

WELCOME TO

ELEMENT





HELLO

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01. POWERFUL TEAM OF EXPERTS

WISCONSIN BASED. NATIONAL EXPERIENCE.





**SUCCESS IS BUILT THROUGH
PARTNERSHIP AND TOGETHER
WE'LL BOND STRATEGY AND
CREATIVITY**



ONE TEAM MADE FOR REAL RESULTS

ALL UNDER ONE ROOF

Element has assembled the best team of pros in all marketing disciplines, giving you the power and bandwidth you need to reach your goals.

Our approach simply works better for you than managing multiple vendors with multiple agendas.



OUR CREW

Strategy Masterminds

Killer Creatives

Content Gurus

Website Wizards

Digital Ninjas

PR Pros

Media Mavens

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



HEALTHCARE EXPERIENCE

Element brings valuable experience in the healthcare industry, including a deep understanding of its unique challenges. While we may not have in-depth dental industry expertise (yet!), our diverse knowledge across various industries (beyond healthcare) allows us to craft tailored solutions that go beyond one-size-fits-all approaches. This flexibility empowers us to deliver exceptional results for your specific needs.

Additionally, two of our team members have previous experience working with independent dentists in their careers before joining Element. Their insights and firsthand knowledge of the dental industry add unique value, ensuring that we understand the nuances and demands of the industry.



OUR BRAND VALUES

OWN IT

Take ownership. When we say something will be done, it gets done. No matter what.

STAY CURIOUS

Ask why. Search more. Don't ever think you've got it all figured out. Challenge the way things have always been.

CREATIVE SWAGGER

Leverage the power of creative thinking and collaboration and deliver brilliant, standout work and ideas.

LEVEL UP

In all areas, personally and professionally, we constantly push ourselves to reach the next level.

CONTINUOUS IMPROVEMENT

Communication is a two-way channel that fuels our journey. Feedback is how we grow and get better.

Total Brand Chemistry

OUR FORMULA FOR SUCCESS

REAL PARTNERSHIP

BRAND EXPERIENCE

CREATIVE PROCESS

INTEGRATED MARKETING

REAL PARTNERSHIP

WHERE COLLABORATION DRIVES RESULTS

First things first, you'll notice that working with us isn't going to be like working with other outside vendors – because we're not a vendor. **We're an extension of your team.**

We prioritize partnerships that are the right fit, so when we join forces, we're all in – ready to collaborate and make things happen. Together, we'll unlock the full potential of our teams, creating strategies that don't just meet goals but elevate them – driving real value at every turn.





BRAND EXPERIENCE

WHERE AUTHENTICITY CREATES CHEMISTRY

In a world where consumers have more choices than ever, brand alignment is like finding your perfect match on a dating app—crucial for creating connections that last. It's not just about flashy ads or pretty logos; it's about creating one cohesive experience where every interaction reflects your brand's true essence.

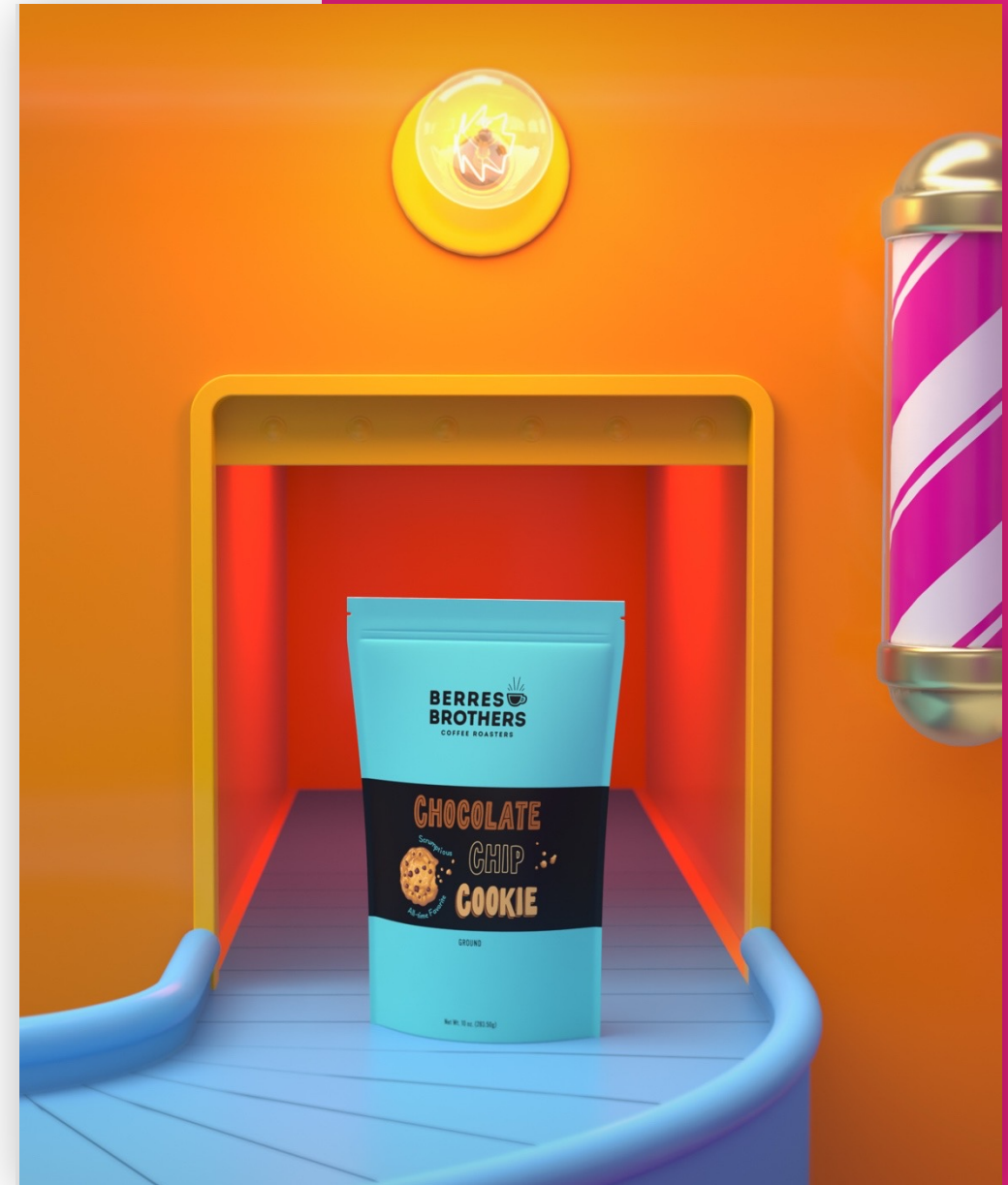
By understanding your customers' journeys, we can craft experiences that resonate deeply and foster trust. Think of it as building a relationship where every conversation is meaningful, and every gesture counts.

CREATIVE PROCESS

WHERE INNOVATION MEETS IMPACT

Great creative isn't just about standing out; it's about making connections that matter. That's why we don't work in a silo – we collaborate closely with your team to make sure every idea aligns with your brand's unique goals.

Our “Know, Think, Feel” filter ensures our concepts resonate on an emotional level while delivering tangible results. We want your audience to *know* your brand, *think* about its value, and *feel* a genuine connection. By blending innovation with strategic focus, we create campaigns that aren't just scroll-stoppers – they're needle movers.

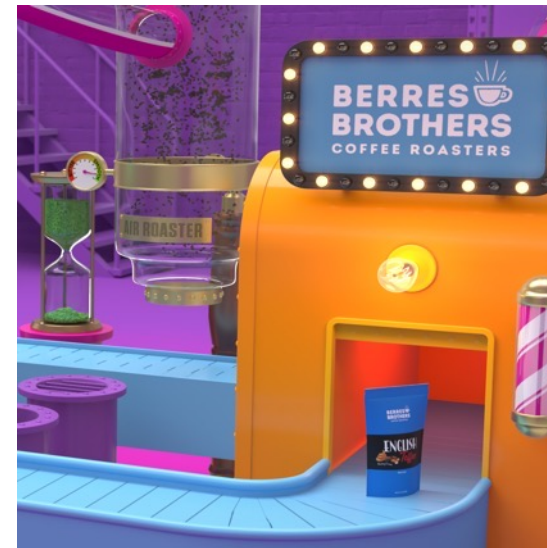


INTEGRATED MARKETING

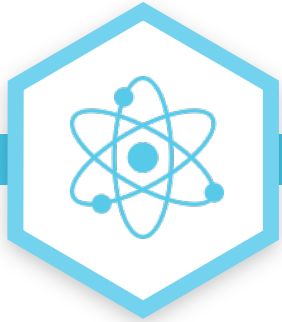
WHERE STRATEGY ALIGNS WITH EXECUTION

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

Our integrated approach to a brand launch campaign brings together all channels – digital, social, physical, and experiential – to ensure your brand shows up consistently, wherever your audience is. Every design element, every touchpoint, every message is aligned to reflect your brand and create a seamless journey that strengthens brand loyalty and drives measurable results.



