

EMPOWERING BRAND GROWTH AND ENGAGEMENT

Request for Proposal Response

BCI Burke

6.24.24



E L E M E N T

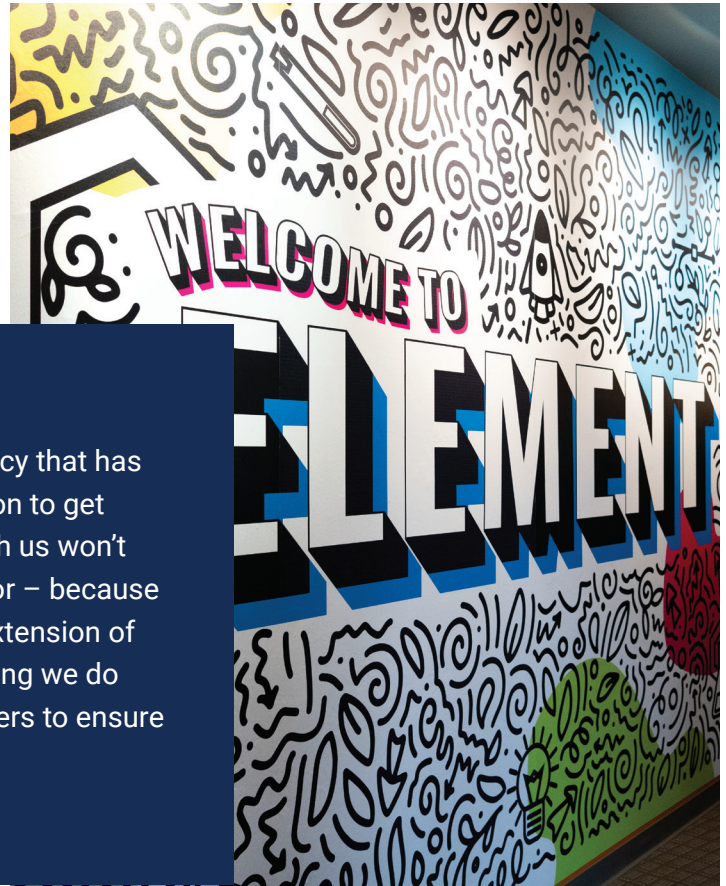
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TRUE PARTNERS:

that's what we aspire to be.

Element is a fully integrated marketing agency that has been aligning strategy with creative execution to get better results for over 20 years. Working with us won't be like working with any other outside vendor – because we're not a vendor. We're a partner. A true extension of your team. We strive to add value in everything we do together, and we'll work with your stakeholders to ensure we always hit the mark.



We are an agency that has grown from a team of four to 33 dedicated individuals, all united by a shared vision ...

To collaboratively enhance everything we do to create a lasting impact on each other, our clients, and our community.

We can achieve this vision through strategic creativity, disciplined execution, sharing marketing knowledge, analyzing data, and leveraging technology.

And with year-over-year growth since 2003, our core values serve as our guiding principles, shaping not only who we are today but also directing our trajectory into the future. These values anchor us in a commitment to constant improvement, ensuring that our collective efforts remain purposeful, impactful, and adaptable, both now and in the ever-evolving landscape of our industry.

OUR VALUES

CREATIVE SWAGGER

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

STAY CURIOUS

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

LEVEL UP

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

OWN IT

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

CONTINUOUS IMPROVEMENT

Communication is a two-way channel that fuels our journey toward excellence by continually enhancing our offerings to meet evolving needs.



THE RIGHT MIX TO IGNITE THE REACTION YOU WANT

Your challenges can be solved by applying Element's proprietary Total Brand Chemistry™ approach to developing multichannel marketing solutions perfectly formulated to align our two teams and ...

ignite the desired reaction between your prospects and your brand.

This approach also applies to our website development, which is rooted in results-driven strategy. And, our marketing team will have your website working hard to produce results after launch, plus Element ...

- Is a creative powerhouse that will help you grow your brand
- Has a strategic, integrated, digital marketing approach that will grow your SEO
- Is relentless about results, ensuring paid media is continually optimized based on your business goals
- Is easy to work with and is a true partner you can build efficiencies with
- Has a history of developing successful B2B sales-driven marketing efforts



ONE TEAM MADE FOR REAL RESULTS

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

The average tenure of employees at Element is 6.06 years. This figure considers the continual addition of new roles each year as the agency grows, which influences the average. Nearly half of our team has been with us five years or more.

