | 2 | — | Support of addressing page load speed issues. | |
| | SEO: Ongoing Management: FOR IM PROGRAM - Monitor Trends | 2 | — | Ongoing monitoring of organic traffic gains and evolving keyword rankings, to keep tabs on ongoing quick win keywords. | |
| | SEO: Ongoing Management: FOR IM PROGRAM - Off-page SEO | 2 | — | Support of helping improve/maintain off-page SEO opportunities: Google My Business profile/reviews, YouTube, social media profiles, SERP brand management. | |
| | SEO: Ongoing Management: FOR IM PROGRAM - Page optimization | 4 | — | Improvements to On-Page SEO elements (page title, meta description, page copy, alt image tags, image optimization, etc.) for select pages. | |
| | SEO: Ongoing Management: FOR IM PROGRAM - Pillar page link updates | 1 | — | Review recent blogs/resources published and if it fills a gap on a pillar page, add that link to the pillar page, associate it in HubSpot SEO tool to the right cluster, and add to your pillar link tracking doc | |
| | SEO: Pillar Page Backlink Pitching | 7 | — | | |

| Category | Service | Points | Scoping | Description | Details |
|---|---|---|---|---|---|
| | SEO: Pillar Page Reporting & Tracking | 18 | — | | |
| **SOCIAL MEDIA (SM)** | SM: Company Profile Optimization | 5 | — | Optimization of a company profile on up to two social media platforms | - Edit/optimize profile<br>- One round of revisions<br>- Create or edit profile graphic if needed |
| | SM: Company Profile Set-up | 6 | — | Creation and setup of the client's completed profile on one social platform | - Write profile<br>- Select and size profile graphic<br>- Set up account<br>- Build page profile |
| | SM: Planning/Writing Posts, 1-10 posts | 2 | — | Planning and writing of 1-10 total posts for one week across chosen platforms | - Plan/concept and write articles |
| | SM: Planning/Writing Posts, 11-20 posts | 5 | — | Planning and writing of 11-20 total posts for one week across chosen platforms | - Plan/concept and write articles |
| | SM: Review Client Posts | 1 | — | Review and editing of up to 20 client-provided social media posts across chosen platforms | - Review and edit social media posts |
| | SM: Scheduling/Monitoring | 3 | — | Scheduling of social media posts and monitoring engagement for up to 3 platforms per week; does not include custom image creation | - Schedule social media<br>- Monitor engagement |
| **STRATEGY & PLANNING** | Strategy: 30 min Client Status Call, 1 person | 3 | — | 30-minute status call (1 person) | - Create meeting agenda<br>- Conduct meeting<br>- Create call summary and list of action items |
| | Strategy: 30-min Meeting, 1 person | 1 | — | 30-minute status call (1 person) | |
| | Strategy: 60 min Client Status Call, 1 person | 4 | — | 60-minute status call (1 person) | - Create meeting agenda<br>- Conduct meeting<br>- Create call summary and list of action items |
| | Strategy: 60-min Meeting, 1 person | 2 | — | 30-minute status call (1 person) | |
| | Strategy: Custom Campaign Strategic Plan | 16 | Points start at 16, Scoping Required | The strategy and planning for a custom campaign that's outside the Marketing Plan and Playbook | - Develop strategic plan<br>- Conduct client meeting (2 people, 1 hour)<br>- Revise plan based on meeting<br>- Identify next steps for launch |
| | Strategy: Heatmap Reporting | 3 | — | Heatmapping reveals the online behavior and voice of your users to provide the "big picture" of how to improve your site's user experience and performance/conversion rates | - Create report<br>- Review findings with client |
| | Strategy: Level 1 Meetings & Marketing Support | 25 | — | (1) 30-minute status call per month with agenda and call summary, plus marketing support | |
| | Strategy: Level 2 Meetings & Marketing Support | 54 | — | (1) 30-minute status call every other week with agenda and call summaries, plus marketing support | |
| | Strategy: Level 3 Meetings & Marketing Support | 91 | — | Weekly 30-minute status calls with agenda and call summaries, plus marketing support | |
| | Strategy: Marketing Support, .75-hour block | 1 | — | .75 hours (1 person) for general questions, requests, project discussion, and other issues | |
| | Strategy: Marketing Support, 1.5-hour block | 2 | — | 1.5 hours (1 person) for general questions, requests, project discussion, and other issues | |
| | Strategy: Marketing Support, 3-hour block | 4 | — | 3 hours (1 person) for general questions, requests, project discussion, and other issues | |
| | Strategy: Quarterly Content Editorial Planning | 11 | — | Interactive workshop to generate article and advanced content topics aligned with questions and pain points of the buyer journey. Typical workshops result in 12-weeks-worth of content ideas | - Meeting preparation<br>- 2-hour meeting including up to 3 Weidert Group staff<br>- Compile ideas and create editorial calendar<br>- Travel up to 1 hour from Weidert Group |
| | Strategy: Research Project, 4-8 hours | 8 | — | Research required for a campaign or for a "one-off" project for the client. Examples: research to identify attendees to a regional trade show; research to understand competitor print ad placement strategy; research to understand market penetration | - Conduct research<br>- Make recommendations<br>- Includes client meeting (2 people, 1 hour) |