THE ELEMENT ADVANTAGE



ONE STRATEGY

Ensures your marketing efforts are driven by a single strategy and defined business goals



UNIFIED VOICE

Strengthens your brand's message and unifies your brand voice across all marketing channels



CONSISTENCY

Builds connections and promotes consistency at every touch point



CLARITY

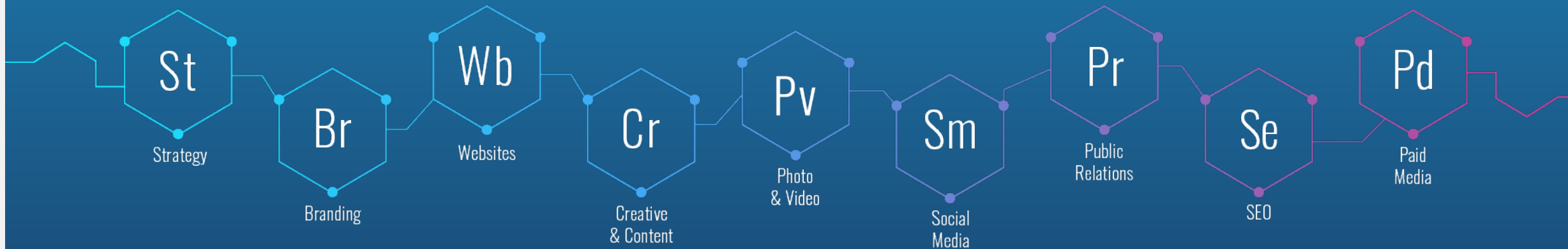
Improves the data analysis and transparency of marketing activities



RESULTS

Maximizes your reach, impressions, and your overall ROI on your marketing spend

FULLY INTEGRATED MARKETING



A SHOULDER TO LEAN ON | AN HONEST SOUNDING BOARD | A MARKETING MENTOR | STRESS RELIEF | FUN



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.

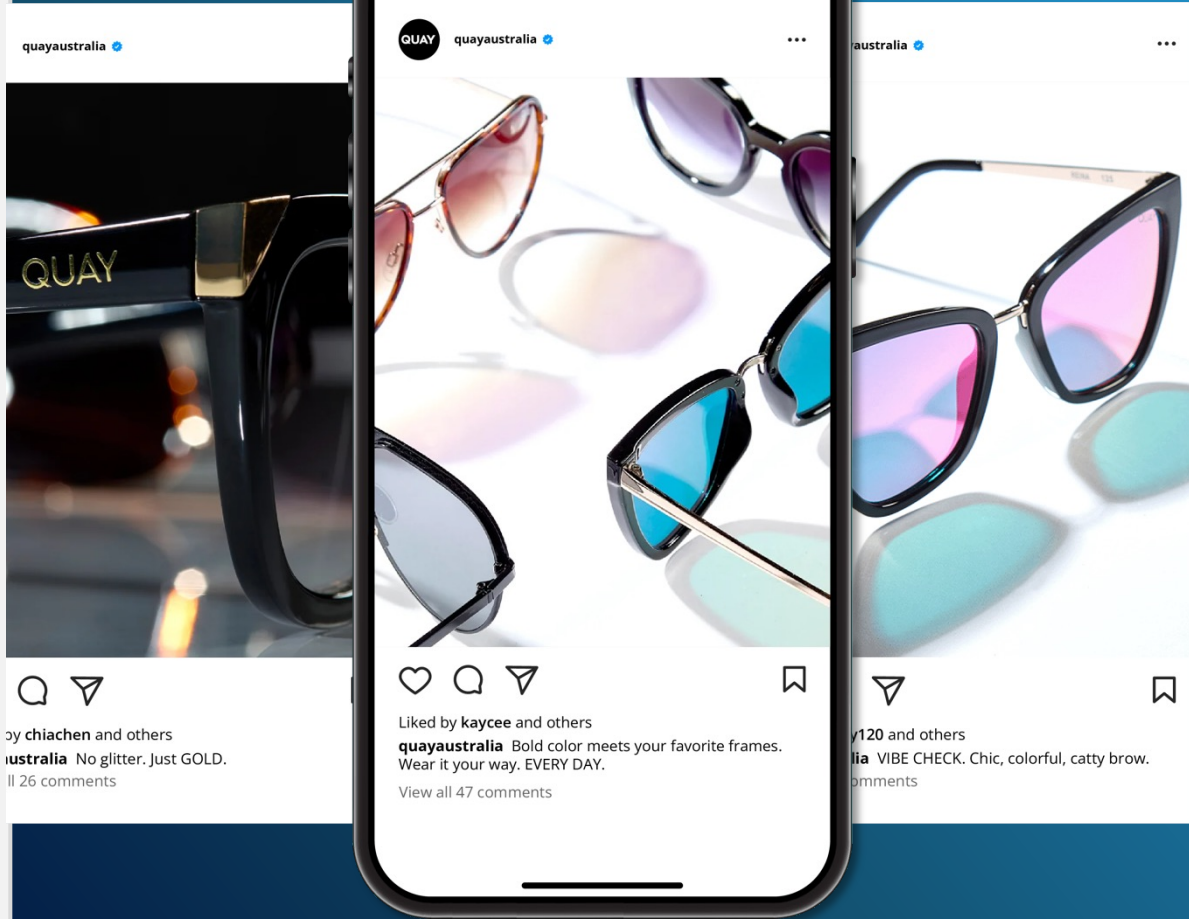
- Brand Identity Assets
- Campaign Concepts
- Traditional and Digital Design
- Direct Mail
- Tradeshows
- Environmental Graphics
- Media Assets (outdoor, digital, radio, TV, etc.)



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



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.

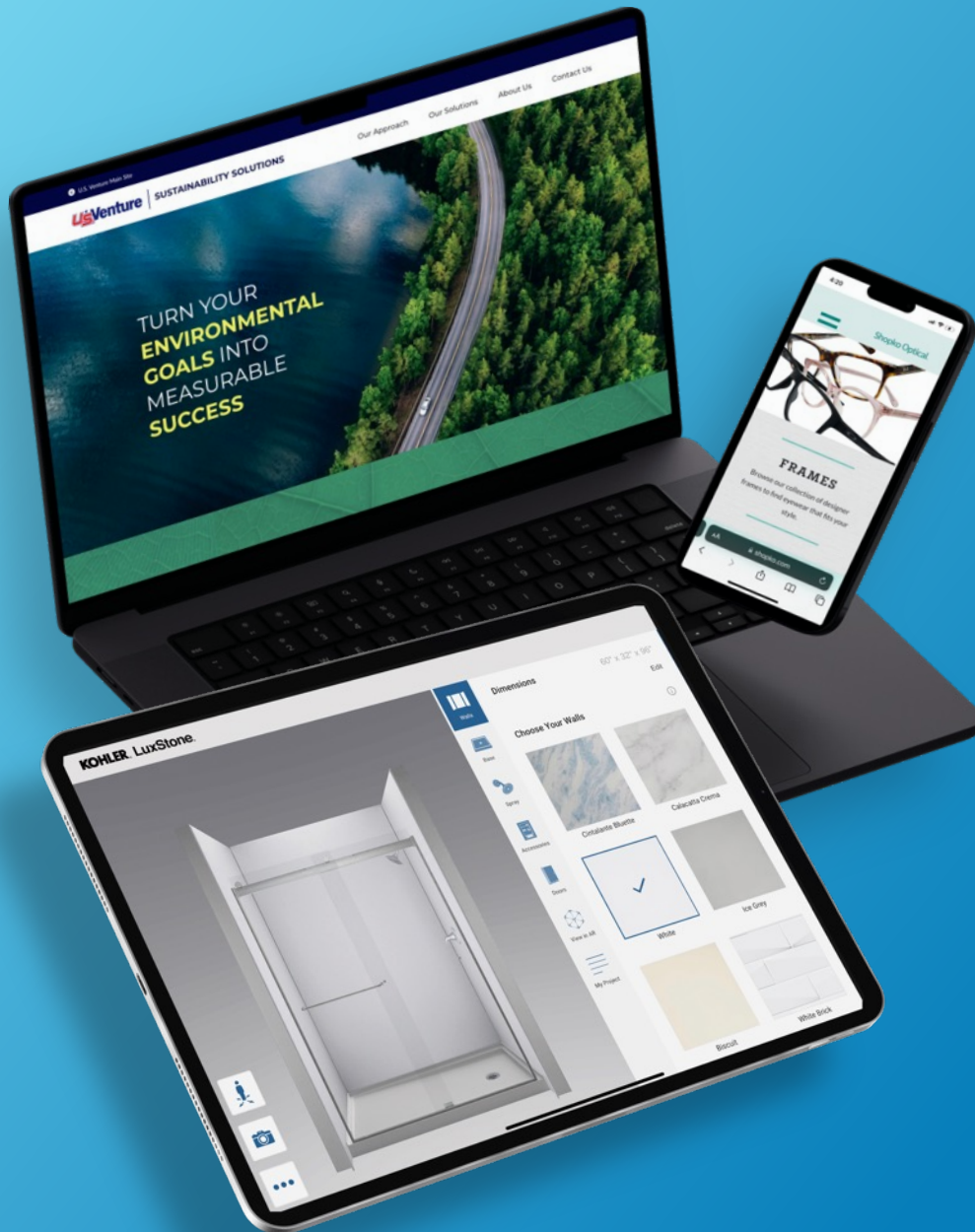
- Customized Digital Display
- Behavior Targeting
- OTT Advertising
- Social Media
- Radio, Podcasts, and TV Advertising
- Out-of-Home Advertising
- Print Advertising
- Experiential Marketing
- Sponsorship Activations
- Search Engine Marketing (SEM)



