



# nVent

SOCIAL MEDIA AUDIT & STRATEGIC  
CONSULTATION



WEIDERTGROUP



# MARKETING GOAL

It's the shared goal of nVent and Weidert Group to complete a social media audit and consultation project focused on:

- Reducing the number of nVent's social media accounts, strategically chosen based on goals and channels
- Tying objectives of each social media account to business goals
- Creating a uniform and optimized user experience with consistent publishing across all social media accounts
- Determine resources needed for ongoing content creation, community management, analysis, customer care and sales
- Provide change management leadership and support to help drive the recommended changes

# nVent 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.

## 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 **search engine optimization**
- Increase awareness by utilizing targeted **paid advertising**

### ENGAGE

- Convert leads with gated **content offers** and live chat/chatbots
- Nurture with **marketing automation workflows**
- Qualify leads for sales with **lead scoring**
- Connect with leads quickly with automated **lead notifications**

### DELIGHT

- Gather and manage **customer feedback**
- Publish **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**



# DELIVERABLES

AUGUST THROUGH DECEMBER



# PROJECT DELIVERABLES

## Suggested Timeline: August

### Communication Plan & Execution: Socializing the optimization process with key stakeholders

Messaging Support: Assist with data points and talking points for presentations

Weidert Group President & Strategist to attend internal meetings, share expertise

## Suggested Timeline: September - October

### Conduct Interviews with Key Stakeholders

Interview prep (review strategic documents, prepare interview guide)

Weidert Group Strategist to conduct 10-12 60-minute remote interviews

Summarize and share interview findings

## Suggested Timeline: October

### Audit All Current nVent Social Media Accounts

Finalize audit metrics, create template

Conduct quantitative and qualitative analysis of all existing nVent social media accounts

Provide audit report

# PROJECT DELIVERABLES

## Suggested Timeline: November

### Develop Account Optimization Plan & Staffing Recommendations

Create plan and recommendation that includes:

- List of accounts nVent should own, goals for each account tied to business objectives
- Plan to consolidate / close accounts, what to communicate to followers
- Recommend paid ad strategy with quick win ad pilots that align with account and business objectives
- Identify positions / hiring needs for ongoing execution

Present plan and recommendations

## Suggested Timeline: December

### Communication Plan & Execution: Socializing the optimization process with key stakeholders

Messaging Support: Assist with data points and talking points for presentations

Weidert Group President & Strategist to attend internal meetings, share expertise

