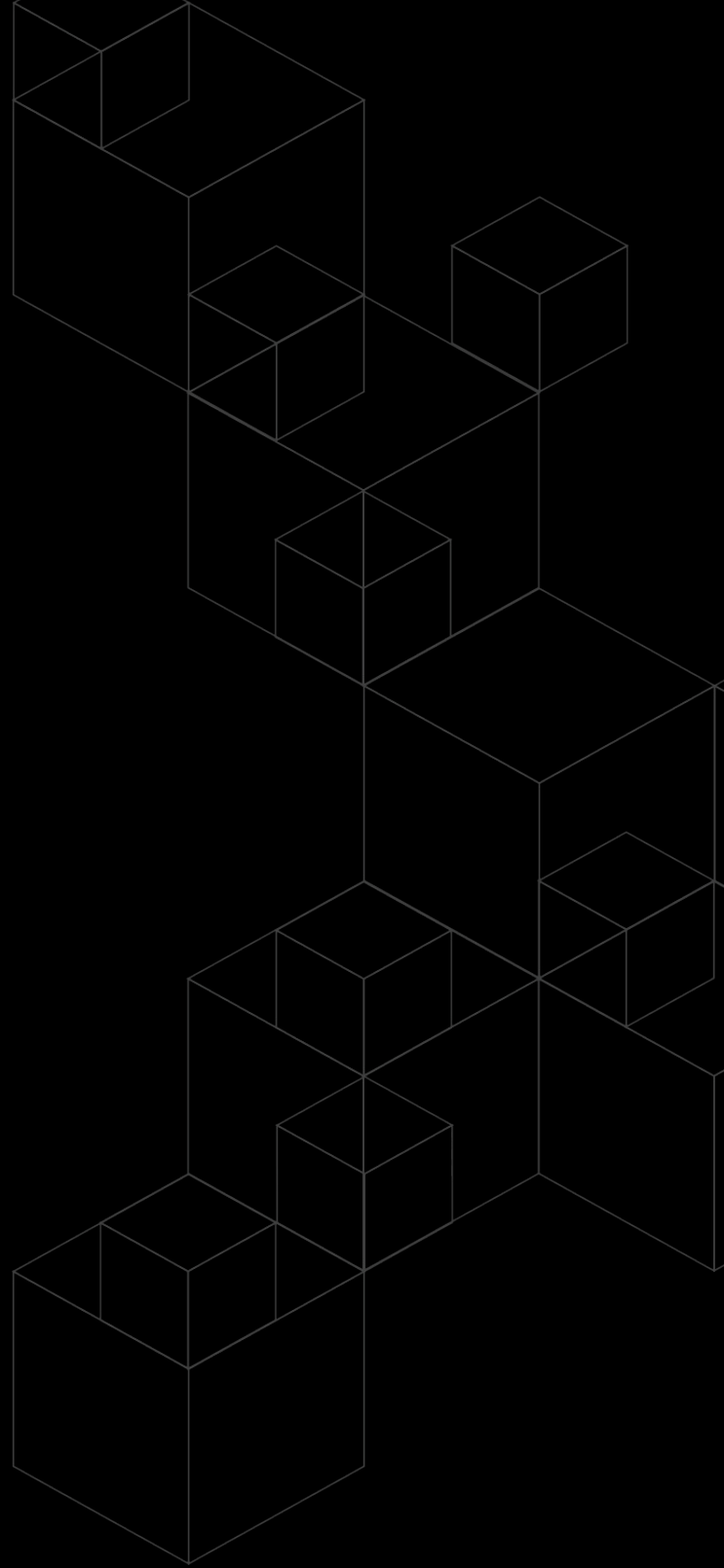


# SalesDrive

MARKETING PROPOSAL

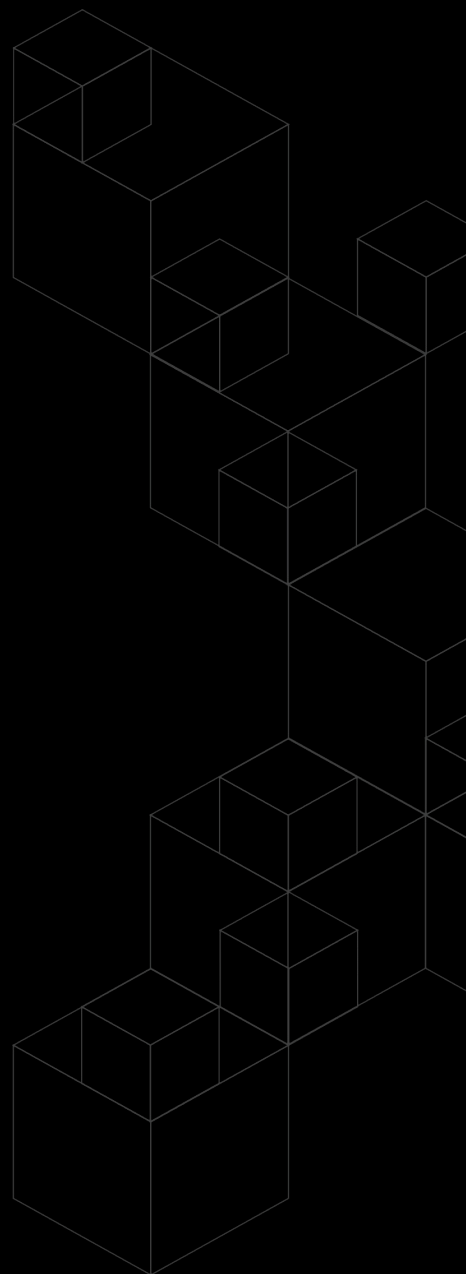




# MARKETING OBJECTIVES

The following Marketing Proposal is designed to address the following SalesDrive marketing objectives:

- Improve and scale marketing efforts for The Drive Test<sup>®</sup>, targeting organizations \$50-\$200M in size with 20+ salespeople
- Focus marketing efforts with one partner and a holistic, strategic approach



# OUR APPROACH

**We'll start with your custom**

## **ONBOARDING & KICKOFF CALL**

We'll hit the ground running with a 90-minute onboarding and kickoff call. During this call we'll set the stage for our long-term partnership and dig in on what's needed for the first 120 days.

**Then, we'll finalize your**

## **STRATEGIC BRIEF & ROADMAP PLAN (SBRP)**

This tool outlines your strategic plan and the current Roadmap, keeping all work and discussions tied to your growth goals. The first side outlines your business overview, your marketing objectives, and your go-to-market strategy. The opposite side outlines the next 120-day Roadmap plan, including its goals, campaigns, and program deliverables.

**All of this leads up to and contributes to your**

## **ONGOING 120-DAY MARKETING ROADMAPS**

We'll continue to assess and fine-tune your Roadmap plans based on what we see that's working, what's not, and new challenges and opportunities you may be faced with every 120 days.

## **YOUR DEDICATED TEAM**



Reid Trier  
CONSULTANT



Chelsea Drusch  
STRATEGIST



Charles Greeley  
PAID ADS  
MANAGER



Todd Dively  
CREATIVE  
DIRECTOR - VIDEO

# STRATEGY OVERVIEW



## A phased approach for marketing success

1

### Phase 1: Bottom-of-the-Funnel (BOFU)

- Optimize & Expand Paid Ads Campaign
- Conversion Rate Optimization
- Content Creation: Video
- Technical SEO Optimization (not BOFU, but low-hanging fruit)

2

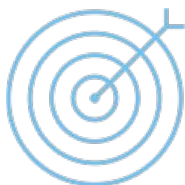
### Phase 2: Middle- and Top-of-the-Funnel

- Continued Paid Ads Management
- Content Strategy & SEO Strategy Development
- Content & Content Distribution: Blogs, Advanced Content, PR
- Site Redesign
- Incorporate Partner Program Persona as Additional Target

