



WELCOME TO

ELEMENT



TODAY'S MEETING:

- 01. INTRODUCTIONS
- 02. OUR APPROACH
- 03. INITIAL INSIGHTS
- 04. PRICING
- 05. SUCCESS STORIES

NICE TO MEET YOU

ADDIE EBERT

Chief Marketing & Development Officer

TERRELL NEUMANN

Social Media Coordinator





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.

BRANDS I'VE WORKED WITH:





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:


Jewelers Mutual
EST 1913

P&G

KAYTEE



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:



THE SITUATION:

Akrivis has expanded its B2B sales strategy to reach consumers.

You are looking for a creative marketing partner to expand your current paid media strategy.

The goal: drive regional growth nationwide.



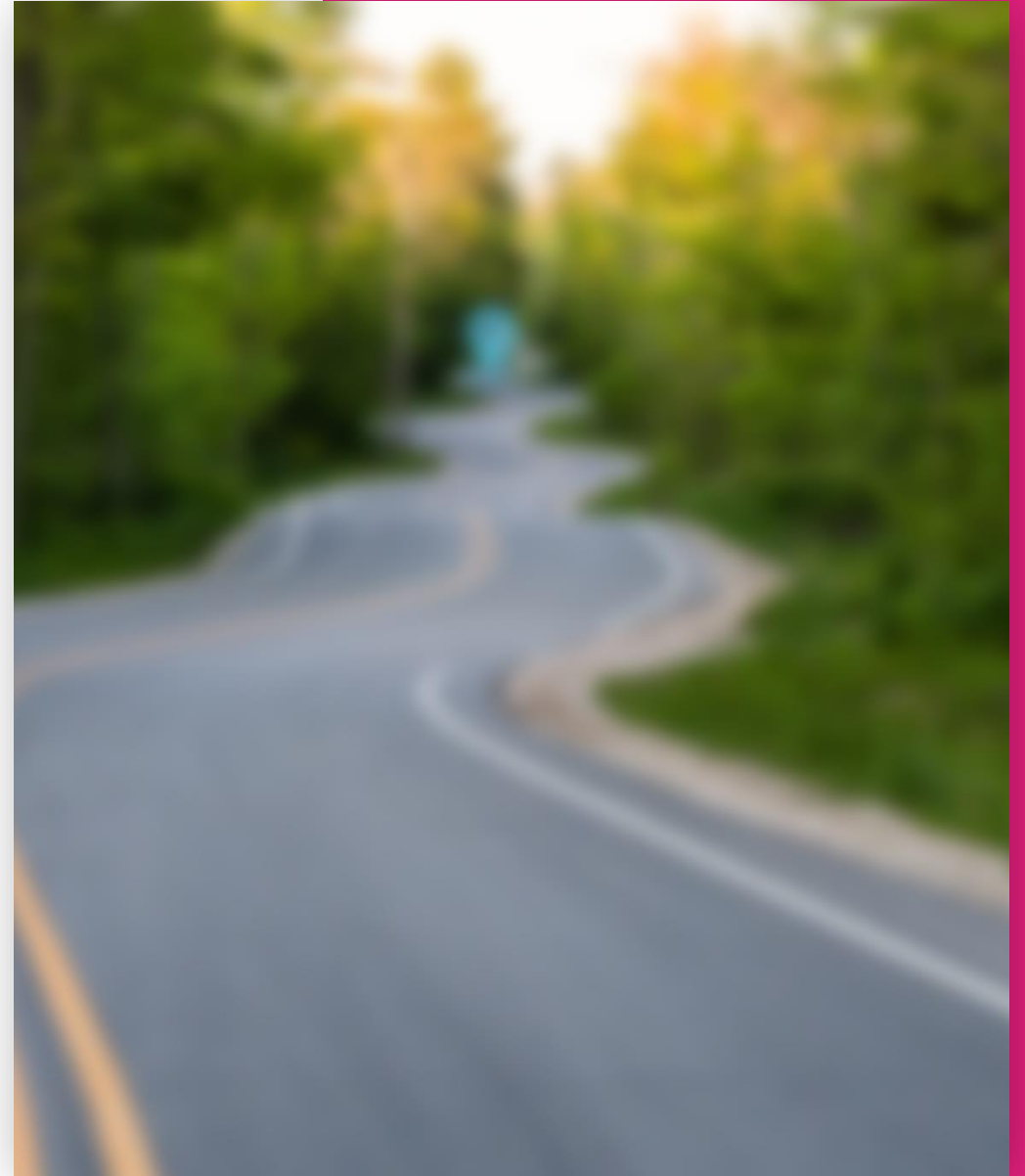
EVERYTHING STARTS WITH STRATEGY.

IT CONNECTS BUSINESS GOALS TO MARKETING ACTION
ENSURING IMPACT, NOT JUST ACTIVITY.

THE COST OF UNCLEAR MARKETING DIRECTION

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

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.

