

CESA 6

GROWTH WITH INBOUND



WEIDERTGROUP



MARKETING GOAL

It's the shared goal of CESA 6 and Weidert Group to create an inbound marketing and sales program that produces the quantity and quality of leads needed to support business growth goals.

This proposal also addresses the need for a branding system that aligns the website and inbound program with future business growth and sales strategy.

GROWTH WITH INBOUND

The recommended growth plan for CESA 6 starts with a strategic foundational period, followed by 90-day roadmaps to build and continuously improve upon a custom inbound program.

1

DEVELOP CESA 6'S BRAND SYSTEM

Develop the CESA 6 branding strategy for improved communication around differentiation and providing value

TIMELINE: January - March

2

SET THE INBOUND STRATEGY

Develop the Playbook for the CESA 6 inbound program, strategize, and set-up foundational items

TIMELINE: March - April

3

REDESIGN THE WEBSITE

Redesign cesa6.org per the strategy set above

TIMELINE: March - June

4

INITIATE THE CORE PROGRAM

Attract, engage, and delight leads and customers for CESA 6; continuous improvement and optimization

TIMELINE: Starts July



WEIDERT GROUP'S PROMISE:

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

AN INTEGRATED PROCESS

DISCOVERY

CUSTOMER
INTERVIEWS

COMPETITIVE
REVIEW

SEO RESEARCH

DEVELOPMENT

PERSONA
DEVELOPMENT

MESSAGING
PLATFORM

SEO & CONTENT
STRATEGY

COMPETITIVE ADV.
& POSITIONING

BRAND STRATEGY

EXECUTION

LOGO DEVELOPMENT

CONTENT & VISUAL
BRAND ASSETS

INBOUND PROGRAM

WEBSITE

CESA 6'S FLYWHEEL



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 (CESA 6'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**

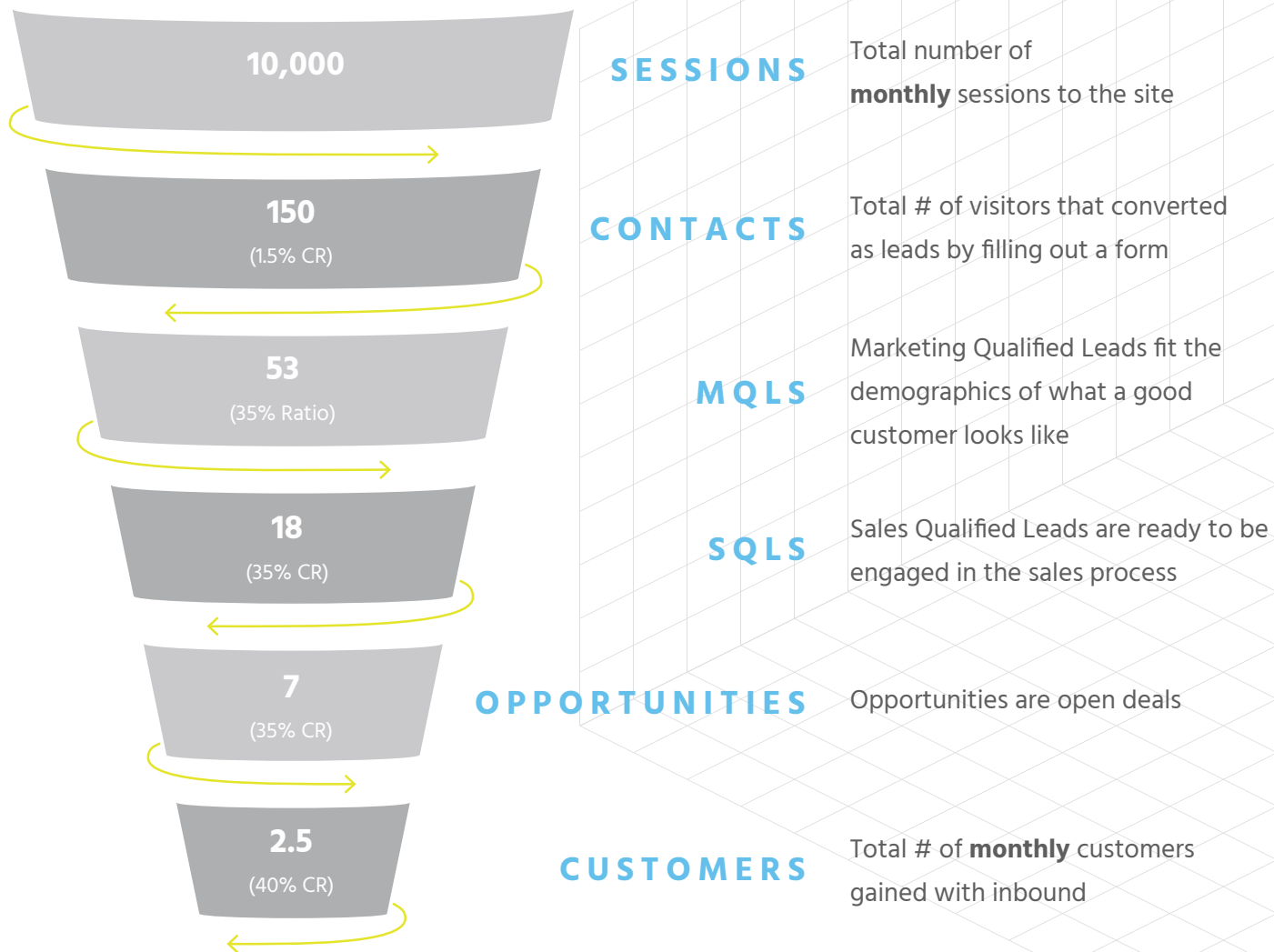
TRACK, ANALYZE & ADJUST

- 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 CESA 6's inbound marketing program are shown below.