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



WEBSITES AND MOBILE APPS

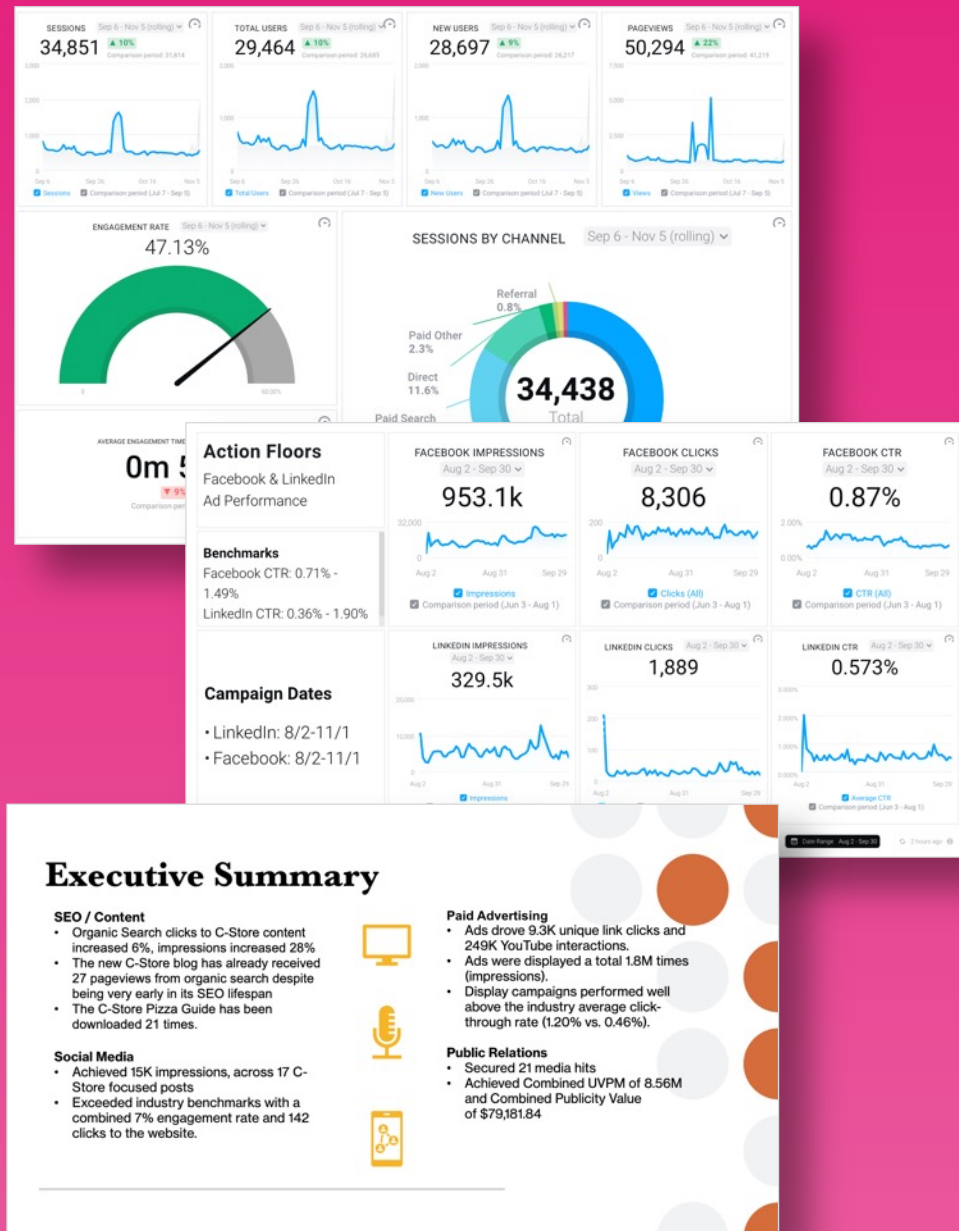
Whether you're looking to give your site a refresh or build a new site from the ground up, our expert team has your back. We use the right blend of technology and branding to create a powerful user experience with your brand.

- 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

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





STUDIO FORTY FOUR

OUR CONTENT STUDIO

Commercial Photography

- Food, Product, Lifestyle, Advertising, Industrial, Corporate, 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



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.

02. STRATEGIC & CREATIVE

THE RIGHT MIX TO GET THE REACTION YOU WANT





THE FIRST IMPRESSION IS ALWAYS
THE HARDEST—BUT IT'S A LOT
EASIER WITH THE RIGHT PARTNER
IN YOUR CHAIR



STEP ONE:

GETTING TO KNOW YOU

(OUR FAVORITE PART)

In the first 30 days, we'll get to know your brand like it's our new favorite Netflix series. We'll sit down with key players to explore your brand's DNA, buyer personas, competitive landscape, goals, and long-term vision so that we can become **a true extension of your team.**

Then, we'll run a full audit of your marketing efforts, and after some deep dives and a few "aha" moments, we'll surface the unique opportunities that will drive our strategy.

(Spoiler alert: it's where the magic happens.)

- Offers
- Loyalty Programs
- FAQs
- User-Generated Content



Dental Crafters Network

Argon Dental USA | Implant Solutions | Dental Crafters

STEP TWO:

RESEARCH

INSIGHTS TO STRENGTHEN OUR BITE

We'll dive deep into understanding the landscape by conducting thorough market research that examines **competitor strategies, industry trends, and customer behavior**. By analyzing key players in the dental restoration space and gathering insights from customer surveys, we'll identify opportunities to differentiate and ensure your new brand stands out in a crowded market.

Building on these insights, we'll develop **detailed buyer personas** that capture your ideal customers' motivations, challenges, and decision-making processes—ensuring every strategy speaks directly to their needs.



STEP THREE:

STRATEGY DEVELOPMENT

A BONDED INTEGRATED APPROACH

Our team of strategic marketers have developed a multi-step approach to develop **customized integrated marketing strategies** that build authentic relationships. By deeply understanding the buyer journey and crafting impactful experiences across all marketing channels, we position your brand to earn and sustain trust, which is crucial for driving growth and achieving long-term success.

- Offers
- Loyalty Programs
- FAQs
- User-Generated Content

INCLUSIONS:

- Creative Campaign Concepts and/or Messaging Platform
- Integrated Media Strategy:
 - Paid (Digital & Traditional)
 - Earned (Public Relations & Events)
 - Shared (Social & Reviews)
 - Owned (Website & Content)
- Marketing Communications Plan
 - Media
 - Campaign Planning
 - Event Alignment
- Measurement Strategy
 - Detailed KPIs
 - Measurable Objectives With Key Results (OKRs) Based on Business Goals
- Internal and External Team Execution Alignment
- Launch Plan