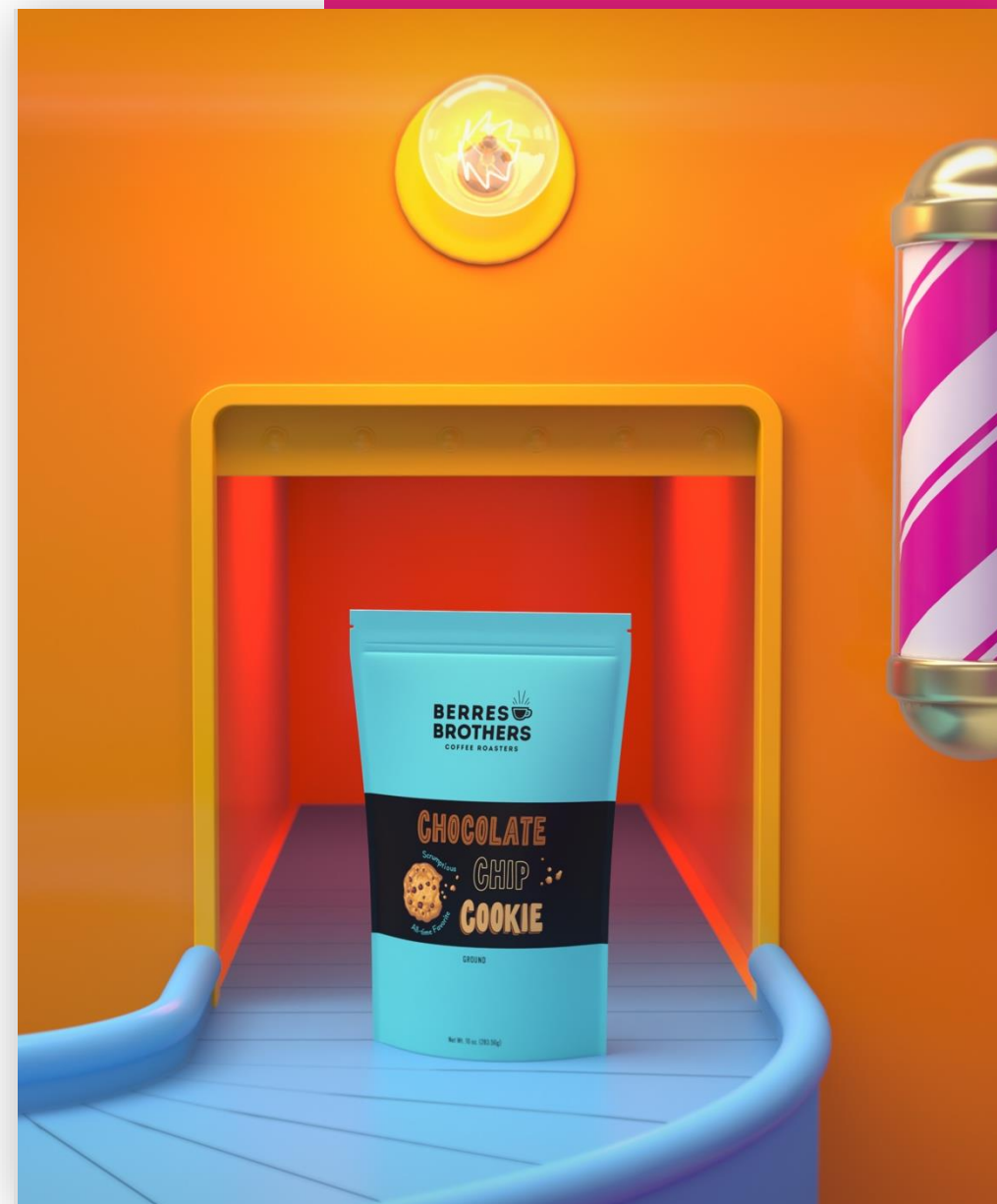
By understanding your customers' journeys, we can craft experiences that resonate deeply and foster trust. Think of it as building a relationship where every conversation is meaningful, and every gesture counts.

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

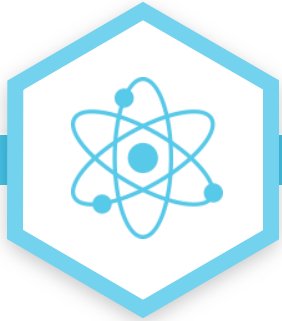
Our integrated approach brings together all channels – paid, earned, shared and owned – to ensure your brand shows up consistently, wherever your audience is.

Every campaign, every touchpoint, every message is aligned to reflect your brand and create a seamless journey that strengthens brand loyalty and drives measurable results.

Execution is the hardest part of the equation; it's what separates the good from the great and takes a powerful team of specialists to drive performance across all channels.