3

### Phase 3: Long-Term Vision

- Build a SalesDrive Community!
- Turnkey Affiliate/Partner Program
- SalesDrive Podcast and/or Webinars
- Sales Enablement as you Scale



## WEIDERT GROUP'S PROMISE TO OUR CLIENTS

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



# 120-DAY ROADMAPS

**ROADMAP 1: APRIL - JULY**

## PAID ADVERTISING/PPC

**PURPOSE:** The proposed paid ads approach outlined below is designed to generate leads by:

- Making SalesDrive, its key content, and information about The DriveTest®, visible at or near the top of the page for the keywords we bid on in Google Search and Microsoft/Bing
- Promoting SalesDrive in image-based ad channels like Google Display and LinkedIn

**We are recommending this multi-channel approach to leverage the strengths and targeting options of Google, Microsoft/Bing, and LinkedIn. Advised spend breakdown:**

- 50% of monthly ad spend to Google Search/Display/Video Ads
- 35% of monthly ad spend to LinkedIn (sponsored posts and video ads) in order to reach additional target prospects
- 15% of monthly ad spend to Microsoft/Bing Search Ads (using the same keywords, ads, and strategy used in Google Ads)

**For a seamless transition of your paid ads program, we will:**

- Conduct research of additional relevant keywords to use in Google Search and Microsoft/Bing Search advertising
  - **Use the highest-performing keywords and ad creative from the current Google Ad campaign to inform our proposed campaign (optimize)**
- **Research target personas to identify which audiences will drive the most engagement, and ultimately, clicks, in LinkedIn Ads (expand reach)**
  - We'll also incorporate a third-party solution, Propensity, for audience augmentation using intent data
- Create ad copy and graphics for Google Display and LinkedIn
- Set up new ad accounts for each channel in April
- **Set up Databox datawall for 24-7 access to results (increase visibility)**

A **\$5,000-\$6,000 monthly budget for PPC ads** is recommended. Monthly PPC management includes frequent, hands-on reviews of ad performance and optimizations as needed to improve performance of the SalesDrive ad campaigns.

### **Weidert Group**

- Create ads and actively manage campaigns

### **SalesDrive**

- Review and approve ads

## CONVERSION RATE OPTIMIZATION

**PURPOSE:** SalesDrive relies significantly on the Free Trial Request landing page as the cornerstone of its conversion strategy. The current Paid Ads and many of the call-to-action (CTA) buttons strategically placed across the website all point to this specific page. This presents an opportunity for conversion rate optimization (CRO) of this page, aiming to increase the number of visitors successfully filling out the form and becoming qualified leads.

### OPTION A: Landing Page Recommendations & Development

#### Weidert Group

- Heatmap, session recording, and form field analysis of current page visitors (which is already set up and gathering data)
- Design and development of an updated Free Trial Request landing page based on the findings from the CRO analysis
- Development of an additional **Free Demo landing page** (based on the updated Free Trial Request page) to leverage and test in SalesDrive's marketing efforts as an alternate conversion offer

#### SalesDrive

- Review and approval of new landing pages

### OPTION B: Landing Page Mockups & Copy Only

#### Weidert Group

- Heatmap, session recording, and form field analysis of current page visitors (which is already set up and gathering data)
- Recommendations and mockup (including copy) provided for an updated Free Trial Request landing page based on the findings from the CRO analysis
- Recommendations and mockup (including copy) provided for an additional Free Demo landing page (based on the updated Free Trial Request page) to leverage and test in SalesDrive's marketing efforts as an alternate conversion offer

#### SalesDrive

- Development of the landing pages

## CONTENT CREATION: VIDEO

**PURPOSE:** No medium has greater power to engage, inform and motivate than video. A powerful combination of visual, motion and audio, it's the best platform from which to present compelling messages — in fact, it's the way the majority of people prefer to learn about brands. Our recommendation is to create a new, more current video for SalesDrive's main landing page.

