4CRisk.ai

GROWTH WITH INBOUND

WEIDERTGROUP

MARKETING GOAL

It's the shared goal of 4CRisk.ai 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.

GROWTH WITH INBOUND

The recommended growth plan for 4CRisk.ai 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 Inbound Marketing Plan & Playbook for the 4CRisk.ai inbound program, strategize, and set up foundational items
TIMELINE: January - April

2

WEBSITE DEVELOPMENT

Redesign of **4CRisk.ai**

TIMELINE: February - April

3

KICKSTART CONTENT CREATION

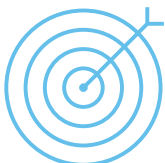Create an initial content kit for partners and your existing website

TIMELINE: February - March

4

INITIATE THE CORE PROGRAM

Attract, engage, and delight leads and customers for 4CRisk.ai; continuous improvement and optimization
TIMELINE: Starts May

WEIDERT GROUP'S PROMISE:

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

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 (4CRisk.ai's 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 4CRisk.ai's inbound marketing program are shown below.

EXAMPLE FUNNEL METRICS
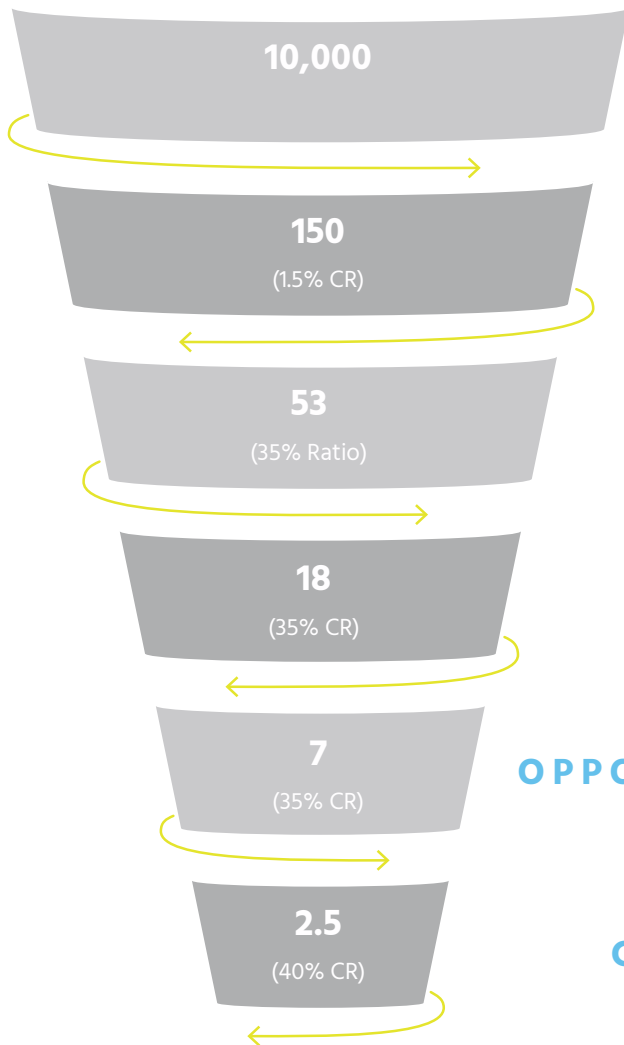
SESSIONS — Total number of **monthly** sessions to the site

10,000

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

150
(1.5% CR)

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

53
(35% Ratio)

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

18
(35% CR)

OPPORTUNITIES — Opportunities are open deals

7
(35% CR)

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

2.5
(40% CR)

FOUNDATIONAL WORK

JANUARY - APRIL

W

INBOUND MARKETING PLAN & PLAYBOOK TIMELINE

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 Inbound Marketing Plan & Playbook "chapter" found on the following pages.

	4CRISK.AI & WEIDERT GROUP	4CRISK.AI	WEIDERT GROUP
WEEK 1	• Kickoff & internal meetings begin		• SEO landscape analysis • Competitive review begins
WEEKS 2-8	• Persona workshop		• Competitive advantage & positioning • Messaging
WEEK 9	• Progress presentation	• Content workshop homework completed	
WEEKS 10-12	• Content workshop		• SEO & content strategy • Content promotion strategy • Lead qualification & marketing automation • Lead & CRM management • Reporting & KPIs
WEEK 13	• Final presentation		

KICKOFF DAY

The kickoff day is when we start to frame 4CRisk.ai's Inbound Marketing Plan & Playbook. This day of in-person meetings will take place via Zoom video conference. 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 about 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 4CRisk.ai.**

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 4CRisk.ai 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 4CRisk.ai.

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 4CRisk.ai.** These messages are foundational to all content (blogs, web and advanced content) and social media.