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

WE ARE ONE TEAM HELPING YOU REACH YOUR GOALS

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

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

Google
Partner

Google Analytics
Certified Professional

Google AdWords
Certified Professional

HubSpot
CERTIFIED PARTNER

SECOND WIND
BE a Better Agency



OUR CREW

Strategy Masterminds

Killer Creatives

Content Gurus

Website Wizards

Digital Ninjas

PR Pros

Media Mavens



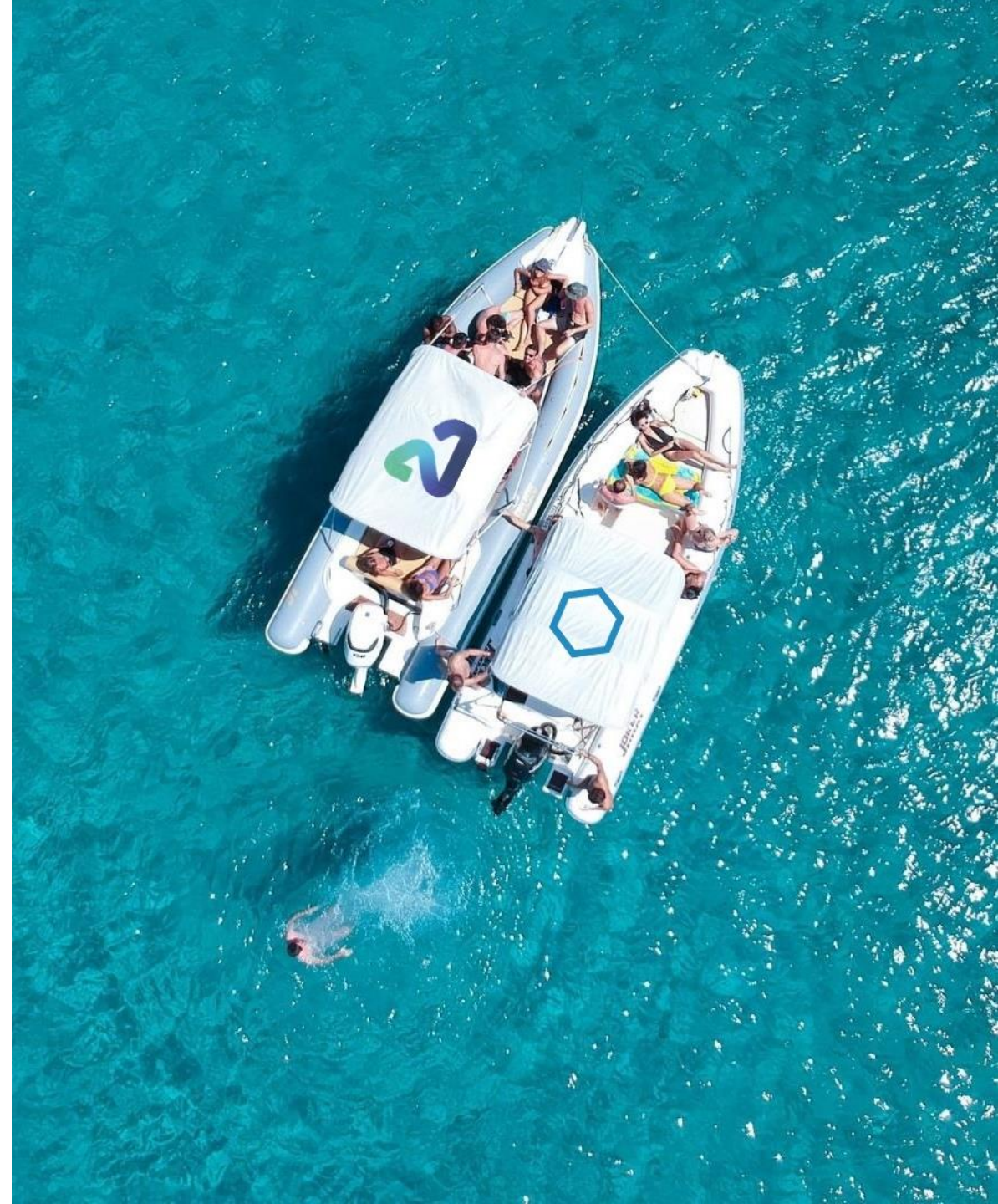
FUELING YOUR NEXT PHASE OF GROWTH

ON A PATH TO 400 LEADS A MONTH — AND BEYOND

GETTING TO KNOW YOU

First 30 days...

- ✓ Define your business and marketing goals
- ✓ Understand your brand's position
- ✓ Audit your current marketing efforts
- ✓ Review the competitive landscape
- ✓ Identify the target personas



GETTING TO KNOW YOUR AUDIENCE

- ✓ Refine the brand message to align with your persona's needs & motivations
- ✓ Deliver the right message in the right place and at the right time
- ✓ Ensure consistency of voice and message throughout their experience/buyer's journey

KEY MESSAGES BY AUDIENCE

Retail Bakery

Key Messages:

- Reliable availability of quality ingredients and products at a competitive price
- Knowledgeable, supportive sales reps who anticipate your needs
- Education on relevant benefits and services
- Seasoned: Sales reps who truly care and are a phone call away
- New: Sales reps who provide guidance (what to buy, when, and how much) and inspiration for innovative solutions that are unique; prefer the convenience of online ordering

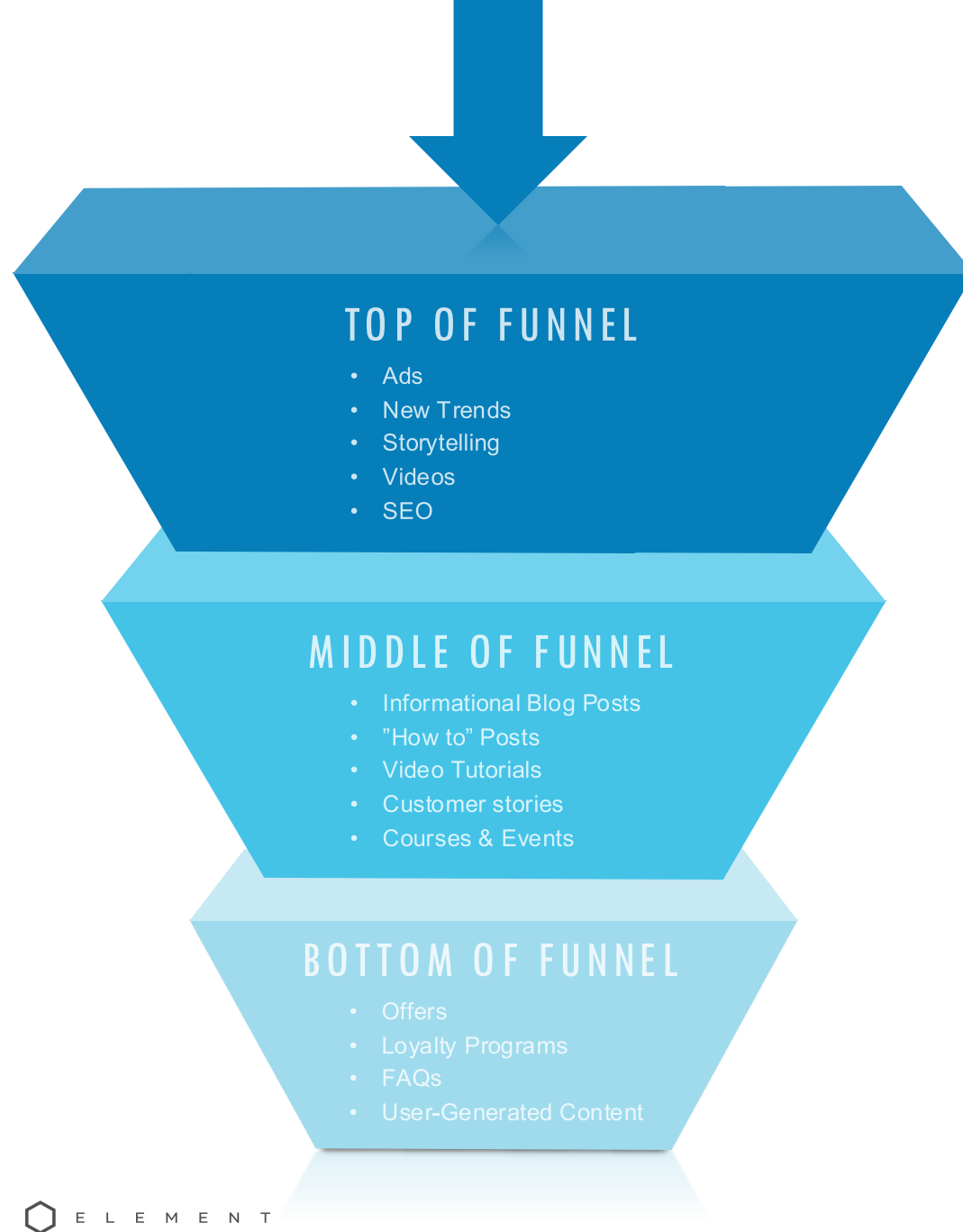
Example Messages:

- Valley ensures you have access to quality ingredients at a competitive price, consistently meeting the standards your bakery demands.
- Our dedicated team is more than sales reps—they are responsive, hands-on partners invested in understanding your bakery's unique needs to ensure proactive support, valuable inspiration, and tailored solutions for your business.
- Empower your bakery's growth and success with Valley's diverse range of high-quality ingredients and baking supplies. Benefit from efficient volume purchasing, climate-controlled warehousing, a responsive distribution network, and exclusive cooperative benefits, providing your business with the essential resources it needs.