### OPTION A: Half Day Video Shoot (LIVE) + 60-second Landing Page Explainer Video

#### Weidert Group

- Half day video shoot, including travel to/from Chicago
- Kickoff call, script, prop list, call sheet
- 60-second video + (3) 15-second paid ad clips, 2 rounds of revisions
- Additional video footage for future use
- Video asset storage

#### SalesDrive

- Review and approval of video

### OPTION B: Remote Recording Session + 60-second Landing Page Explainer Video

#### Weidert Group

- Remote recording session
- Session recording assistance and guidance
- Planning call, one round of revisions
- 60-second video, 1 round of revisions
- Video asset storage

#### SalesDrive

- Review and approval of video

### OPTION C: Refresh of (6) Existing Videos

#### Weidert Group

- Refresh (6) short-form videos from SalesDrive's existing video library
- Video asset storage

#### SalesDrive

- Review and approval of video



## REFRESHED VIDEO: BEFORE & AFTER



Before



After

## TECHNICAL SEO OPTIMIZATION

**PURPOSE:** Based on a technical audit of your current website, we identified some quick wins to correct a few foundational SEO items:

### Weidert Group

- Adjust code so copy intended as headers and subheaders is truly coded as H1 and H2 tags, allowing crawlers to identify that copy as such
- Add missing meta descriptions to 16 pages
- Add missing title tags to 2 pages

## ROADMAP STRATEGY & MANAGEMENT

**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 **monthly 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.

**Every 120 days we assess and fine-tune your inbound program** based on what we see that's working, what's not, and new challenges and opportunities you may be faced with. Sometimes little change is needed and the Roadmap for the next 4 months is very similar; other times we'll take bigger steps to optimize performance or pursue emerging opportunities. This includes meeting to review the previous Roadmap's performance and discuss goals and recommendations for the next 120 days.

### Weidert Group

- (1) 30-minute status call every month with agenda and call summaries, plus time budgeted for program management and marketing support as needed
- Prepare for 120-day Roadmap meeting & finalize next 120-day Roadmap for SalesDrive's approval

### SalesDrive

- Participate in status and roadmap calls; Review and approve Roadmap

**The first 120-day Roadmap is our recommended starting point for SalesDrive.** As your program matures and needs change, Weidert Group will recommend additional services in future Roadmaps that build on this starting point. These services may include, but are not limited to, what is listed below:

## BLOGS

- Additional blog articles, new or optimized

## TARGET-SPECIFIC ADVANCED CONTENT

- 2-8-pg or 9+-pg content piece & content support (landing pg, thank you pg, email & CTA graphic)
- Infographic
- Calculator

## SALES COLLATERAL & SUPPORT

- Additional blog articles, new or optimized

## LEAD NURTURING

- Additional workflow plans and content

## TRADE SHOW SUPPORT

- Signage, campaigns, and more

## WEB DEVELOPMENT

- Additional web enhancements/additions

## VIDEOS

- Production of recruitment or marketing videos, subjects TBD

## WEBINARS

- Generating awareness for upcoming webinars and nurturing attendees afterwards

## RECRUITMENT MARKETING

- Employer branding, recruitment marketing assets and projects

## ACCOUNT-BASED MARKETING (ABM)

- Identify specific accounts to target via various channels

## HUBSPOT TRAINING

- Identify training needs for Marketing Ops person and set up training sessions with a member of the Weidert Group team

## SALES ENABLEMENT

- Equip your sales team with the tools and processes needed for success



# 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 status in 2020
- We've won multiple North America HubSpot Impact awards for website & inbound results
- Multiple winner of various Best Company awards
- Earned a spot on the 2022 & 2023 "Inc. 5000" list of the fastest-growing private companies in America

## THE TEAM

- 37 full-time, employees (30 NE WI, 7 remote)
- Employee-owned company (ESOP) since 2017
- Full-service – we offer every capability needed to thoroughly execute an integrated marketing & sales 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 37 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



# CAPABILITIES

## INBOUND MARKETING STRATEGY

Smart, goal-driven strategies & plans.

## B2B CONTENT MARKETING

Attract & convert prospects as they search online.

## WEB DEVELOPMENT

Transform your website into a powerful lead-gen tool.

