

WELCOME TO

ELEMENT



THE SITUATION

With a move to a new internal system, updating the connection that publishes project content to the website would require significant investment. At the same time, B2B buyers research independently, prioritizing quality, expertise, and trustworthiness, often making most decisions before contacting a representative, making a strong digital presence essential.

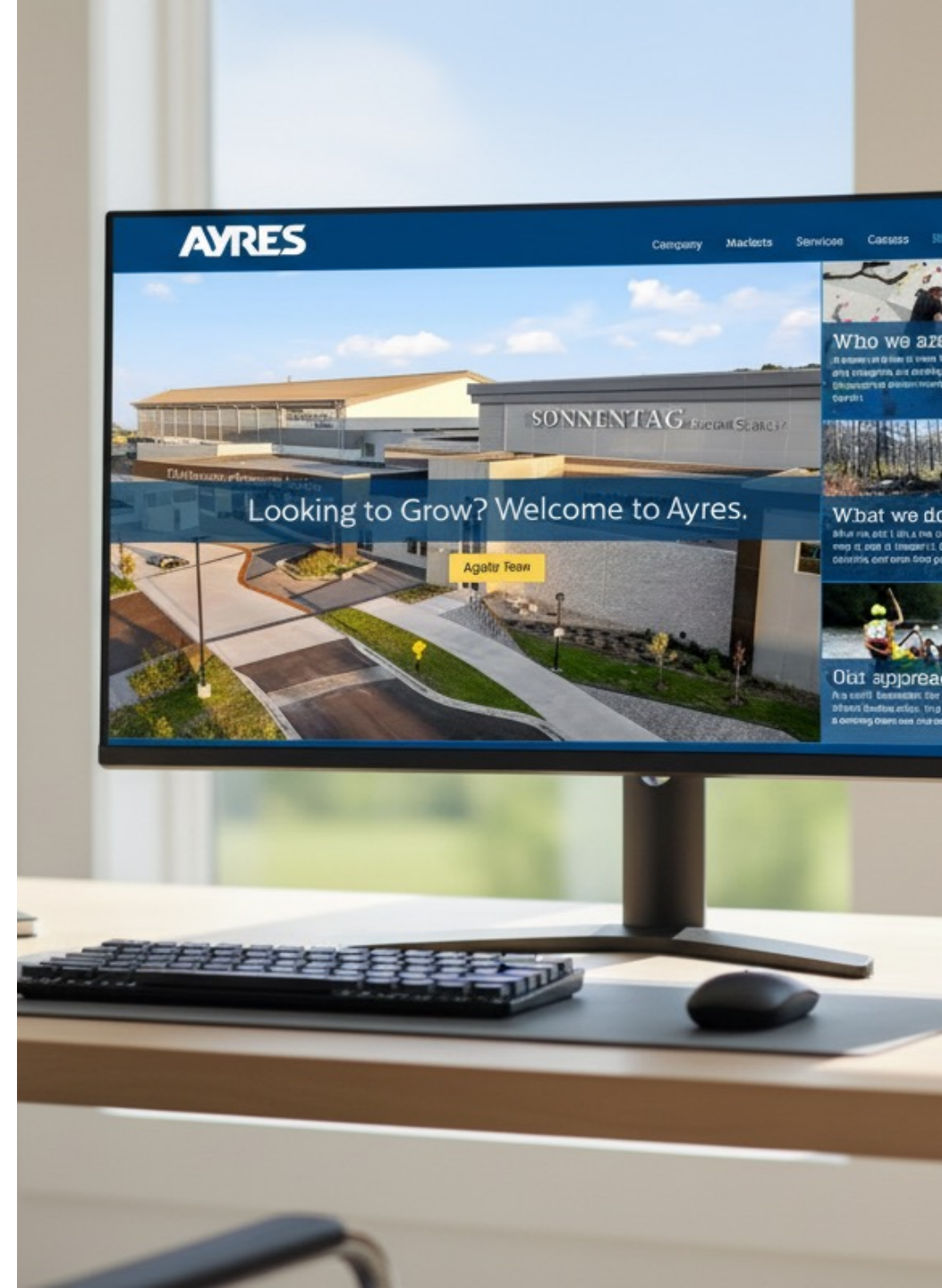
The current system simplifies content publishing but delivers minimal results. Project case studies see little engagement, the current site is not ADA or CCPA compliant, and outside integrations always pose potential security risks.

Resources are tied up in processes that do not drive measurable business growth.

Recruitment is highly competitive, and the website often serves as the first impression for top talent. It must communicate why Ayres is an attractive place to work, highlighting culture, expertise, and career growth beyond salary.

With goals to grow professional fees by 10–25%, particularly in the private sector, Ayres needs a website that guides prospects, drives inbound leads, and supports both sales and recruitment.

A strategically built, audience-focused site will reduce maintenance burdens, mitigate risks, and align digital experience with modern buyer and candidate expectations.



THE COST OF UNCLEAR MARKETING DIRECTION

When marketing efforts aren't aligned with sales goals, the result is often wasted budget chasing trends instead of driving results.

A lack of strategic direction can also create inconsistent messaging, confusing your audience and weakening brand trust. Internally, teams may feel uncertain about what to execute or prioritize, leading to frustration and slower progress.

The bottom line: when strategy is missing, everything can suffer.

- ✓ Wasted Budget
- ✓ Inconsistent Messaging
- ✓ Lack of Direction
- ✓ Slower Growth





ELEMENT CAN BRING STRATEGIC VISION

INTEGRATED MARKETING ALIGNS YOUR STRATEGY, MESSAGING,
CREATIVE AND MEDIA AROUND ONE CENTRAL PLAN.



Total Brand Chemistry

OUR FORMULA FOR SUCCESS

PARTNERSHIP THAT PERFORMS

CREATIVE THAT CONNECTS

STRATEGY THAT STICKS

INSIGHTS THAT INSPIRE

REAL RELATIONSHIPS

Let's get one thing straight—we're not just another vendor on your list. We're your inside-outsider. Your strategic sidekick. Your creative co-pilot.

If you're looking for yes-people or cookie-cutter solutions, we're not your agency. But if you want a team that questions everything, obsesses over impact, and fights for ideas that actually move the needle, then we're already speaking your language.



