



Burgard is an award-winning consulting agency with more than 25 years of experience meeting local and national clients' growth goals.

Following is a list of our capabilities and case studies.

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Strategic Consultation

- **Strategic alignment consulting**
 - › Strategic alignment audit
 - › Strategic alignment plan development
- **Business development consulting**
 - › Business development systems analysis
 - › Sales manager coaching
 - › Sales team development planning

Holistic Planning

- **Business systems development**
 - › Business systems evaluation
 - › Business systems alignment
- **Sales systems development**
 - › Recruiting services
 - › Sandler Sales Training®
 - › Communications coaching
- **Marketing systems development**
 - › Marketing evaluation
 - › Marketing strategy
 - › Marketing plan development
 - › Marketing plan implementation
 - › Public relations

Brand Consultation

- **Brand consultation**
 - › Brand evaluation
 - › Brand development
 - › Values-based positioning
- **Creative services**
 - › Print design
 - › Custom photography
 - › Advertising

Digital Consultation

- **Websites**
 - › Design & development
 - › Page content
 - › SEO
 - › Analytics
- **Social media**
 - › Strategic planning
 - › Content development
 - › Posting to all platforms
 - › Audience engagement & growth
 - › Audits & training
 - › Blogging
 - › Analytics
- **Digital advertising**
 - › Pay-per-click
 - › Retargeting
 - › Sponsored content
- **Email marketing**
 - › Audits & planning
 - › Content development
 - › Campaign execution
 - › List development & segmentation
 - › Regulatory compliance
- **Video production**
- **Virtual reality**
- **Commercials**

Client

Beebe Healthcare

Strategic Goal

Beebe Healthcare sought to continue its success as the dominant healthcare provider in a rapidly changing healthcare environment.

Execution

For 20+ years our strategy was to communicate Beebe's long-term commitment to the health of the community, Beebe's quality of care, and the trust Beebe has earned. Our continued focus on engaging Beebe's target markets by telling compelling patient stories led to patient loyalty and strengthening their overall brand.



Client

Hess Brothers Fruit Company

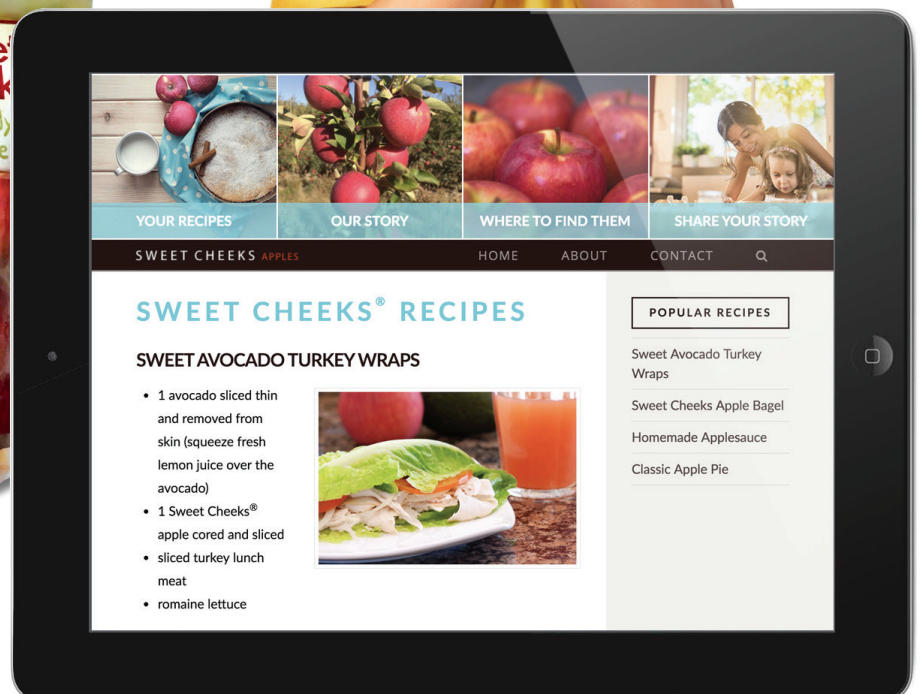
Strategic Goal

Bring a new variety of apples to a crowded produce market of “managed varieties” (the microbrews of the produce world), creating enough traction to support significant investment by the client and their many growers across the country.

