AMCOR HEALTHCARE N.A.

GROWTH WITH INBOUND

WEIDERTGROUP

MARKETING GOAL

It's the shared goal of Amcor and Weidert Group to develop an inbound marketing and sales program that produces the quantity and quality of leads needed to support growth goals:

- Grow double the expected market growth rate from FY21 to FY22

GROWTH WITH INBOUND

The recommended growth strategy for Amcor starts with a strategic foundational period 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 Amcor inbound program
TIMELINE: January - March

2

SETUP & KICKSTART CAMPAIGN

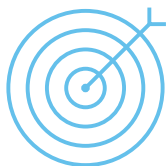Set-up foundational items and prepare a kickstart campaign to hit the ground running
TIMELINE: April

3

INITIATE THE CORE PROGRAM

Attract, engage, and delight leads and clients for Amcor; continuous improvement and optimization
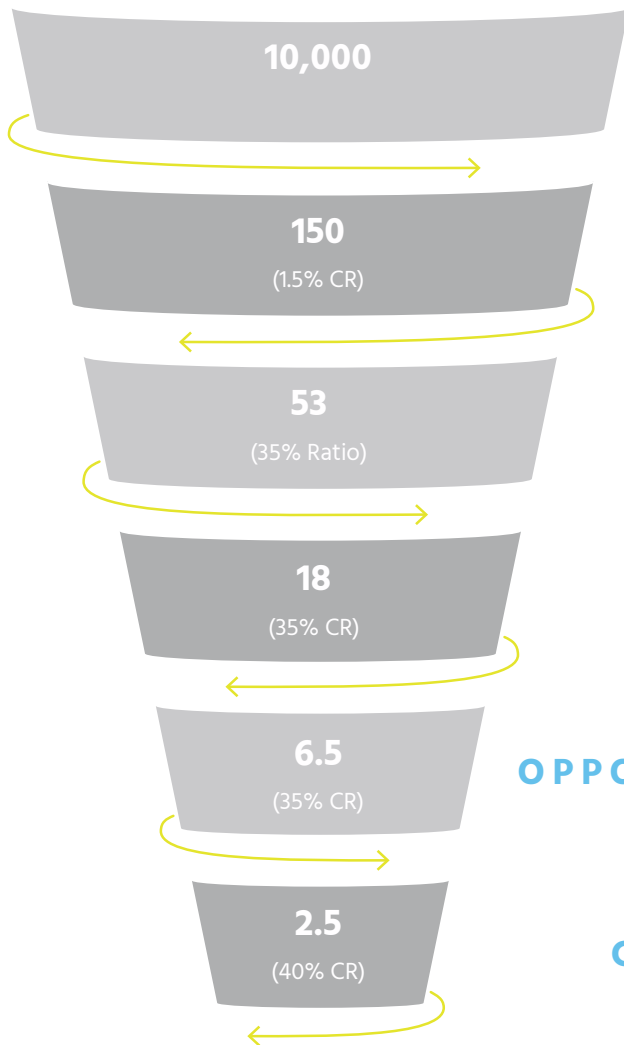**TIMELINE: Starts May**

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 Amcor's inbound marketing program are shown below.

EXAMPLE FUNNEL METRICS

10,000 — **SESSIONS** — Total number of **monthly** sessions to the site

150 (1.5% CR) — **CONTACTS** — Total # of visitors that converted as leads by filling out a form

53 (35% Ratio) — **MQLS** — Marketing Qualified Leads fit the demographics of what a good customer looks like

18 (35% CR) — **SQLS** — Sales Qualified Leads are ready to be engaged in the sales process

6.5 (35% CR) — **OPPORTUNITIES** — Opportunities are open deals

2.5 (40% CR) — **CUSTOMERS** — Total # of **monthly** customers gained with inbound

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 (Amcor'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**
- **Case studies** and reviews/testimonials
- Segment **customer emails** and **nurturing workflows**
- Deliver exceptional service with **live chat/chatbots**
- Engage with promoters through **social media monitoring**

TRACK, ANALYZE & ADJUST

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

FOUNDATIONAL WORK

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

RECOMMENDATION: 304 POINTS

Details for each recommended "chapter" can be found on the following pages

	AMCOR & WEIDERT GROUP	AMCOR	WEIDERT GROUP
WEEK 1	• Kickoff & internal meetings begin	• Customer interview contacts provided before call	
WEEKS 2-6	• Persona workshop		• Customer interviews begin • SEO strategy work begins • Competitive advantage & positioning review • Messaging
WEEK 7	• Progress presentation	• SEO & content workshop homework completed	
WEEKS 8-12	• SEO & content workshop		• Content audit & strategy • Content promotion strategy • Lead qualification & marketing automation • Lead & CRM management • Reporting & KPIs
WEEK 13	• Final presentation		

KICKOFF & INTERNAL MEETINGS – 34 POINTS

The 2-hour kickoff meeting will be conducted via Zoom video conference. Contacts for customer interviews to be provided to Weidert Group for review before the meeting. Two hours of internal discovery calls also included.