EMPOWERING GROWTH THROUGH KNOWLEDGE

At Element, we believe that investing in our employees' continuous education is essential to our ongoing growth. That's why we've created Element University, a comprehensive program designed to nurture and develop our team's skills and expertise.

1

QUARTERLY LARGE FORMAT TRAININGS

We host quarterly immersive trainings that dive deep into relevant industry topics, keeping our team at the forefront of innovation and best practices.

2

MONTHLY ALL-AGENCY PROJECT SHARES

Every month, we come together to share our latest projects, insights, and learnings, fostering a culture of collaboration and continuous improvement.

3

SUBSCRIPTIONS TO ONLINE LEARNING TOOLS

Our team has access to a range of online learning tools and resources, ensuring they have the latest knowledge at their fingertips.

4

DEDICATED COMMUNICATION CHANNELS

We provide dedicated communication channels for sharing trends and insights, keeping our team informed and inspired.

5

PROCESSES AND BUDGETS FOR INDUSTRY CONFERENCES

We support our team in attending industry conferences, providing the resources they need to stay connected and informed.

6

DETAILED GROWTH DEVELOPMENT PLANS

Each team member has a personalized growth development plan, outlining their goals and the steps needed to achieve them.

7

COLLABORATIVE CULTURE

At Element, knowledge sharing is second nature. We foster a collaborative environment where team members freely exchange ideas and insights.

8

MENTORSHIP PROGRAM

Pairing junior team members with more experienced colleagues can provide invaluable guidance and support.

9

CROSS-FUNCTIONAL TRAINING

Offering opportunities for employees to learn about different departments or roles within the agency can broaden their skill set and perspective.

10

NETWORKING OPPORTUNITIES

Encouraging employees to attend industry events and join professional organizations to help them expand their professional network and knowledge.

11

THINK TANK SESSIONS

Recurring sessions where the team works together to solve a problem or develop a new idea, boosting creativity and teamwork.



Account Team

YOUR STRATEGIC PARTNERS IN GROWTH

Our project managers and account executives bring a wealth of experience across various industries, successfully leading rebrands, strategic marketing campaigns, digital media buys, and website redesigns that drive significant business growth.

Account executives serve as your day-to-day point of contact, providing reliable support and honest feedback. They ensure that projects remain aligned with your strategic objectives, while meticulously managing budgets and timelines. Our team is highly collaborative, working closely together to fully understand your needs and goals. This collective approach fosters innovative solutions and impactful outcomes.

With a diverse array of skills and expertise, your account team is dedicated to delivering exceptional results, exceeding expectations, and driving success that benefits your organization in measurable ways.

YOUR TEAM

DIRECTOR OF ACCOUNT SERVICES



Katie Bramschreiber

“People don’t care how much you know until they know how much you care.”

Years of Experience: 10

Years at Element: 9

Oversees client relationships and ensures the delivery of high-quality strategy aligned with your objectives.

As a child, she loved spending time in the playground near her local park, where she would organize impromptu games of hide-and-seek with her friends, using the trees and play structures as perfect hiding spots.

ACCOUNT EXECUTIVE



Jamie Mitchell

“If you do not change direction, you may end up where you are heading.”

Years of Experience: 15

Years at Element: 7

Manages day-to-day client communications, coordinates project deliverables, and brings new ideas to the table to meet your goals.

Her playground had a small climbing wall, and she spent hours figuring out the best routes to the top, developing a love for climbing that she still has today.

YOUR TEAM

CREATIVE DIRECTOR



Jody Bennett

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

Years of Experience: 12

Years at Element: 5

Leads the creative team in developing innovative concepts and designs that resonate with your audience and brings your brand to life.

She remembers the joy of playing tag with her friends on the playground's various levels and structures. They created complex rules and obstacles, turning the entire playground into an imaginative adventure land.

ART DIRECTOR



Terri Blahnik

“Creativity is intelligence having fun.”

Years of Experience: 13

Years at Element: 3

Designs and directs user experience projects to ensure intuitive and engaging interfaces that enhance user interaction.