Brand Voice Characteristics

VOICE CHARACTERISTIC	DESCRIPTION	+ DO	- DON'T
Authentic	We lead with authenticity, embodying a genuine and approachable tone of a business deeply rooted in the community.	Craft messages that establish trust through sincerity, portraying us as reliable and genuine.	Use language that feels scripted or insincere as it could compromise our authentic or trustworthy persona.
Approachable	Employing simplicity, humility, and down-to-earth charm we speak and write in a conversational tone that feels welcoming and inclusive.	Use straightforward language that addresses customers in terms that resonate with their needs.	Introduce unnecessary complexity or use jargon-heavy phrases that are not easily understood by the average person.
Supportive	We communicate as a reliable partner, offering guidance and a helping hand whenever you need it.	Provide thoughtful guidance by understanding their challenges and offering solutions that address their unique needs.	Use vague and ambiguous language that may leave customers feeling unsupported or unsure.
Optimistic	Rooted in our entrepreneurial spirit, our voice emphasizes positive perspectives and focuses on recognizing opportunities.	Highlight opportunities in a positive way. Maintain a positive outlook and encourage a forward-thinking approach.	Lead with negativity or allow a pessimistic tone to overshadow our communication.



DRIVING FULL-FUNNEL ACTIVITY

Today's customer journey isn't a straight line. A full-funnel strategy ensures we're ready for every scenario: building awareness, nurturing leads, and driving action, all at once.

- Your current paid digital strategy focuses on lead conversion at the bottom of the funnel.
- We need to complement that with brand-building and consideration activity to drive more efficient conversions over time.
- A full-funnel approach gives us the right mix to engage buyers wherever they are in their journey.

BRINGING THE PLAN TO LIFE

Building on the strategic framework we've developed, execution is where we bring the plan to life and ensure it aligns with **measurable, actionable insights**. As we transition from strategy to execution, we focus on aligning our efforts with your business goals.

Supported by an entire team of specialists, we provide ongoing reporting and strategic collaboration sessions, along with regular access to **data dashboards**, to ensure we're moving your brand in the right direction.



LEARN & ADAPT

STAYING FLEXIBLE

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**.



INITIAL INSIGHTS AND CREATIVE INSPIRATION

DISCOVERIES THAT INFORM. IDEAS THAT IGNITE.



BRAND OPPORTUNITIES

As Akrivis expands its focus from B2B to also include consumers, it's essential to re-evaluate how the brand looks, sounds, and shows up.

Selling to individuals is fundamentally different than selling to businesses. It's no longer just about capability, it's about connection. Consumers aren't simply selecting a service; they're often navigating emotionally-charged transitions. In those moments, people need more than facts. They need reassurance and empathy.

This shift creates an opportunity for the Akrivis brand to evolve. The tone, visual identity, and overall experience must feel more personal and inviting while still reflecting the professionalism and trust that define the brand today.

By striking this balance, Akrivis can move beyond being just a smart choice to becoming a trusted guide for individuals starting a new chapter.



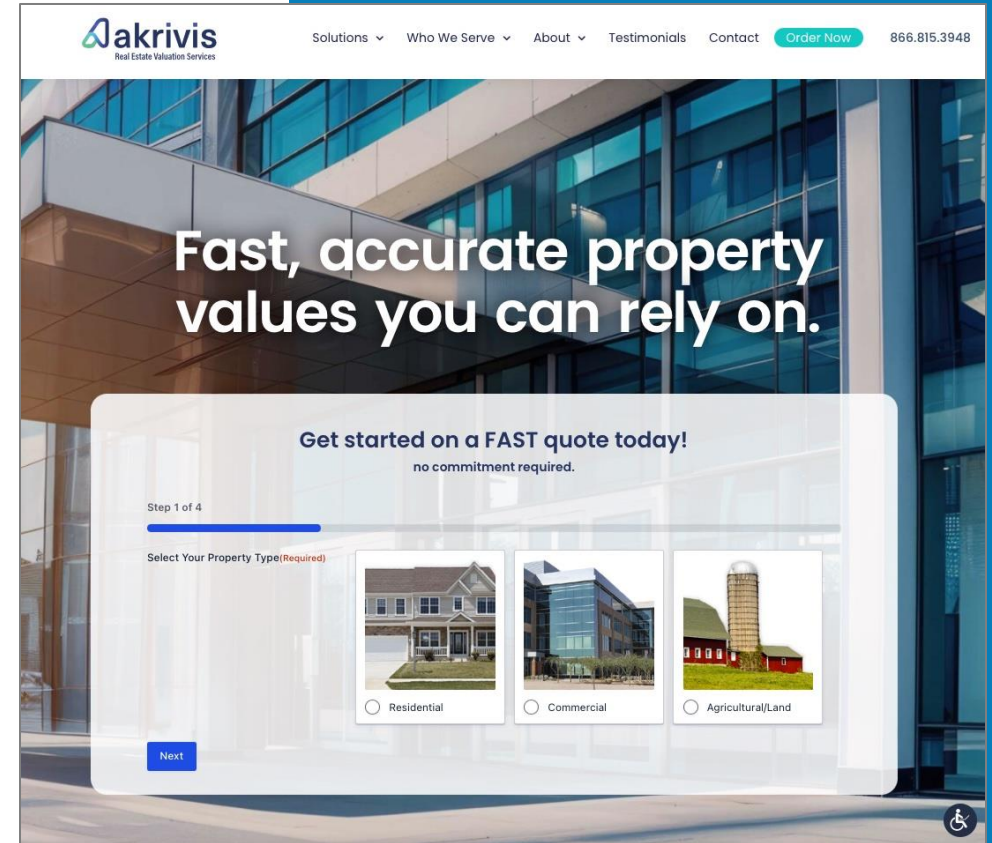
WEBSITE OPPORTUNITIES

Optimize the home page to drive performance.