CUSTOMER INTERVIEWS – 18 POINTS

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

SEO LANDSCAPE ANALYSIS – 22 POINTS

In order to develop an effective SEO and content strategy, we need to have a very good understanding of how Amcor's website and content is currently performing. This evaluation of the current SEO landscape includes an overview of organic performance—both technical and non-technical—as well as a competitor analysis.

This data, combined with the discovery from our workshops, will inform the right mix of content types and keyword targets.

COMPETITIVE ADVANTAGE & POSITIONING – 2 POINTS

We'll review Amcor's work on competitive advantage & positioning to inform our recommended messaging (see next chapter).

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

PERSONA WORKSHOP – 24 POINTS

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 Amcor.

PROGRESS PRESENTATION – 24 POINTS

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

SEO & CONTENT WORKSHOP — 41 POINTS

In order to develop the right mix of content focus areas, we'll discuss how well current content aligns with 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 form 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.

CONTENT INVENTORY & AUDIT – 12 POINTS

The content audit utilizes analytics tools to evaluate blog article and advanced content performance based on views, conversions, number of keywords ranking for, minimum keyword ranking (your best position in search results), engagement, and bounce rate over a 1-year period. We'll prepare an audit and content tracking/ inventory spreadsheet and instruction for the Amcor team to review and determine appropriate actions for each content piece:

- **Remove:** Includes articles that are duplicates/redundant, promote past events, or highlight discontinued products. It's recommended these articles be redirected based on topic tags to a pillar page or another article that is performing well
- **Improve:** Identify articles that could be technically optimized to improve performance for quick wins, identify high performing blogs that could be linked to and from pillar pages, remove dates from headings and urls, and analyze and improve CTAs on high traffic but low conversion rates
- **Consolidate:** Identify articles with weak results and may be combined into longer articles with more depth
- **Keep:** Includes articles published in the last year and/or historical articles with decent keyword ranking performance. For these articles we'll also define if content is Awareness, Consideration, or Decision level

The content audit will provide insight on how to improve content strategy in future roadmaps: new pillar pages, linking older articles to new ones, backlink opportunities, use of campaigns, etc.

SEO & CONTENT STRATEGY – 32 POINTS

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

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

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 Amcor'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 help Amcor rank at or near the top of the page for the keywords we bid on in the Google Search channel. They also help achieve wide exposure in image-based ad channels such as LinkedIn and Google display.

For a seamless launch of your paid ads, this research phase includes:
- Industry research of flexible packaging (including variations of healthcare packaging, medical packaging, and pharmaceutical packaging keywords)
- Research based on target personas to see which audiences would drive the most engagement, and ultimately, clicks
- Research of Amcor's primary competitors to see which keywords rank for their sites
- An initial list of relevant audiences to target with paid ads
- Recommendations for ad assets, ad spend, and ad mix

LEAD QUALIFICATION, LEAD SCORING & MKTG AUTOMATION: REVIEW + STRATEGY – 24 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 and any specific internal workflows needed.

LEAD MANAGEMENT (SALES) STRATEGY – 16 POINTS

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

- Sales & Marketing discovery & planning meeting
- Lead management and handoff recommendations, including Sales Qualified Lead (SQL) definition
- Initial lead scoring recommendations
- Lead tracking recommendations for closed loop reporting from Marketing to Sales

CRM MGMT STRATEGY FOR MKTG CONTACTS– 2 POINTS

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 – 7 POINTS

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 during regular review calls. Amcor'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.

RECOMMENDATION: 203 POINTS

AMCOR.COM INBOUND READINESS SUPPORT – 50 POINTS

To help support a successful inbound marketing program, the core Healthcare pages on the Amcor.com website will need some slight updates for inbound marketing readiness. Weidert Group will need to rely on the Amcor web team to implement these recommended updates, but we will help to provide supporting graphics, copy, and direction via design mock-ups.

- Updated homepage hero image CTA (currently is for Newsletter)
- Updated Healthcare newsletter subscription landing page (including new LP & TYP templates)
- Add new featured content offer strip with in-line conversion form
- Creation of new bottom-of-the-funnel CTA and landing page (Request Information, Discovery Call, etc.)
- Modified "Get in Touch" form at the bottom of product secondary pages
- Messaging/copy updates (including any on-page SEO updates) based on inbound marketing playbook messaging strategy and SEO insights

CONTENT TEMPLATE DESIGN – 30 POINTS

- Creation of advanced content template
- Creation of CTA template
- Creation of landing page and thank you page templates

MARKETING CONTACTS MAINTENANCE SETUP – 2 POINTS

- Based on strategy/needs in Plan & Playbook, implement the appropriate settings and build automation, lists, contact views, reports in HubSpot
- Complete HubSpot data health assessment & data cleanse
- 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

MARKETING AUTOMATION INITIAL SETUP – 34 POINTS

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

PAID ADS SETUP – 39 POINTS

- Paid ad account setup for Google and LinkedIn Ads includes ad campaign setup, copywriting, ad graphics creation, landing page creation, reporting and notifications setup, and ads launch.

SEO AND CONTENT TOOLS SETUP – 22 POINTS

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

REPORTING TEMPLATE & DATABOARDS SETUP – 8 POINTS

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

KICKSTART CAMPAIGN – 18 POINTS

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

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

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

RECOMMENDATION: 72 POINTS

LEVEL 2 MEETINGS & SUPPORT – 72 POINTS

(1) 30-minute status call every other week with agenda and call summaries, plus up to 34 points for program management and marketing support as needed.