## B2B SALES ENABLEMENT

Processes & tools to manage leads and scale sales teams.

## VIDEO MARKETING

No medium has more power to engage, inform & motivate.

## MARKETING & SALES AUTOMATION

Automated execution of campaign workflows.

## SEO SERVICES

Align your website content with what prospects are searching for.

## B2B SOCIAL MEDIA

Distribute & promote content to engage prospects

## PAID ADS MANAGEMENT

Gain quick momentum with proven results.

## ACCOUNT-BASED MARKETING

Accelerate the sales cycle & decrease time to close.

## HUBSPOT ONBOARDING

The essentials of setting up your HubSpot portal.

## RECRUITMENT MARKETING

Attract & engage the best job candidates at scale.

## HUBSPOT TRAINING

Get the most from HubSpot with customized training.

## TRADE SHOW MARKETING

Complete booth design, plus strategy & execution of lead gen campaigns.

## NOT TO BRAG, BUT...

# RECOGNITION & REVIEWS

Here are some of the notable recognition we've received for the work we've done for businesses like yours.





# CASE STUDIES: 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, 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)

## SOLUTION

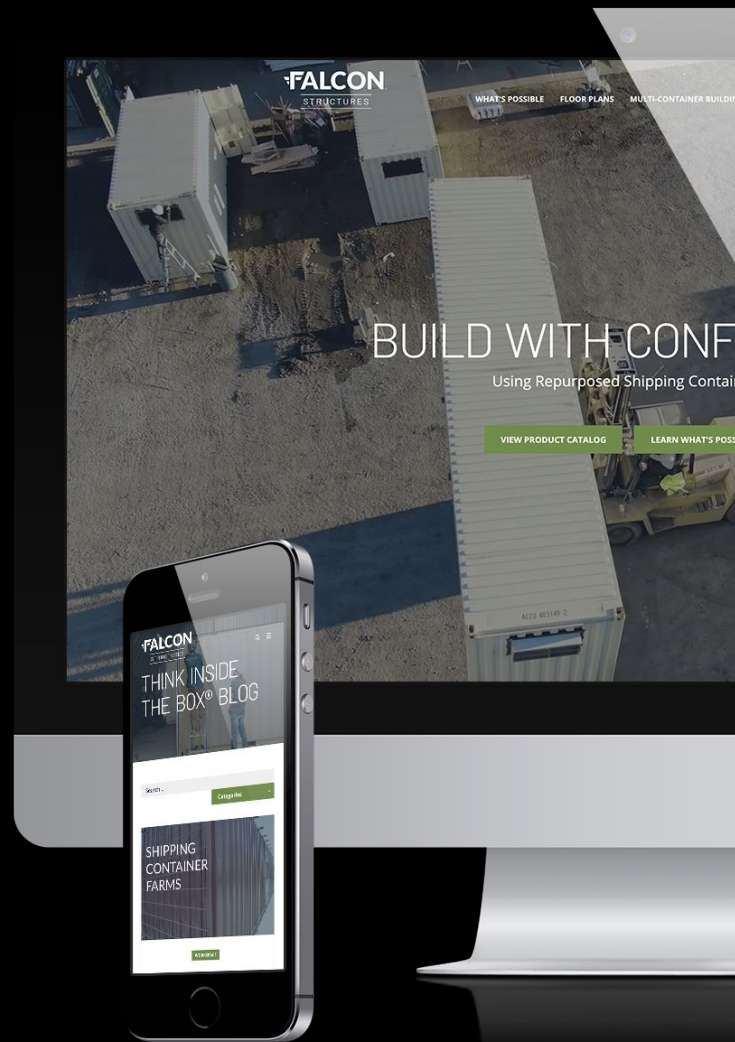
- New website and implementation of an optimized inbound marketing program, including a comprehensive SEO strategy
- New logo and branding/style guide