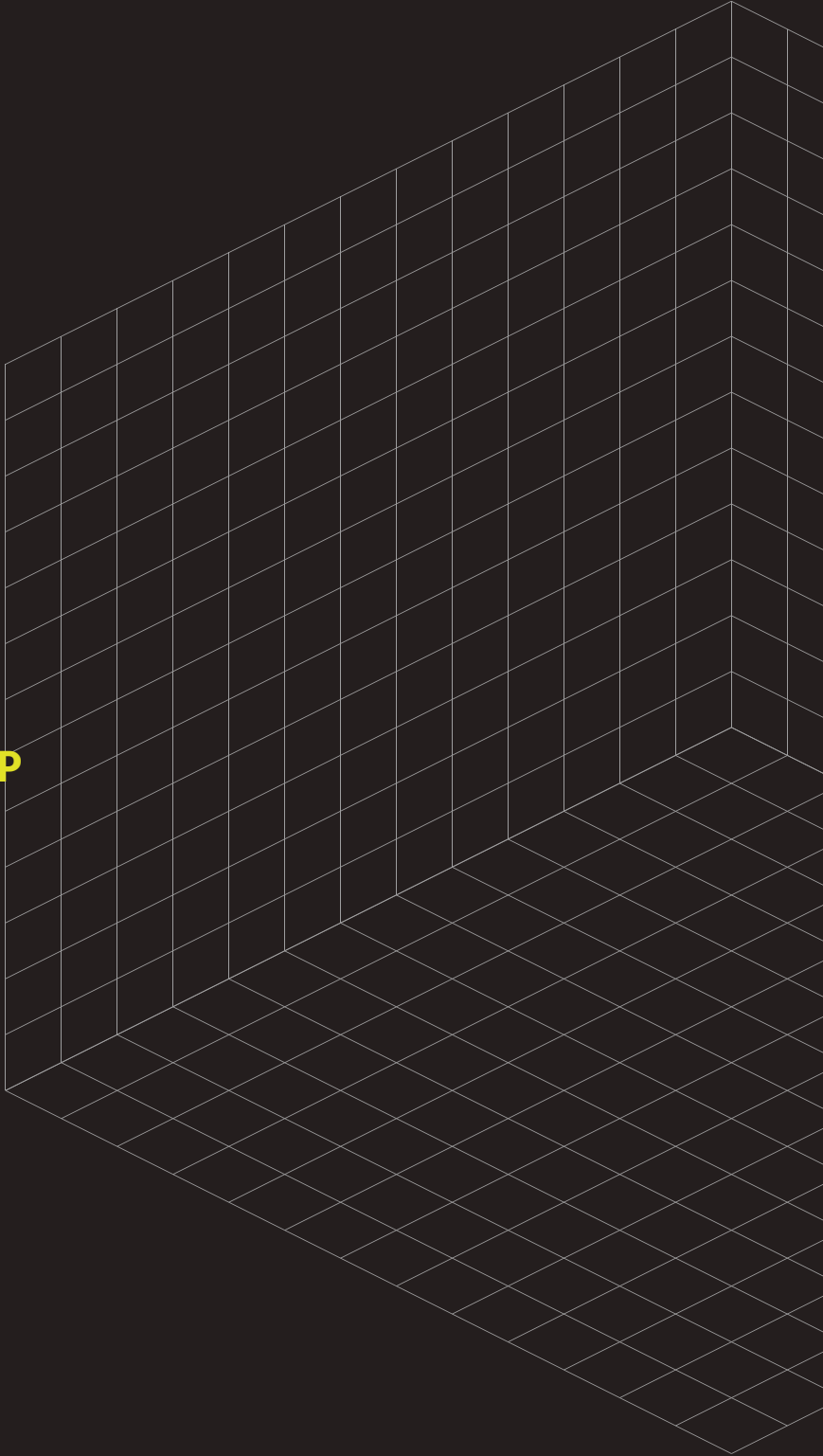
## Miscellaneous

### Project Management

Miscellaneous support (calls/meetings, emails, etc.) as needed

**ABOUT US**

**WEIDERT GROUP**



# YOUR TEAM

## ACHIEVEMENTS

- We've been a HubSpot partner for more than 10 years, and we practice all that we preach
- We reached Diamond level partner status in 2020 – one of only 32 in the U.S.
- We won HubSpot Impact awards in 4th qtr, 2020, for top website project and 1st quarter, 2021, for top sales results in North America
- Multiple winner of various Best Company awards

## THE TEAM

- 32 full-time, in-house employees.
- Employee-owned company (ESOP) since March 2017
- Full-service – we offer every capability needed to thoroughly execute an integrated inbound program

## EXPERIENCE

- For 30 years we were a traditional marketing firm. We formalized our inbound transition in 2011 and now help customers do the same. We know how to jump the hurdles, minimize pushback from Sales, and plug in to start getting leads from the moment a program is implemented

## EXPERTISE

- Every one of our 32 employees is certified by HubSpot as having the highest level of expertise in inbound marketing methodologies and additional related inbound certifications that broaden our capabilities





# OUR SPECIALIZED EXPERIENCE

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



# CAPABILITIES

Our team helps customers 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 & Change Management

## 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.
- Social Media
- Paid Advertising
- LiveChat/Chatbots
- Landing Pages
- Website Copy
- Videos
- Print & Digital Ad Creative
- 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 →