Execution

Evaluating industry trends and data and understanding that a buying decision is made in the limbic, emotionally based part of the brain, Burgard developed a lovable, ethnically homogeneous “every daughter” to touch customers. Especially moms, the key decision makers in grocery purchases. Executing a variety of branding tactics—from a website to eye-catching displays—ensured that you can now find Sweet Cheeks apples (seasonally) at your local Costco and other major retailers.

**Sweet
Cheeks®**
Everybody's favorite™



(click to see website)

Client**Getz International®****Strategic Goal**

Help a growing fire and security business become an international brand and continue ramping up growth to support local and global expansion.

Execution

Transitioning a local company to an international brand requires more than a growth plan. It necessitates an overall look at their business sales plan, marketing plan, and brand. Understanding that Getz's values: openness, professionalism, strength, and service were the major factor in prospects' buying decisions, we developed a new brand message to directly communicate this. Updates across all channels of communication from a website to sales scripts ensured that the same message of timeless values was consistent across the board and across borders.



Client**Cargill®****Strategic Goal**

Increase sales and visibility for Wilbur Chocolate—Cargill’s sole confectionery retail brand.

Execution

Understanding the nature of changing demographics and retail trends through a deep dive into Wilbur’s marketing and sales methodologies, Burgard executed numerous creative projects from branding elements to public events with the following priorities:

- Reinforce buying habits from existing brand loyalists (gen X and baby boomers with families) through an appeal to classic small-town Americana.
- Bolster new revenue streams like online ordering to capture new customers (gen Z and millennials).
- Tie these groups together to form a synergistic consumer ecosystem, cementing Wilbur Chocolate as an intergenerational family tradition.



Client

YogaJellies

Strategic Goal

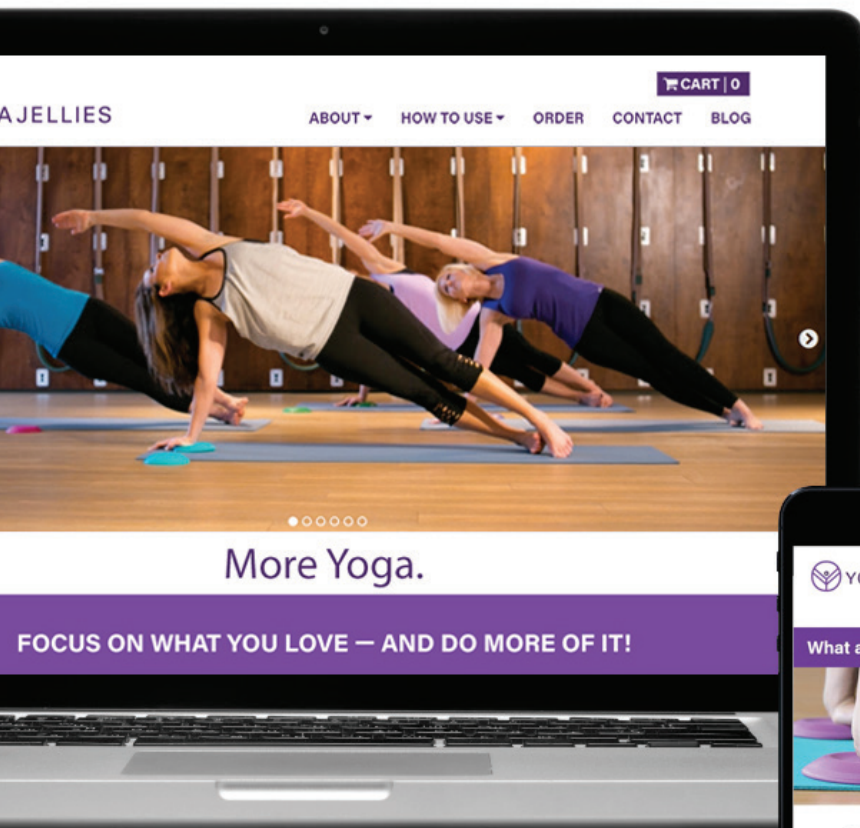
Help an original fitness product brand go digital, increase sales, and compete with copycats for more significant revenue.