We'll analyze homepage traffic to uncover:

- **Traffic Sources** – Where visitors are coming from and what channels are driving volume
- **On-Site Behavior** – What users do once they land: where they click, how long they stay, and where they drop off
- **Conversion Opportunities** – How we can refine messaging and test calls to action (CTAs) to increase lead capture and reduce cost of acquisition (COA)
- **User Experience** – How we can streamline the path for smaller orders by using smart forms with built-in logic to complete transactions online

Together, these insights will help us turn more visitors into qualified leads while optimizing for cost and ease of conversion.



THE ONLY ADULT IN THE ROOM

There's no manual for starting the next chapter. Divorce, death, selling a home...most people are facing these moments for the first time, figuring it out as they go. Even the most capable adults find themselves overwhelmed and quietly wondering, "Am I doing this right?"

That's the insight behind this campaign. When life gets real, most of us still feel like kids trying to play grown-up.



Akrivis steps in as the only adult in the room, not because they have all the answers to life, but because they've got this part handled. With fast, trusted property valuations, Akrivis removes the guesswork and gives people the clarity they need to move forward with confidence.

Messaging versioning by target:

- For divorce: "You're not supposed to know how to do this. We do."
- For estate: "No one's ready for this. But we're ready for you."
- For sale: "First time or fifth. You're not expected to have it all figured out."

MAKE YOUR MARKETING BUDGET WORK HARDER

WITH INTEGRATED MARKETING EXPERTS

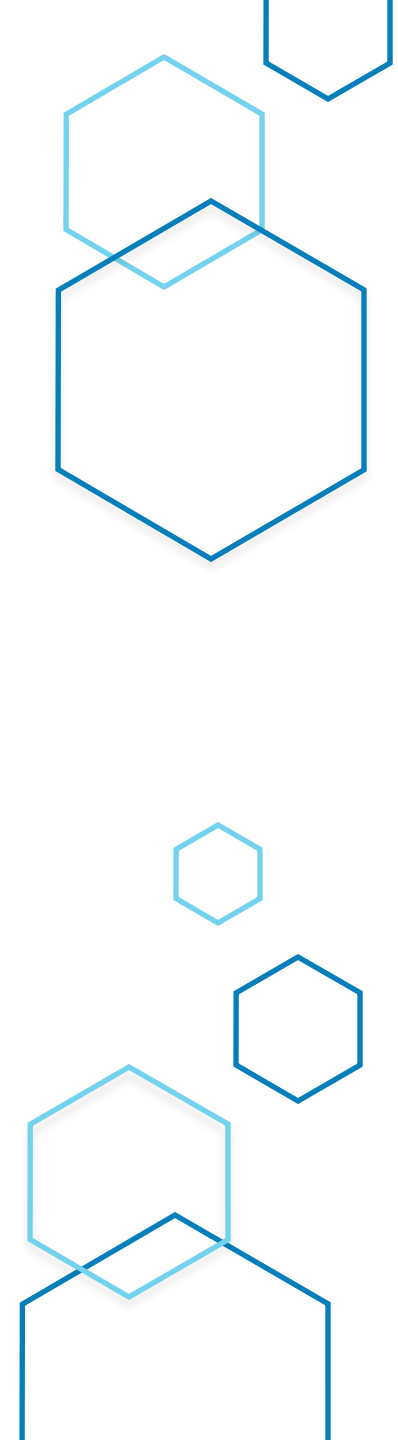


BEHIND THE NUMBERS: THE ENGINE FOR GROWTH

The **Discovery & Strategy Phase** is a one-time investment of **\$45,000**, designed to deliver a clear, actionable roadmap tailored to your buyer personas — ensuring every message, channel, and tactic works toward your growth goals. This typically takes 90-days.

Our **integrated marketing programs** start at **\$12,500/month**, with flexibility to scale based on your evolving business needs.

What sets us apart is the **value built into every engagement**. You gain access to a full team of specialists — across creative, content, media, SEO, social, PR and data — all aligned to drive measurable impact and long-term success.



EXECUTION LEVELS

LEVEL ONE:

SEO & PAID

- Integrated strategy aligned with personas
- Paid media creative
- Paid media management and optimization
- A/B testing and targeting optimization
- Continuous campaign monitoring
- Paid media reporting with actionable insights
- Implementation of SEO audit recommendations
- Ongoing monthly SEO maintenance
- Website copy refresh to reflect updated brand messaging
- Calibration and performance review sessions
- Live data dashboard

\$12,500 per month

LEVEL TWO:

ELEVATED DIGITAL FOOTPRINT

Everything in Level One, plus:

- Strategic content editorial calendar
- Monthly optimized website content (e.g., blogs, landing pages)
- Website image and layout updates to support refreshed brand identity
- Enhanced on-site experience to support conversion and SEO goals

\$15,000 per month

LEVEL THREE:

FULL FUNNEL APPROACH

Everything in Levels One and Two, plus:

- Lead magnet content creation (eBooks, guides, downloads)
- Email campaign to nurture leads
- Story mining and media opportunity development
- Proactive media relations outreach
- Contributed articles and thought leadership placement

\$20,000 per month



THE DETAILS

A HOLISTIC 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.

INCLUSIONS:

1. Discovery

- Three Facilitated Strategy Sessions
- Three Personas with Needs-Based Matrix
- Marketing Landscape Audit
 - Website & UX Audit
 - SEO & Content Review
 - Social & PR Analysis
 - Paid Media Audit
- Competitive Analysis Across Three Key Players
- Market Analysis and Prioritized Market Segmentation

2. Development

- Creative Campaign Concept
- Messaging and Brand Positioning
- Buyers Journey
- Internal and External Team Alignment

3. Activation

- Marketing Communications Plan
- Quick Wins Planning & Execution
- 12-Month Execution Roadmap & Funnel Alignment
- Measurement Strategy & Benchmark Report
- Live Data Dashboard & Calibration Sessions

SUCCESS STORIES





THE SITUATION

DRIVEN TO KEEP THE LEAD PIPELINE FULL

What began as a single preowned car dealership in Antigo, Wisconsin grew to become the largest in the state. The business focused on helping people facing financial challenges, including low credit scores, recent divorce, or being upside-down on their current vehicle. 199ride offered a “nicer, newer car” to those often overlooked by traditional dealerships.