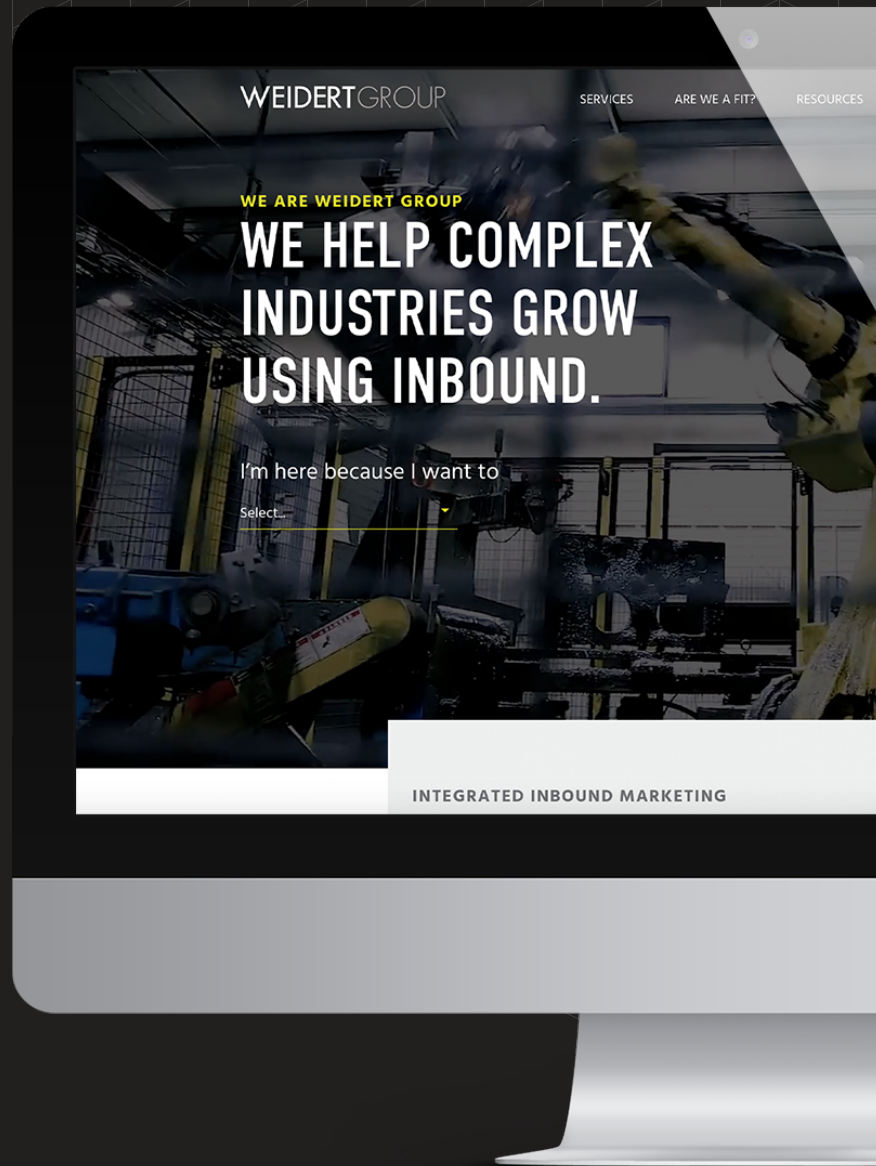
**90k** TOTAL TRAFFIC

290 →

**77k** ORGANIC TRAFFIC

11 →

**500** LEADS



# CASE STUDY: PUMPTEC

## PROBLEM

Amidst a global pandemic and struggling economy, Pumptec was ill-prepared for selling in a digital world. Manual processes made it almost impossible to share and track information or gauge marketing and sales efforts. In addition, their online presence didn't reflect the robust capabilities, quality, and industry expertise they were known for – and they hadn't published a blog post in seven years.

Results 10 months after site launch:

**39%**

**INCREASE IN SALES IN THE FIRST NINE MONTHS**

**89%**

**INCREASE IN AVERAGE NEW CUSTOMER SALE**

**33%**

**REDUCTION IN CUSTOMER ONBOARDING TIME AND SALES CYCLE**

## SOLUTION

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



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

# 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®

## 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 10 months after site launch:

**407** NEW MQLS

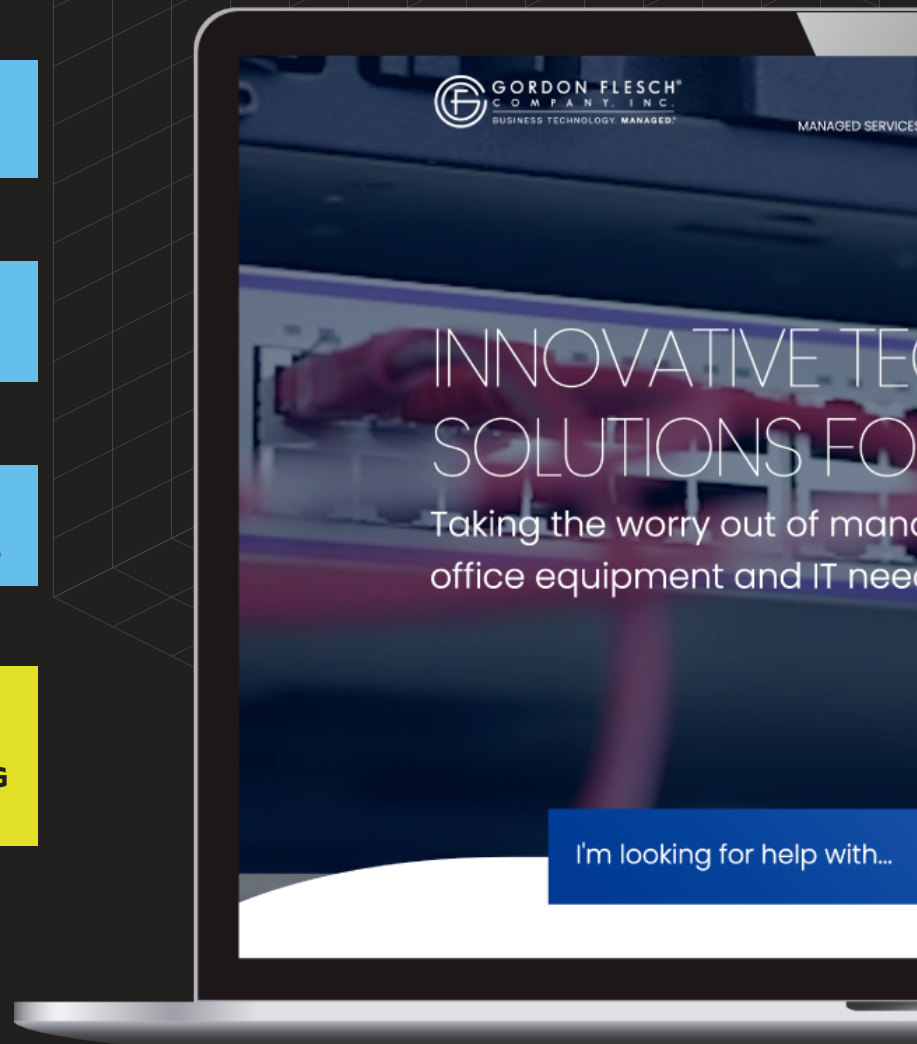
**100** NEW SQLS  
IN 5 MONTHS

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

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



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

**Clutch** Firms that deliver

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

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

## Weidert Group

B2B Inbound Marketing Agency

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

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

Want to supercharge your sales funnel? We'd be happy to demonstrate the inbound marketing to attract qualified leads and turn them into customer opportunities through our endless inbound marketing resources at [www.weidert.com/resources](http://www.weidert.com/resources)

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

**Certifications:**  
Platinum HubSpot Partner since 2011

**Certifications by HubSpot:**

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

**Rating: 4.6 (4 reviews)**

**Visit Website**

**Founded:** 1980  
**Employees:** 10 - 49

**Address:** Weidert Group, 901 S. Lawe St., Appleton, WI 54915

**President at AK Pizza Crust**  
201-500 employees  
Green Bay, Wisconsin

**Overall rating: ★★★★★**  
Quality: ★★★★★  
Schedule: ★★★★★  
Cost: ★★★★★  
Willing to refer: ★★★★★

**Web Design & Inbound Marketing for Food Seller**  
Digital marketing | \$50,000 to \$199,999 | Aug 3, 2016  
Project summary: The Weidert Group was hired to create an inbound marketing strategy and website redesign for the client. They provided content creation for both their blogs and their social media.

**Feedback summary:**  
Since the website was redesigned, the client is seeing two and a half times the amount of site views than they were before working with The Weidert Group. They enjoyed the constant communication The Weidert Group provided.

"The Weidert Group is very good in terms of consistent communication. I would say that I hear from them a couple of times a week on average."  
— President, AK Pizza Crust (Food Seller)

+ Full review

**Inbound Marketing for Electronics Provider**  
Digital marketing | \$200,000 to \$999,999 | Aug 2, 2016  
Project summary: The Weidert Group was hired to implement Hubspot and provide content marketing services. They managed the client's social media and blog while creating content for both.

**Feedback summary:**  
Due to the work The Weidert Group did, the client has seen a 14% increase in website visits and a dramatic increase of conversion rates at each stage of the funnel. The Weidert Group's project management was always on point and the quality of work was always very high.