Execution

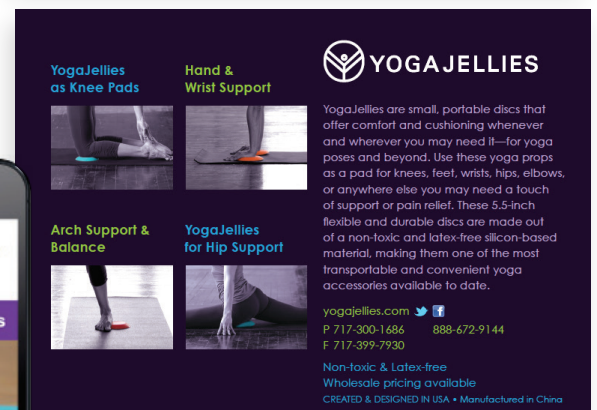
While YogaJellies succeeded at creating a revolutionary fitness product, sales were not growing as fast as needed, and knockoff manufacturers in China had flooded the market with low-cost, poorly made alternatives at a price point and volume that was cutting into their sales.

After a market analysis, marketing material analysis, a review of the brand, and an examination of competition, we executed the following steps to drive growth:

- Develop a website appealing to key demographics with a new, higher price point commensurate with the product's quality and value.
- Develop a new visual identity that spoke to the high-end, higher-income fitness consumer.
- Discuss client distribution channels and develop a strategy to compete on Amazon and other major online retailers.



(click to see website)



Client

Homestead Outdoor Products

Strategic Goal

Evaluate a failing marketing strategy, solve a perpetual stagnant sales problem, and meet or exceed 7% growth in the first year.

Process

Following a detailed analysis as well as analytics research about their industry, market, and existing customers, we created a comprehensive marketing plan. Execution of the plan involved the creation of marketing materials speaking at once to a specific Anabaptist culture and contractors outside the community and included: the development of a newsletter, website redesign, sales coaching, sales script development, secret shopping, and lots of content creation. With all marketing and sales channels synced and aligned with strategic messaging, **Homestead achieved 11% total revenue growth during the first year and up to 35% growth annually since.**

EFFECTIVE MARKETING EFFORTS can set up a successful year of sales. By priming the pump with branding and outreach, sales activities become more successful and customers are likely to order from Homestead rather than the competition.

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(click to see website)