As the company grew, so did the need for a high-volume lead generation strategy to keep pace with the business. The objective was clear: deliver a steady stream of qualified leads across multiple dealership locations.





THE STRATEGY

FULL-FUNNEL SUPPORT DESIGNED TO DRIVE NEW LEADS

Our strategy broke through a crowded market by attracting qualified prospects facing financial challenges, driving targeted traffic, and converting visitors into leads.

We used an integrated, full-funnel approach with consistent messaging across all touchpoints to deliver the right message at the right time for optimal conversion.

- Paid media targeted high-intent and competitor audiences with tailored creative and targeting
- Re-engaged past visitors and competitor site users with custom display ads to boost return traffic and form fills
- Supported organic growth with layered SEO tactics: technical, on-page, local, and custom content
- A/B tested messaging and audience segments to lower costs and improve lead quality





THE SUCCESS

TURNING TRAFFIC INTO SALES

Through a well-coordinated, cross-channel strategy, we delivered more qualified leads through targeted traffic and refined audience segmentation that drove form submissions.

But it wasn't just about performance metrics. It was also about helping more people get into reliable vehicles when they needed them most.

HOW WE HELPED

Integrated Approach: Content, Digital Media, Social, PR, Email, Direct Mail, and Web Development

172%

INCREASE IN MONTHLY
UNIQUE LEADS

\$10,000

SAVINGS PER MONTH THROUGH
ONGOING OPTIMIZATIONS

66%

INBOUND TRAFFIC
CONVERTED TO LEAD

+5

EXPANDED LOCATIONS



NATIONWIDE HOME SERVICES FRANCHISE

DRIVING LEADS AND LOWERING CPA

CAMPAIGN GOAL

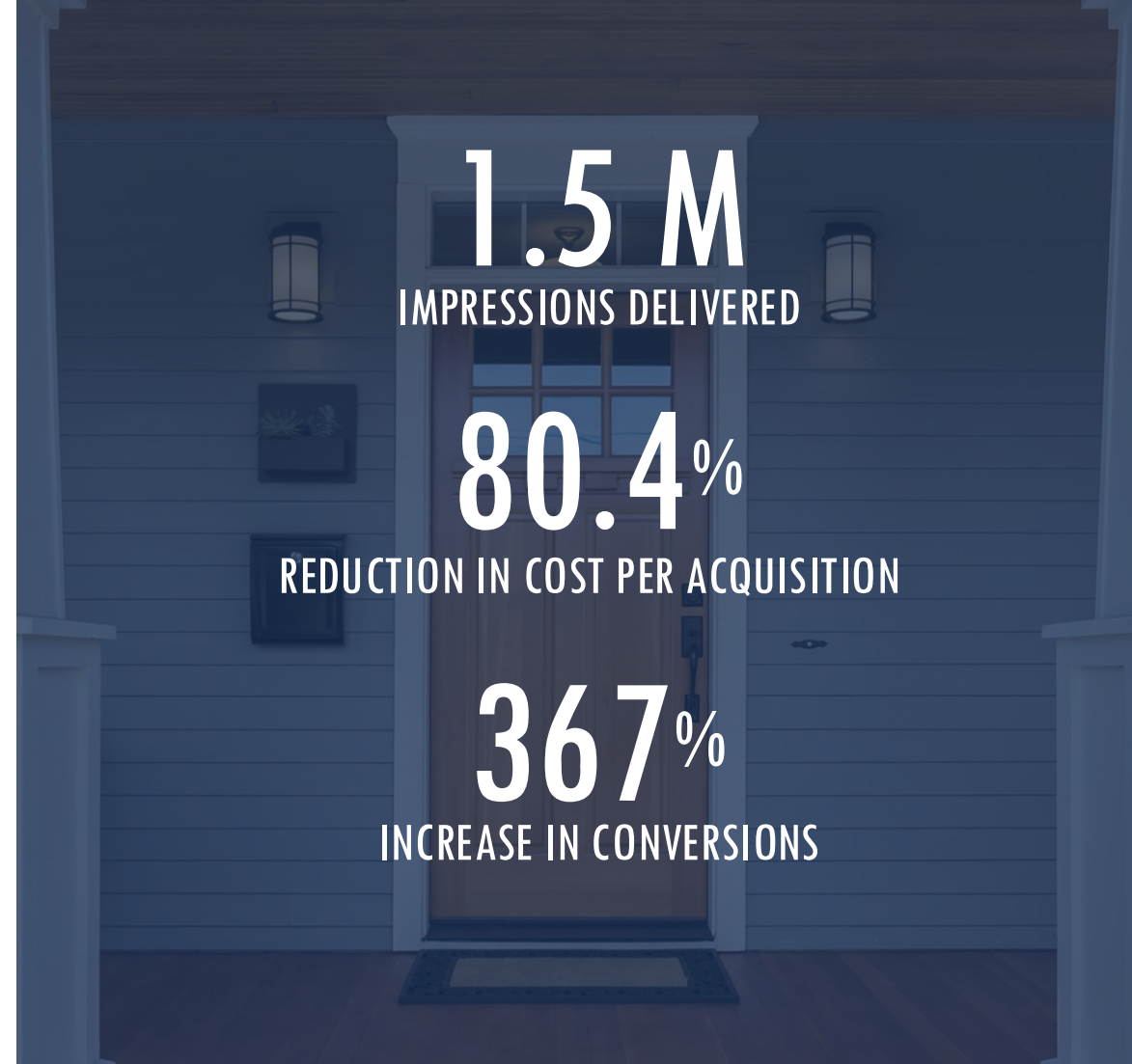
- Drive online bookings for service visits to customers' homes

STRATEGY

- Display and ad Retargeting alongside paid ads on Facebook and Instagram for the most effective conversion rate
- Advised multiple creative choices showcasing the company's diverse services, use of look-a-like audience

RESULTS

- Three-month campaign produced a Cost per Acquisition (CPA) reduction from \$410 in November to \$80.35 in a single market
- Increase in month-over-month leads led to campaign expansion in five additional markets



HOW WE HELPED

Integrated Media Approach:
Display, Social Media, Targeting
Strategies, Creative, A/B Testing



GREAT WORK. BOTTOM LINE.
LET'S GET STARTED.