CURRENT FUNNEL METRICS



BRAND SYSTEM

JANUARY - MARCH



BRAND STRATEGY KICKOFF DAY

This day of in-person meetings will take place at CESA 6's office. The agenda of the kick off day includes:

- A further deep dive into understanding the nuances of your **business model and growth aspirations**
- Discussion on current and future state of **CESA 6 brand(s)**
- **Internal interviews** with customer-facing and leadership teams
- Discussions to inform CESA 6's Inbound Marketing Plan & Playbook
 - Discussion on what the **ideal customer** looks like to further refine CESA 6's existing persona profiles
 - Full team **Buyer Journey Workshop**
 - Discussion on **lead qualification and management**

CUSTOMER INTERVIEWS

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

Includes 4-6 phone interviews.

COMPETITIVE REVIEW

The review identifies what competitors are doing online (right and wrong), what their main message to prospects is, what kind of brand they've created and how it is positioned, 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 CESA 6 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 WORKSHOP & DEVELOPMENT

Draws a detailed picture of the people we want most to attract to the website and content. The demographics and psychographics help us create copy that zeros-in on their unique needs, aligns with how they think, speaks their language, and can be written to overcome hurdles/reluctance/skepticism we believe they have. This allows us to create content that has power to motivate them to work with CESA 6. Includes a 2-hour workshop via Zoom video conference.

MESSAGING PLATFORM

Based on all previous work we develop your brand messaging: **the messages that will have the greatest impact on your best prospects, and what will be most effective in motivating/convincing them to work with CESA 6.** These messages are foundational to all content (blogs, web, and advanced content) and social media. The platform includes primary and secondary messaging, as well as narrative direction and tone.

BRAND STRATEGY PRESENTATION

CESA 6's unique branding opportunities require that we thoughtfully develop the most powerful and compelling way to represent the company vis-a-vis the other entities. The hierarchy we choose will have long-lasting impact on how each is perceived, and their relative value/importance. We will present an architecture that takes into account all the work we've done to date to ensure that we're taking advantage of opportunities and avoiding potential challenges.

LOGO DEVELOPMENT & TAGLINE

A company's logo, in a way, sets the foundation for all its branding – the look and feel of all visual communications, and can even affect the tone of copy in content and social media. It is a "badge" that tells people at a glance who you are and what your "attitude" is. We will provide 3-5 logo options for consideration, all of which will have been developed to align with the information and insights we've gained from all previous work. Once a logo has been selected it may require further modification in order to be considered complete and ready to execute; we provide up to 3 rounds of revisions in our estimate.

BRAND MOOD BOARD

Once a logo has been finalized, we expand on its look and feel to include more detailed expressions of the brand, and present our concept using a mood board. A mood board is a snapshot or "nutshell" of the basics of the brand – color palette, fonts/typefaces, CTA button hover-overs, imagery, and iconography. Once accepted, we'll use the mood board and its general direction to guide all upcoming branding work (things like PPT templates, website/page design, content templates, visual social posts, etc.).

BRAND ROLLOUT/IMPLEMENTATION PLAN

Developing a new logo has the potential to enhance a company's image, but requires thoughtful planning. In addition to articulating how the announcement is made to the public (the "why" of the new look), we will provide guidance on the recommended sequence for modifying all related materials, such as existing content, stationery, social posts, signage, etc., as well as anticipated ballpark costs for relevant vendors.

BRAND STYLE GUIDE

All the decisions that go into developing a new brand are outlined in a Brand Style Guide, to be used by both our team and, in situations where you're creating communications materials, yours. The Style Guide is the "bible" of your brand, with all the detail needed to make sure no one ever misrepresents it. It includes color palette, fonts/typefaces, the messaging platform, visual/photographic/illustrative guidelines, logo usage, etc. It will clearly inform users on what can and cannot be done with your brand and its elements.

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.

NEW CLIENT ORIENTATION + 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 January, February, and March

Weidert Group

- Conduct a new client orientation call
- Provide agenda and call summaries for status calls

CESA 6

- Attend status calls every other week

INBOUND PLAN & PLAYBOOK

MARCH - APRIL



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.**

CONTENT WORKSHOP

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

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

SEO & CONTENT STRATEGY

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

- Recommended ratio of content focus areas (awareness, lead gen, authority building and thought leadership)
- Thorough topic clusters backed by extensive keyword research
- 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
- Creation of Buyer's Journey Content Maps

CONTENT PROMO STRATEGY - SOCIAL MEDIA & PAID ADS

This section outlines the relative value of social media platforms for use as promotion tools for CESA 6's content, then **outlines protocols for engagement**. The recommended engagement is based on the prospects' likelihood to be active on specific platforms and the types of issues/challenges they're experiencing.

Additionally, we'll review the current **ad campaigns** and make recommendations for any changes for continued advertising based on CESA 6's brand and inbound strategy:

- Audit of current paid advertising
- Industry research
- Research based on personas to see which audiences will drive the most engagement and, ultimately, clicks
- List of relevant audiences and keywords to target with paid ads

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**.