She used to build elaborate sandcastles in the sandbox at her playground, creating entire kingdoms with moats and bridges. She and her friends would defend them from imaginary dragons.

YOUR TEAM

DIRECTOR OF TECHNOLOGY



Kevin Hamilton

“Technology is where creativity meets code.”

Years of Experience: 25+

Years at Element: 14

Oversees the technological infrastructure and strategy, ensuring robust, secure, and innovative interactive solutions.

One of his fondest memories is of the giant wooden pirate ship playground in his neighborhood. He spent countless hours imagining he was a captain sailing the high seas with his crew of friends.

INTERACTIVE MANAGER



Ryan Hebl

“Websites are the digital doorways to your brand’s world, inviting visitors to explore, engage, and connect.”

Years of Experience: 14

Years at Element: 13

Programs complex interactive projects, focusing on the seamless integration of interactive elements and functionally to enhance user engagement.

He remembers being fascinated by the tall spiral slide at his school playground. He would climb to the top and slide down repeatedly, feeling the thrill of the fast descent every time.

YOUR TEAM

DIGITAL MARKETING MANAGER



Brock Messner

“SEO is making sure your website doesn’t play hide-and-seek with search engines.”

Years of Experience: 12

Years at Element: 4

Develops and implements SEO strategies to increase online presence, drive traffic, and boost conversions.

The tire swing was his go-to at the playground. He would twist it up as much as possible and then let go, enjoying the dizzying spins and the feeling of flying.

MEDIA SUPERVISOR



Meghan Murphy

“Marketing success is not just about adapting to change it’s about anticipating it, embracing it, and leading the way forward.”

Years of Experience: 20+

Years at Element: 4

Strategizes, buys and optimizes media placements to ensure effective ad spend, maximum reach, and a positive ROAS.

The playground near her grandparents’ house had a merry-go-round. With her cousins, they would spin it as fast as they could and see who would be the last to hold on.



DIGITAL MEDIA COORDINATOR

Jared Schelfhout

“You know you are on the road to success if you would do your job and not be paid for it.”

Years of Experience: 4 | Years at Element: 2

Supports media efforts by coordinating campaign activities, tracking performance, and assisting with campaign placements.

He always loved the monkey bars at his local playground. He challenged himself to make it across without touching the ground, and eventually, he could swing from bar to bar like a pro.

OUR SERVICES

BRAND

- Research
- Strategy
- Brand Identity Development
- Campaign Development
- Traditional Design
- UX Design
- Content Creation
- Recruitment Marketing
- Photography
- Videography
- Animation

DIGITAL

- Search Engine Optimization (SEO)
- Social Media
- Email Marketing
- Reporting & Analytics

INTERACTIVE

- Website Development
- Website Maintenance
- App Development
- Landing Pages
- ADA & GDPR Compliance
- Security Compliance
- Custom Solutions

PUBLIC RELATIONS

- Earned Media
- Events
- Cause Campaigns
- Community Relations
- Sponsorship Activations
- Experiential Marketing

MEDIA

- Paid Traditional Media
 - Print
 - Out-of-Home
 - Radio & TV
- Paid Digital Media
 - Customized Digital Display
 - Behavioral Targeting
 - OTT & Podcasts
 - Social Media
 - Geo-Fencing & Mobile Conquesting
 - SEM/Search
- Account-Based Marketing
- Influencer Campaigns
- Brand Ambassadors
- Affiliate Marketing
- Sponsorship Activations



CASE STUDY:

Strengthening Brand Connections: Action Floors

THE SITUATION

Action Floors, a premium flooring solutions provider, needed a marketing strategy to increase sales and strengthen relationships within their dealer network.

THE APPROACH

Design a thoughtful user experience and website architecture to cater to diverse audiences, featuring a “fast lane” for users seeking detailed information quickly and a “slow lane” for those in the early stages of the buyer’s journey. The website serves as the hub of their marketing strategy, generating warm leads for dealers worldwide, providing them with high-quality opportunities and the tools needed to effectively convert these leads into sales. Our approach ensured that dealers are well-supported and able to deliver exceptional service to customers at every stage of their decision-making process.