| | Strategy: Travel Time - long, 1 person | 1 | — | Travel time under 1 hour (1 person) | |
| | Strategy: Travel Time - short, 1 person | 1 | — | Travel time over 1 hour (1 person) | |
| **WEBSITE DEVELOPMENT & MAINTENANCE** | Website Maintenance 1: Basic Page Update | 7 | — | Basic/simple updates to a web page. Example: the home page template needs to be modified to add 1) video and 2) an additional copy area that includes a call-to-action button leading to content | Typically includes:<br>- Conduct scoping call<br>- Develop direction for team<br>- Write or design update (~1 paragraph or graphic)<br>- Update on website<br>- Review and adjust<br>- Launch |
| | Website Maintenance 2: Intermediate Page Update | 18 | — | Intermediate-level updates to a web page. Example: a page needs to be modified to add 1) custom accordion modules with FAQs, 2) multiple calls-to-actions, and 3) a custom blog feed | Typically includes:<br>- Conduct scoping call<br>- Develop direction for team<br>- Write or design update (~1 page or set of graphics)<br>- Update on website<br>- Review and adjust<br>- Launch |

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| | Service | Points | Scoping | Description | Parameters |
|---|---|---|---|---|---|
| | Website Maintenance 3: Complex Page Update | 41 | — | Complex updates to a web page. Example: the products overview page template needs to be heavily modified to include an overview of each product with new written content, images and icons, helpful blogs related to each product, custom anchors, video, and additional on-page conversion opportunities | Typically includes:<br>- Conduct scoping call<br>- Develop direction for team<br>- Write or design update (~1 page or set of graphics)<br>- Create mockup<br>- Update on website<br>- Review and adjust<br>- Launch |
| | Website Maintenance: Ad Hoc Simple Page Update 1 | 1 | — | For very simple page updates that require no scope or little direction | Points depend on complexity of changes needed. |
| | Website Maintenance: Ad Hoc Simple Page Update 2 | 2 | — | For very simple page updates that require no scope or little direction | Points depend on complexity of changes needed |
| | Website Maintenance: Ad Hoc Simple Page Update 4 | 4 | — | For very simple page updates that require no scope or little direction | Points depend on complexity of changes needed |
| | Website Maintenance: HubSpot Blog Search | 6 | — | Create a blog search module using HubSpot search tool to scrape the blog of your site only | Typically includes:<br>- Custom search bar<br>- Search results page development |
| | Website Maintenance: HubSpot Site Search | 6 | — | Create a search module using HubSpot search tool to scrape your entire site. Typically used on error pages or footer | Typically includes:<br>- Custom search bar<br>- Search results page development |
| | Website: Fast GDD CI Cycle | 28 | — | Cycles of ongoing updates to the client's website each month (1 cycle = 4 weeks) using user data to determine what those updates/changes will be. Goal is to conduct ongoing improvement so the site is in an "always optimized" state. | Each cycle includes:<br>- Review data from various tools<br>- Develop action plan related to data<br>- Develop associated goals<br>- Implement action plan |
| | Website: Faster GDD CI Cycle | 40 | — | Cycles of ongoing updates to the client's website each month (1 cycle = 4 weeks) using user data to determine what those updates/changes will be. Goal is to conduct ongoing improvement so the site is in an "always optimized" state.<br><br>This plan is recommended for 7,000–50,000 visits per month and typically can address 1–20 pages each cycle. Review our website Pricing page for examples | Each cycle includes:<br>- Review data from various tools<br>- Develop action plan related to data<br>- Develop associated goals<br>- Implement action plan<br>- Review analytics<br>- Provide insights on buyers, buyers' journeys, etc., provided by analytics |
| | Website: Fastest GDD CI Cycle | 56 | — | Cycles of ongoing updates to the client's website each month (1 cycle = 4 weeks) using user data to determine what those updates/changes will be. Goal is to conduct ongoing improvement so the site is in an "always optimized" state.<br><br>This plan is recommended for 50,000+ visits per month, or if you want to refresh your website iteratively, and typically can address 20+ pages each cycle. Review our website Pricing page for examples | Each cycle includes:<br>- Review data from various tools<br>- Develop action plan related to data<br>- Develop associated goals<br>- Implement action plan<br>- Review analytics<br>- Provide insights on buyers, buyers' journeys, etc., provided by analytics |
| | Website: WordPress to HubSpot Website and Blog Import | 26 | — | Website migration from WordPress to HubSpot. The website pages are migrated by HubSpot. The blog is migrated by Weidert. | Account Access<br>- HubSpot<br>- WordPress CMS<br>- Google Analytics<br>- Google Search Console |

| CUSTOM PROJECTS & ADDITIONAL CAPABILITIES | The following services require scoping to define the parameters of the project and determine the correct number of points required to complete the deliverables. | | | | |
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| **CATEGORY** | **SERVICE** | **POINTS** | **SCOPING REQUIRED** | **DESCRIPTION** | **PARAMETERS** |