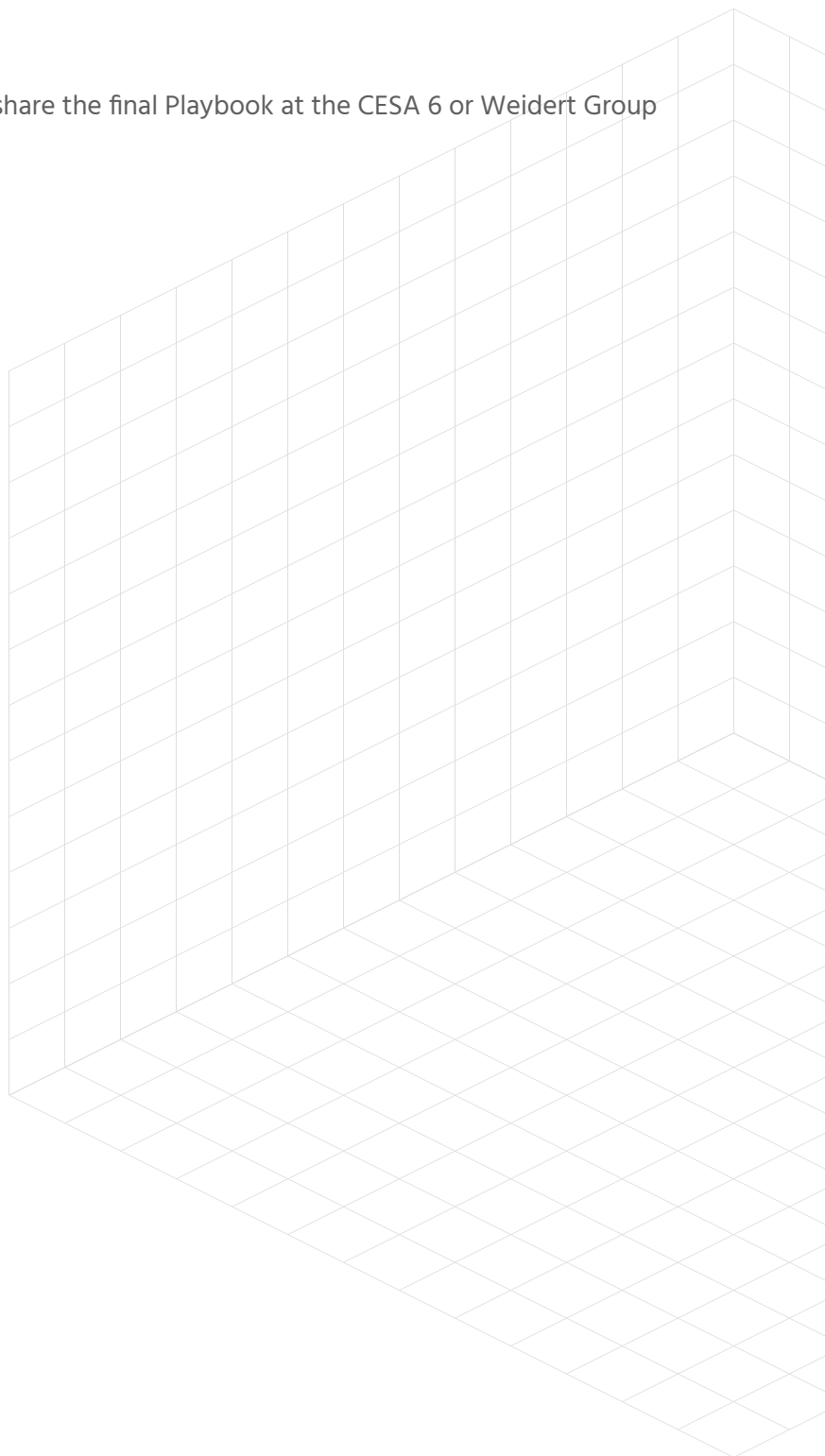
We'll first review the existing lead types and current workflows set up in HubSpot, then meet with the CESA 6 team to discuss the intended ideal process for nurturing the best leads. After these discussions, the Weidert Group team will make **recommendations on what existing processes and workflows should be retained, which should be modified, and which should be eliminated**. Once these existing processes are streamlined, we will be better able to identify gaps in the buyer journeys that need to be addressed with new workflows.

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. CESA 6's performance against industry benchmarks will be closely evaluated and will **guide our recommended activity adjustments**. Weidert Group recommends a monthly reporting summary that provides an overview of key metrics from HubSpot as well as Google Search Console. These reports will also include a detailed analysis behind those metrics along with actionable recommendations for improvement.

FINAL PRESENTATION

A 90-minute final presentation will be scheduled to share the final Playbook at the CESA 6 or Weidert Group office.



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

CONTENT TEMPLATE DESIGN

- Creation of CTA template

MARKETING AUTOMATION 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 set-up