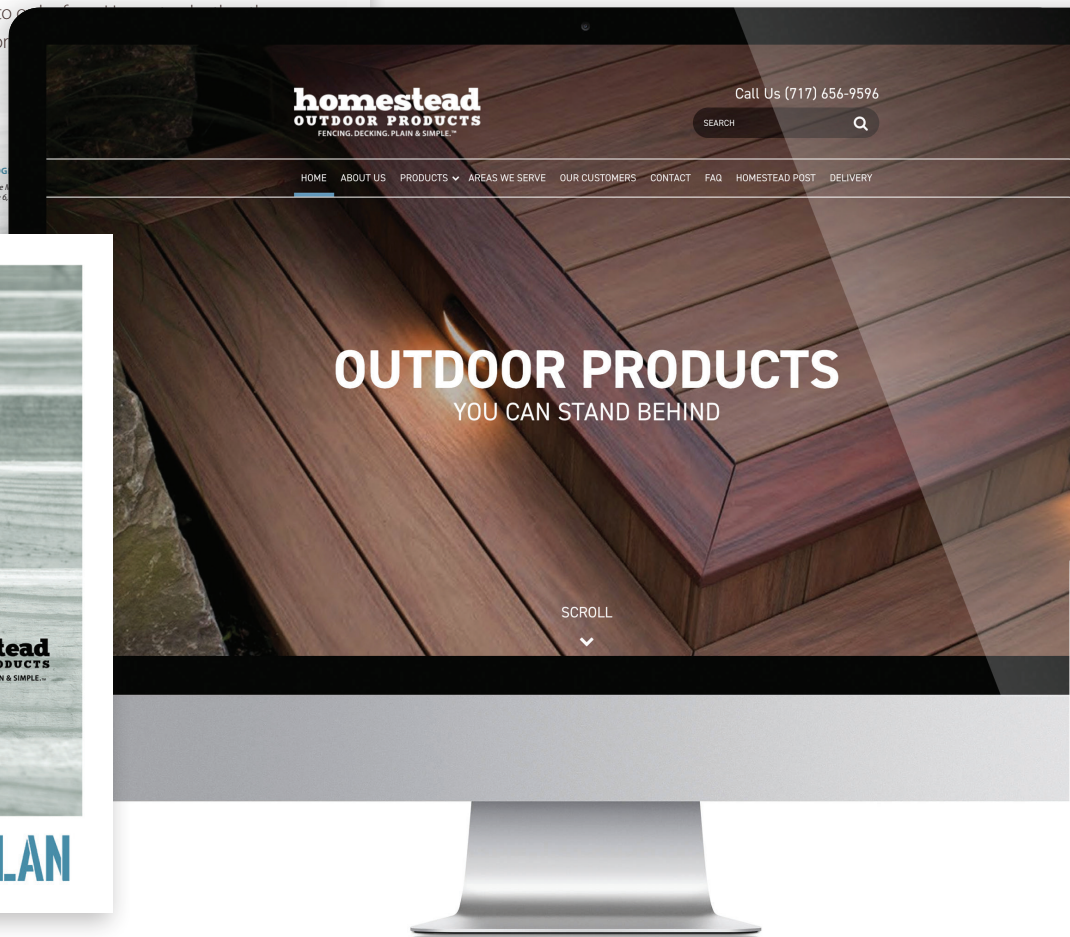
SALES BUDGET
Included in the Monthly Marketing Budget as listed on page 6, Management.

SALES BUDGET
Included in the Monthly Marketing Budget as listed on page 6, Management.

SALES



2019 MARKETING PLAN



Client

DynaTech® Generators

Strategic Goal

Increase sales and generator service contracts with towns and municipalities.

Execution

Utilizing government databases to generate extremely qualified prospects, a multi-touch strategy starting with direct mail and followed by a targeted LinkedIn campaign successfully set the stage for DynaTech Generators' sales team to follow up with those on the mailing list. Developing a script and consulting with sales managers ensured that sales and marketing efforts worked in concert for a successful campaign.

(click to see microsite)

THESE ARE DARK TIMES
FAILURE IS NOT AN

Generators can fail—you can't.

When RAPID RESPONSE Means Keeping the Lights ON.
Emergency generators CAN protect residents, businesses, and children at school in the event of an emergency... But what happens when, despite proper planning and preparedness, disaster strikes? What happens when your generators fail and your problems are just beginning?

With a DynaTech Generator Preventative Maintenance Agreement you can count on our team of trained technicians to deliver rapid response with capabilities unmatched in the standby power industry. Even in emergencies. Every time.

Receive priority attention when you have an emergency.
You get RAPID RESPONSE when you need it most and 10% off all materials and labor with a Preventative Maintenance Agreement.
To learn more, go to DynaTechRapidResponse.com.

DynaTech Generators
120 N 25th Street, Suite 300
Lafayette, PA 15042
(800) 779-8809
Serving PA, MD, NJ, DE

DynaTech
Generators
Responsive, Responsible, Remarkable
24/7
GENERATOR SERVICE

15 Minute Call Back Guarantee | COSTARS | 24 EMERGENCY SERVICE

DynaTech
Generators

Emergency Power Delivered 24 | 7

Generators can fail—you can't.

