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FOR IMMEDIATE RELEASE

## Midwest-based Pumptec Names Weidert Group as Inbound Marketing Agency

APPLETON, WI, July 2020 – Weidert Group, a nationally recognized B2B inbound marketing agency for complex industries and Diamond Level HubSpot Partner, has been selected to execute an integrated inbound marketing program for Pumptec, a U.S. manufacturer of high-pressure plunger pumps for OEMs in multiple industries.

A sought-after partner for pump engineering expertise and specialization in custom assemblies, Pumptec recognized they could accelerate their organic growth with a focused and disciplined approach to inbound. As a result, aggressive growth and supporting marketing goals are being pursued with help from Weidert Group.

“Given our goals, finding the right marketing approach was key,” said Steve Babcock, Pumptec’s VP Engineering and Marketing. “Inbound resonated with the team. Once we chose a direction, we knew we needed to find the right agency partner to help us develop and execute an appropriate strategy. Weidert Group was the obvious best choice, from their depth and breadth of experience to the focus they have on businesses like ours. Our team couldn’t be more confident about the future.”

The future also looks bright to Weidert Group President Greg Linnemanstons. “We’re thrilled to be partnering with Pumptec. Their success to date speaks to their engineering and operational excellence. A focused inbound marketing and sales approach will accelerate their growth across their target industries. It’s a real privilege to be collaborating with the Pumptec team on what’s sure to be an exciting journey.”

### About Pumptec

Founded in 1988, [Pumptec](#) is headquartered in Minnesota serving customers across North America and overseas. A proud U.S. manufacturer, Pumptec works with OEMs to create high-pressure pumps and custom assemblies for a range of commercial applications, all backed by a team of expert engineers and

numerous specialized patents. Pumptec values quality, collaboration, and honesty — a simple mission that defines how they approach their products, business, and partnerships.

### 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 78,700 customers in more than 100 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, insurance, and financial services.

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