REPORTING TEMPLATE & DATABOARDS SETUP

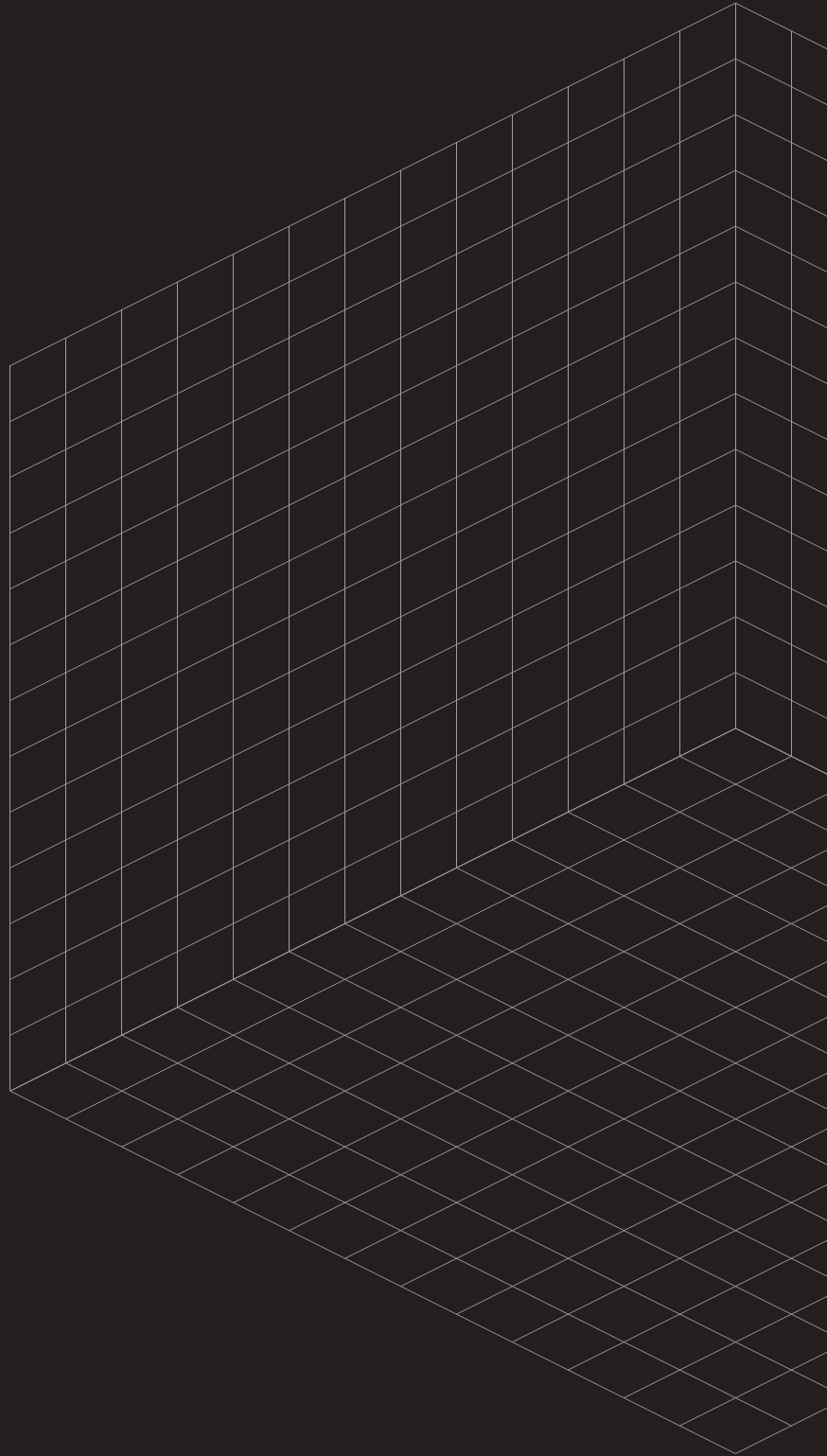
- Creation of custom Databoards (up to 3) for real-time reporting per recommendations in the Inbound Plan & Playbook

LEVEL 2 MEETINGS & SUPPORT

- An extension of one additional month (April) of 30-minute virtual status call every other week with agenda and call summaries, plus ongoing program management

WEBSITE

MARCH - JUNE



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 branding and playbook development phases 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 CESA 6. Copy to be provided by Weidert Group with review by CESA 6.

Communication

A Google Drive folder will be shared with CESA 6'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 CESA 6'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 brand guidelines
- Foundational to allow continued website/brand growth, optimization, and improvements
- Easy to manage and update

WEBSITE DEVELOPMENT PHASES

MAR - JUN

	ACTIVITY	DELIVERABLES
PHASE 1	SEO	<ul style="list-style-type: none"> Website Health Analysis
PHASE 2	Scope	<ul style="list-style-type: none"> Discussion guide Scope meeting
PHASE 3	Timeline & Architecture	<ul style="list-style-type: none"> Timeline of work Architecture of website Architecture meeting (optional) Revised estimate if applicable
PHASE 4	HubSpot Setup	<ul style="list-style-type: none"> Blog settings Google Analytics (GA4), Search Console, and Tag Manager setup Email settings IP filters Email DNS
PHASE 5	Content	<ul style="list-style-type: none"> Copywriting for up to 24 pages Additional copywriting support Stock photography and iconography
BRANDING	Brand Guide	<ul style="list-style-type: none"> Create branding guide Messaging/tone review and input Photography and Iconography review and input Video review and input
PHASE 6	Mockups	<ul style="list-style-type: none"> (3) design mock-ups
PHASE 7	Wireframes	<ul style="list-style-type: none"> (12) wireframes
PHASE 8	Development	<ul style="list-style-type: none"> Up to (28) total website templates (not including templates below) (3) Email templates (2) Landing page/thank you page templates (1ea) (4) System templates (3) Subscription Set up any new CSS styling Create new menu Create new footer Browser mobile testing
PHASE 9	Go Live	<ul style="list-style-type: none"> Final site audit Final DNS setup XML sitemap submission 301 URL Redirects

QUARTERLY INBOUND ROADMAPS

ROADMAP 1: JULY - SEPT



QUARTERLY ROADMAP **CORE PROGRAM**

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

CESA 6

- 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

CESA 6

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

QUARTERLY ROADMAP **CORE PROGRAM**

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 and CTA graphic

CESA 6

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

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

PURPOSE: SEO is not a one-time event. It requires ongoing management. To continually improve rankings and meaningful traffic, we perform ongoing SEO analysis, optimization, and support as part of your 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
- Backlink management
- Ongoing corrections of search engine crawl errors/usability alerts from Google, ongoing on-page SEO updates, website page updates/additions, etc.