Weidert Group

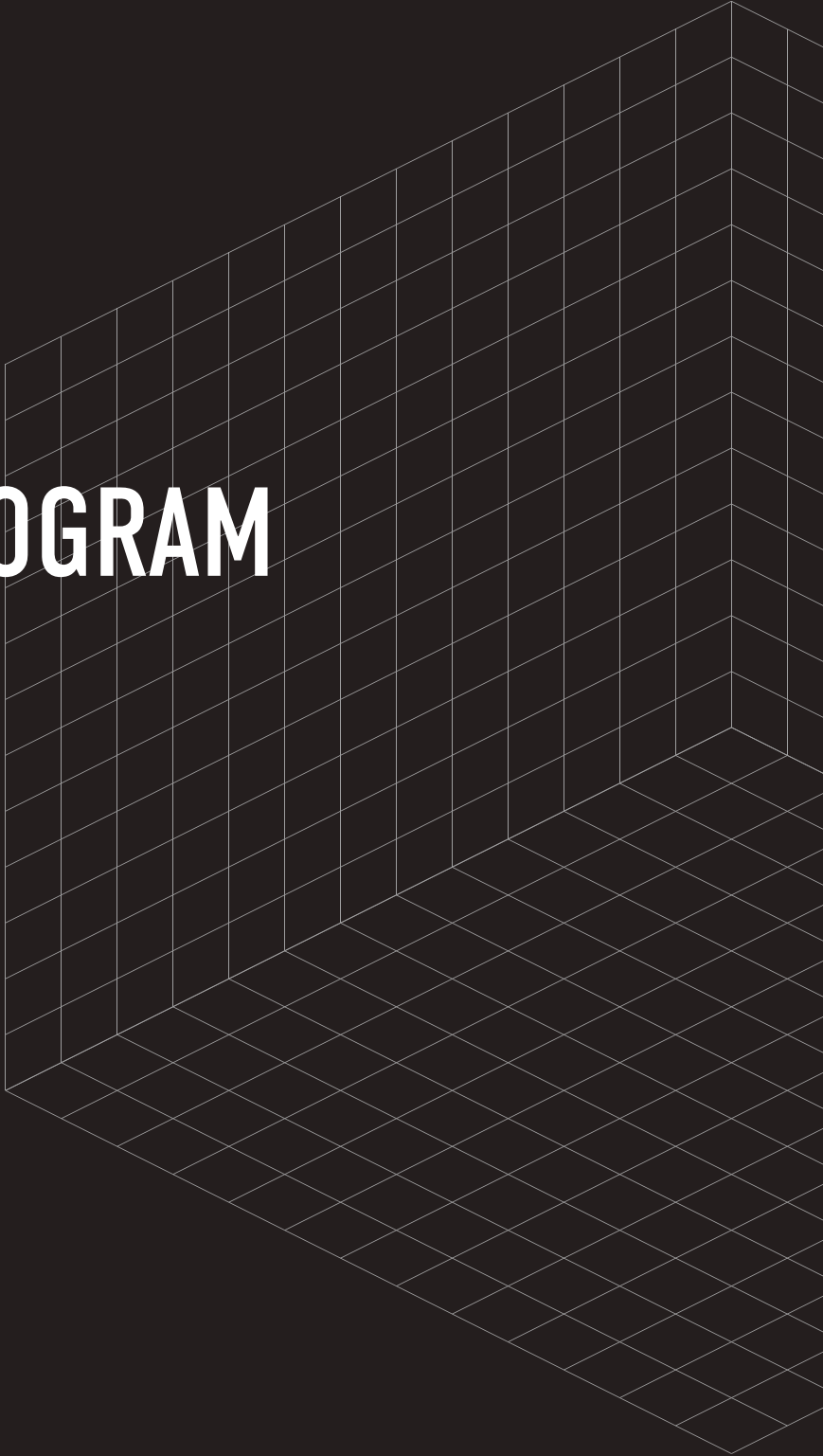- Provide agenda and call summaries for each status call

Amcor

- Attend status calls every other week

INBOUND
MONTHLY PROGRAM

STARTS MAY

W

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

Amcor

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

ATTRACT

CONTENT PROMOTION – 0 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

Amcor

- Write and publish social media posts per agreed-upon strategy and schedule to company profiles
- Regular posting by select team members on LinkedIn personal profiles (using provided lead-ins)
- Monitor social media channels
- Create and send monthly blog-in-review email newsletter

ATTRACT
PAID ADVERTISING/PPC — 24 POINTS/QTR + $12,000 QUARTERLY AD SPEND

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

A $4,000 monthly budget for PPC search and display ads, executing on the recommendations in Amcor's Marketing Plan & Playbook, is recommended. We are recommending monthly management for:
- Google Search and Display Ads
- LinkedIn Ads

Weidert Group
- Create ads and manage campaigns

Amcor
- Review and approve ads

ENGAGE

TARGET-SPECIFIC ADVANCED CONTENT – 41 POINTS/QTR

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

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

Weidert Group

- Create (1) 5-8 page advanced content piece with content support landing page, thank you page, email and CTA graphic
- Send a promotional email for the content piece in HubSpot