INTEGRITY

PASSION



PARTNERSHIP



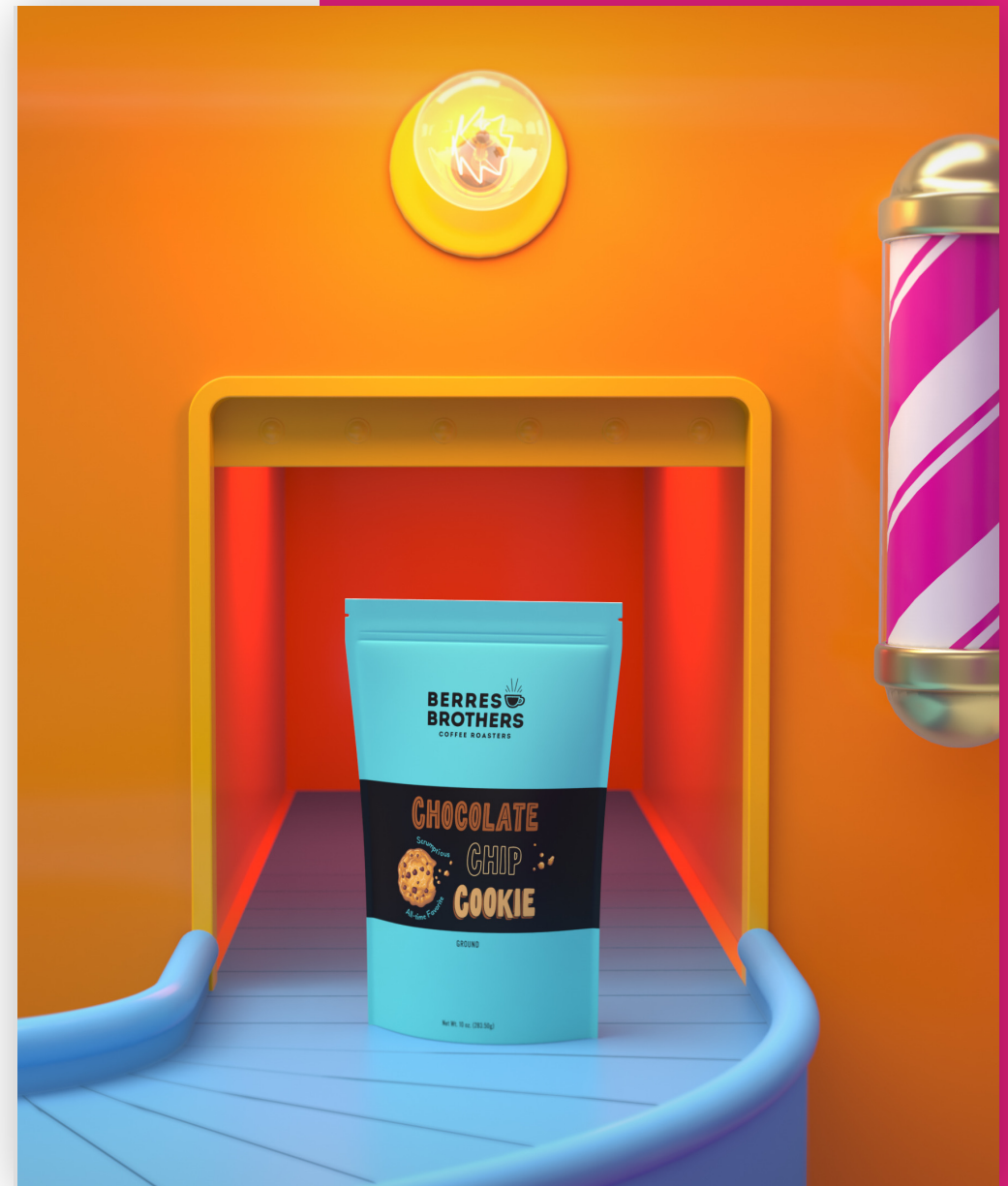
AUTHENTICITY

CREATIVE THAT CONNECTS

We don't chase attention for attention's sake. We build ideas with purpose. We shape every concept to align with your brand's goals and your audience's reality.

Our "Know, Think, Feel" filter ensures your message doesn't just land, it leaves a mark. We make people know who you are, think about what you stand for, and feel something that resonates.

Because we're not here to make things pretty. We're here to create bold, emotional, strategically sharp campaigns that don't just stop the scroll—they move the brand.



STRATEGY THAT STICKS

Our integrated approach unifies every channel so your brand shows up with clarity and consistency. Every campaign. Every touchpoint. Every word. Aligned and intentional to drive measurable impact and lasting loyalty.

Strategy doesn't just connect your marketing—it directs it, ensuring the right message hits the right audience at the right time. It's not about being everywhere—it's about being exactly where you need to be to turn attention into action and growth.





INSIGHTS THAT INSPIRE

At our core, we're not just data-driven—we're insight-driven. Because numbers alone are lifeless until they're given meaning, context, and a connection back to strategy. We go beyond dashboards and metrics to uncover the stories and human truths behind the data.

It's these insights that ignite bold ideas, guide smarter decisions, and inspire creative solutions that resonate with real people. Data informs, but insights inspire—and that's where the magic happens.

ELEMENT BY THE NUMBERS

- 1 official mascot, Canuck the Moose, headquartered in De Pere, Wisconsin
- 8.2 years, the average tenure of our top 10 accounts
- 21+ years as a full-service marketing agency
- 45 full-time creative problem-solvers



65% National
20% Regional
15% Local



60% B2B
40% B2C



TRUSTED BY THESE BRANDS



Shopko Optical.



WEBSITE DEVELOPMENT APPROACH

UNLOCK THE FULL SALES POTENTIAL OF YOUR WEBSITE
WITH AN INTEGRATED MARKETING MINDSET



STRATEGIC WEBSITE DEVELOPMENT

RESULTS-DRIVEN

Like everything we do, our website design approach is rooted in **results-driven strategy**. Our team of user experience designers also bring a strong understanding of programming, ensuring a seamless handoff to your development team. This means your website will be built **efficiently** and without unexpected delays, keeping your project on track and aligned with your goals.



OUR WEBSITE DEVELOPMENT APPROACH

KEY DIFFERENCES

- ◆ Your bottom line is top-of-mind
- ◆ A deep understanding of SEO and the impact design has on proper optimization
- ◆ Our UX design-first mentality delivers results
- ◆ We're upfront and detailed when it comes to budget
- ◆ Mobile-first approach for user-centered design
- ◆ Expertise in diverse CMS technologies and integrations to properly design to technology requirements
- ◆ Our combination of experience in your industry and aligning B2B sales with marketing

FORWARD THINKING

We offer more than just websites. With Element, you gain access to a full team of marketing experts who will not only support your immediate website design needs but are also available to assist with any future marketing efforts, helping activate your website and drive sales as your needs evolve.





**SUCCESS IS BUILT THROUGH
PARTNERSHIP AND TOGETHER
WE'LL MAKE IT HAPPEN.**



WEBSITE DEVELOPMENT THAT DRIVES GROWTH

PHASE ONE: APPLICATION DESIGN DOCUMENT

Prior to beginning the website build, we create a detailed strategic plan, which we call an **Application Design Document** (ADD). This unique approach creates a comprehensive plan that aligns with your business goals, marketing strategy, and technical and design scope for project implementation.

By implementing this strategic approach, we **safeguard your operations from unexpected interruptions** and maintain the agility needed to adapt to changing circumstances.



WEBSITE STRATEGY

BENEFITS OF AN APPLICATION DESIGN DOCUMENT

Project Clarity and Scope Alignment

Our approach ensures that all stakeholders are on the same page regarding the project's objectives, scope, and requirements as well as timelines, scale, complexities, and budget.

Enhanced Communication

Our approach fosters frequent communication and collaboration among team members, leading to better teamwork and understanding.