CESA 6

- Review and approve recommendations

QUARTERLY ROADMAP **CORE PROGRAM**

TRACK/ANALYZE/ADJUST:

MONTHLY REPORTING & 90-DAY ROADMAPPING (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'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)

CESA 6

- 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 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

CESA 6

- Attend status calls every other week

QUARTERLY ROADMAP: **FLEX BUDGET**

PURPOSE: The first 90-day roadmap is our recommended core quarterly program for CESA 6. As your program matures and needs change, Weidert Group will recommend additional services in future roadmaps that build upon the core program. These services may include but are not limited to the services listed below:

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

DIGITAL CREATIVE

- Paid ads creative, graphics

WEB DEVELOPMENT

- Website projects

VIDEOS

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

PR

- Press releases, additional promotion

TARGET-SPECIFIC ADVANCED CONTENT

- eBooks
- Case study
- Infographic
- Calculator
- Sales collateral

LEAD NURTURING

- Workflow plans and content

STRATEGIC SUPPORT PROJECTS

SALES ENABLEMENT, SLA, & TRAINING

- Scoping required

ABOUT US

WEIDERT GROUP



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 written content for complex industries and companies such as:

progea



OmPrompt

KloudData

Kett



SOLVOYO

SAP



Preact



INVESTORS
COMMUNITY BANK

KAYSUN

USLubricants

EDL

MCL
ENGINEERED SOLUTIONS

MARION



SENTRY

GRANDE
CUSTOM INGREDIENTS GROUP



SEAGATE

esop
PARTNERS™

WIPFLI
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

AD
ci

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 Strategy
- Visual Branding Assets (logo, mood board, branding guides)
- 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

1,248 →

90k TOTAL TRAFFIC

290 →

77k ORGANIC TRAFFIC

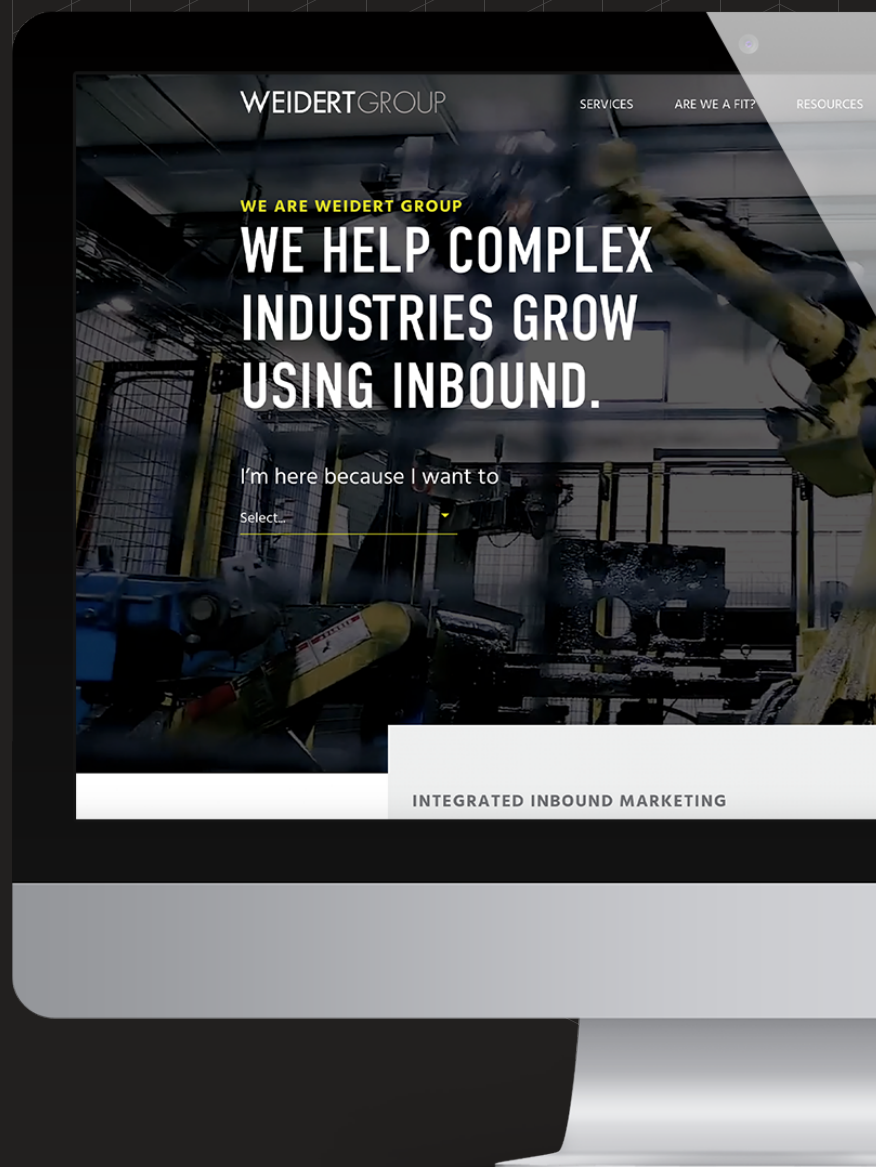
11 →

500 LEADS

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



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
MO. 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