Amcor

- Review and approve content
- Provide access to SMEs as needed

ATTRACT, ENGAGE, TRACK/ANALYZE/ADJUST

MONTHLY SEO SUPPORT– 24 PTS/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, optimization, and support (8 pts/mo) as part of your monthly program:

- Ongoing monitoring and reporting on SEO progress and new opportunities
- Ongoing assessment of recommended on-page SEO updates and 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 quarterly backlink campaigns

Amcor

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

TRACK/ANALYZE/ADJUST

90-DAY ROADMAPPING – 39 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 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)

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

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

Amcor
- Attend status calls every other week

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.

FLEX POINTS RECOMMENDATION – 40 POINTS/QTR STARTING W/ 2ND ROADMAP

SALES ENABLEMENT & TRAINING

- Scoping required

OPTIMIZED BLOGS

- Optimized with an improved keyword-rich headline, SEO improvements in the body of the article for better results that appeal to both search engines and prospects, and conversion optimization improvements, 5 POINTS

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), 14 POINTS
- Press release, including distribution, 6 POINTS

LEAD NURTURING

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

VIDEO & SALES COLLATERAL SUPPORT
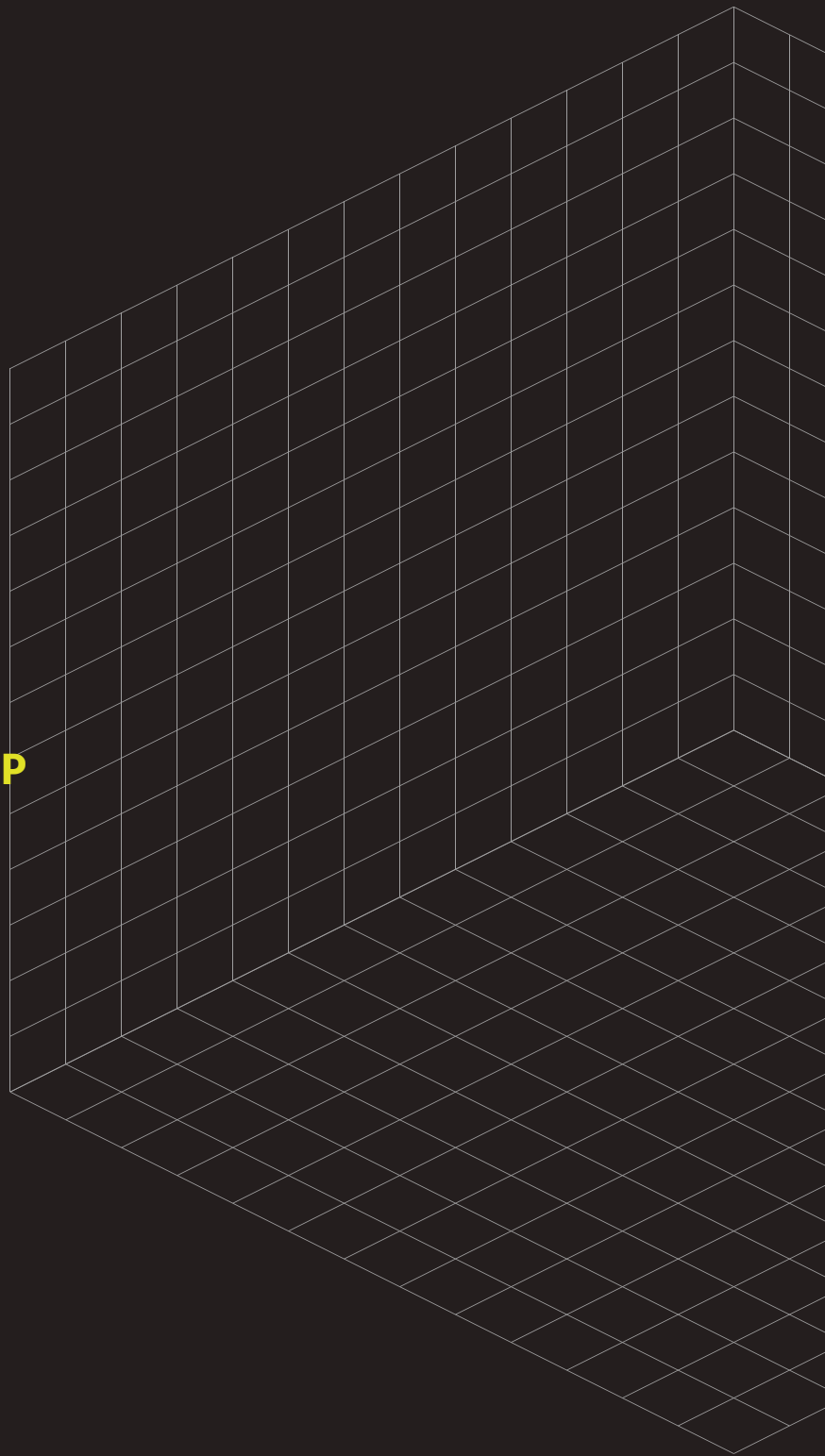
- Scoping required