WEBSITE STRATEGY

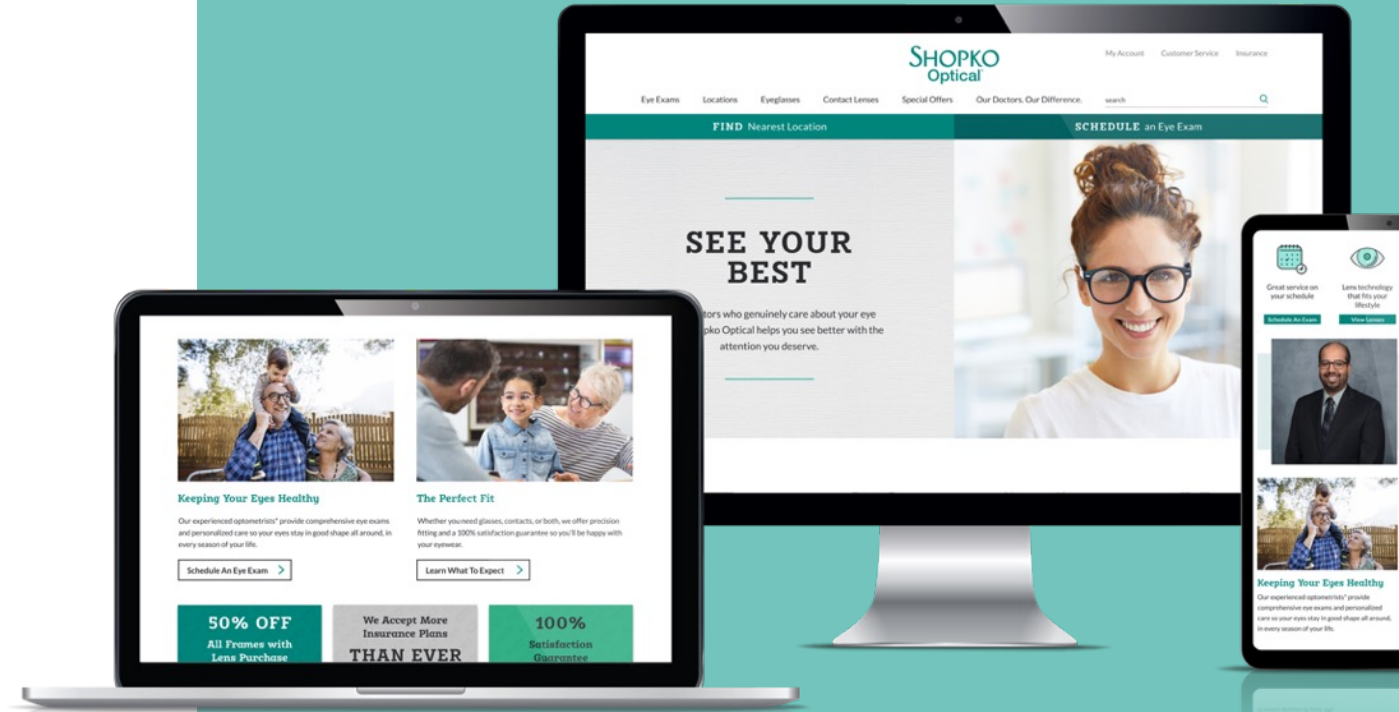
BENEFITS OF AN APPLICATION DESIGN DOCUMENT

Detailed Evaluation

Offering an in-depth project evaluation, this approach ensures the most accurate estimate and eliminates unwanted surprises by establishing a definitive not-to-exceed cost.

Risk Mitigation

By identifying potential challenges early, it helps mitigate risks and avoid costly delays or rework.



WEBSITE STRATEGY

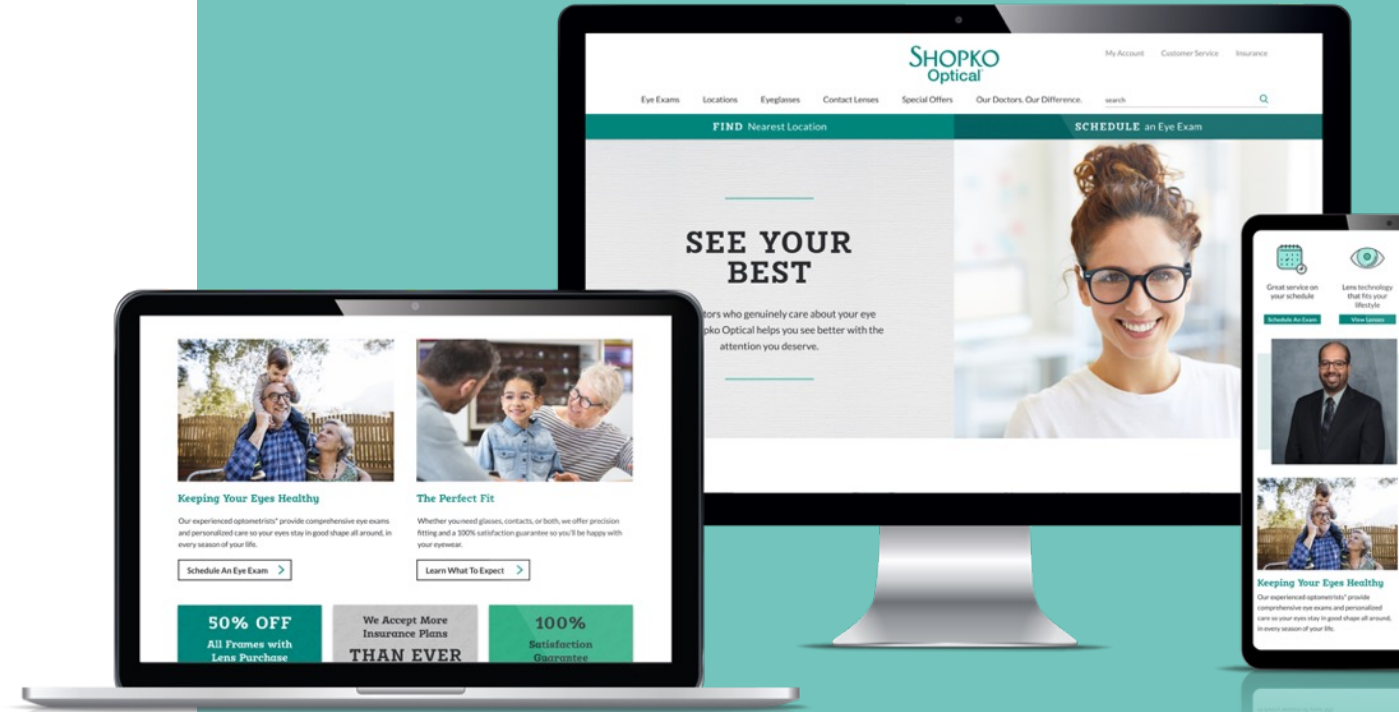
BENEFITS OF AN APPLICATION DESIGN DOCUMENT

Resource Optimization

By clearly defining project requirements and timelines, we optimize the allocation of resources, such as personnel, time, and technology integrations.

Quality Assurance

Our approach serves as a benchmark for evaluating the quality of the final deliverables, ensuring they meet the project's objectives and requirements.



WEBSITE STRATEGY

BENEFITS OF AN APPLICATION DESIGN DOCUMENT

Better Performance

A well-prepared approach creates a structured and thoughtful approach to the project, providing a better end product and development flexibility.

Continuous Improvement

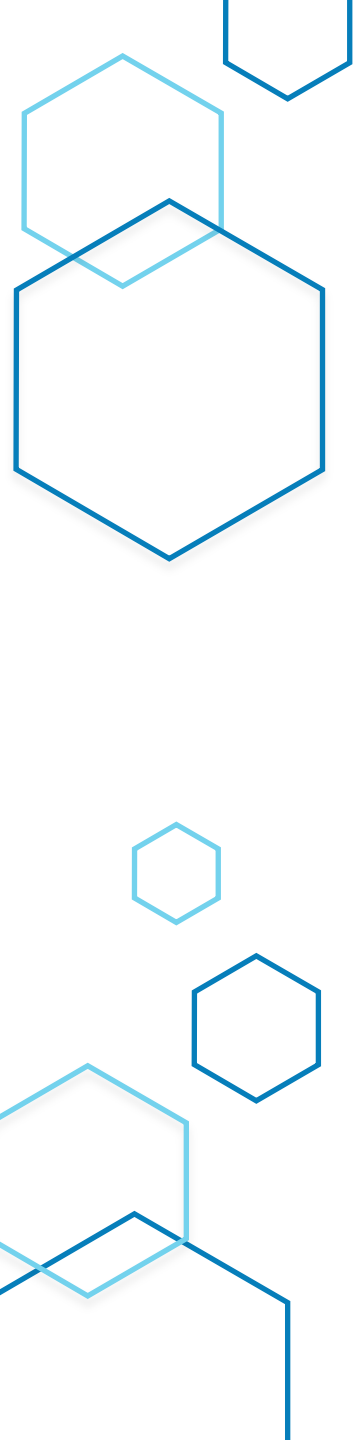
Insights gained will often uncover opportunities for future enhancements, giving you a roadmap for future projects that will continue to add value to your website investment.