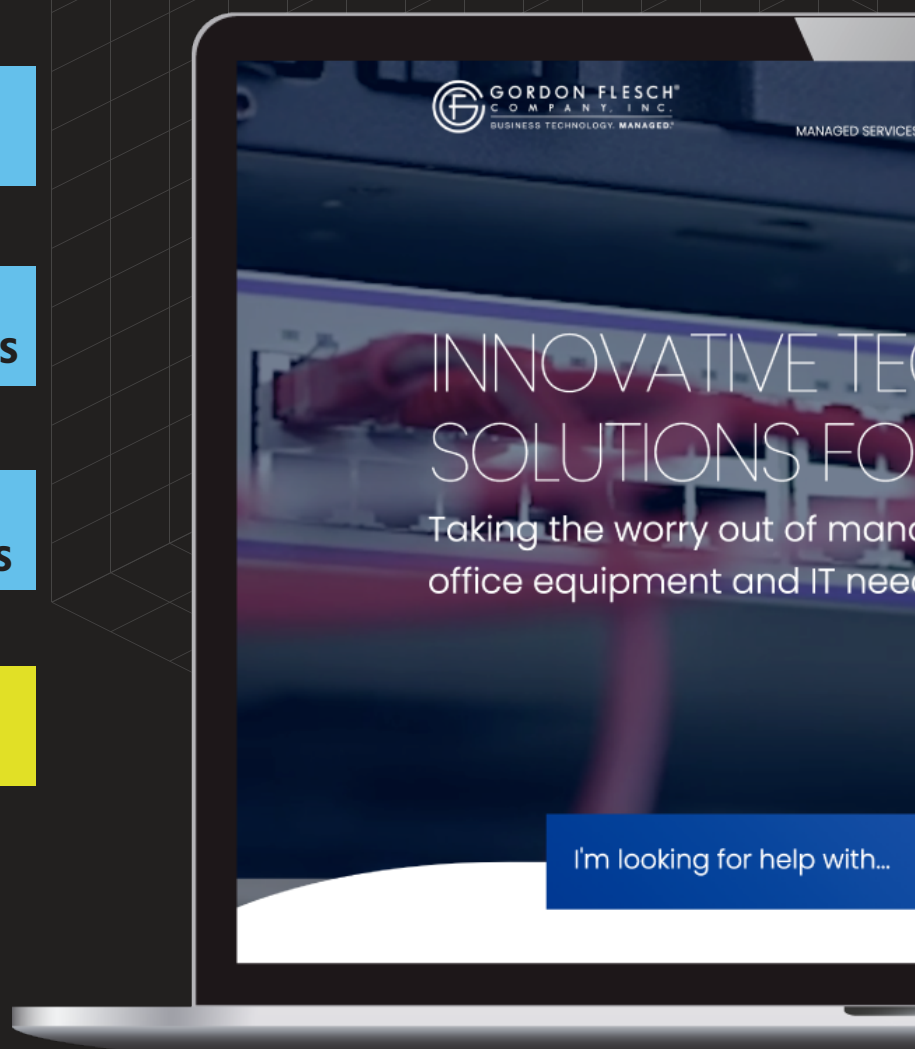
230 NEW SQLS
IN 5 MONTHS

\$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



CASE STUDY: GORDON FLESCH® COMPANY, INC. (CONTINUED)

“TODAY, [GFLESCH.COM](https://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.”

The screenshot displays the ENX magazine website. At the top, the ENX logo is accompanied by the tagline 'engage 'n exchange' and 'THE WEEK IN IMAGING'. A navigation bar includes links for HOME, THE WEEK IN IMAGING, NEWS, ELITE DEALERS, DIFFERENCE MAKERS, ENX ARCHIVES, WEBINAR, and JOB OPENINGS. The main content area features a sidebar on the left with links to the December 2021 issue, subscription management, and a newsletter sign-up. The central article, titled 'Inbound Gold: Unlimited Potential Awaits Dealers Willing to Develop Effective Marketing Initiatives' by Erik Cagle, discusses the success of Gordon Flesch Company (GFC) in 2016. It highlights the role of marketing director Connie Dettman in transforming the website into a powerful lead-generation tool. The article mentions that GFC's website has produced over 4,000 leads, 1,000+ sales, and \$13.6 million in revenue, with \$7.5 million from net-new customers. The average lifetime value of these customers is \$187,000, totaling \$82 million over the next 10 years. A sidebar on the right promotes the '2021 ELITE DEALERS' issue of ENX magazine and features a 'PRECISION ROLLER' advertisement.

ENX magazine
engage 'n exchange
ENX THE WEEK IN IMAGING

Static Control
checks all the boxes!
Remanufactured Compatible OEM

HOME + THE WEEK IN IMAGING NEWS + ELITE DEALERS + DIFFERENCE MAKERS ENX ARCHIVES WEBINAR JOB OPENINGS

ENX Magazine December 2021 Issue

NXT PREMIUM
NXT is the perfect choice for profitable performance.

Inbound Gold: Unlimited Potential Awaits Dealers Willing to Develop Effective Marketing Initiatives
Monday, September 27, 2021 Erik Cagle

Like 0 Tweet 1 Share 2

Upon joining Gordon Flesch Company (GFC) in 2016 as director of marketing, one clear directive was imparted upon Connie Dettman: fix the website.

OK, so maybe her job description was a bit more detailed than that one task. However, the Madison, Wisconsin-based dealership knew well what Dettman would soon discover: the company's website needed a bit of massaging to become a more effective tool, especially in its role of providing inbound opportunities that could be converted into sales. The site she inherited was rich in text, lacked photos and valuable content, and had absolutely zero lead generation capabilities.

Dettman touted an advertising agency background, and her former employer made excellent use of the HubSpot inbound marketing automation tool. As she began down the path of converting the site, Dettman couldn't help but think a HubSpot-powered site relaunch and an extensive inbound marketing program would pay dividends for the dealer. Little did Dettman know the degree of success GFC would enjoy.

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-plus 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.

Connie Dettman, Gordon Flesch

Subscription Update
Manage Subscription

Sign Up for ENX The Week in Imaging eNewsletter
Sign Up Now

Elite Dealer Nomination Form

PRECISION ROLLER
WHOLESALE PRICING

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 CUSTOMER
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.