SERVICES

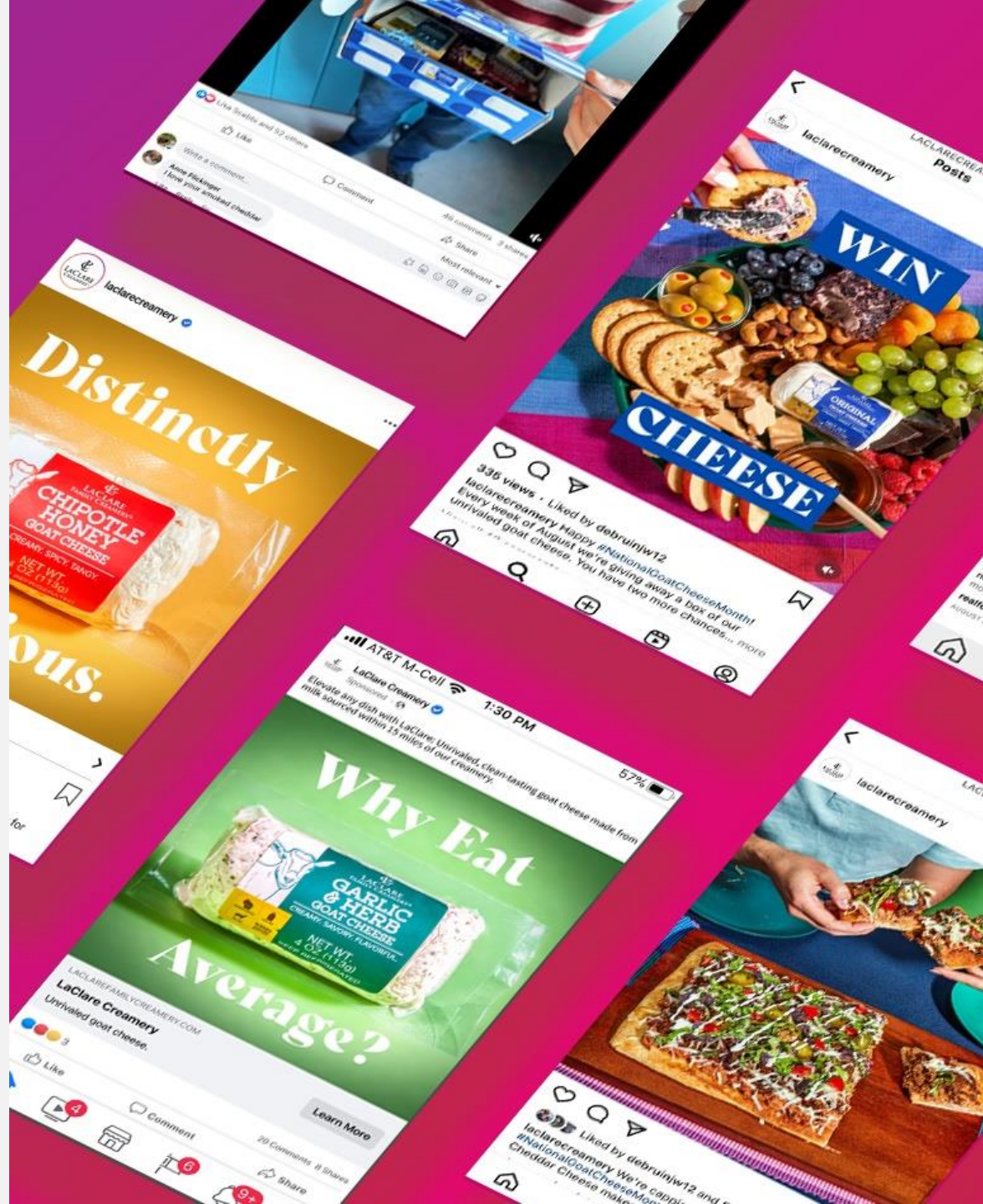




STRATEGY

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.