PHASE ONE: STRATEGIC PLAN

INCLUSIONS IN YOUR APPLICATION DESIGN DOCUMENT

- **Analytics audit**
- **Content analysis**
- **Web presence competitive analysis**
- **User journey mapping and site architecture**
- **Design concept**
- **SEO considerations**
- **Accessibility and privacy guidelines (ADA, GDPR, CCPA)**
- **Third-party software evaluations & recommendations (i.e. chatbot, etc.)**
- **Internal software systems alignment**
- **Development recommendations**
- **API considerations & mapping**





PHASE 2: WEBSITE DESIGN

USER-FRIENDLY + PURPOSE-DRIVEN

Our goal is to deliver a website redesign that enhances usability, aligns with your brand guidelines, and efficiently communicates your value proposition.

By addressing key challenges like updating eCommerce, increasing SEO, and design, we'll create a platform that meets the unique needs of your audience. Together, we'll build a digital experience that drives engagement, supports sales, and establishes leadership in the industry.

PHASE TWO: WEBSITE BUILD

INCLUSIONS IN DEVELOPING YOUR WEBSITE

- User experience optimized (UX) homepage and interior pages design and layout (custom to your brand, not templated)
- Mobile-first design with seamless user experience across devices
- High-performance design with fast load times and optimized assets
- ADA compliant design for accessibility
- Content hierarchy and alignment to ensure easy navigation and readability
- Copywriting and copyediting
- Optimized user interface (UI) with a fully responsive blueprint
- Front-end and back-end SEO alignment for search engine optimization
- Robust and user-friendly navigation structure
- Interactive and engaging call-to-action (CTA) elements with built-in lead generation
- Customized WordPress CMS backend programming allowing for a design-first approach while providing full editing capabilities
- Responsive programming
- Private beta link for testing and revisions
- Hosting coordination
- CMS training and 10-days of post-launch support



PHASE THREE: ONGOING SUPPORT

COLLABORATIVE PARTNERSHIP

As the Preventative Security Maintenance

- Quarterly security audits for site infrastructure, plugins, and third-party software
- Bi-annual comprehensive audits with actionable reports
- Hosting support and automated plugin management through WP Engine
- Continuous monitoring to keep your site updated, secure, and performing efficiently

Site Maintenance Retainer

- Dedicated hours each month for website updates and enhancements
- Priority handling of requests like copy updates, new pages, images, and forms
- Proactive approach to keeping content fresh and relevant
- Flexible rollover of unused hours to maximize value

INITIAL THOUGHTS

PROJECT PAGE CONSIDERATIONS BEFORE REPLATFORMING

PROJECT PAGES

2025 SESSIONS (Jan. 1 – Sept. 18)

- Project pages fall outside the top 25 most-viewed pages on the site.
- Despite significant effort creating so much project-based content, these pages are not capturing audience attention.
- Indicates a misalignment between content strategy and user behavior, limiting visibility for key work and capabilities.

	Page path and screen class	Views	Active users	Views per active user	Average engagement time per active user
	Total	316,635 100% of total	120,536 100% of total	2.63 Avg 0%	56s Avg 0%
1	/	44,512 (14.06%)	21,424 (17.77%)	2.08	24s
2	/AYR1000AYRES/JobBoard/65753e62-eccf-4a31-8153-b4952c2a4d4c/	37,208 (11.75%)	10,516 (8.72%)	3.54	53s
3	/AYR1000AYRES/JobBoard/65753e62-eccf-4a31-8153-b4952c2a4d4c/OpportunityDetail	26,757 (8.45%)	16,394 (13.6%)	1.63	25s
4	/AYR1000AYRES/OpportunityApplicants	15,426 (4.87%)	155 (0.13%)	99.52	19m 30s
5	/AYR1000AYRES/Recruiter/CandidateDetail	10,094 (3.19%)	165 (0.14%)	61.18	26m 45s
6	/careers/	9,494 (3%)	5,900 (4.89%)	1.61	19s
7	/AYR1000AYRES/JobBoard/65753e62-eccf-4a31-8153-b4952c2a4d4c/Account/Register	6,347 (2%)	4,140 (3.43%)	1.53	44s
8	/AYR1000AYRES/Recruiter/Candidates/	5,810 (1.83%)	115 (0.1%)	50.52	5m 48s
9	/AYR1000AYRES/JobBoard/65753e62-eccf-4a31-8153-b4952c2a4d4c/OpportunityApply	5,497 (1.74%)	3,301 (2.74%)	1.67	6m 20s
10	/what-is-riprap-and-why-it-rocks/	5,169 (1.63%)	4,584 (3.8%)	1.13	38s
11	/contact/	5,045 (1.59%)	3,549 (2.94%)	1.42	27s
12	/company/	4,334 (1.37%)	3,092 (2.57%)	1.40	16s
13	/AYR1000AYRES/OpportunityList/PublishedOpportunities	4,252 (1.34%)	114 (0.09%)	37.30	8m 21s
14	/company/people/	4,166 (1.32%)	2,692 (2.23%)	1.55	1m 37s
15	/AYR1000AYRES/JobBoard/65753e62-eccf-4a31-8153-b4952c2a4d4c/OpportunityApply/ApplicationSubmitted	3,747 (1.18%)	2,828 (2.35%)	1.32	10s
16	/company/locations/	3,581 (1.13%)	2,686 (2.23%)	1.33	31s
17	/AYR1000AYRES/Dashboard	3,108 (0.98%)	174 (0.14%)	17.86	3m 50s
18	/how-to-cure-concrete-in-cold-conditions/	2,910 (0.92%)	2,521 (2.09%)	1.15	1m 24s
19	/company/inside-ayres/	2,548 (0.8%)	1,739 (1.44%)	1.47	27s
20	/company/culture/	1,966 (0.62%)	1,442 (1.2%)	1.36	42s
21	/AYR1000AYRES/OpportunityList/PublishedOpportunities/	1,940 (0.61%)	73 (0.06%)	26.58	14m 15s
22	/AYR1000AYRES/OpportunityCreate	1,807 (0.57%)	120 (0.1%)	15.06	6m 17s
23	/x-marks-spot-thing/	1,739 (0.55%)	1,522 (1.26%)	1.14	24s
24	/wetland-delineation-what-it-is-and-why-it-matters/	1,549 (0.49%)	1,332 (1.11%)	1.16	1m 08s
25	/AYR1000AYRES/JobBoard/65753e62-eccf-4a31-8153-b4952c2a4d4c	1,501 (0.47%)	938 (0.78%)	1.60	0s

PROJECT PAGES

2025 SESSIONS (Jan. 1 – Sept. 18)

- Project pages contribute very little to inbound traffic.
- Only two project pages rank in the top 25 most-viewed pages.
- These pages should be a major source of inbound leads but are currently underperforming.
- Highlights a gap in content strategy, sales and SEO impact.