WEBINAR SUPPORT

- Scoping required

CUSTOMER FEEDBACK GATHERING/SURVEY

- Scoping required

ABOUT US

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YOUR TEAM

ACHIEVEMENTS

- We've been a HubSpot partner for more than 10 years, and we practice all that we preach
- We reached Diamond level partner status in 2020 – one of only 32 in the U.S.
- We've won multiple North America HubSpot Impact awards for website and inbound results
- Multiple winner of various Best Company awards

THE TEAM

- 38 full-time, in-house employees.
- Employee-owned company (ESOP) since 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 38 employees is certified by HubSpot as having the highest level of expertise in inbound marketing methodologies and additional related inbound certifications that broaden our capabilities

OUR SPECIALIZED EXPERIENCE

We've developed programs and written content for complex industries and companies such as:

progear   OmPrompt   KloudData   Kett

SOLVOYO   SAP   Preact   INVESTORS COMMUNITY BANK

KAYSUN   U.S. Lubricants   EDL   MCL ENGINEERED SOLUTIONS

MARION   SENTRY   GRANDE CUSTOM INGREDIENTS GROUP   SEAGATE

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

CUNA MUTUAL GROUP   FISHER TANK COMPANY Employee Owned   CRANE ENGINEERING   CRAY

FALCON STRUCTURES   PUMPTEC   CPS architects of what's possible   AK

STROUSE   RITTAL   FABIO PERINI KÖRBER SOLUTIONS   ADCo

W

CAPABILITIES

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

MARKETING STRATEGY

- Branding (logo + positioning)
- Marketing Plan Development

WEBSITE DEVELOPMENT/ OPTIMIZATION

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

DESIGN

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

CONTENT CREATION & PROMOTION

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

SALES ENABLEMENT

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

W

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
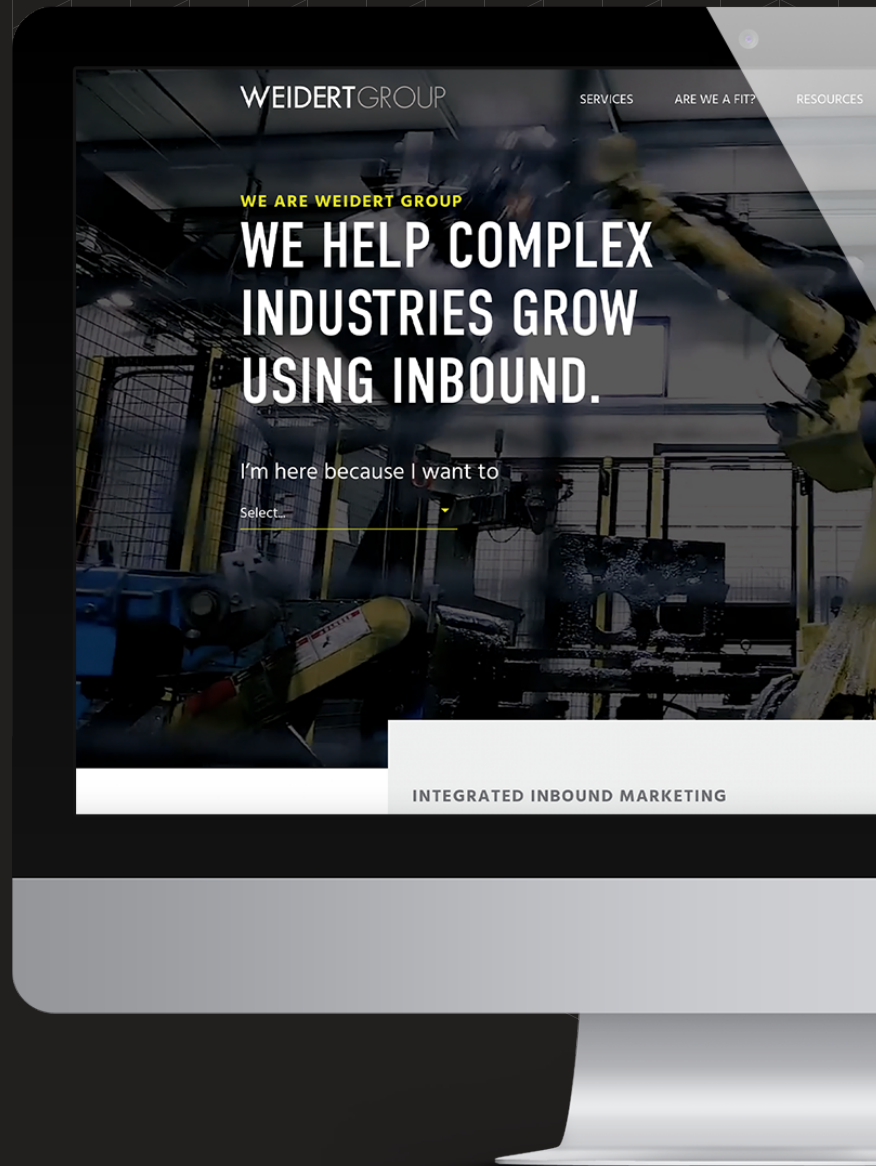- Demonstrates our expertise