**86%** increase in organic views

**738** new MQLs

**31** new customers

**14%** increase in monthly sales



HubSpot 2019 IMPACT AWARDS  
WEBSITE DESIGN

# CASE STUDIES: GORDON FLESCH COMPANY

## 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

## SOLUTION

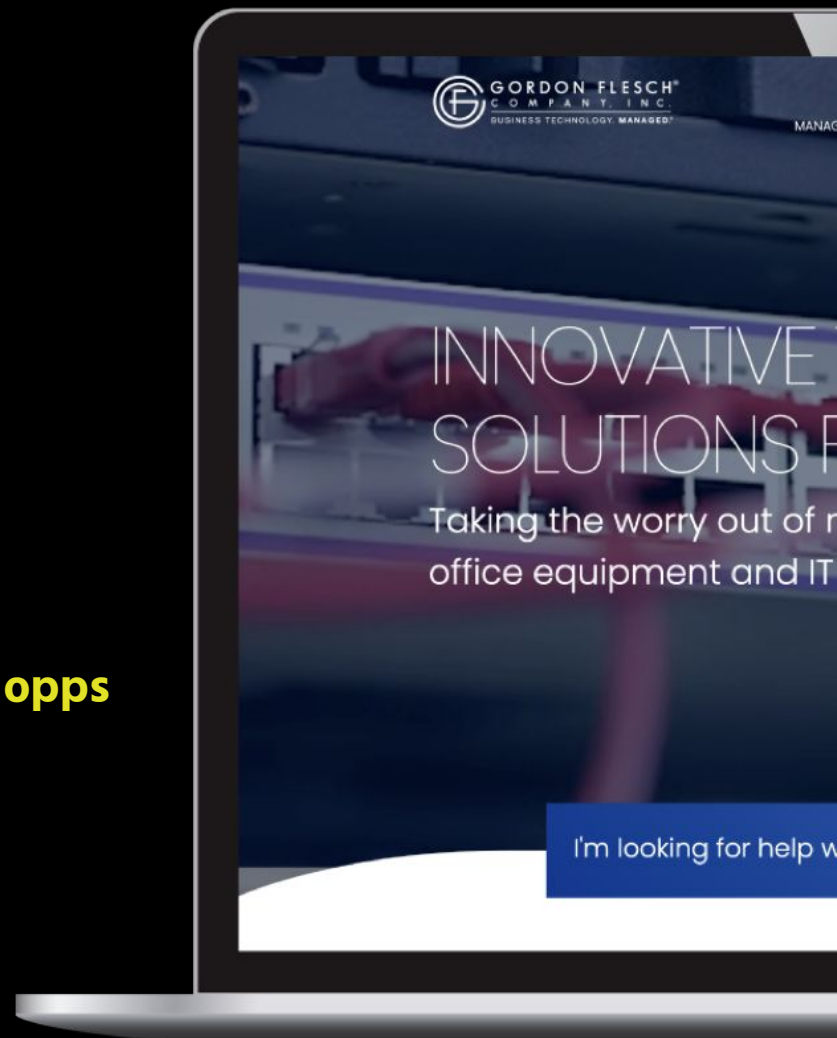
- New website and implementation of a custom inbound marketing program, including the creation of the GFC blog
- Creation of a Service Level Agreement (SLA) that defined and formalized how leads would be qualified, managed, assigned, and followed up on

**407** new MQLs

**230** new SQLs

**\$394k** in new sales opps

**15** new customers



# CASE STUDIES: GORDON FLESCH COMPANY

“Today, [gflesch.com](http://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 shows the ENX magazine website interface. At the top, there are logos for ENX magazine 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 featured article titled 'Inbound Gold: Unlimited Potential Awaits Dealers Willing to Develop Effective Marketing Initiatives' by Erik Cagle, dated Monday, September 27, 2021. The article text discusses the challenges of website relaunch and inbound marketing for Connie Dettman at Gordon Flesch Company (GFC). A sidebar on the right contains a 'MEET 2021 ELITE DEALERS' section, a 'Subscription Update' with a 'Manage Subscription' link, and a 'Sign Up for ENX The Week in Imaging eNewsletter' button. At the bottom right, there is a 'View Article' button and a 'PRECISION ROLLER WHOLESALE PRICING' logo.