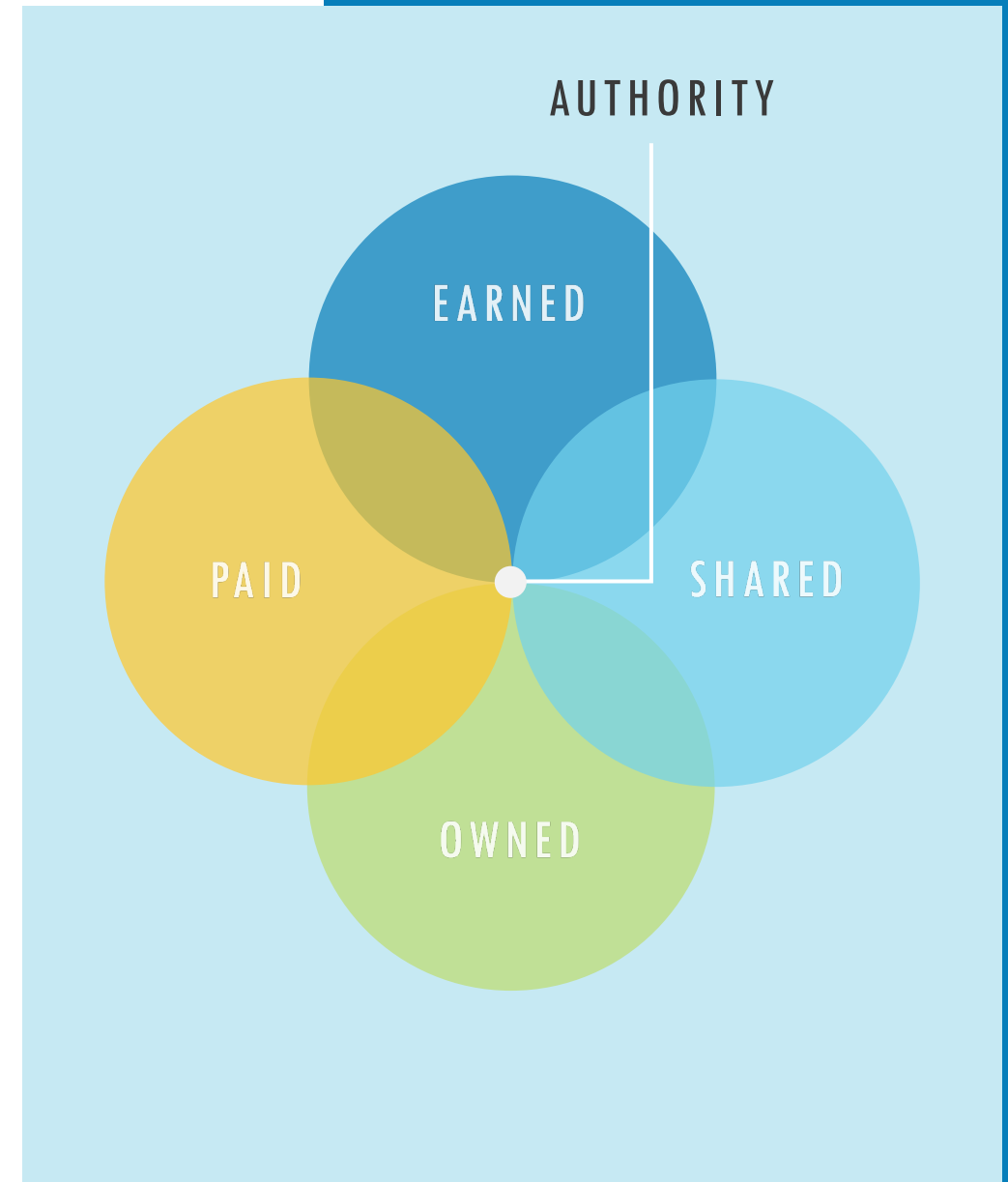
STARTING AT THE TOP

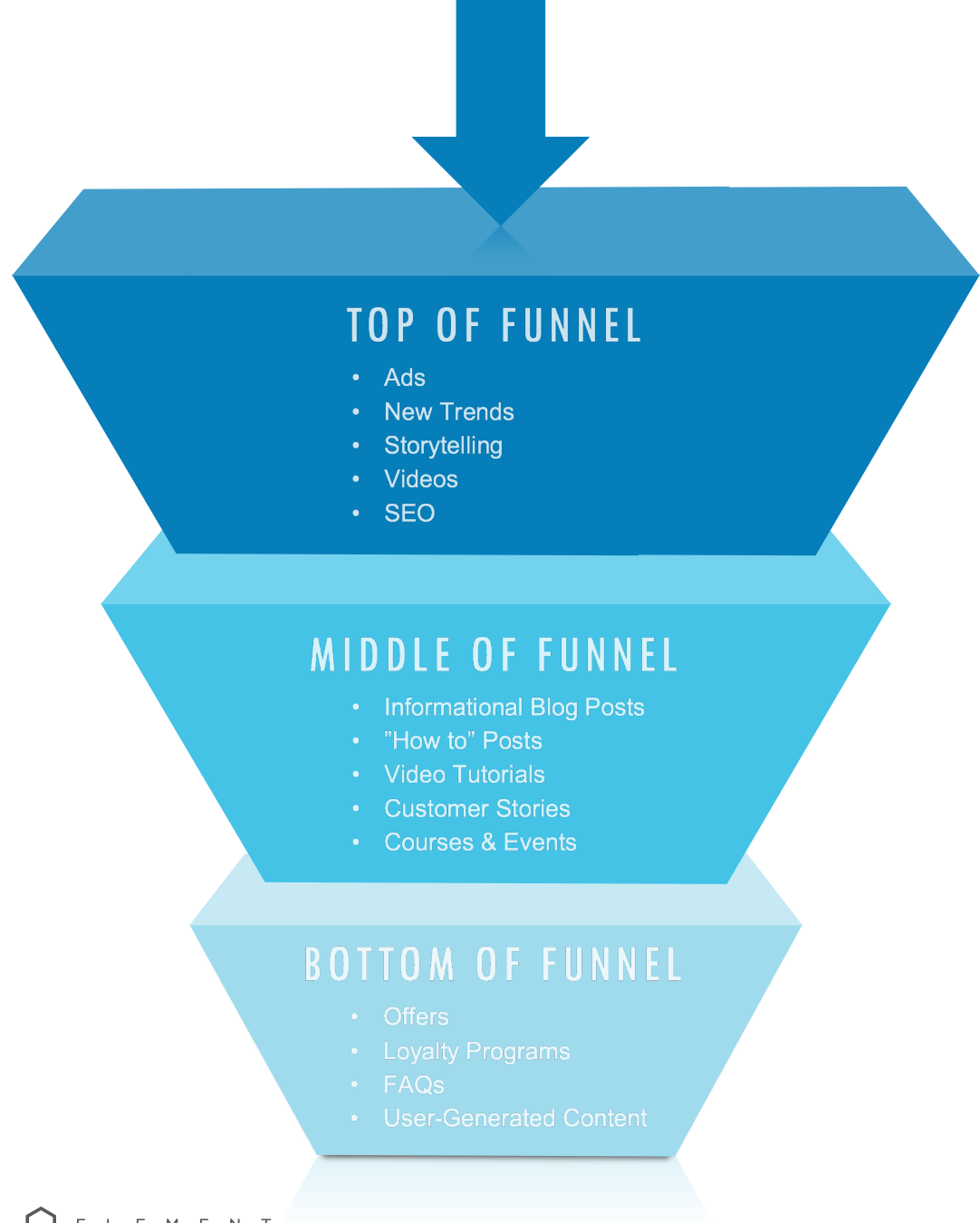
SHINNING BRIGHTER AND BUILDING CONNECTIONS

With a blend of paid, earned, owned, and shared, our integrated strategy will be created to build brand authority and drive top-of-funnel engagement.

Using tactics like advertising, PR, SEO, and video we'll ensure your brand captures attention and opens the door for deeper engagement.

- Offers
- Loyalty Programs
- FAQs
- User-Generated Content





NAVIGATING TO THE END

FULL-FUNNEL EXPERTISE, FILLING EVERY GAP

Building brand awareness is just the beginning though. We take it further with full-funnel support—guiding new doctors and dental practices from first click to final conversion.

Through website content, targeted campaigns, and strategic touchpoints, we'll nurture engagement at every stage—turning attention into action and prospects into loyal customers. Every tactic aligns with your business goals, ensuring your investment drives measurable impact.

STEP FOUR:

BRINGING THE PLAN TO LIFE

With a solid strategic framework in place, execution is where we turn insights into action, bringing the plan to life in a way that drives real results.

Once the strategy is in motion, our team of specialists will execute with precision, providing ongoing reporting, strategic collaboration sessions, and access to real-time data dashboards to keep your brand on track and moving forward.

Our RFP response can not list the exact tactics we'll be executing because we need to develop the strategy first in steps 1-3. Once we have a clear understanding of your goals and audience, we'll tailor the tactics to ensure they are data-driven, effective, and aligned with your business objectives.



LEARN & ADAPT

STAYING FLEXIBLE

Execution isn't performing tasks though. We realize that to effectively produce results, our strategy must be flexible. We establish clear timelines, milestones, and KPIs (key performance indicators) up front and build in regular check-ins to evaluate progress. These touchpoints allow us to adapt strategies based on real-time data or market shifts, ensuring that we remain on track while staying nimble enough to pivot when necessary.

Whether it's a learned shift in behavior or a new opportunity, our process ensures that we stay **proactive rather than reactive**.



03. WEBSITE & SEO APPROACH

CRAFTING DIGITAL EXPERIENCES THAT DRIVE VISIBILITY AND RESULTS





**DON'T LET YOUR WEBSITE'S
POTENTIAL DECAY—GIVE IT THE
INTEGRATED MARKETING IT NEEDS**



YOUR WEBSITE SHOULD NOT STAND ALONE

JUST LIKE TEETH NEED BRACES, YOUR WEBSITE NEEDS INTEGRATED STRATEGIES TO STAY ALIGNED WITH SUCCESS

Your website isn't a digital brochure—it's the foundation of your marketing strategy. When built in parallel with your integrated marketing efforts, it becomes more than a site. It becomes a conversion engine that supports your entire funnel.