PROGRESS PRESENTATION

A 2-hour progress presentation will be scheduled to share the first half of the Inbound Marketing Plan & 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 Inbound Marketing Plan & 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 (awareness, lead gen, authority building and thought leadership)
- Focused topic clusters backed by extensive keyword research
- Initial buyer's journey content maps
- Strategy for purpose-driven SEO partnerships, if applicable
- SME and topic lists for thought leadership content
- Link-building strategy
- Off-page SEO opportunities
- Updating HubSpot SEO Topics tool with topic cluster keywords
- Setting up a Search Insights Report with appropriate data
- Adding target keywords to SEMrush for ongoing position tracking

CONTENT PROMO STRATEGY - SOCIAL MEDIA & PAID ADS

This section outlines the relative value of organic social media platforms for use as promotion tools for 4CRisk.ai's content, and **outlines protocols for engagement**, and includes how Paid Ad channels (Google, LinkedIn, Facebook) will also be leveraged. 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.

CRM MANAGEMENT STRATEGY FOR MARKETING 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. 4CRisk.ai's 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 Inbound Marketing Plan & Playbook.

PURPOSE: We'll complete the following setup items to prepare for your ongoing inbound program.

QUICK-START HUBSPOT ONBOARDING & SETUP

- Contact list analysis using NeverBounce tool real-time email verification and email cleaning and import into HubSpot
- List segmentation and initial form setup
- Set up company data, time zone, currency, connect social media accounts, install tracking code, filter internal traffic
- Update logo favicon, colors, define email types, configure AMP settings, blog settings, subscription options, connect website and email sending domain, connect Google Analytics & Google Search Console
- Add users and establish permission sets
- GDPR compliance setup
- Creation of Call-to-Action (CTA) template in HubSpot
- 1 hour HubSpot training call

MARKETING AUTOMATION INITIAL SETUP

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

PAID ADS SETUP

- We propose a comprehensive and ambitious plan to fill open positions while also promoting 4CRisk.ai's core services to the largest, most relevant audience possible using multiple ad channels
- Includes new ad campaign setup for three ad platforms (Google, LinkedIn, and Facebook), copywriting, ad graphics and landing page creation, and ads launch

MARKETING CONTACTS MAINTENANCE SETUP

- Based on strategy/needs in Inbound 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

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

VIDEO

Investing in video is a critical part of your marketing strategy because the assets we create can and will be used in multiple ways for years to come. Having a library of your own videos allows you to create content that reflects the 4CRisk.ai brand and culture, which will fuel your inbound efforts. Our recommendation is that we start with an explainer video series for the blog.

- **Explainer Series/Blog:** AI in compliance is complicated. A video series addressing the challenges out there and the solutions 4CRisk.ai provides would be a great tool to create. Simple, easy to produce explainer style videos that are topically driven could be a great way to tackle the number of topics out there. Not to mention, generate awareness and conversation around these topics. These could be presented in a blog style video setup with an "Ask the Expert" approach.

PURPOSE: To quickly implement some potential lead converting assets in HubSpot that can be featured on the current 4CRisk.ai website, while we work on the foundational Inbound Plan & Playbook and new website. This content can also be used as a sales kit for channel partners.

CONTENT KICKSTART CAMPAIGN & PARTNER KIT

Create a kickstart campaign for the 4CRisk.ai website that can also be repurposed as a sales kit for partners:

- Write and design (1) 2-4 page comparison-focused visual guide, plus content support set
- Repurpose content and include on a private partner landing page along with additional content:
    - Email copy and header graphic partners can use
    - Landing page copy partners can use
    - Copy that partners can use in their email newsletters
    - A blog post that could be published on the partner's website

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

4CRisk.ai

- Attend status calls every other week

WEBSITE

FEBRUARY - APRIL

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 Plan & Playbook 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 4CRisk.ai. Copy to be provided by Weidert Group with review by 4CRisk.ai.

Communication

A Google Drive folder will be shared with 4CRisk.ai'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 4CRisk.ai's 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, warmer look and brand approach
- Built to allow for continued growth, optimization, and improvements
- Answering your target buyers' questions and providing the unique 4CRisk.ai story
- Distilling 4CRisk.ai's solutions into something that presents that story and outlines differentiation
- Built for easy updates with HubDB functionality

	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 (GA4), Search Console, and Tag Manager setup • Email settings • IP filters • Email DNS
PHASE 5	**Content**	• Copywriting for up to 19 pages • Additional copywriting support • Stock photography and iconography
PHASE 6	**Mockups**	• (3) design mock-ups
PHASE 7	**Wireframes**	• (12) wireframes
PHASE 8	**Development**	• Up to (24) total website templates (not including templates below) • (3) Email templates • (2) Landing page/thank you page templates (1 ea) • (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: MAY - JULY

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

4CRisk.ai

- 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 regular social media posts on LinkedIn, Facebook and twitter
- Create and send monthly blog-in-review email newsletter
- Create automated email invitation series for each webinar (1 per quarter)
- Create copy, design graphics and publish LinkedIn posts to promote each webinar (1 per quarter)
- Create copy summarizing each webinar and publish as a blog post (1 per quarter)
- Publish recorded webinars behind a gate on the website (1 per quarter)
- Promote recorded webinars using CTAs on the site and social media (1 per quarter)

4CRisk.ai

- 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 4CRisk.ai, 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 drive awareness of 4CRisk.ai in image-based ad channels like Google Display and LinkedIn.

