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## TIDI Products Selects Weidert Group as Inbound Marketing Agency

APPLETON, WI, May 2021 – Weidert Group, a nationally recognized B2B inbound growth agency for complex industries and Diamond Level HubSpot Partner, has been selected to develop and execute an integrated inbound marketing program for TIDI Products, a designer, developer, and manufacturer of medical devices and personal protective equipment (PPE).

TIDI Products' expanding product portfolio of PPE options and innovative supply programs for medical and healthcare providers have positioned the company and its product portfolio in acute demand amid the COVID-19 pandemic.

In early 2020, surging demands for product information, educational and training support, and high sales volumes coincided with public health measures that made in-person sales calls impossible. These challenges heightened TIDI's interest in a website upgrade — and a comprehensive, inbound content program that makes it easy for prospects and customers to understand solutions, select the right products, and ensure correct use for optimal protection and care.

“We wanted a website that would serve as a 24-7, 365-days-a-year extension of our sales team,” said TIDI Products Vice President of Marketing Jennifer Jones. “Our mission is to support caregivers and protect patients, which means we serve a complex spectrum of customers across the healthcare industry — and we've expressly developed products that support staff safety and patient care. We needed a website that can meet every customer where they are, lead them to the right solution, and ensure safe and correct use — quickly and simply.”

An in-depth SEO analysis by Weidert Group informed the new website's architecture, which was followed by a Growth Driven Design (GDD) approach. Continuous improvement cycles will include content to engage, educate, and serve new prospects and established customers alike.

“It's been an honor and pleasure working with the TIDI Products team,” said Weidert Group President Greg Linnemanstons. “Every decision they make underscores their commitment to healthcare worker protection and patient care, and Weidert Group looks forward to being their supportive marketing partner and helping them connect each unique healthcare customer with the best solutions for their needs.”

### About Weidert Group, Inc.

Weidert Group, founded in 1980, is a full-service business-to-business inbound marketing agency that has been a certified HubSpot Agency Partner since 2011, and achieved Diamond status as a top partner in 2020. HubSpot is the global leader in marketing automation software, with over 100,000 customers in more than 120 countries. Weidert Group provides all components of effective inbound marketing, sales, and customer service efforts, including web design, search engine optimization, content strategy, social media strategy and promotion, lead nurturing, voice of the customer programs, marketing and sales training and process design, and overall marketing management. Clients represent primarily business-to-business organizations in complex industries such as industrial manufacturing, distribution, and logistics.

## About TIDI Products, LLC

TIDI® Products has a history of providing forward-looking solutions to healthcare professionals — solutions that help reduce the risk of contamination and deliver the highest-quality patient care. The TIDI Products portfolio of brands includes Posey®, C-Armor®, Sterile-Z®, PenBlade®, TIDIShield®, Grip-Lok®, and Zero-Gravity®. To learn more, visit [www.tidiproducts.com](http://www.tidiproducts.com).