# CASE STUDIES: 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

# 39%

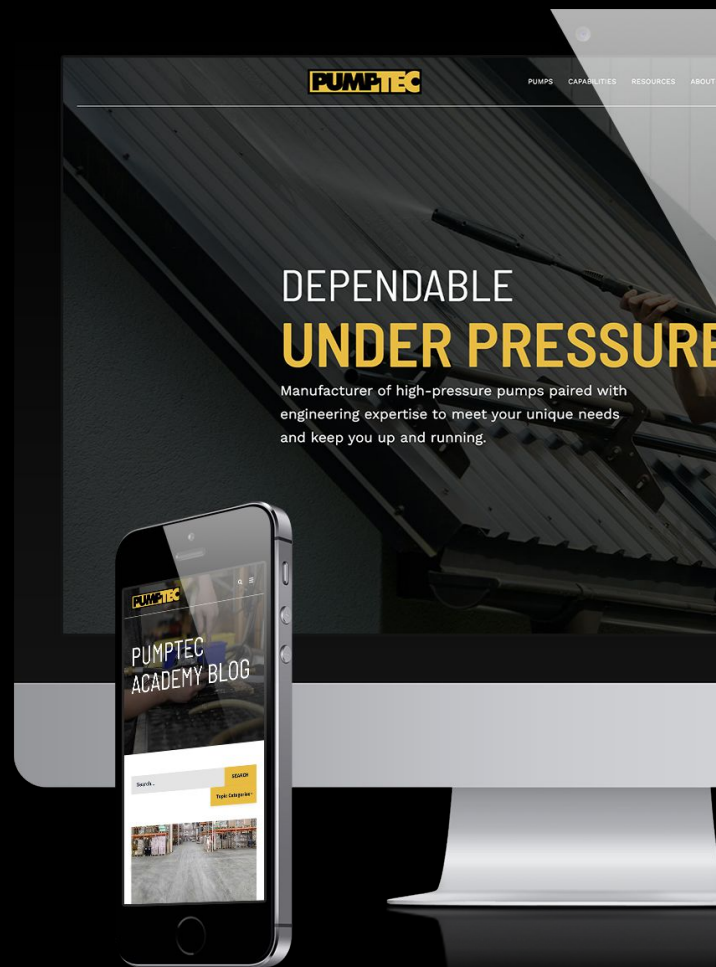
**Increase in sales in first 9 mo**

# 89%

**Increase in avg. new customer sale**

# 33%

**Reduction in onboarding time & sales cycle**

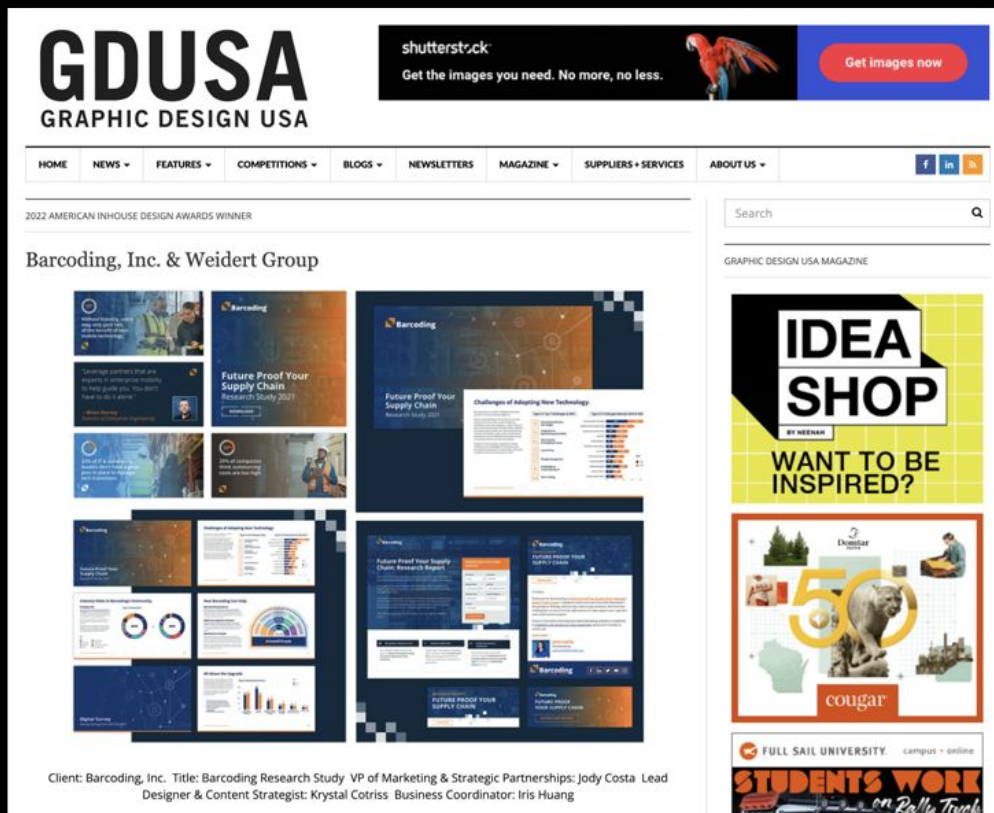


# DESIGN AWARD



GDUSA 2022 AMERICAN INHOUSE

# DESIGN AWARDS WINNER



Client: Barcoding, Inc. Title: Barcoding Research Study VP of Marketing & Strategic Partnerships: Jody Costa Lead Designer & Content Strategist: Krystal Cotriss Business Coordinator: Iris Huang

# CLIENT REVIEWS

“I like their responsiveness and forward, out-of-the-box thinking.”

The screenshot shows the Clutch profile for Weidert Group, a B2B Inbound Marketing Agency. The profile includes a navigation bar with categories like Advertising & Marketing, Web & Software Development, Mobile App Development, and IT Services & Solutions. The main content area features a large 'W' logo, a company description, and a 'Visit Website' button. Below this, there are two client reviews. The first review is from the President of AK Pizza Crust, praising the agency's communication and consistent results. The second review is from a Senior VP at DFR Solutions, highlighting the agency's creativity and proactive approach. The profile also lists key clients, certifications, and contact information.

**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 out 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. 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)

★★★★★ 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