Landing page + query string		Organic Google Search clicks	Organic Google Search impressions	Organic Google Search click through rate	Organic Google Search average position	Active users
Total		41,083 100% of total	5,577,658 100% of total	0.74% Avg 0%	17.30 100% of total	42,610 100% of total
1	/	10,459 (25.46%)	93,521 (1.68%)	11.18%	8.96 (51.78%)	8,814 (20.69%)
2	/what-is-riprap-and-why-it-rocks/	3,584 (8.72%)	740,393 (13.27%)	0.48%	6.61 (38.21%)	3,713 (8.71%)
3	/how-to-cure-concrete-in-cold-conditions/	2,498 (6.08%)	220,053 (3.95%)	1.14%	25.27 (146.11%)	2,314 (5.43%)
4	/careers/	1,446 (3.52%)	58,837 (1.05%)	2.46%	6.78 (39.21%)	1,233 (2.89%)
5	/wetland-delineation-what-it-is-and-why-it-matters/	1,172 (2.85%)	90,584 (1.62%)	1.29%	7.69 (44.45%)	1,170 (2.75%)
6	/taking-notice-is-that-a-bridge-or-a-culvert/	754 (1.84%)	155,060 (2.78%)	0.49%	8.74 (50.53%)	1,119 (2.63%)
7	/bridge-scour-care/	689 (1.68%)	380,436 (6.82%)	0.18%	9.51 (54.98%)	781 (1.83%)
8	/x-marks-spot-thing/	628 (1.53%)	31,068 (0.56%)	2.02%	6.85 (39.6%)	801 (1.88%)
9	/company/locations/	606 (1.48%)	51,321 (0.92%)	1.18%	3.83 (22.14%)	511 (1.2%)
10	/company/locations/fort-collins-co/	600 (1.46%)	54,967 (0.99%)	1.09%	21.90 (126.61%)	487 (1.14%)
11	/how-do-diverging-diamond-interchanges-work-simply-safely-efficiently/	583 (1.42%)	61,178 (1.1%)	0.95%	8.99 (51.99%)	873 (2.05%)
12	/company/locations/eau-claire-wi/	576 (1.4%)	40,977 (0.73%)	1.41%	8.36 (48.35%)	437 (1.03%)
13	/the-long-and-short-of-it-lifespans-of-paved-roadways/	509 (1.24%)	239,466 (4.29%)	0.21%	10.54 (60.92%)	647 (1.52%)
14	/concrete-vs-asphalt-whats-the-best-roadway-surface/	471 (1.15%)	157,776 (2.83%)	0.3%	29.12 (168.36%)	453 (1.06%)
15	/project/courtney-campbell-trail/	366 (0.89%)	56,187 (1.01%)	0.65%	6.90 (39.89%)	409 (0.96%)
16	/well-designed-sidewalks-keep-shoppers-and-others-on-the-move/	359 (0.87%)	185,021 (3.32%)	0.19%	4.06 (23.47%)	668 (1.57%)
17	/how-much-weight-is-too-much-for-a-bridge-engineers-ratings-have-the-answer/	325 (0.79%)	27,618 (0.5%)	1.18%	7.49 (43.3%)	294 (0.69%)
18	/project/la-crosse-eagle-viewing-area/	291 (0.71%)	8,369 (0.15%)	3.48%	28.69 (165.87%)	296 (0.69%)
19	/highways-designed-with-snow-and-cold-in-mind/	271 (0.66%)	12,049 (0.22%)	2.25%	12.05 (69.64%)	257 (0.6%)
20	/a-crash-course-for-load-ratings-and-bridge-posting-signs/	259 (0.63%)	18,118 (0.32%)	1.43%	17.36 (100.39%)	266 (0.62%)
21	/pocket-parks-bring-life-to-unused-spaces/	250 (0.61%)	32,076 (0.58%)	0.78%	10.21 (59.05%)	316 (0.74%)
22	/colored-flags-and-underground-utility-markings-keep-everyone-safe/	235 (0.57%)	58,609 (1.05%)	0.4%	20.71 (119.75%)	294 (0.69%)
23	/company/locations/green-bay-wi/	234 (0.57%)	19,435 (0.35%)	1.2%	27.33 (158.03%)	185 (0.43%)
24	/high-mast-light-poles-light-the-way-for-drivers/	229 (0.56%)	42,227 (0.76%)	0.54%	18.95 (109.55%)	267 (0.63%)
25	/splashpads-are-for-people-not-pups/	218 (0.53%)	12,958 (0.23%)	1.68%	11.19 (64.71%)	204 (0.48%)

PROJECT PAGES

2025 SESSIONS (Jan. 1 – Sept. 18)

- Total project page views account for only 7.5% of all website traffic.
- Top pages are category pages leading to projects, meaning individual project pages see even less traffic.
- Shows that current project content is not effectively reaching or engaging the audience.

	Page path and screen class	Views	Active users	Views per active user	Average engagement time per active user
	Total	23,899 7.55% of total	16,478 13.67% of total	1.45 Avg -44.79%	28s Avg -50.21%
1	/projects/geospatial/	854 (3.57%)	623 (3.78%)	1.37	35s
2	/projects/civil-municipal-engineering/	773 (3.23%)	618 (3.75%)	1.25	34s
3	/projects/planning-development/	744 (3.11%)	525 (3.19%)	1.42	33s
4	/projects/environmental/	714 (2.99%)	529 (3.21%)	1.35	34s
5	/projects/river-engineering-water-resources/	592 (2.48%)	485 (2.94%)	1.22	35s
6	/project/courtney-campbell-trail/	577 (2.41%)	459 (2.79%)	1.26	18s
7	/projects/landscape-architecture/	567 (2.37%)	436 (2.65%)	1.30	32s
8	/project/la-crosse-eagle-viewing-area/	397 (1.66%)	354 (2.15%)	1.12	28s
9	/projects/structural-design-analysis/	371 (1.55%)	279 (1.69%)	1.33	38s
10	/projects/structural-inspection/	327 (1.37%)	253 (1.54%)	1.29	29s
11	/projects/telecommunications-sue/	289 (1.21%)	202 (1.23%)	1.43	34s
12	/project/cfd-3d-hydraulic-modeling/	198 (0.83%)	171 (1.04%)	1.16	39s
13	/project/traffic-calming-case-study/	174 (0.73%)	150 (0.91%)	1.16	27s
14	/project/balsam-row-dam-fish-passage/	170 (0.71%)	137 (0.83%)	1.24	46s
15	/project/wisconsin-regional-ortho-consortium/	170 (0.71%)	145 (0.88%)	1.17	20s
16	/projects/roadway-design/	161 (0.67%)	142 (0.86%)	1.13	25s
17	/project/hattie-street-over-menominee-river-bridge/	160 (0.67%)	134 (0.81%)	1.19	18s
18	/projects/traffic-engineering/	154 (0.64%)	114 (0.69%)	1.35	21s
19	/project/collins-road-improvements/	152 (0.64%)	114 (0.69%)	1.33	27s
20	/project/altoona-river-prairie-development/	148 (0.62%)	115 (0.7%)	1.29	50s
21	/project/the-sonnentag/	145 (0.61%)	100 (0.61%)	1.45	55s
22	/project/blue-mound-state-park-splashpad/	136 (0.57%)	118 (0.72%)	1.15	20s
23	/projects/architecture/	131 (0.55%)	95 (0.58%)	1.38	30s
24	/projects/construction-engineering/	129 (0.54%)	99 (0.6%)	1.30	25s
25	/project/fox-point-footbridge/	126 (0.53%)	85 (0.52%)	1.48	32s

RECOMMENDATIONS

Build a Website Aligned with Target Audience Behavior

- Design content and user experience around both sales and recruitment target audiences.
- Deliver the right message at the right time, addressing audience motivations and needs.
- Support inbound lead generation while enhancing sales and HR efforts.

Modernize Technology and Compliance

- Replace the complicated internal system connection currently publishing project case studies, which adds unnecessary complexity and ongoing security risk.
- Ensure the site is ADA and CCPA compliant, removing barriers for users and protecting the organization from litigation.
- Shift resources from maintaining underperforming systems and project pages to strategically building content that drives engagement and leads.

Strategically Built Content

- Focus on quality over quantity, deep, in-depth content that drives organic traffic.
- Project pages should be strategic drivers, not just a repository for data. Other projects can still be handled through 1:1 sales conversations, but the website should capture opportunities currently being missed.

Digital Research Drives Decisions

- Buyers are heavily self-directed: 57–70% of the buying journey is completed before contacting a sales representative.
- A strong digital presence and comprehensive content are critical to guide buyers through their research.

Align Marketing and Sales

- Sales strategies must be tightly connected to marketing content to ensure buyers have valuable information early in the decision process.
- A website built with this alignment will drive inbound leads, support recruitment campaigns, and strengthen overall sales effectiveness.