FREE QUOTE

When every minute counts failure is not an option.

Emergency generators CAN protect residents, businesses, and children at school in the event of an emergency. But what happens when, despite proper planning

DynaTech
Generators
214 followers
2w

IT'S YOU THEY TRUST. Even in emergencies. Every time.
What happens when, despite proper planning and preparedness, disaster strikes?
What happens when your generators fail and your problems are just beginning?

Generators can fail—you can't.

FAILURE IS NOT AN OPTION
DynaTech Generators™ Power Technicians are committed to deliver rapid response within 15 minutes and to keep you operating... 24/7.
<http://DynaTechRapidResponse.com/>

6

Like Comment Share

Client

Sechan Electronics®

Strategic Goal

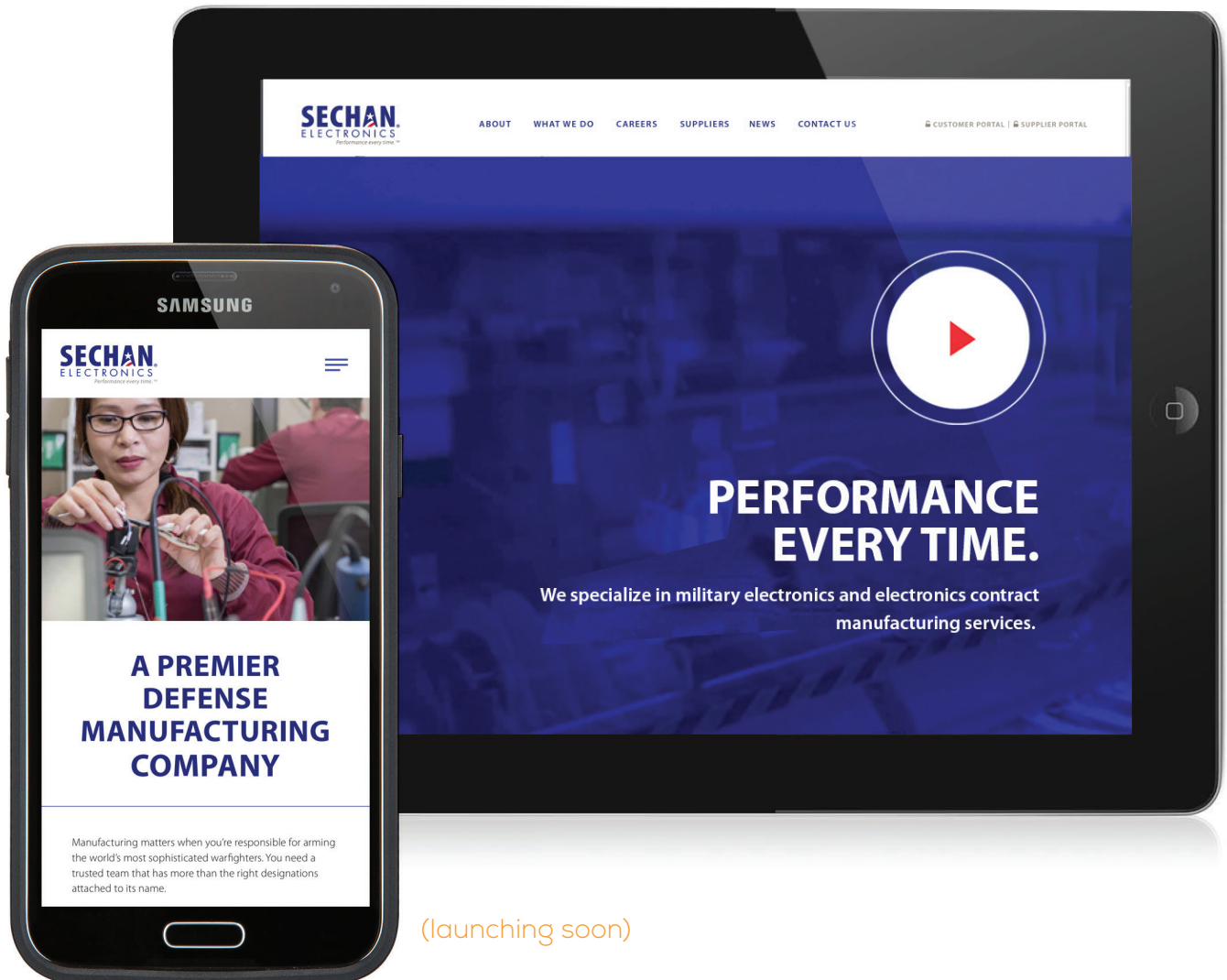
Help a defense contractor and electronics manufacturer compete with large companies like Lockheed and Raytheon for government defense department contracts.

