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## Weidert Group Achieves Certified Google Partner Status for Paid Media

APPLETON, WI, August 2021 – Weidert Group, a B2B inbound marketing agency and Diamond Level HubSpot Partner, has earned accreditation as a Google Partner. The achievement demonstrates the agency's commitment to robust inbound marketing. It is also the culmination of a two-year strategy to integrate and leverage paid digital advertising into inbound programs to maximize client results.

The hiring of a designated Paid Media Specialist in late 2019 put Weidert in a position to offer, implement, and manage the Google suite of digital services – Search Ads, Display Ads, and Video Ads – for several clients looking to leverage paid digital advertising and accelerate their lead generation. The ongoing success of the paid media components of clients' inbound programs managed by Weidert Group, provided the results — including ad performance, threshold spend, and employee certification parameters — necessary for Weidert to be considered for and ultimately named Google Partner.

“Being a Google Partner is a nod to the breadth and depth of our agency's capabilities, but that's secondary to what it means for our clients,” said Greg Linnemanstons, Weidert Group President. “For them, having an agency partner that drives meaningful results is essential. Our experience in inbound and willingness to help them strategically lean further into the paid media space provides them with even more confidence in Weidert and their marketing efforts.”

### About Weidert Group, Inc.

Weidert Group, founded in 1980, is a full-service business-to-business inbound growth 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 and the #1 CRM platform for scaling companies, with over 121,000 customers in more than 120 countries. Weidert Group provides all components of effective inbound marketing, sales, customer service, and recruitment marketing 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.