INVEST IN YOUR HARDEST-WORKING SALESPERSON

A WEBSITE BUILT TO GENERATE LEADS, SUPPORT CUSTOMERS,
AND DRIVE REVENUE AROUND THE CLOCK



A STRATEGIC WEBSITE INVESTMENT FOR RECRUITMENT AND REVENUE

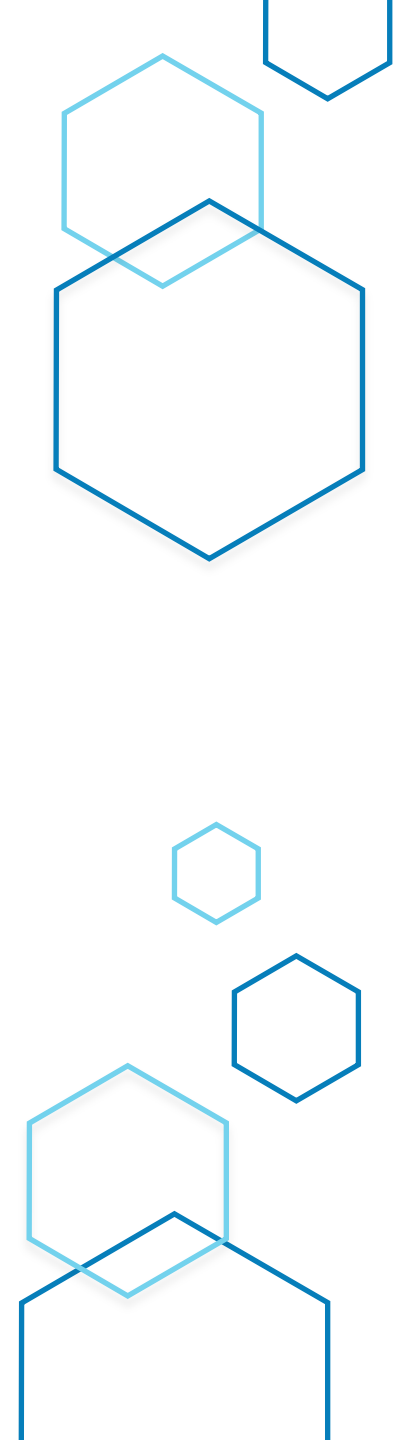
The **upfront strategic portion** (Application Design Document) is \$7,500, designed to uncover user needs, define technical requirements, and create a clear roadmap for design, functionality, and performance. **This is not an additional cost** outside the website build. It's a critical first step in a strategic website process. We separate it out to do the due diligence up front, ensuring the right information and resources are in place to determine an **exact price** before development begins. As long as the project stays within the scope of the estimate, you will never receive a change order.

That's true partnership and peace of mind.

We anticipate the full website build to fall within \$75,000-\$125,000, with scope and investment tailored to the complexity of design, content, and integrations as determined in the Application Design Document. Specific functionality, third-party systems, and custom features are factored in to ensure the site aligns with business goals and user expectations.

A new website could improve conversion rates by 1–2%. For a \$40-million-dollar company, that's \$400,000–\$800,000 in potential revenue in just year one.

A detailed estimate to be provided upon approval of this proposal.



SERVICES OVERVIEW

A FULL-SERVICE AGENCY





INNOVATION & CREATIVITY

IT'S JUST PART OF OUR CULTURE

At our agency, everyone plays a vital role in driving innovation and creativity. Regardless of department or role, every team member contributes fresh ideas and stays informed about the latest marketing trends. This collective commitment has helped us build many long-standing relationships with clients over the years.

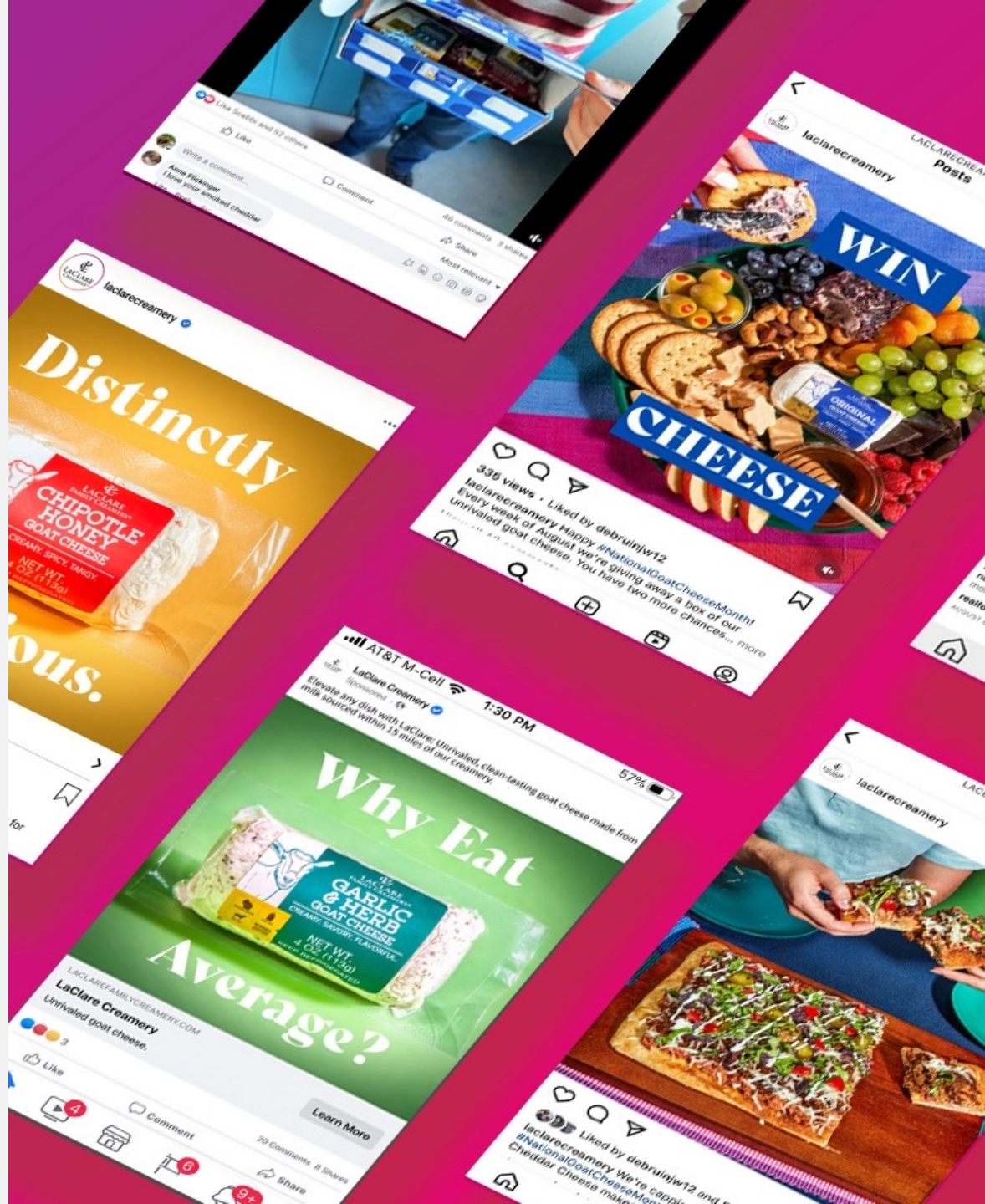
We also regularly coordinate cross-functional **Think Tanks** that unite creativity, strategy, and data to brainstorm and refine ideas that not only keep us on trend but also push the boundaries of what's possible.



STRATEGY

Our strategies will elevate your strengths, set you apart from the competition, and engage your audience in an impactful way that ultimately leads them down the sales funnel and produces results.

- Primary and Secondary Research
- Competitive and Market Analysis
- Target Audience Profiling and Segmentation
- Customer Journey Mapping (Path-to-Purchase)
- Go-to-Market Messaging Strategy
- Marketing Communications Plan



BRANDING

Whether you're building it from scratch or revamping an existing one, Element has the expertise to carefully craft the components of a powerful brand, packaged neatly into a Brand Playbook to keep internal and external stakeholders perfectly aligned.