Execution

Competing with massive companies when your name is not only unknown but perceived as foreign by US government buyers is no small challenge. To help Sechan (pronounced See-kan) secure significant new growth, we executed a detailed analysis of industry brands, how defense purchasers operate, and Sechan's marketing and sales materials. Ultimately, we created a brand that communicated 100% American-made, while updating marketing and sales materials to focus on the specific benefits defense buyers are looking for.



(click to see video)



(launching soon)

Client

K.T. Graham™

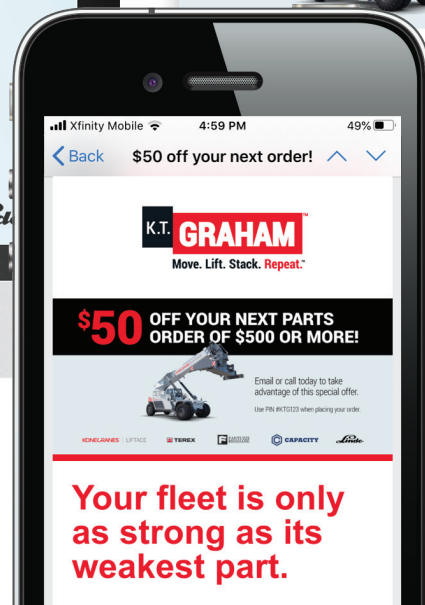
Strategic Goal

Help a struggling regional heavy-equipment parts supplier grow and compete on a national level.

Execution

Despite more than 30 years as a trusted supplier of used parts to domestic commercial transportation providers, K.T. Graham struggled to communicate that they are “a company forging dealership relationships with other world-renowned brands.” Following deep analysis and consultation with key executives, we developed a clean corporate logo before updating the website, business cards, and other brand elements to set the stage for meaningful sales and marketing efforts. Then, a campaign to prepare and expand the client base, touch-by-touch through digital and traditional methods, ensured that their introduction as an international brand dealer was seamless.

(click to see website)