**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

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

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

Senior VP at DFR Solutions  
11-50 employees  
Baltimore, Maryland

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

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



# DETAILS

# ROADMAP BUDGET (120-days)

apr - jul

	OPTION A	OPTION B	OPTION C
<b>KICKOFF + ROADMAP STRATEGY &amp; MANAGEMENT</b>			
Onboarding, Kickoff Call, & SBRP	\$2,538.75		
Roadmap Strategy & Management: Monthly Status Calls, Roadmap Planning & Account Management	\$7,976.25		
<b>PAID ADVERTISING/PPC</b>			
Initial Setup	\$9,165		
Paid Ad Management (3 months)	\$4,860	\$4,050	
Paid Ad Spend (3 months)	\$18,000	\$15,000	
<b>CONVERSION RATE OPTIMIZATION PROJECT</b>			
Landing Page Recommendations & Development	\$5,655		
Landing Page Mockups (includes copy) Only		\$3,656.25	
<b>CONTENT CREATION: VIDEO</b>			
Half Day Photo Shoot + 60-second Explainer Video + (3) 15-second paid ad video clips	\$5,895		
Remote Session + 60-second Explainer Video		\$2,572.50	
Refresh of (6) Existing Videos (recommended for future roadmaps)			\$3,797.50
<b>SEARCH ENGINE OPTIMIZATION (SEO): TECHNICAL FIXES</b>			
Technical SEO Project	\$1,072.50		
<b>WEIDERT GROUP RECOMMENDATION: OPTION A: \$55,162.50</b>			





# 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 formal quote**

**3**

**Schedule Onboarding & Kickoff Call**

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