A cohesive strategy means your website is built to drive real business results—not just look good.

Content, SEO, and UX work hand-in-hand with marketing campaigns to capture, nurture, and convert leads.



STRATEGIC APPROACH TO WEBSITE DEVELOPMENT

Like everything we do, our website development approach is rooted in strategy and performance, not just aesthetics.

- **Marketing-Driven UX & Content:** Designed to align with your brand's story and drive engagement.
- **Custom Development:** Built to fit your needs, not a one-size-fits-all template.
- **SEO & Performance Optimized:** Search-friendly from day one.
- **Technology-Agnostic:** Whether WordPress, HubSpot, or a custom CMS, we pick the right platform for you.
- **Future-Proof & Scalable:** Designed to evolve with your brand's growth.





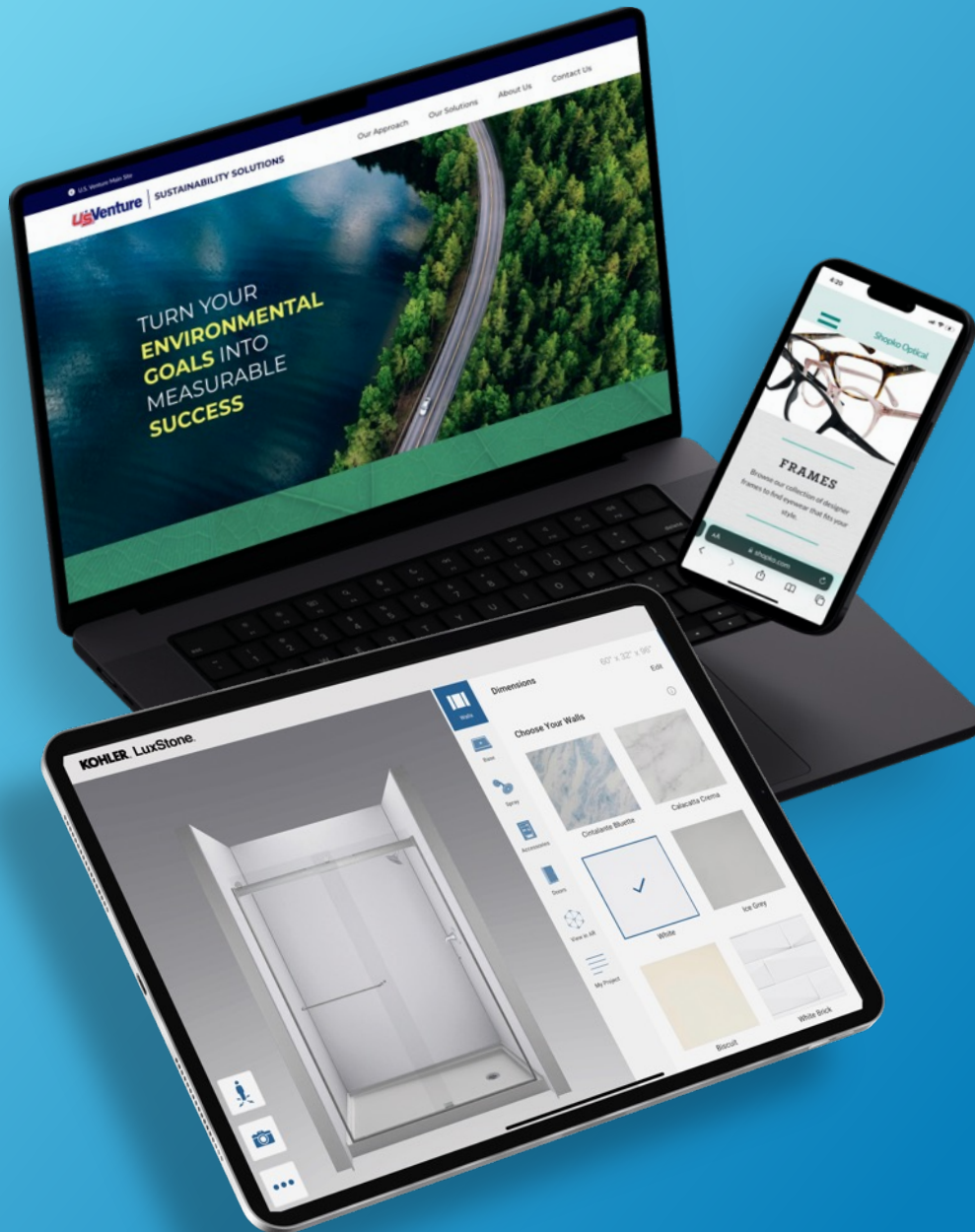
THE POWER OF ALIGNMENT

MARKETING STRATEGY & WEBSITE, TOGETHER

When your website and marketing strategy are built in sync, they amplify each other's impact:

- **Better Performance:** SEO, content, and UX work together to increase traffic and conversions.
- **Stronger Brand Experience:** Messaging stays consistent across all touchpoints—from ads to landing pages.
- **Higher ROI:** Every page, CTA, and campaign is optimized to move visitors through the funnel.
- **Seamless Lead Nurturing:** CRM integrations ensure marketing and sales efforts work in unison.

Your website shouldn't just be a project—it should be a key driver of your brand's long-term success.



PREPARE TO LAUNCH

TESTING & QUALITY ASSURANCE

Before launch, a final beta site is delivered for review and sign-off. Post-launch, a two-week support period addresses any issues not found during prelaunch testing.

Our internal testing tools and processes review technical items such as core web vitals, external integrations, HTML structure and validation, meta tags, asset minification, schema markup, sitemap, security headers, and more.

Plus, our SEO team ensures your content is optimized for target keywords and audiences, and our design and user experience team ensure world-class content presentation.

04. THE TEAM BEHIND YOUR BRAND

TRANSFORMING IDEAS INTO POWERFUL IDENTITIES





LIKE A CROWN THAT FITS JUST
RIGHT, A STRONG BRAND TAKES
SKILL, PRECISION, AND THE RIGHT
TEAM





PASSION

INTEGRITY



PARTNERSHIP



AUTHENTICITY

FULL-TEAM SUPPORT

LIKE HAVING A RELIABLE TEAMMATE
(OR 45 OF THEM)

We operate as an integrated team of specialists, which means that you'll have access to experts in strategy, creative, digital marketing, PR, media buying, and data analytics.

Our depth of expertise and fluid internal structure allow us to scale resources based on the evolution of your needs. If a campaign requires additional creative development, or if we need to ramp up digital support based on market dynamics, we can quickly adjust our team composition to ensure we're supporting you effectively.

Let's have you meet **some** of your team ...



Certified
HubSpot Expert

DEREK BLASZAK

NEW BUSINESS & DIGITAL DIRECTOR

He blends digital expertise with strategic new business initiatives and relationships to take every brand he touches to new heights.



Marketing without data is
like driving with your eyes
closed.

BRANDS I'VE WORKED WITH:

KOHLER.





NIKKI PEROUTKA

PRESIDENT

She's a 20-year marketing vet obsessed with improving marketing, processes, and results.

“

Success is about anticipating change, embracing it, and leading the way forward.



Certified
HubSpot Expert

BRANDS I'VE WORKED WITH:





Certified
HubSpot Expert

JODY BENNETT

DIRECTOR OF BRAND STRATEGY

She leads campaign vision and direction, ensuring powerful storytelling, while developing creative solutions that are visually engaging and strategically aligned.



Be fearless in the pursuit of
what sets your soul on fire.

BRANDS I'VE WORKED WITH:

Foot Locker





KEVIN HAMILTON

DIRECTOR OF TECHNOLOGY

A technical superhero with decades of experience, always ready to conquer any challenge and save the day.



Success is about testing, adapting, and shaping a website that evolves with every interaction.

BRANDS I'VE WORKED WITH:





Certified
HubSpot Expert



MONICA DORO

ART DIRECTOR | UX/UI

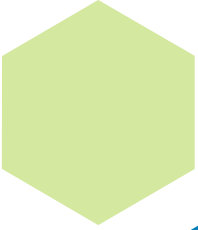
With an eye for emerging design trends and a passion for pushing creative boundaries, she crafts a brand's identity and enhances the user experience, making sure every project is a standout expression of innovation and vision.



Great design doesn't follow,
it leads.

BRANDS I'VE WORKED WITH:





Certified
HubSpot Expert

KATIE BRAMSCHREIBER

DIRECTOR OF ACCOUNT SERVICES

She has a knack for building solid client relationships based on trust and ensures the delivery of high-quality strategy aligned with your objectives.