| **BRANDING & COLLATERAL DEVEOPMENT** | Custom branding and collateral | | X | Design logo and/or collateral used to promote the brand and support the sales and marketing of a product or service. | Creation of:<br>- Logo development<br>- Brand guidelines<br>- Business cards<br>- Signage<br>- Stationery<br>- Direct mail<br>- Brochure<br>- Other |
| **TRADE SHOWS/EVENTS** | Creation of:<br>- Booth graphics<br>- Pre- and post-event support | | X | | |
| **PR** | Custom Public Relations Program | | X | A custom-designed public relations to meet promotional needs related to a product introduction, trade event or a market education initiative. | |
| **STRATEGY** | Inbound Marketing Plan & Playbook | | X | A complete Marketing Plan & Playbook that serves as the client's "inbound bible." Includes all foundational work and a plan for ongoing implementation. | - Conduct client kickoff meeting<br>- Conduct customer interviews<br>- Perform competitive review<br>- Develop strategic brief<br>- Develop competitive advantage<br>- Develop positioning and messaging<br>- Develop personas<br>- Identify buyers' journey<br>- Develop lead attraction strategy<br>- Develop conversion nurturing strategy<br>- Develop lead qualification strategy |

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| | Marketing Roadmap | | X | The marketing roadmap is essential strategy and planning for ongoing client inbound programs that covers specific executional elements within an agreed-upon time interval. This planning approach allows us to look at primary business goals and tie each to specific activities we'll perform within the subsequent timeframe. Each plan includes:<br><br>- a list of prioritized focus areas or strategic initiatives for the period<br>- resource allocation (percent of marketing budget or time to be used on each initiative)<br>- measurable goals<br>- an outline of the specific activities to be used to reach those goals, and<br>- associated timing for each initiative | - Review performance of major program elements using data collected in HubSpot, Databox and other analytics tools<br>- Identify both what's performing well and what needs to be improved<br>- Provide insights on why results are what they are and base recommendations on these<br>- Make recommendations for activities that will "move the needle" on areas of improvement and for those that will "double down" on areas where we're seeing good performance<br>- Recommendations will be made primarily to the website, content calendar, email marketing, blog topic, and advanced content areas, though others may be included |
| | Metrics Report | | X | Development of a website metrics report that addresses insights desired to understand site performance and inform strategy improvements. | - Conduct research<br>- Create report<br>- Review findings with client |
| | CUSTOM Meetings & Marketing Support | | X | Custom package of status calls with agenda and call summaries, plus marketing support | |
| **TRAINING & WORKSHOPS** | Attracting Leads with LinkedIn Webinar | | X | 60-minute training webinar on using LinkedIn to attract leads. Includes recommendations for company-specific LinkedIn profile headline template and summary templates. Same travel as video | |
| | HubSpot Training | | X | Training agenda, 1.5 hour meeting/call and list of resource links to additional, relevant HubSpot-originated training modules. | |
| | Inbound Marketing Workshop | | X | Large team, interactive workshop to educate team on the principles of inbound marketing, why it works in today's buyer journey and how their company will be leveraging it to answer their prospects key questions during their buyer journey. Includes team brainstorming of potential content ideas for future blog articles and website resources. Typical workshops result in 8-12 month of content ideas. | - 3-4 Hours |
| **VIDEO** | Custom Video | | X | Custom Video - Scoping Required depending on type of video and approximate length.<br>Examples of Types of Videos:<br>Explainer Testimonial Video - starts at ~45 points<br>Product Demo Video - starts at ~45 points<br>Case Study Video - starts at ~41 points<br>Highlight Reel Video - starts at ~35 points (no copywriting stories) | |
| **WEBSITES** | Launchpad Website | | X | Custom website scoped and built to the client's marketing and sales goals. | Typically includes<br>- Develop website architecture<br>- Identify wishlist<br>- Set up in HubSpot<br>- Conduct SEO research and develop strategy<br>- Create content<br>- Create wireframes and mockups<br>- Build site<br>- Test site<br>- Perform go-live |
| | Pillar Page | | X | A pillar page is a comprehensive resource page that covers a topic in depth and links to high-quality content for supporting subtopic keywords. Built around it is a web of interconnected subtopics called a topic cluster that supports and promotes the pillar page through hyperlinks. | |
| | Website Migration to HubSpot | | X | Migrate your current website from another platform to HubSpot. | Typically WordPress websites and includes (other platforms based on scoping):<br>- Conduct scoping call on functionality and requirements<br>- Develop direction for team<br>- Migrate templates, style, copy, etc.<br>- Review and adjust<br>- Launch |