A $3,000 monthly budget for PPC search and display ads, executing on the Paid Ads Strategy outlined in 4CRisk.ai's Inbound Marketing Plan & Playbook is recommended. We are including monthly management for both business and recruitment leads using:

- Google Search & Display Ads
- LinkedIn Ads
- Microsoft (Bing) ads

Weidert Group
- Create ads and actively manage campaigns

4CRisk.ai
- 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 piece (5-8 page ebook or infographic) with content support landing page, thank you page, email (design only) and CTA graphic (design only)

4CRisk.ai
- 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
- Ongoing corrections of search engine crawl errors/usability alerts from Google, ongoing on-page SEO updates, website page updates/additions, etc.

4CRisk.ai

- Review and approve recommendations

TRACK/ANALYZE/ADJUST: 90-DAY ROADMAPPING (INCLUDES 90-DAY EDITORIAL CALENDAR)

PURPOSE: Every 90 days we 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)

4CRisk.ai

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

TRACK/ANALYZE/ADJUST:

LEVEL 2 MTGS & MARKETING SUPPORT

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

(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

4CRisk.ai
- Attend status calls every other week

The first 90-day roadmap is our recommended core quarterly program for 4CRisk.ai. As your program matures and needs change, additional services may be quoted separately. These services may include but are not limited to:

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

TRADE SHOW SUPPORT

- Signage, campaigns, and more

WEBINAR PROMOTION

- Additional webinar promotion

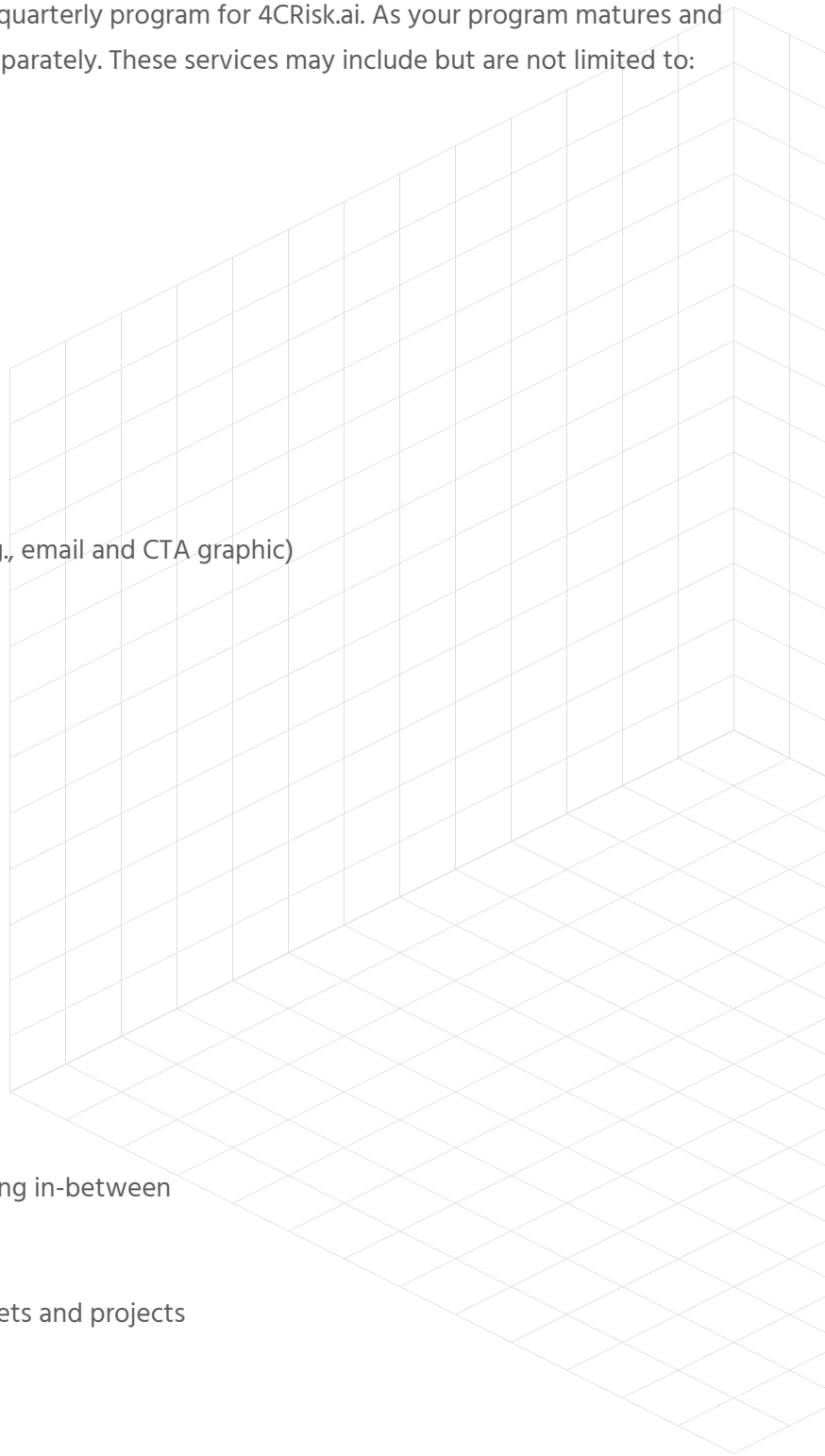## WEB DEVELOPMENT

- Additional web projects

VIDEOS

- Pre-production, post-production, and everything in-between

RECRUITMENT MARKETING

- Employer branding, recruitment marketing assets and projects

PR

- Press releases, additional promotion

ABOUT US

WEIDERT GROUP

AMERICA'S FASTEST-GROWING

INC. 5000

W

PRIVATE COMPANIES

W

YOUR TEAM

ACHIEVEMENTS

- We've been a HubSpot partner since early 2011, 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
- Earned a spot on the 2022 "Inc. 5000" list of the fastest-growing private companies in America

THE TEAM

- 39 full-time, employees (33 NEWI, 6 remote)
- 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 39 teammates 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:

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   KÖRBER   ADCo

amcor

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 systems
- 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
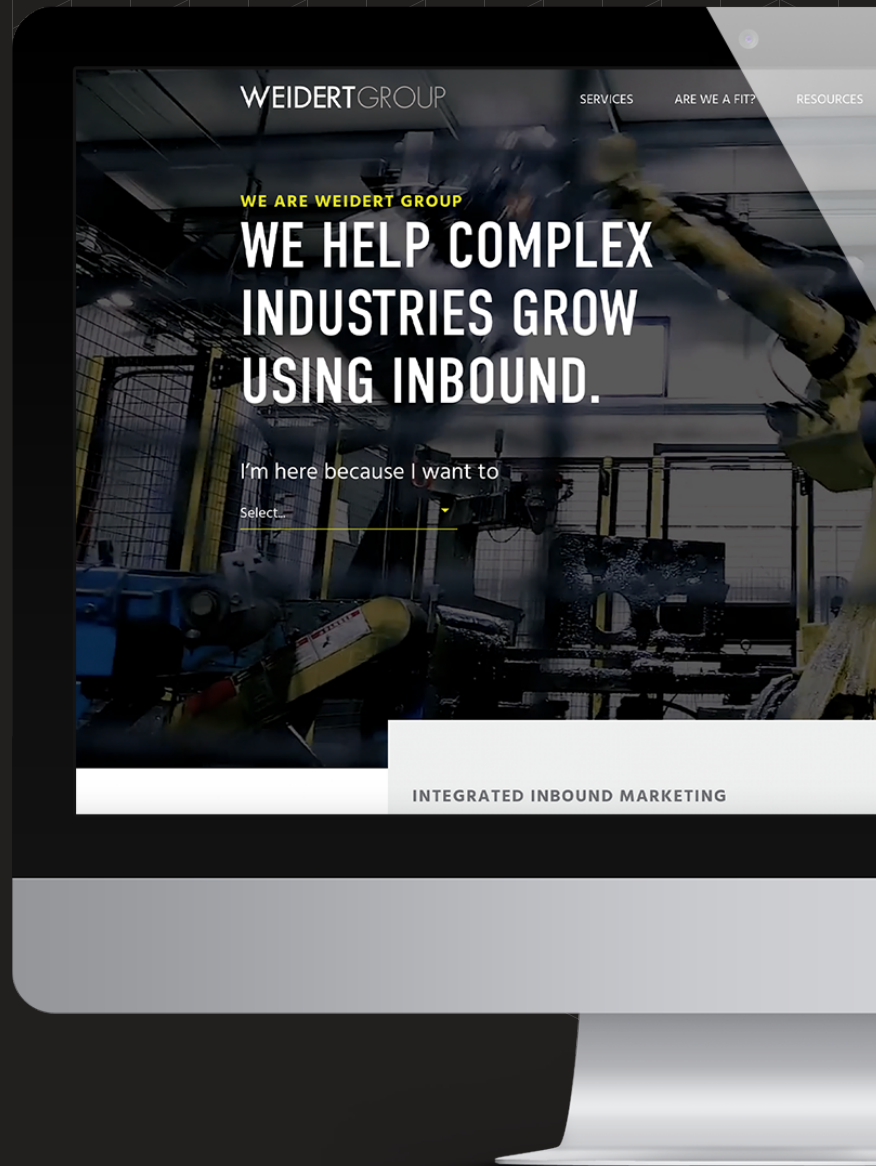- Demonstrates our expertise