People don't care how much
you know until they know
how much you care.

BRANDS I'VE WORKED WITH:





MEGHAN MURPHY

ACCOUNT & MEDIA STRATEGIST

She crafts data-driven media strategies that cut through the noise, ensuring the right message reaches the right audience at the right time.

“

Don't push people to where you want to be. Meet them where they are.

BRANDS I'VE WORKED WITH:

DESTINATION
DOOR COUNTY





TAMMY VANDENBUSCH

PUBLIC RELATIONS MANAGER

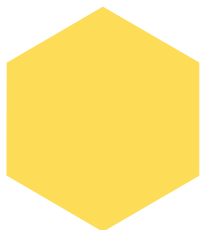
She combines strategic storytelling with media expertise to amplify brand voices, ensuring every message resonates and builds lasting connections.

“

Be yourself. An authentic story
is always worth telling.

BRANDS I'VE WORKED WITH:





Certified
HubSpot Expert

BROCK MESSNER

DATA & INSIGHTS MANAGER

He leads analyzing trends and generating actionable insights that drive your strategy forward, enhancing your decision-making and optimizing performance. He also brings several years of experience selling dental supplies and equipment from leading brands such as Dentsply, 3M, and Hu-Friedy.



Inside sales directly to hundreds of dental offices across the country

Monthly trainings from industry professionals on new products and dental technology.

Collaboration with dentists and dental offices to understand their practice, processes, goals, and pain points.

05. BRAND REINVENTION

STRATEGY & CREATIVITY TRANSFORMED THESE BRANDS

Note: Visit elementdelivers.com/dentalcraftersnetwork for in-depth case studies





WE'VE CRAFTED SUCCESS THAT
REALLY STANDS OUT—JUST LIKE
A PERFECT SMILE



LACLARE CREAMERY

We elevated a brand that was engaging, editorial-worthy content that boosted awareness, solidified their reputation as head cheese in the food industry, and drove Unrivaled consumer demand for their products. Tasty results like a 6000% increase in impressions and a 300% boost in web traffic proved the campaign was successful in educating consumers, encouraging trial, and enticing users to become LaClare aficionados.



A man with long dreadlocks and glasses is shown in profile, looking at a smartphone. He is wearing a grey hoodie. The background is a blurred optical shop with shelves of eyeglasses.

SHOPKO OPTICAL

We rolled out fresh brand standards, launched a new website, and leveraged public relations to boost their media presence and strengthen community ties. We also partnered with the Green Bay Packers to promote their Kids in Focus program with engaging Eye Spy events and in-school activations to bring eye care straight to the heart of local communities.

BERRES BROTHERS

We created an immersive reinvented brand that helped set this regional coffee brand to launch nationally. By leaning into the authentic, inventive flavors that make Berres Brothers coffee special, the brand video and supporting integrated marketing efforts positioned them as an extraordinary and exceptional choice in the hearts, minds, and palates of younger, imaginative coffee drinkers.



06. UNDERSTANDING YOUR INVESTMENT

COST BREAKDOWN





EVERY DOLLAR INVESTED SHOULD
DRIVE IMPACT—WE’LL MAKE
SURE IT DOES



CRAFTING SMILES & BUILDING BRANDS

A STRATEGIC MARKETING APPROACH TO DENTAL INNOVATION

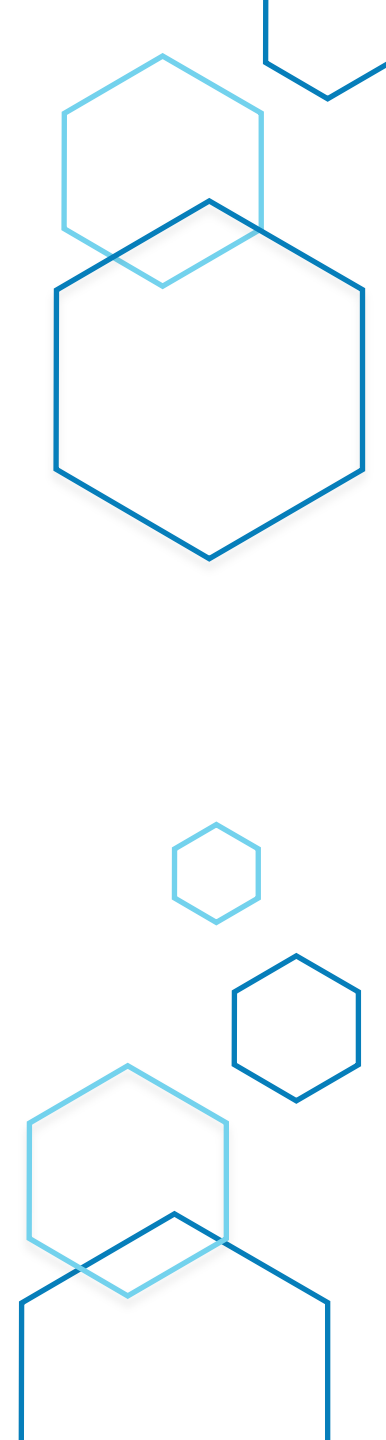
At Element, we understand that partnering with a leader in dental restoration (psst. that's you!) requires more than just industry knowledge—it demands a tailored approach that combines strategy, creativity, and innovation. While we may not specialize exclusively in the dental industry, our extensive experience across healthcare and B2B sectors has equipped us with the ability to dive deep into industry nuances and craft solutions that resonate with your target audience.

We believe that working with an agency that isn't confined to one niche brings fresh, outside-the-box thinking. It's this broader perspective that allows us to deliver unique, customized strategies instead of a cookie-cutter approach. By leveraging our deep expertise in digital marketing, content creation, and website design, we're confident that we can elevate your brand, drive meaningful engagement, and help you hit your ambitious goals—one smile at a time.

With our integrated marketing approach, we combine data-driven insights with cutting-edge creativity to craft a strategy that aligns with your vision. We're here not just to execute, but to collaborate with you, ensuring every step we take moves you closer to your ultimate goal—creating 105,000 quality smiles by 2028.

Let's work together to transform the future of dental restoration and make those smiles last a lifetime.

.



INVESTMENT OVERVIEW

We're seeking an investment that will elevate Dental Crafters Network from a respected leader to an unstoppable force in dental restoration. This investment is about more than marketing. It's about creating lasting connections with doctors, practices, and patients through a smarter, sharper, more strategic approach.

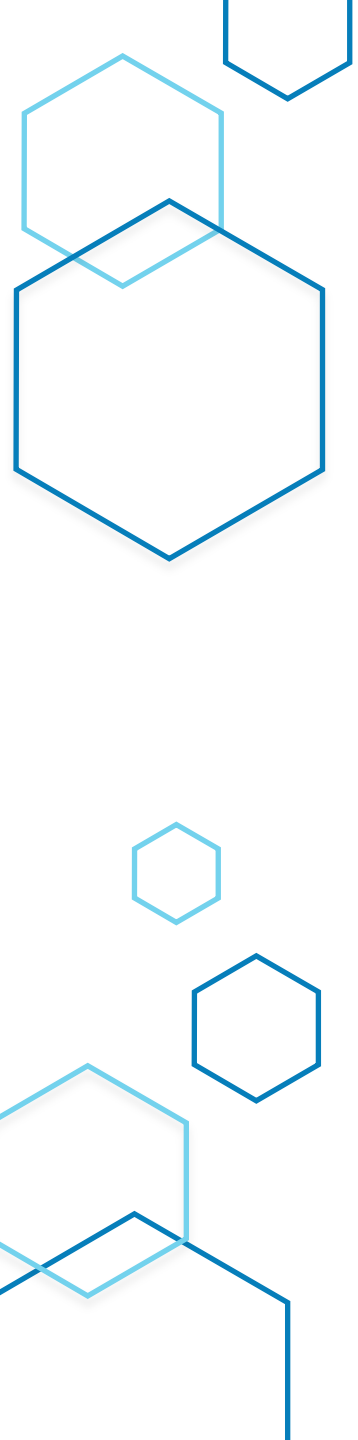
Key Investment Areas:

1. Integrated Marketing Strategy & Positioning

We elevate brands that shine as brightly as a flawless restoration—modern, memorable, and built to stand out. Our strategy ensures Dental Crafters Network is positioned as the industry leader, with a brand presence that's as strong as the products you create.

2. Website Redesign & Optimization

A seamless, high-performing website isn't just about aesthetics—it's about conversions. By aligning marketing strategy and website development under a single expert partner, we create a powerful, always-on sales tool that drives engagement and growth. Our approach ensures doctors and dental practices can easily discover, connect, and do business with you, turning your digital presence into a true revenue driver.