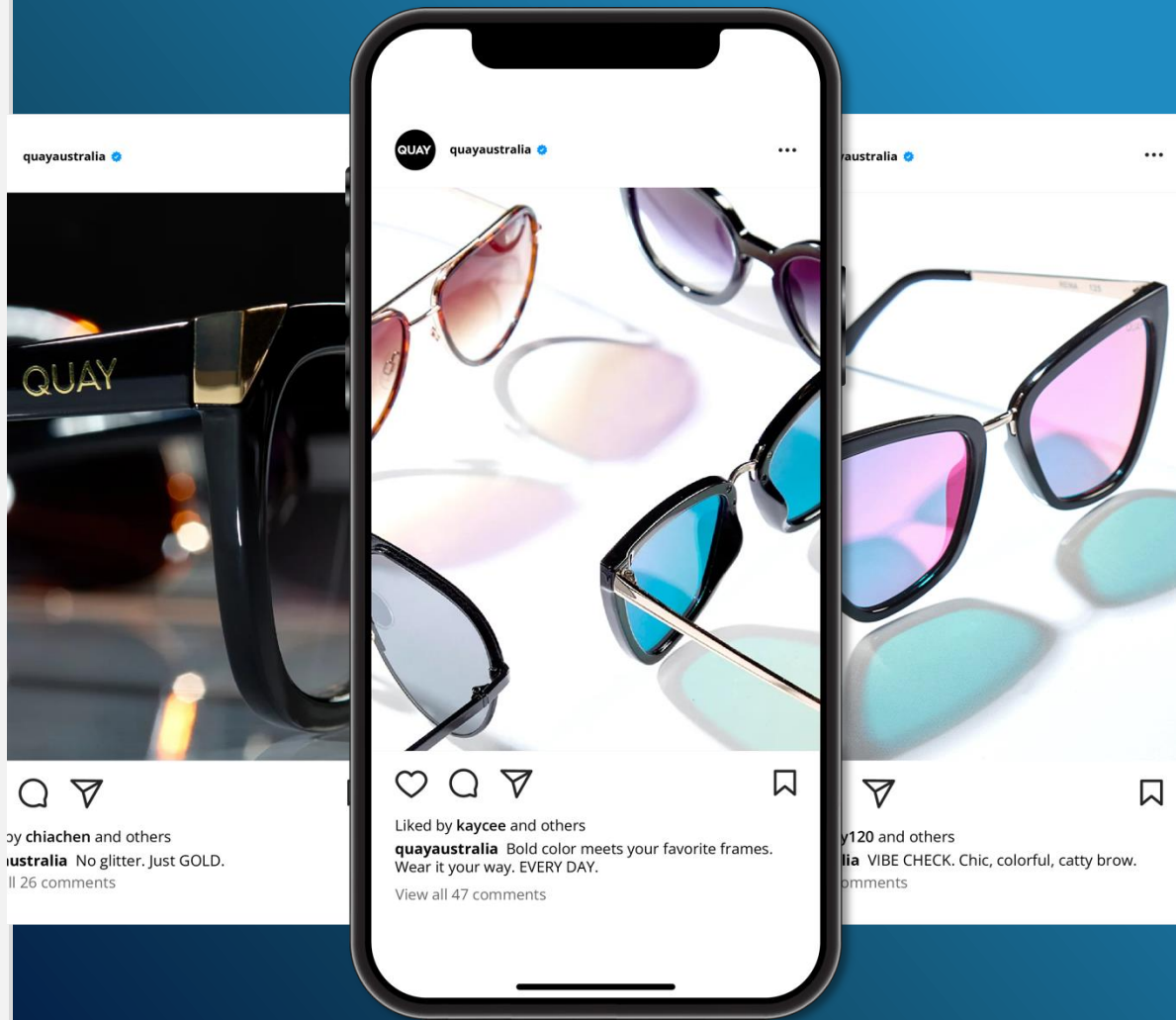
- Brand Identity Assets
- Campaign Concepts
- Traditional and Digital Design
- Direct Mail
- Tradeshows
- Environmental Graphics
- Media Assets (outdoor, digital, radio, TV, etc.)



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

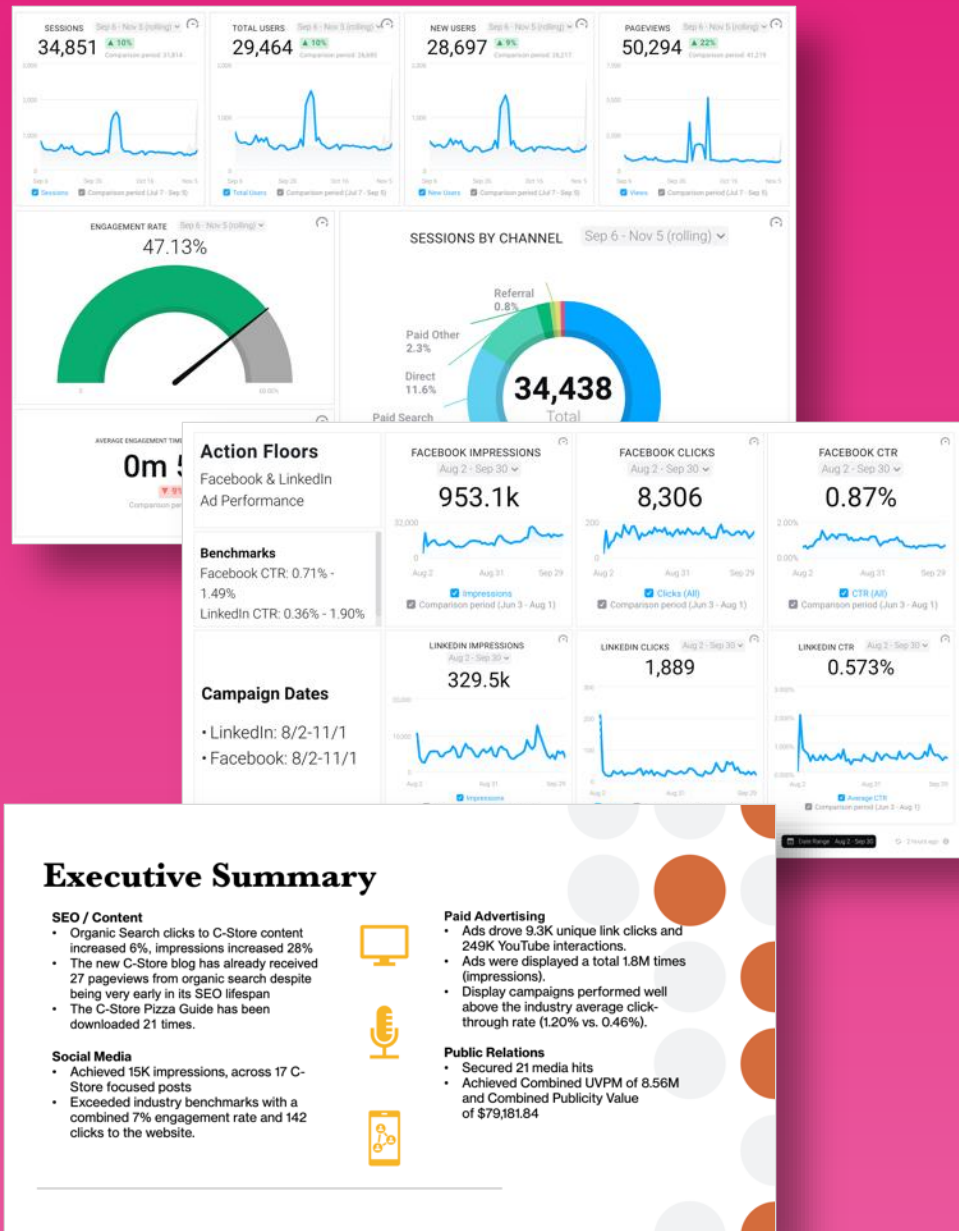
Whether you're looking to give your site a refresh or build a new site from the ground up, our expert team has your back. We use the right blend of technology and branding to create a powerful user experience with your brand.

- 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 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



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