- Brand Objective
- Brand Position
- Brand Identity
- Brand Personality and Voice



CREATIVE

Cutting through the clutter and engaging your audience requires a deep understanding of your target audience and pairing that with your brand's unique value proposition.

At Element, we work at a high level to deliver your brand identity through impactful creative that's aligned with your goals. Translation? We get creative. You get results.

- Brand Identity Assets
- Campaign Concepts
- Traditional and Digital Design
- Direct Mail
- Tradeshows
- Environmental Graphics
- Media Assets (outdoor, digital, radio, TV, etc.)



CONTENT

Content builds trust with your prospects and connects them to your brand while moving them through the buyer's journey. Our team of specialists create high-performing content and offer creative suggestions to bring that content to life and engage your target audience at various stages in the sales funnel.

- Photo and Video
- Optimized Blog Content
- Educational Resources
- Success Stories
- Email Marketing
- Social Posts
- Landing Pages



STUDIO FORTY FOUR

OUR VISUAL CONTENT STUDIO

Commercial Photography

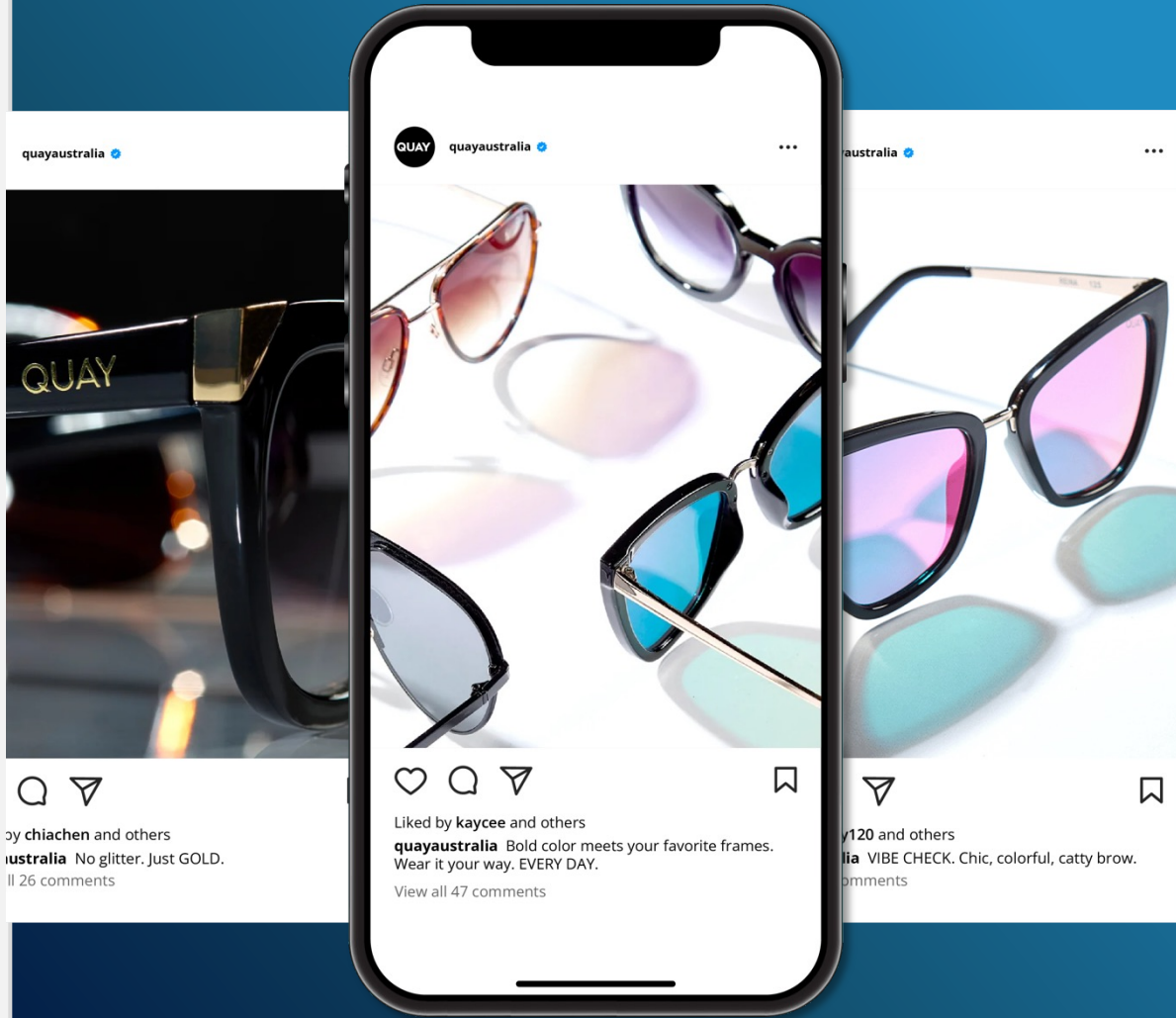
- Commercial, Product, Lifestyle, Advertising, Industrial, Architectural, Illustration, etc.

Commercial Video

- Broadcast, Corporate, Public Service Announcement (PSA), Social Media, Animation, Product/Demo, Culture, etc.

Other Services

- Drone, Computer-Generated Imagery (CGI), and Retouching



SOCIAL MEDIA

With social, authenticity is everything. It's where your brand builds trust, showcases personality, and connects meaningfully with your audience. With a focus on strategic creativity, we align your brand with the latest trends and create stories that resonate.

- Platform-Specific Strategy
- Social Content Capture and Creation
- Social Listening and Trend Monitoring
- Hashtag and Keyword Optimization
- Influencer and Ambassador Partnerships
- Paid Social Advertising





MEDIA

We offer traditional and digital media services. When combined, they enhance each other to maximize brand exposure and build brand awareness—and constantly adapt to bring qualified audiences to you.