Client

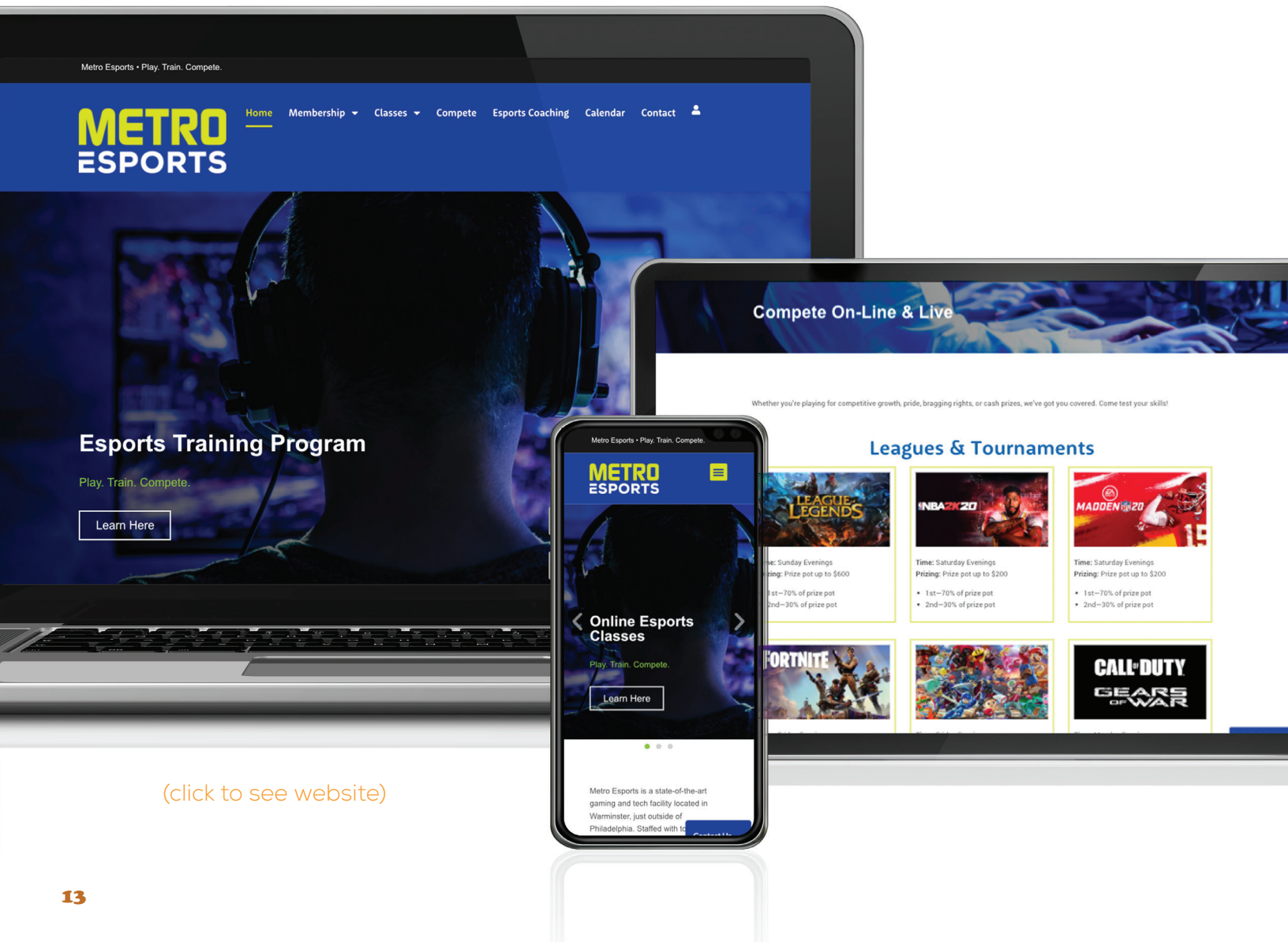
Metro Esports

Strategic Goal

Plan, rebrand, and execute the launch of an up-and-coming Metro Esports brand focused on meeting a growing need for diversity and outreach into underserved communities.

Execution

Growing an esports startup in an emerging but flooded market necessitates more than just appealing to players. Metro Esports' bold vision of a hybrid stem/esports training facility complete with their own competitive teams required logos and traditional branding elements that speak to youth, parents, and educators. From a website and tech center facility layout to a schedule and sales plan of sought-after education offerings, Burgard ensured that any demographic involved in revenue streams or buying decisions was included in all communication streams.



(click to see website)

Client

Capital Coating

Strategic Goal

Bring Capital Coating's various services into alignment under a single brand to present a more sophisticated value proposition to a larger-size commercial audience.

Execution

After gaining a complete understanding of the growth goals Capital Coating wanted to achieve from the multiple services they provide, we first created a simplified Capital Coating logo and a short but powerful brand statement to achieve immediate industry recognition and target audience relevance. Then, by narrowing the company's many services into a three-color-coded system, clients are quickly guided to find the solutions that meet their needs by using a visual process of elimination. This highly organized and condensed services overview using graphic elements immediately sets the stage for easy cross-selling conversations of Capital Coating's other capabilities and increases the likelihood of upselling to a now-existing customer.