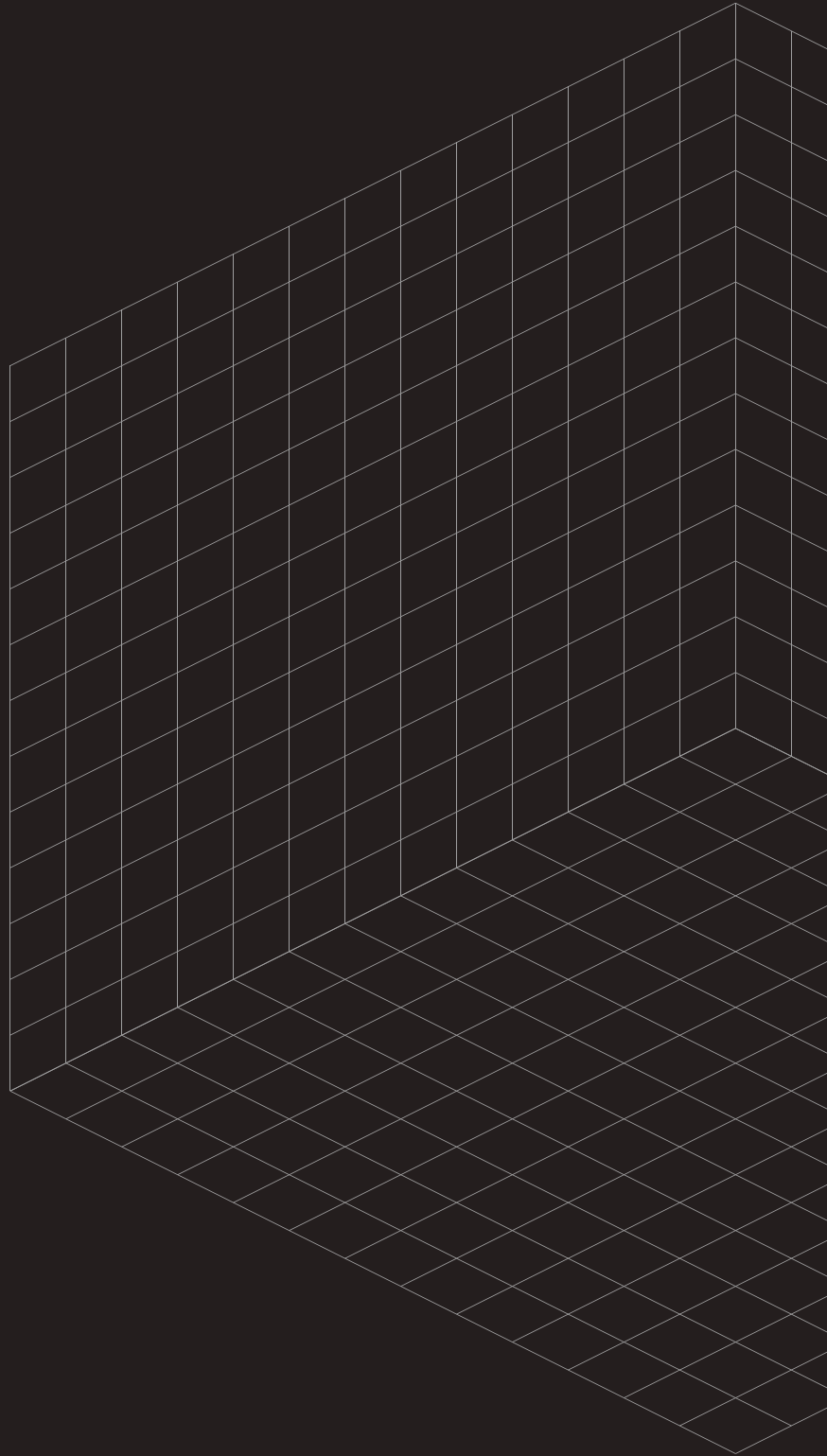
"The Weidert Group's quality of work is always really high. The creativity they provide, in how we can modify things to improve, has all been great and proactive."  
— Senior VP, Dfr Solutions (Electronics Provider)

+ Full review

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



# AGREEMENT





# PRICING, TERMS & CONDITIONS

**The deliverables outlined in this proposal will be billed monthly from August - December at \$7,200 per month.**

## **Terms & Conditions**

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



# LET'S DO THIS!

COMPLETE THE FOLLOWING STEPS  
AND WE'LL BE READY TO START!

1

Review proposal and provide feedback

2

Sign Weidert Group formal quote (to be provided once  
proposal is finalized)

3

Schedule the Foundational Meetings!



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