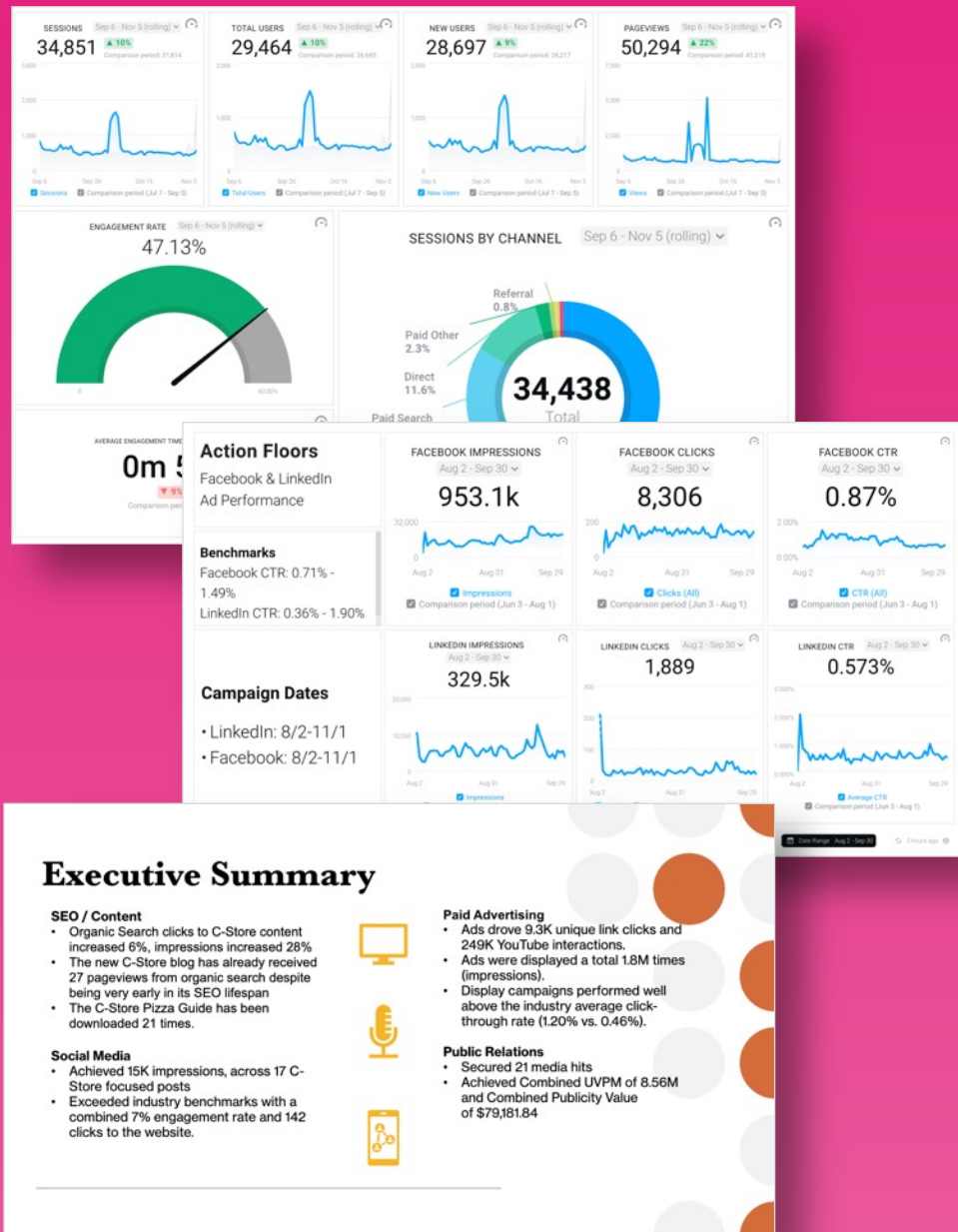
- Customized Digital Display
- Behavior Targeting
- OTT Advertising
- Social Media
- Radio, Podcasts, and TV Advertising
- Out-of-Home Advertising
- Print Advertising
- Experiential Marketing
- Sponsorship Activations
- Search Engine Marketing (SEM)



PUBLIC RELATIONS

From earned media to cause campaigns, we have the know-how to make your brand all the rage with key audiences and shed light on your industry expertise—all while integrating your campaign into a larger marketing strategy.

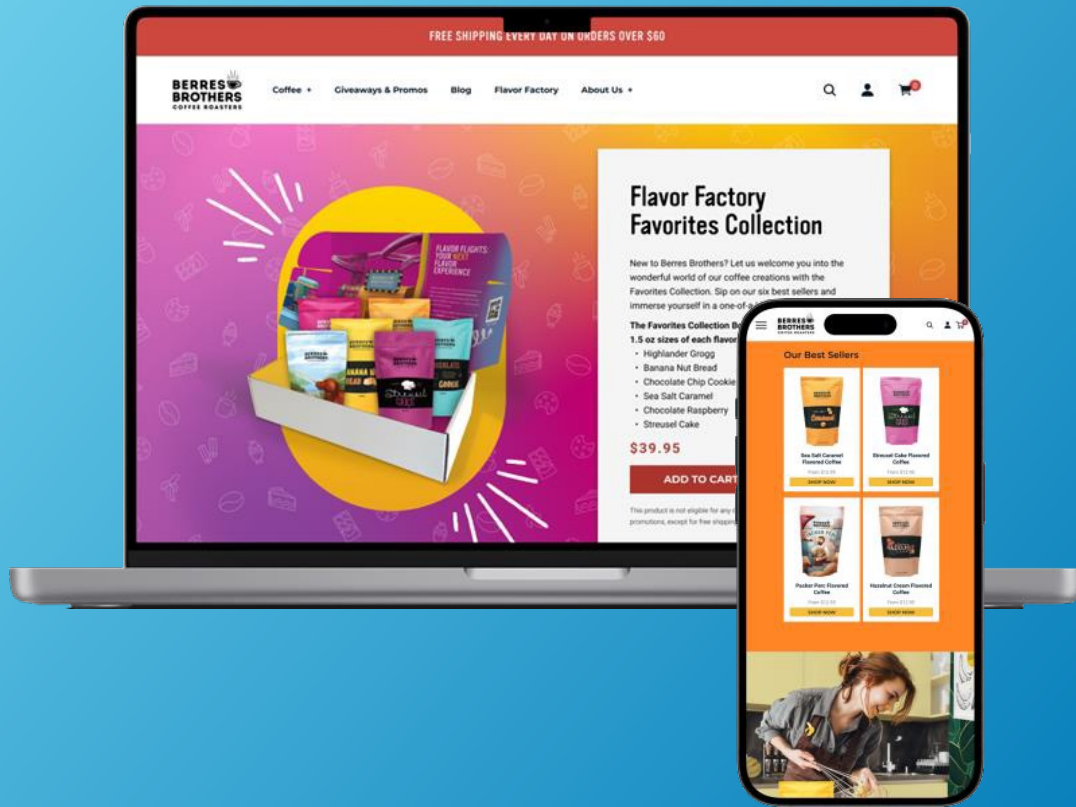
- Earned Media
- Community Relations
- Events and Cause Activations
- Industry Partnerships
- Branded Content
- Contributed Articles
- Influencer Campaigns
- Media List Development
- Press Releases



REPORTING AND ANALYTICS

Some call us “data-obsessed” because we know that without data, there would be no results. Focusing on your audience and developing measurable goals is essential, but you must also adapt based on your audience’s behavior and the data. Our Integrated Reporting Strategy is an end-to-end framework that provides key insights, custom recommendations, and continuous improvement plans to do more for your bottom line.

- Defined Measurement Strategy
- Live Data Dashboards
- Key Insights and Recommendations
- Ongoing Monitoring and Analysis



WEBSITES AND MOBILE APPS

Whether you're looking to give your site a refresh or build a new site from the ground up, our expert team has your back. We use the right blend of technology and branding to create a powerful user experience with your brand.

- UI/UX Strategy, Content, and Design
- Custom Programming
- Content Management System Integration (CMS)
- Technology-Agnostic Approach
- Search Engine Optimization (SEO)
- Email Automation
- Americans with Disabilities Act (ADA) Compliance
- General Data Protection Regulation (GDPR) Compliance

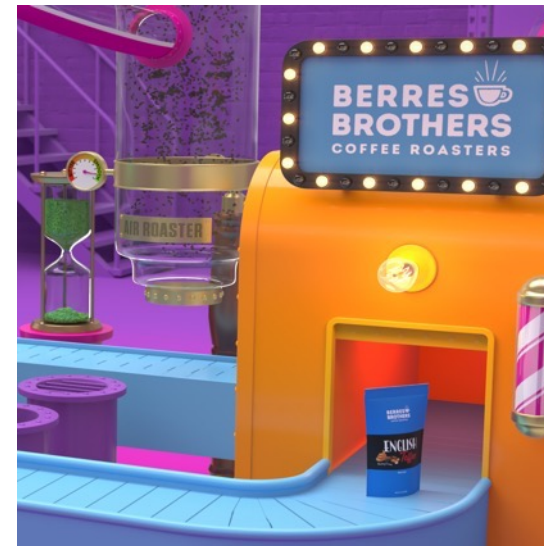
EXECUTION IS EVERYTHING

CONNECTING THE DOTS

Execution is the hardest part of the equation; it's what separates the good from the great.

Since 2003, we've been obsessed with finding a better way to develop best-in-class content and build a high-performing suite of integrated marketing services.

We continuously grow, adapt, and strengthen our connections to achieve better results for our clients.





GREAT WORK. BOTTOM LINE.

LET'S GET STARTED.

goelement.com

2081 Profit Place
De Pere, WI 54115