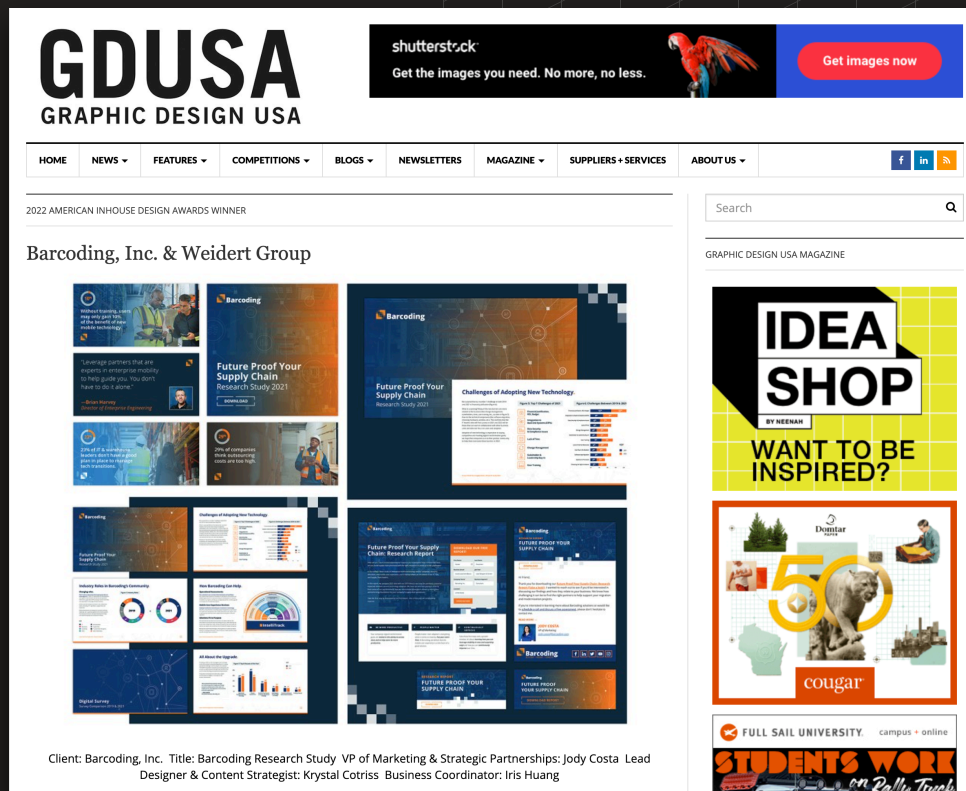


"BEFORE WORKING WITH WEIDERT GROUP AND HUBSPOT, WE WERE DOING A LOT OF COLD CALLING. NOW, LEADS ARE FINDING US." – STEVE BABCOCK, PUMPTEC



GDUSA 2022 AMERICAN INHOUSE

DESIGN AWARDS WINNER



πρωτοβουλία & συνέργειες: κλιματική σύνοψη: βιώσιμα προκλήσεις: μια ημερίδα
πρωτοβουλία: μια: ημερίδα: πρωτοβουλία: κλιματική σύνοψη: βιώσιμα προκλήσεις: μια ημερίδα

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

W

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

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

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

Key clients:
Sentry Equipment • Marion Body Works • Wipfli • CUNA Mutual Group • U.S. Properties • Crane Engineering • Gravier • Fisher Tank Company

Certifications:
Platinum HubSpot Partner since 2011

Certifications by HubSpot:

- All staff are HubSpot Software Certified & Inbound Marketing Certified
- HubSpot COS Design Certification (2014 - present)
- HubSpot COS Design Certification (2014 - present)
- All staff are HubSpot Software Certified & Inbound Marketing Certified