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
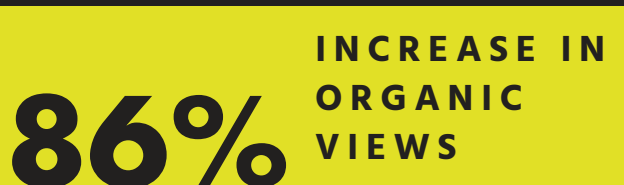
SOLUTION

- 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

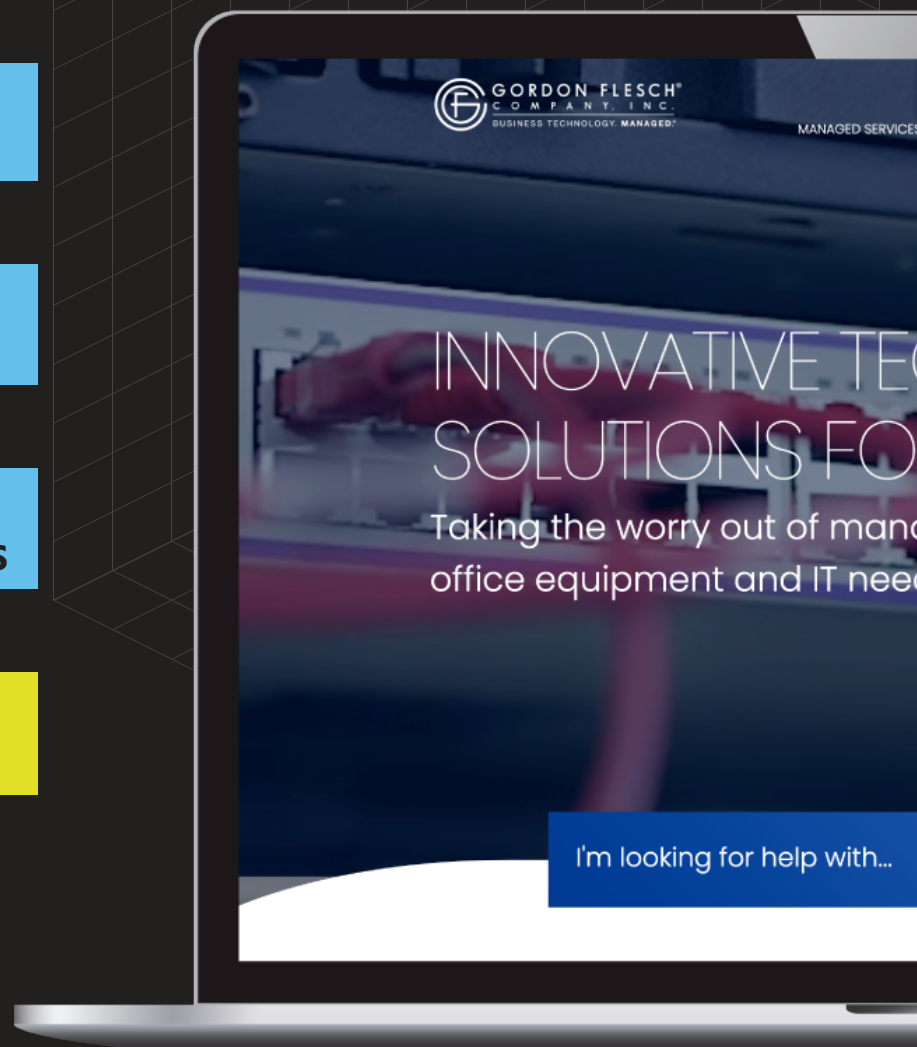Results 6 months after site launch:

407 NEW MQLS

230 NEW SQLS IN 5 MONTHS

$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.

SOLUTION

A new website using HubSpot CMS and reintroduction of a regular blog and gated advanced content pieces helped Pumptec leverage inbound marketing for business growth. By using HubSpot's full CRM suite and sales enablement tools, Pumptec also reduced friction for their Sales and Service teams through better tracking, managing and responding to prospects and customers.

Results 10 months after site launch:

39% INCREASE IN SALES IN THE FIRST NINE MONTHS

89% INCREASE IN AVERAGE NEW CUSTOMER SALE

33% REDUCTION IN CUSTOMER ONBOARDING TIME AND SALES CYCLE

"BEFORE WORKING WITH WEIDERT GROUP AND HUBSPOT, WE WERE DOING A LOT OF COLD CALLING. NOW, LEADS ARE FINDING US." – STEVE BABCOCK, PUMPTEC

CLIENT REVIEWS

"I LIKE THEIR RESPONSIVENESS AND FORWARD, OUT-OF-THE-BOX THINKING."

Clutch Firms that deliver

ADVERTISING & MARKETING | WEB & SOFTWARE DEVELOPMENT | MOBILE APP DEVELOPMENT | IT SERVICES & SOLUTIONS

Digital Marketing Agencies, Search Engine Marketing Agencies, Social Media Marketing Agencies

Weidert Group B2B Inbound Marketing Agency

Weidert Group is a B2B inbound marketing agency based in Appleton, Wisconsin. A certified HubSpot partner since 2011, Weidert Group achieved Platinum-level partner status with HubSpot in 2015. HubSpot is the leading marketing automation and sales software, with over 11,000 customers in 70 countries. Weidert Group is a full-service agency providing all components of an inbound marketing and sales effort: website and content strategy and development, search engine optimization (SEO), social management, lead nurturing, sales enablement services, and overall marketing management.