INVESTMENT OVERVIEW

3. Digital Marketing Campaigns

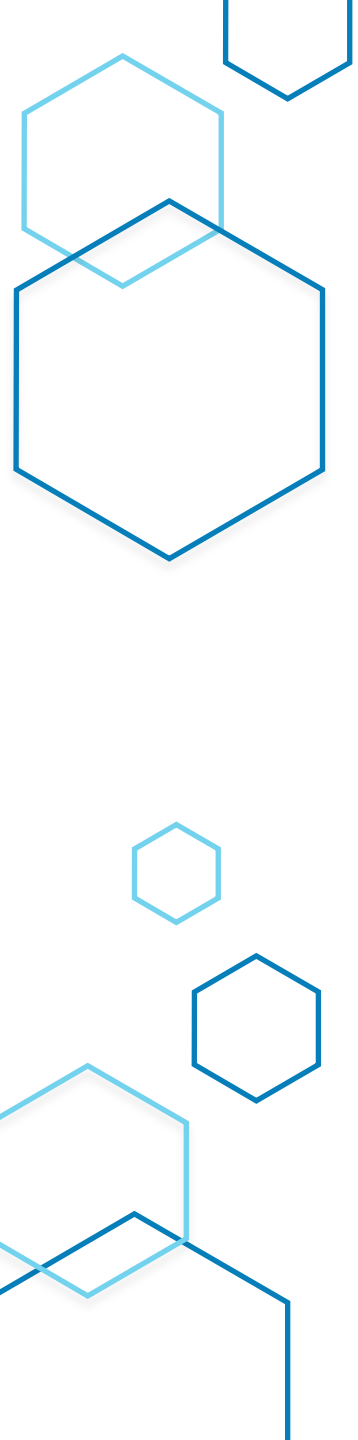
From SEO and PPC to social and email, we execute the integrated digital marketing strategies (item 1 above) that don't just drive awareness, they drive action. Our data-backed campaigns are designed to generate leads and deliver results worth smiling about.

4. Content & Thought Leadership

You don't just make restorations. You shape the future of dental solutions. We'll position Dental Crafters Network as the trusted voice in the industry through compelling content, expert-driven storytelling, and thought leadership that sets you apart.

5. Product Launch & Education Support

New innovations deserve a launch strategy that matches their impact. We'll craft campaigns and educational initiatives that spotlight Dental Crafters Network's cutting-edge solutions, reinforce authority in the space, and keep your audience engaged and inspired. All part of our integrated approach.



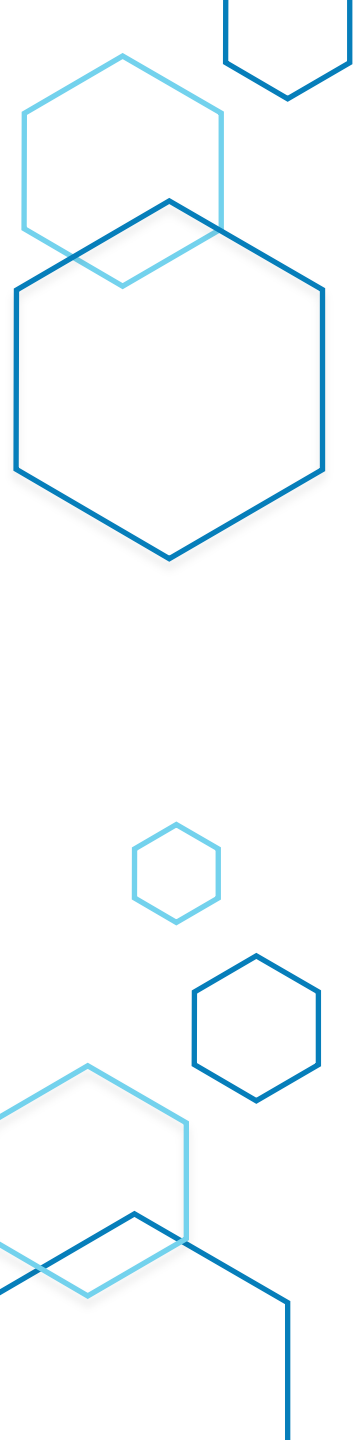
INVESTMENT DETAILS

1. Integrated Marketing Strategy & Positioning

We begin with a comprehensive strategic planning phase that defines the foundation for all marketing efforts. This includes deep discovery sessions with key stakeholders, a competitive landscape audit, market trend analysis, and internal/external brand perception insights. From there, we define brand positioning, value propositions, messaging pillars, and target audience personas. The result is a clear, actionable strategy that guides every campaign, asset, and message moving forward—with the goal of differentiating Dental Crafters Network in a crowded market and aligning the brand with its ambitious goals.

Includes:

- Discovery & stakeholder interviews
- Competitive & market research
- Brand positioning
- Persona development
- Creative campaign concepts and/or messaging platform
- Integrated media strategy:
 - Paid (digital & traditional)
 - Earned (public relations & events)
 - Shared (social & reviews)
 - Owned (website & content)
- Marketing communications plan
 - Campaign planning
 - Product launch alignment
- Measurement strategy
 - Detailed KPIs
 - Measurable objectives with key results (OKRs)
- Internal and external team execution alignment
- Launch plan



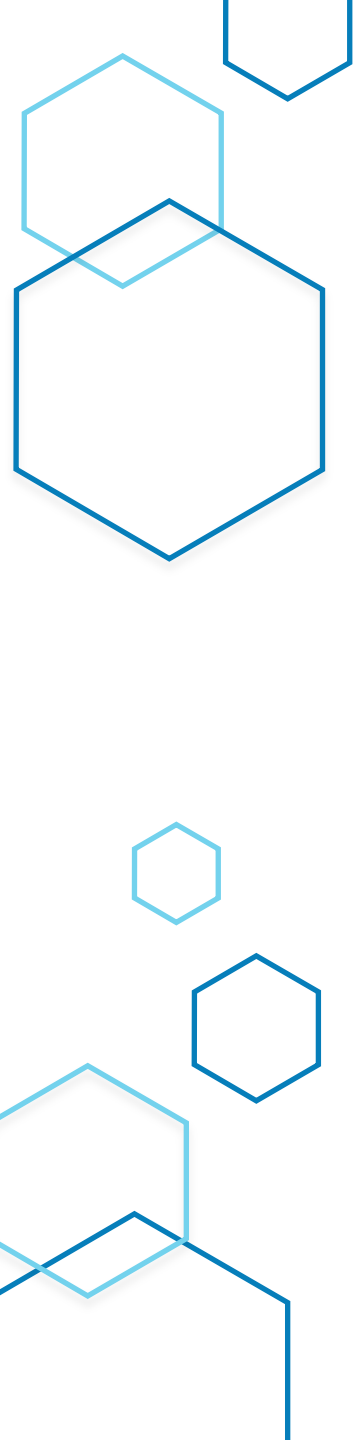
INVESTMENT DETAILS

2. Website Redesign & Optimization

A website redesign rooted in strategy, performance, and user experience. We'll reimagine the site to align with the new brand and marketing strategy, creating a seamless journey for doctors and dental practices. Our process includes UX and UI strategy, SEO planning, content collaboration, custom development, and third-party integrations like CRM and other software tools. Built to scale with your business, the site will serve as a high-converting sales tool and content hub that's optimized for performance and built to last.

Includes:

- Website strategy & site architecture
- Homepage and interior page UX/UI design
- Copywriting/copyediting
- SEO setup & keyword strategy
- ADA & GDPR compliance
- Custom programming development (WordPress/HubSpot/etc.)
- Alignment of CMS functionally with design, providing full editing capabilities without limited design
- CRM integration & lead tracking setup
- Testing, QA, and launch support
- Advanced data collection setup in alignment in measurement strategy



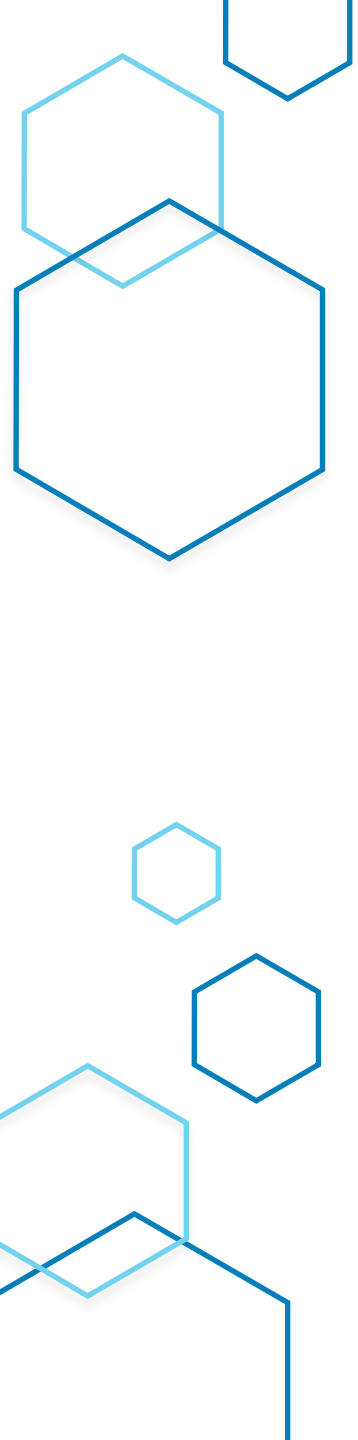
INVESTMENT DETAILS

3. Ongoing Execution: Marketing Campaign(s)

Our team will lead the development and execution of full-funnel campaigns that generate awareness, engagement, and leads. Using an integrated mix of channels (search (SEO & PPC), social, advertising, email, and trade platforms, etc.) we'll connect with target audiences and guide them through the buyer journey. Campaigns are informed by ongoing performance data and refined regularly to ensure we're hitting KPIs and maximizing ROI.