★★★★★ 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: ★★★★★

Quality: ★★★★★

Schedule: ★★★★★

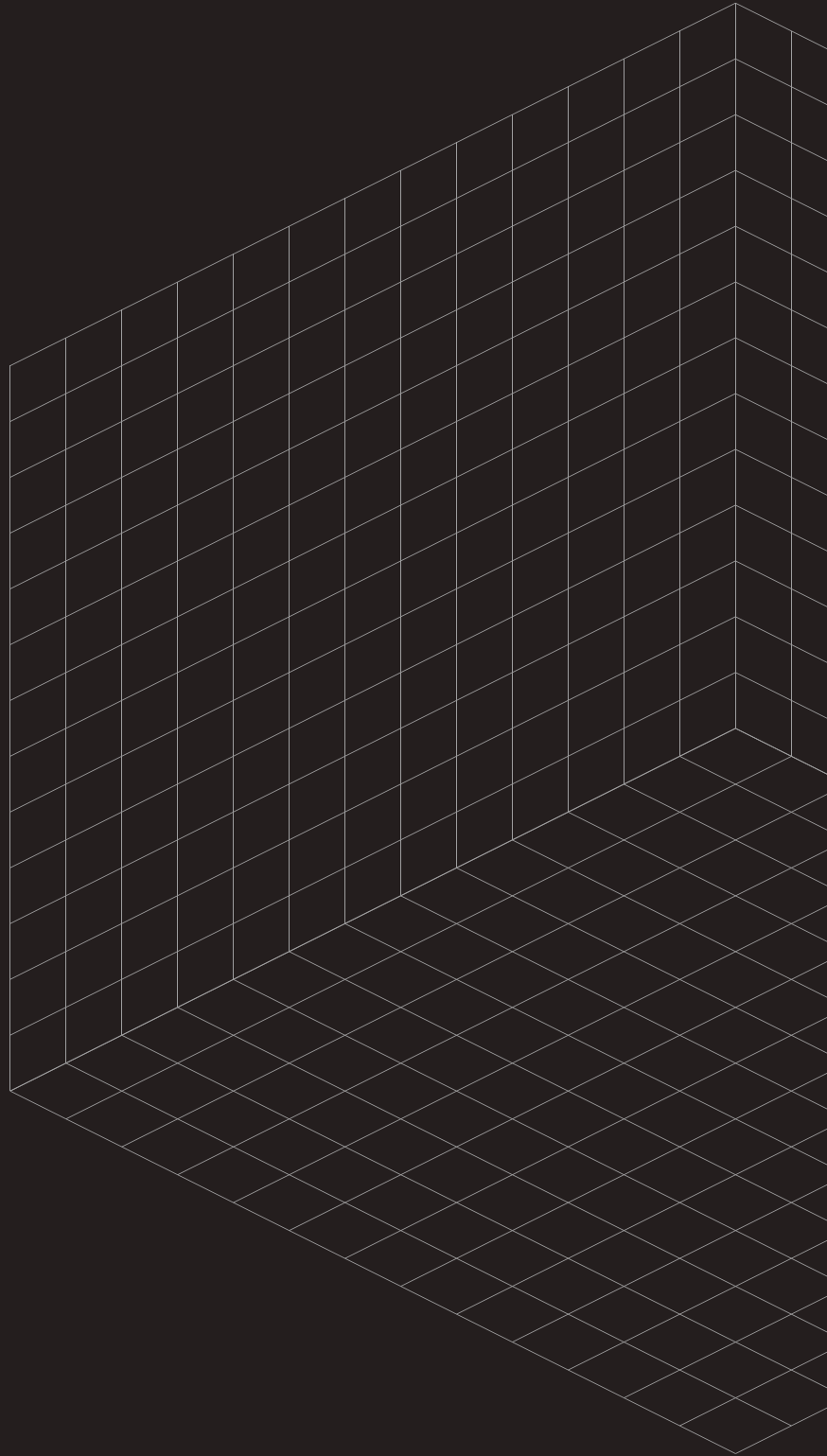
Cost: ★★★★★

Willing to refer: ★★★★★

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

CESA 6 | Inbound Proposal | November 29, 2022

DETAILS



TECHNOLOGY BUDGET

HUBSPOT CMS PRO

- Everything you need to build and scale a data-driven website
- Includes hosting

Total: \$360/month (10% discount applied assuming annual payment)



BRANDING SYSTEM BUDGET

DELIVERABLES: JANUARY - MARCH 2023

BRANDING SYSTEM

CESA 6 Branding System (see pg 8 - 10)	\$43,826.25
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ACCOUNT MANAGEMENT

New Client Orientation & (3) months of Level 2 Meetings & Support (see pg 11)	\$10,125
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- **Branding total** to be split billed between the months of Jan - Mar
- **Does not include** WI Sales Tax on applicable deliverables

INBOUND PLAN & PLAYBOOK BUDGET

DELIVERABLES: MARCH - APRIL 2022

INBOUND PLAN & PLAYBOOK

Inbound Plan & Playbook	\$29,066.25
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PROGRAM SETUP

CTA Template Setup	\$630
Simple Workflow Setup	\$2,227.50
Backend Automation Setup	\$742.50
Lead Scoring Setup	\$735
Reporting Template & Databoards Setup	\$1,890

ACCOUNT MANAGEMENT

(1) month of Level 2 Meetings & Support	\$2,242.50
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- **Inbound Playbook and Program Setup total** to be split billed between March - April
- **Does not include** WI Sales Tax on applicable deliverables

WEBSITE BUDGET

DELIVERABLES: MARCH - JUNE 2022

WEBSITE REDESIGN

Website	\$69,420
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- **Website total** to be split billed between the months of March - June
- Purchase of **HubSpot CMS Pro license is additional** (\$360 per month if paid upfront annually)

1ST 90-DAY ROADMAP BUDGET

DELIVERABLES: JULY - SEPT 2023

BLOGS

(3) Technical Blogs w/Interviews	\$4,387.50
(3) Technical Blogs	\$3,510

TARGET-SPECIFIC ADVANCED CONTENT

(1) 5-8 Page Advanced Content Piece	\$3,948.75
(1) Content Support Set	\$2,047.50

SEO

Ongoing SEO (Pro)	\$3,780
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MONTHLY REPORTING & 90-DAY ROADMAPMING

Monthly Metrics Report + Quarterly Roadmap & Ed Cal Planning	\$5,625
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ACCOUNT MANAGEMENT

Level 2 Meetings & Support	\$7,897.50
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FLEX BUDGET

Deliverables TBD	\$4,500
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- **Roadmap total** to be split billed between the months July - Sept
- **Does not include** WI Sales Tax on applicable deliverables

12-MONTH BUDGET RECOMMENDATION

WEIDERT GROUP BUDGET												
	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec
BRANDING (pg 38)												
Branding System	\$17,983.75	\$17,983.75	\$17,983.75									
INBOUND PLAN & PLAYBOOK + SETUP (pg 39)												
Plan & Playbook, + Setup & Support			\$18,766.87	\$18,766.88								
WEBSITE (pg 40)												
Website			\$17,355	\$17,355	\$17,355	\$17,355						
1st 90-DAY ROADMAP (pg 41)												
Inbound Program							\$11,898.75	\$11,898.75	\$11,898.75			
2nd 90-DAY ROADMAP												
Inbound Program										\$11,898.75	\$11,898.75	\$11,898.75
Subtotal	\$17,983.75	\$17,983.75	\$36,121.87	\$36,121.88	\$17,355	\$17,355	\$11,898.75	\$11,898.75	\$11,898.75	\$11,898.75	\$11,898.75	\$11,898.75
HubSpot CMS			\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360
TOTAL	\$17,983.75	\$17,983.75	\$36,481.87	\$36,481.88	\$17,715	\$17,715	\$12,258.75	\$12,258.75	\$12,258.75	\$12,258.75	\$12,258.75	\$12,258.75

- Does not include WI Sales Tax on applicable deliverables

TERMS & CONDITIONS

- Any work performed by Weidert Group remains the intellectual property of the Agency until it is paid for in full by the Client
- Production timelines may vary due to many interdependent factors, including but not exclusive to delay of Client input and approvals at each stage of the development process
- Client changes above and beyond stated scope during the development process could also delay timelines and will be subject to additional charges not outlined in this Agreement
- Terms: 1% 10, net 30. Paid ads NET 10. Finance charges are 18% on an annual rate and 1.5% on a monthly rate on past due balances
- Proposal is null and void after 30 days without completed signatures



LET'S DO THIS!

**COMPLETE THE FOLLOWING STEPS
AND WE'LL GET STARTED!**

1


Review proposal and provide feedback

2

Sign Weidert Group formal roadmap quote for branding strategy, Inbound Plan & Playbook, and website redesign (to be provided once proposal is finalized)

3

Schedule the Kickoff Meeting and Workshops!



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ARE CONFIDENTIAL AND PROTECTED
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