Clients represent B2B companies in industrial manufacturing, insurance & services, industrial A/E/C, and industrial distribution—in addition to software service companies supporting these industries.

Want to supercharge your sales funnel? We'd be happy to demonstrate the inbound marketing to attract qualified leads and turn them into customers out our endless inbound marketing resources at www.weidert.com/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."

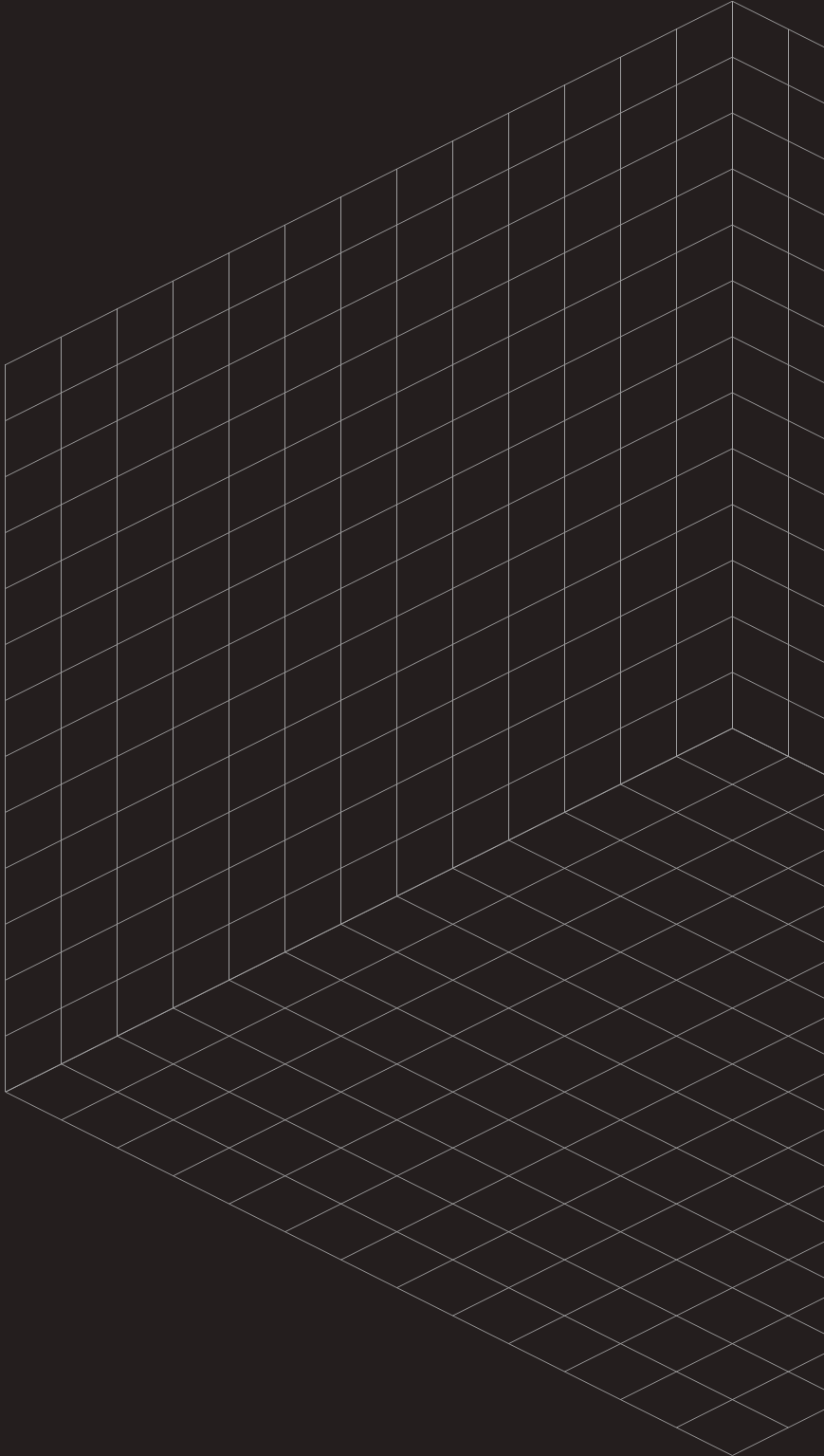— Senior VP, DfR Solutions (Electronics Provider)