Includes:

- Annual and/or quarterly campaign planning
- Channel strategy execution and management (SEO, paid media, social, email, etc.)
- Media planning & buying
- Landing page and ad creative
- Campaign setup, management & optimization
- Monthly reporting and strategic insights
- And, other marketing tactics as outlined in the integrated strategy or driven by data insights



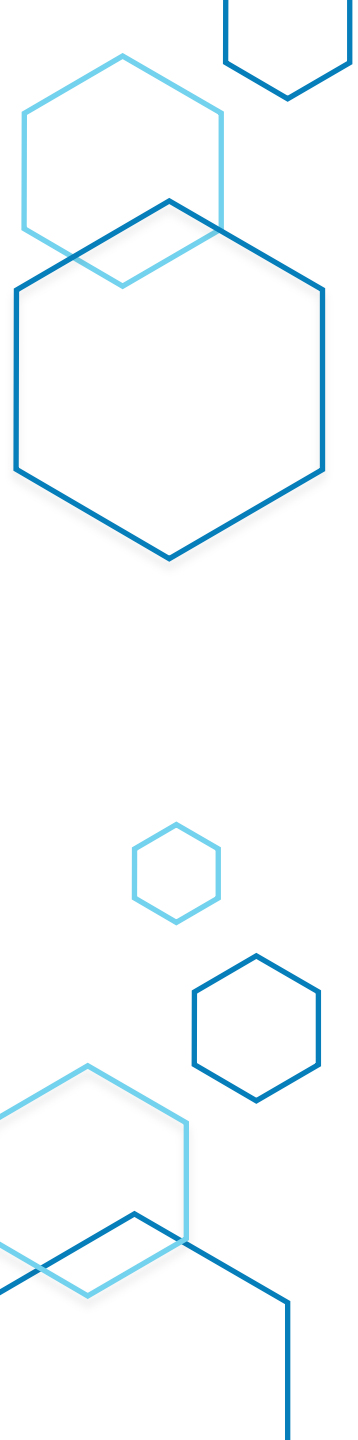
INVESTMENT DETAILS

4. Ongoing Execution: Content & Thought Leadership Development

We'll establish Dental Crafters Network as a leading voice in the dental restoration space through an ongoing content and thought leadership program. This includes blogs, articles, guides, expert interviews, and other content formats designed to educate, inform, and engage your target audience. Each piece is strategically crafted to support SEO, reinforce your brand authority, and build trust across digital and offline touchpoints.

Includes:

- Content strategy & editorial calendar
- Thought leadership content (blogs, articles, guides)
- Subject matter expert interviews & collaboration
- SEO copywriting and keyword optimization
- Visual content support (graphics, infographics, etc.)
- And, other content as outlined in the integrated strategy or driven by data insights



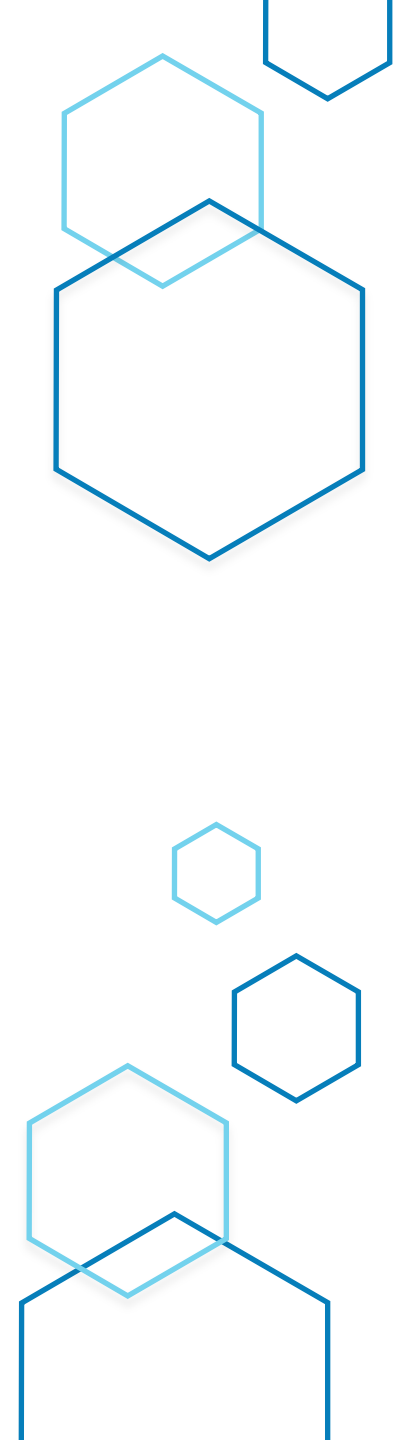
INVESTMENT DETAILS

5. Ongoing Execution: Product Launch & Education Support

As new products and services are introduced, we'll support launches with creative campaigns and educational materials that generate excitement and understanding. We'll develop messaging, campaign assets, and content to support sales teams, train doctors and practices, and ensure your audience is aware of the value and innovation behind every offering.

Includes:

- Launch campaign planning and creative
- Educational content development (print & digital)
- Video scripts, animations, or explainer materials
- Sales enablement collateral
- Email and digital promotion strategy
- And, other materials based on launch strategies and data insights that are integrated into the overall marketing approach

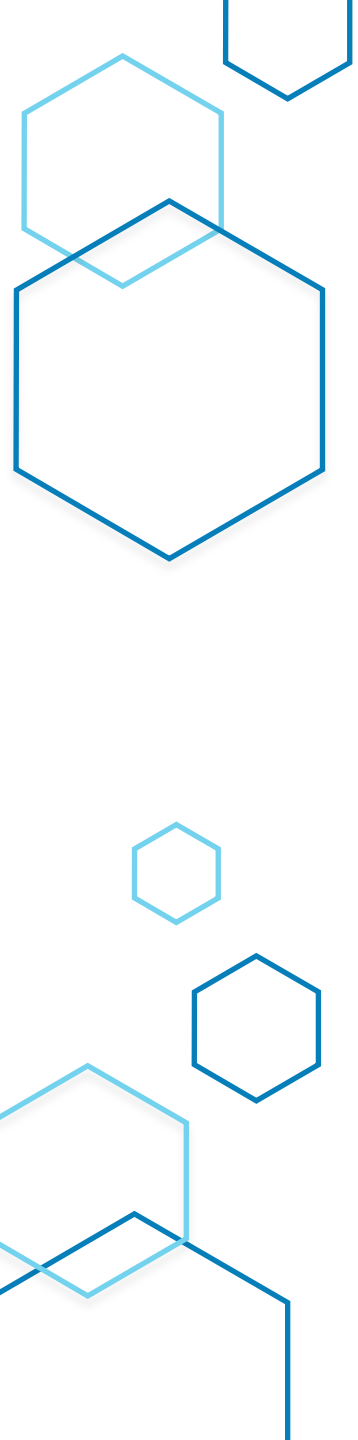


INVESTMENT DETAILS

- | | |
|--|------------------------------|
| 1. Integrated Marketing Strategy & Positioning | \$36,000 (10-12 weeks) |
| 2. Website Redesign & Optimization | \$75,000 (14-16 weeks) |
| 3. Ongoing Execution: | \$12,000 per month (ongoing) |
| A. Marketing Campaigns | |
| B. Content & Thought Leadership | |
| C. Product Launch & Education Support | |

This initiative requires a 12-month commitment to ensure strategic consistency and measurable results. The execution cost (Item 3) is scalable based on the level of deliverables needed to support the integrated strategy (Item 1). By aligning internal and external teams, we create a seamless, results-driven approach—keeping marketing efforts focused, agile, and fully optimized to meet your business goals.

Following initial alignment, a detailed scope of work for both the integrated marketing strategy and website will be developed. This strategic foundation will guide every phase of execution, ensuring clarity, accountability, and steady progress. Once the overarching strategy is approved, we'll provide a comprehensive scope outlining recommended deliverables, timelines, and tactics to support full implementation across all channels.





GREAT WORK. GREAT PEOPLE. BOTTOM LINE.

LET'S GET STARTED.



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