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Implecho Partners with Weidert Group for Inbound Website, Marketing & Refreshed Brand

APPLETON, WI — Weidert Group, a nationally recognized B2B inbound marketing and growth agency for complex industries and Platinum HubSpot Partner, has been selected to implement a new inbound marketing and sales program, design a new website, and champion a refreshed brand for Implecho, a leading audio communication solutions provider.

Implecho faced the challenge of consolidating three previously existing brands and websites — TourGuide Solutions, Rhino Communication Rentals, and Implecho — into one cohesive [website domain](https://www.implecho.com/) that represented their four pillars of support for events, tours, training, and jobsite applications. They chose to leverage the full power of inbound marketing using the HubSpot platform to highlight their unique position in the marketplace, including elements of content creation, paid ads management, and SEO support.

“Implecho needed a single brand with a consistent voice and value proposition all on one website,” said Weidert Group president, Greg Linnemanstons. “The audio communication solutions they offer are highly customized for each customer, adding to the challenge. Our web developers, designers, writers and inbound consultants worked closely with the Implecho team to capture their vision and develop and implement a full inbound marketing strategy that clearly tells their story and generates valuable business opportunities.”

Both Implecho and Weidert Group are employee-owned, which strengthens their alignment and shared vision for growth. Implecho is part of OwnersEdge, a 100% employee-owned ESOP holding company that includes five additional organizations in its portfolio. Because of Implecho’s strong relationship with Weidert Group and the success of their program implementation, work has begun to assist two additional OwnersEdge companies with their marketing strategies and sales efforts.

“Having worked on the agency side, I know how important it is to find the right digital marketing skills to meet complex B2B needs,” said Angi Krueger, Chief Marketing Officer of OwnersEdge. “With the help of the Weidert team, we were able to put in place the appropriate technology to manage our content easily and track our data, sales pipeline, and results. Their expertise helped us create a beautifully designed website that reflects our brand strategy and customer insights, which makes me confident in the foundation they helped us establish. We value their fully integrated, strategic approach to content development, SEO optimization, and paid advertising that allows us to maximize the impact of our budget and generate high-quality sales leads.”

“From the start, our relationship with Implecho has been built on trust, transparency, and a mutual goal to further their success,” said Linnemanstons. “We’re excited to see them solidify their position as a leading nationwide provider of audio communication solutions and help other OwnersEdge companies reach their growth goals.”

About Implecho

Based in Pewaukee, Wis., Implecho is an audio communications company that provides high-quality rental and purchase solutions for events, tours, training and jobsite applications. Serving Fortune 500 companies and events nationwide, Implecho provides audio communication solutions for conferences, trade shows, festivals, facility tours, remote or onsite training, job site applications, manufacturing, construction and a variety of other applications. Implecho is 100% employee-owned and an OwnersEdge operating company.

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 177,000 customers in more than 120 countries. Weidert Group was recognized among the "Inc. 5000" fastest-growing private companies in America in 2022. The company 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.