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
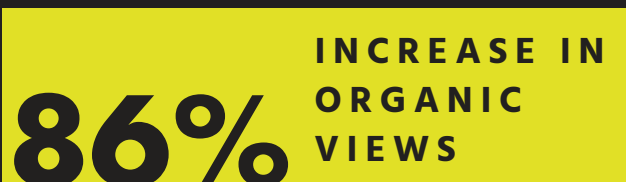
SOLUTION

- 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

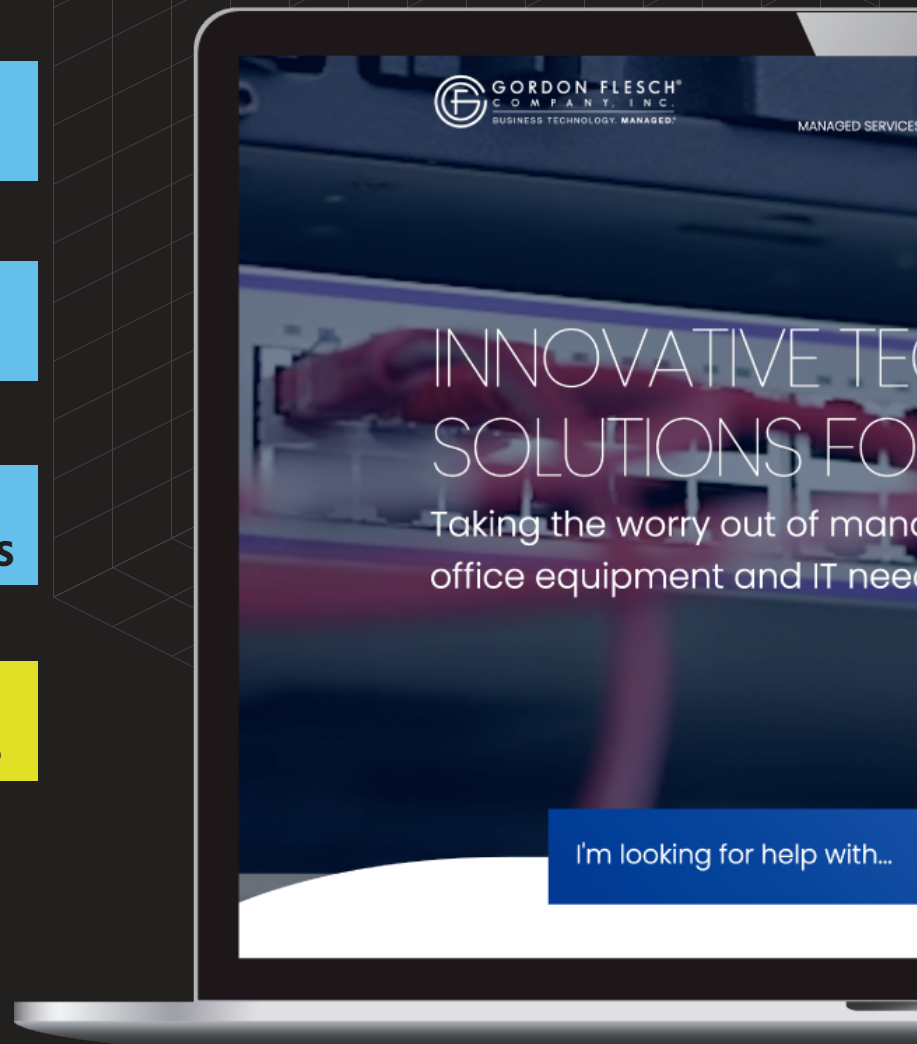Results 6 months after site launch:

407 NEW MQLS

230 NEW SQLS IN 5MO

$394k IN NEW SALES OPPS

15 NEW CUSTOMERS

SOLUTION

- New website and implementation of a custom inbound marketing program, including the creation of the GFC blog
- Creation of a Service Level Agreement (SLA) that defined and formalized how leads would be qualified, managed, assigned, and followed up on

"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."