+ 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

DETAILS

INBOUND BUDGET

FOCUS AREA: INBOUND PLAN & PLAYBOOK

Service Type	Quantity	Points	Total Points	$ Cost	Month(s)	Notes
IM Playbook Part 1: Client Kickoff Meeting and Internal Interviews	1	34	34	$4,590.00	JAN	
IM Playbook Part 1: Customer Interviews	1	18	18	$2,430.00	JAN	
IM Playbook Part 1: SEO Landscape Analysis	1	22	22	$2,970.00	JAN	
IM Playbook Part 1: Positioning & Competitive Advantage Review	1	2	2	$270.00	FEB	
IM Playbook Part 1: Messaging	1	8	8	$1,080.00	FEB	
IM Playbook Part 1: Persona Workshop	1	24	24	$3,240.00	FEB	
IM Playbook Part 1: Progress Presentation	1	24	24	$3,240.00	FEB	
IM Playbook Part 2: SEO & Content Workshop	1	41	41	$5,535.00	FEB	
IM Playbook Part 2: Content Inventory & Audit	1	12	12	$1,620.00	FEB	
IM Playbook Part 2: SEO & Content Strategy Development	1	32	32	$4,320.00	FEB	
IM Playbook Part 2: Content Promotion, Social Media, & Paid Ad Strat	1	14	14	$1,890.00	MAR	
IM Playbook Part 2: Lead Qualification & Marketing Automation Strate	1	24	24	$3,240.00	MAR	
IM Playbook Part 2: Lead Management (Sales) Strategy	1	16	16	$2,160.00	MAR	
IM Playbook Part 2: CRM Maintenance Strategy & Plan Development	1	2	2	$270.00	MAR	
IM Playbook Part 2: Reporting & KPI Development	1	7	7	$945.00	MAR	
IM Playbook Part 2: Final Presentation	1	24	24	$3,240.00	MAR	
Subtotal			**304**	**$41,040.00**		

FOCUS AREA: PLAYBOOK SET-UP ITEMS

Service Type	Quantity	Points	Total Points	$ Cost	Month(s)	Notes
amcor.com Website Readiness Recommendations	1	50	50	$6,750.00	MAR	
Content Template Design	1	30	30	$4,050.00	MAR	
Marketing Contacts Maintenance Setup	1	2	2	$270.00	APR	
Marketing Automation Initial Setup	1	34	34	$4,590.00	APR	
Paid Ads Setup	1	39	39	$5,265.00	APR	
SEO & Content Tools Setup	1	22	22	$2,970.00	APR	
Reporting Template & Databoards Setup	1	8	8	$1,080.00	APR	
Kickstart Campaign	1	18	18	$2,430.00	APR	
Subtotal			**203**	**$27,405.00**		

FOCUS AREA: STATUS MEETINGS & ADDTL' SUPPORT

Service Type	Quantity	Points	Total Points	$ Cost	Month(s)	Notes
Strategy: Level 2 Meetings & Marketing Support	1	72	72	$9,720.00	ALL	
Subtotal			**72**	**$9,720.00**		
TOTAL BUDGET			**579**	**$78,165.00**		

- **Foundational Work** to be split between the months of Jan - April 2022
- **Sales tax** not included, but will be applied for any invoices with a Wisconsin billing address

AMCOR PRICE PER POINT: $135

INBOUND BUDGET						
FOCUS AREA: INBOUND PROGRAM						
Service Type	Quantity	Points	Total Points	$ Cost	Month(s)	Notes
Content : Blog Article - Technical	7	8	56	$7,560.00		
Content : Blog Article - Technical, w/ Interview	6	10	60	$8,100.00		
Ongoing PPC Support: Level 8	3	8	24	$3,240.00		
Content : Advanced: 5-8 Pages	1	27	27	$3,645.00		
Content Support : Email, LP, TY, CTA	1	14	14	$1,890.00		
SEO: Ongoing SEO Support & Maintenance 2: Pro	3	8	24	$3,240.00		
90-Day Roadmapping & Editorial Calendar	1	39	39	$5,265.00		
Strategy: Level 2 Meetings & Marketing Support	1	54	54	$7,290.00		
			0	$0.00		
Subtotal			298	$40,230.00		
TOTAL INBOUND BUDGET			298	$40,230.00		

- **Roadmap total budget** of $40,230 to be split between months May - July
- **Does not include** $4,000 per month ad spend
- **Sales tax** not included, but will be applied for any invoices with a Wisconsin billing address

WEIDERT GROUP BUDGET

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
FOUNDATIONAL ROADMAP												
Foundational Roadmap (includes Playbook, set-up + kickstart campaign & level 2 mtgs/support)	145	145	145	144								
MAY - JULY 90-DAY ROADMAP												
Inbound Core Program					100	99	99					
AUG - OCT 90-DAY ROADMAP												
Inbound Core Program + Flex								113	112	112		
NOV - JAN 90-DAY ROADMAP												
Inbound Core Program + Flex											113	112
Roadmap Totals	145	145	145	144	100	99	99	113	112	112	113	112
Total Investment	$19,575	$19,575	$19,575	$19,440	$13,500	$13,365	$13,365	$15,255	$15,120	$15,120	$15,255	$15,120

ADDITIONAL BUDGET

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Ad Spend					$4000	$4000	$4000	$4000	$4000	$4000	$4000	$4000
Total Investment					$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000

- **Sales tax** not included, but will be applied for any invoices with a Wisconsin billing address

- 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 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 and Plan/Playbook Workshops!

THE CONTENTS OF THIS PROPOSAL
ARE CONFIDENTIAL AND PROTECTED
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WEIDERTGROUP