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Capital Coating
COVERED. ROOF TO FLOOR.



ROOFING • COATING • FLOORING



FOR TWO DECADES
we have been committed to
quality service, high-quality
products, and attention to
detail. We are dedicated to
protecting your investment
and proud to say that

- Licensed and insured
- Quality-driven
- Staffed by certified professionals
- Safety trained and certified
- Experts in commercial and institutional applications
- Committed to customer satisfaction
- Respected and trusted in the community

Thank you for
consideration.
to hearing from

—MERVIN FISHER



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ROOFING

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RING



Client

Utility Keystone Trailer Sales

Strategic Goal

Help the marketing director establish a digital marketing strategy.

Execution

Burgard performed an in-depth audit of Utility Keystone Trailer Sales' online presence—then provided a comprehensive strategy. In partnership with their marketing team, we brought focus to PPC campaigns, monitored visibility and made SEO recommendations, and offered ongoing reporting to lower cost-per-conversion, increase click-through rates, and aid in time-on-site leads. In their August 2020 Marketing Snapshot Report, the client stated:

"We set a record for sales leads in one month for June. Then, shattered it in July while at the same time hitting an all-time record web session average. We also continue to outpace our competition in search visibility."

Increase Capabilities. Minimize Risk.

Increase your capacity, keep costs in check,
and get peace of mind with PennStro Leasing.
A partner you can count on!

Be Prepared with PennStro

- **Stay flexible** in meeting customer demand with the right quantity and types of trailers available to you.
- **Increase cash flow** by not tying up assets to buy and maintain trailers that will sit idle.
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2. Enter the requested information in the online form
3. Click to submit your form. (Within one to two business days, your application will be processed)

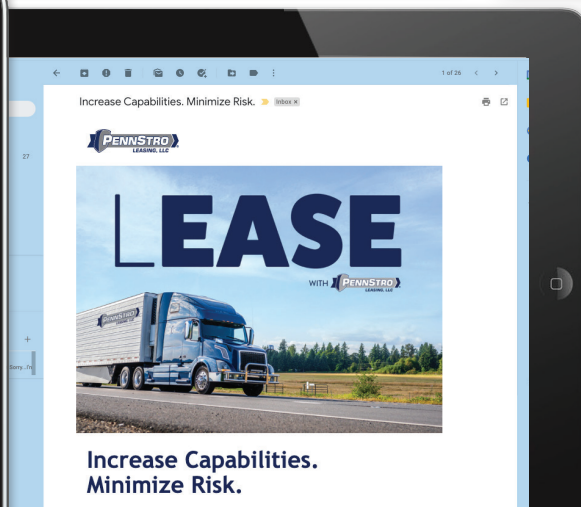
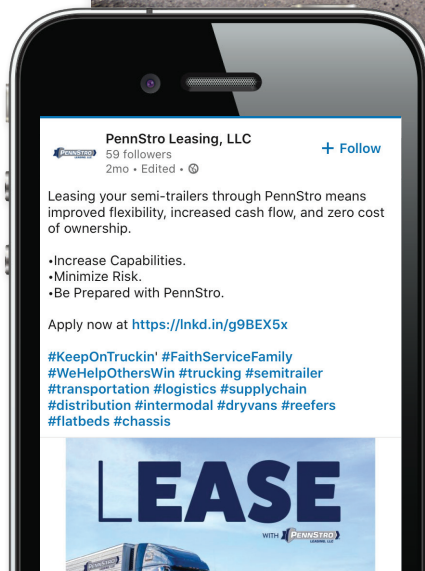
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Performance as of
May 2020

ROI YTD 388%
INCREASE OF 41%

TOTAL LEADS
INCREASE OF 53%



Thank you.



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