View Article

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 AVG NEW CUSTOMER SALE

33% REDUCTION IN ONBOARDING TIME & 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.
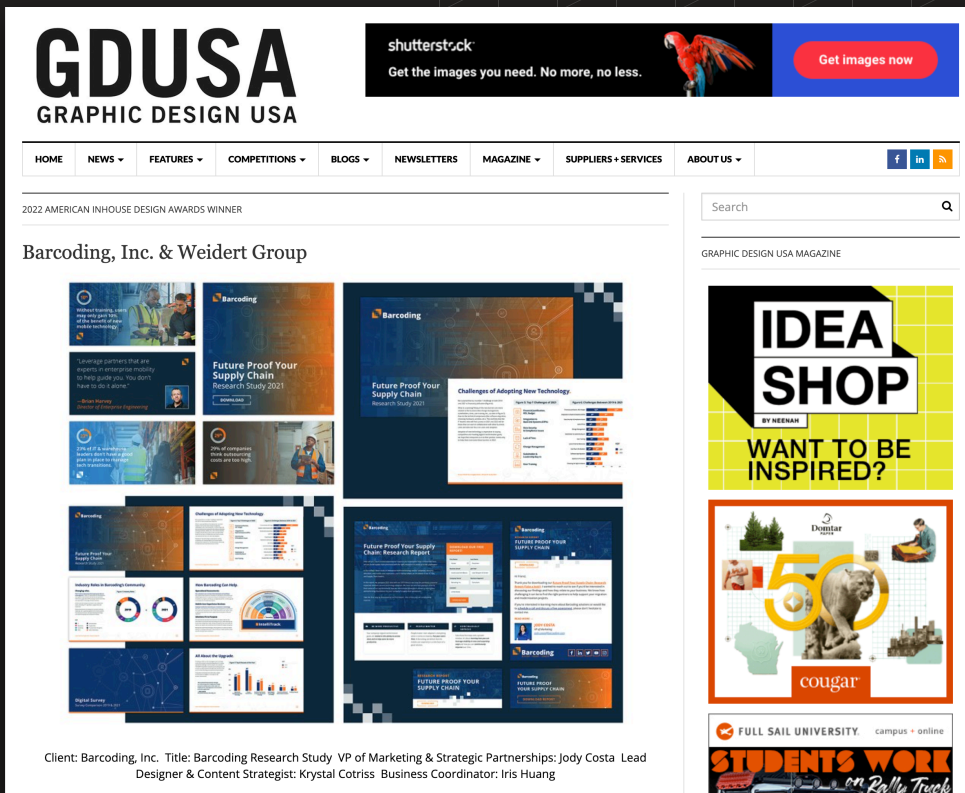
"BEFORE WORKING WITH WEIDERT GROUP AND HUBSPOT, WE WERE DOING A LOT OF COLD CALLING. NOW, LEADS ARE FINDING US." – STEVE BABCOCK, PUMPTEC

GDUSA 2022 AMERICAN INHOUSE

DESIGN AWARDS
WINNER

View Article

CASE STUDY: RECRUITMENT

PROBLEM

By 2030, it's predicted there will be 2.1 million more open manufacturing jobs than there are skilled workers to fill them. Our client felt the pressure of both the national labor crisis and the scarcity of candidates in and around the small Wisconsin city in which their production facility is located. In fact, the competition is so fierce that we won't even name the company to protect their competitive advantage.
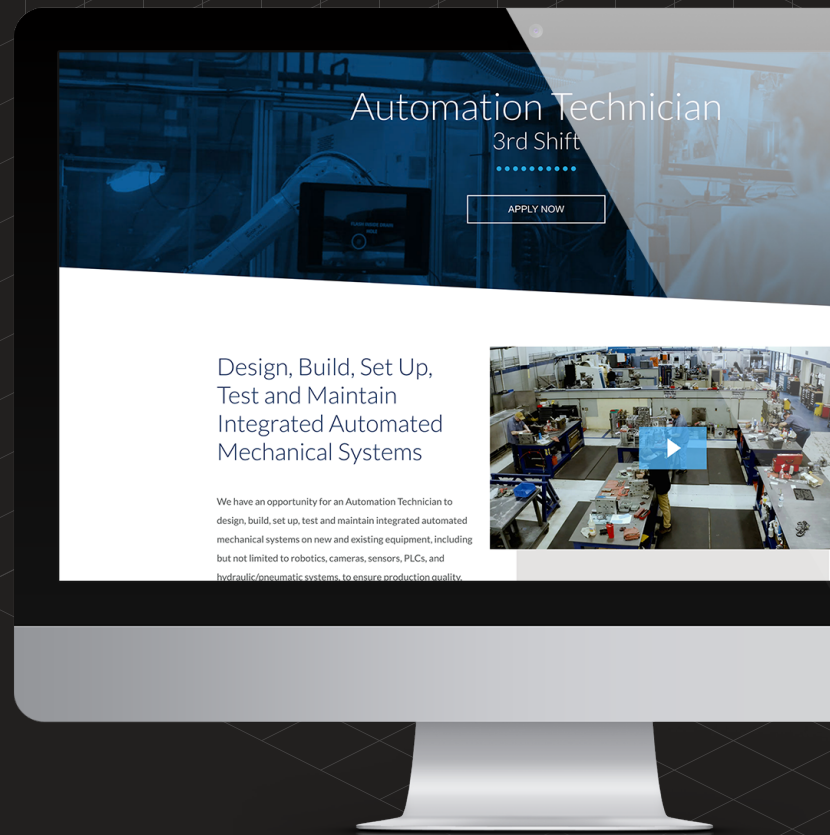
Results in less then 12 months:

| 101 | EMPLOYEES HIRED AND ONBOARDED |

| 65k | SQUARE FOOT FACILITY EXPANSION |

| 24/7 | APPLICATION PROCESSING |

SOLUTION

Working closely with our client's HR team, Weidert Group identified the channels, messaging, inbound marketing tactics, and paid digital advertising that would resonate with ideal jobseekers. Targeted content was developed to supplement the enhanced recruitment marketing campaign, including a video, blog article, careers page update, display ads, and social posts.

Automation Technician
3rd Shift

APPLY NOW

Design, Build, Set Up, Test and Maintain Integrated Automated Mechanical Systems

We have an opportunity for an Automation Technician to design, build, set up, test and maintain integrated automated mechanical systems on new and existing equipment, including but not limited to robotics, cameras, sensors, PLCs, and hydraulic/pneumatic systems, to ensure production quality.

W

"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/resou

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 Certifi
- HubSpot COS Design Certification (2014 - present)

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)
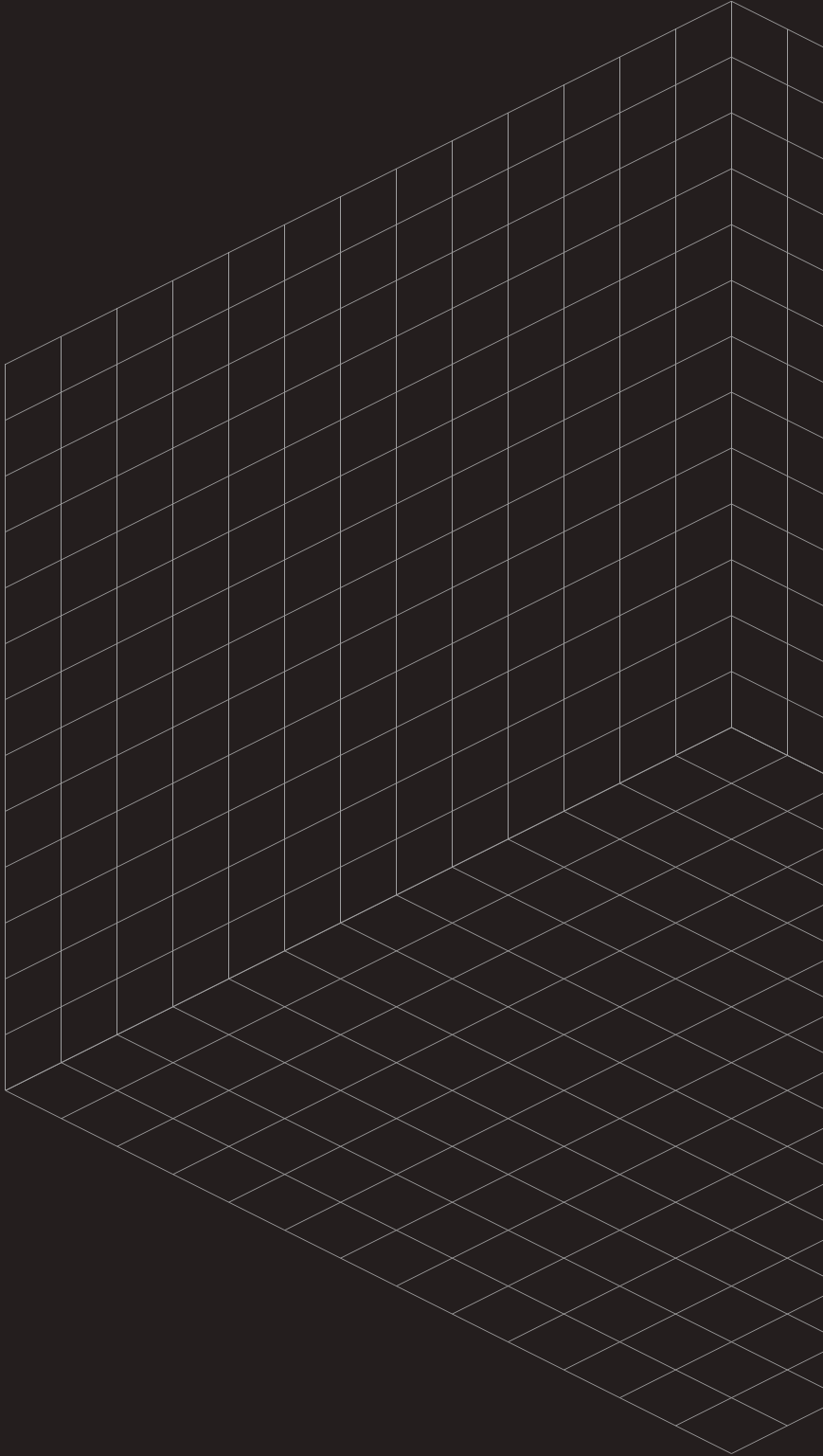
+ Full review

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

W

DETAILS

Recommended options include:

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

HUBSPOT CRM SUITE 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
- Operations Hub Pro
- Sales Hub Pro (5 seats included)
- Service Hub Pro including surveys, knowledge base, and service tickets (5 seats included)

Total: $1,600/month (10% discount applied assuming annual payment)

Note: HubSpot's onboarding one-time fees waived in lieu of working with Weidert Group

DELIVERABLES: JANUARY - APRIL 2023	
INBOUND PLAN & PLAYBOOK	
Inbound Plan & Playbook	$57,795
SETUP	
Quick Start HubSpot Onboarding & Setup	$6,637.50
Marketing Automation Initial Setup	$11,208.75
Paid Ads Setup	$7,215
Marketing Contacts Maintenance Setup	$1,732.50
Reporting Template & Databoards Setup	$1,890
Explainer Video Blog Series	$9,213.75
KICKSTART CONTENT/SALES KIT	
(1) 2-4 Page Advanced Content Piece, Content Support Set, & Blog for 4CRisk.ai website, plus repurposed for partner kit on a separate sales webpage designed for partners only	$11,407.50
ACCOUNT MANAGEMENT	
Level 2 Meetings & Support and New Client Onboarding	$10,237.50
WEBSITE	
Website Redesign	$57,038

- **Foundational Work** (all but website) to be split billed between the months of Jan - Apr
- **Website Work** to be split billed between the months of Feb - Apr

DELIVERABLES: MAY - JULY 2023	
BLOGS	
(3) Technical Blogs w/Interviews	$4,387.50
(3) Technical Blogs	$3,510
CONTENT PROMOTION	
Monthly Social Media Posts	$3,437.49
Monthly Blog-in-Review Newsletter Publishing	$371.25
(1) Webinar Promotion Support set including Automated Email Series/Workflow, LinkedIn Graphic, Webinar Blog Post, and Landing Page	$3,363.75
PAID ADS	
Ongoing Paid Ads Management	$2,430*
TARGET-SPECIFIC ADVANCED CONTENT	
(1) 5-8 Page Advanced Content Piece	$3,948.75
(1) Content Support Sets	$2,047.50
SEO MANAGEMENT	
Starter SEO Monthly Management	$1,890
90-DAY ROADMAPPING	
Quarterly Roadmap & Ed Cal Planning	$5,040
ACCOUNT MANAGEMENT	
Level 2 Meetings & Support	$7,897.50

- **Roadmap total** to be split billed between the months May - July
- **Does not include** $3,000 per month ad spend

WEIDERT GROUP BUDGET												
	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec
FOUNDATIONAL ROADMAP & WEBSITE												
Inbound Plan & Playbook, Setup, Kickstart, & Level 2 Support	$29,334.50	$29,334.50	$29,334.50	$29,334.50								
Website Redesign		$19,012.67	$19,012.67	$19,012.66								
1st 90-DAY ROADMAP												
Inbound Program					$12,774.58	$12,774.58	$12,774.58					
2nd 90-DAY ROADMAP												
Inbound Program								$12,774.58	$12,774.58	$12,774.58		
3rd 90-DAY ROADMAP												
Inbound Program											$12,774.58	$12,774.58
Subtotal	$29,334.50	$48,347.17	$48,347.17	$48,347.16	$12,774.58	$12,774.58	$12,774.58	$12,774.58	$12,774.58	$12,774.58	$12,774.58	$12,774.58
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					$3,000	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000
TOTAL	$29,334.50	$49,507.17	$49,507.17	$49,507.16	$16,934.58	$16,934.58	$16,934.58	$16,934.58	$16,934.58	$16,934.58	$16,934.58	$16,934.58

- 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 Work with Weidert Group to finalize license agreement with
HubSpot

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

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

WEIDERT GROUP