THE SERVICES

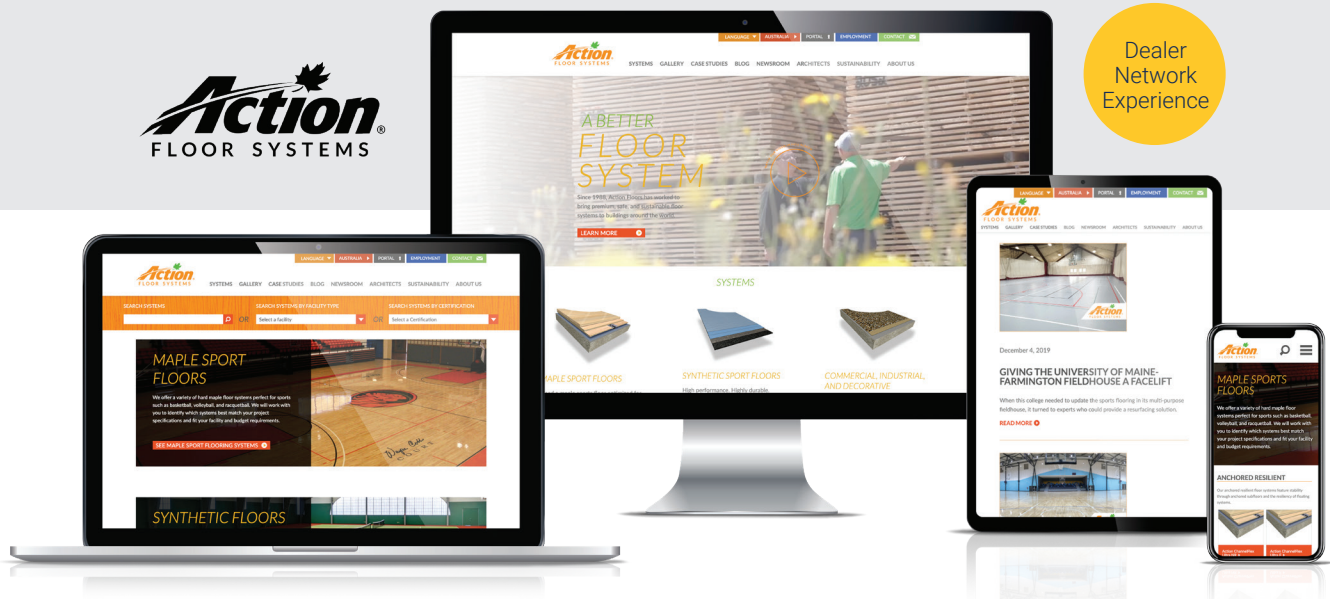
Strategy, website development, content creation, SEO, email marketing, paid digital media, recruitment, social media, and public relations.

THE RESULTS

- Maintained top-of-mind awareness among current and past customers with a 45% average eNewsletter open rate and attributing sales directly to the eNewsletter.
- Generated new sales opportunities and needed to pause campaign efforts due to the high volume of new install requests.
- +20% increase of organic search sessions.



Dealer
Network
Experience



CASE STUDY:

Enhancing Online Presence: Water-Right

THE SITUATION

Water-Right, a family-owned manufacturer of residential and commercial water treatment systems, needed to boost online awareness and generate leads for their dealer network while competing with major brands like Culligan.

THE APPROACH

Create an informational cornerstone of content, focusing on the audience's needs rather than specific products, establishing Water-Right as an authority on residential water treatment. Calls to action directed visitors to local dealers, enhancing visibility and awareness for Water-Right and its dealer network. Recognizing the importance of educating homeowners, Water-Right encouraged their dealers to adopt a content strategy, supported by Element's content marketing tools. Continuous SEO adjustments and trend monitoring by Element's digital team further boosted search visibility.

THE SERVICES

Strategy, website development, content creation, SEO, email marketing, and public relations.

THE RESULTS

- Exponential audience growth continued month by month and quarter by quarter.
- Achieved more than 37,000 blog content views in one month.
- Organic traffic year-over-year grew by 186%.
- The site consistently outranked competitors, including Culligan, for major keywords.

Dealer
Network
Experience



CASE STUDY:

A New Frontier for an Established Leader: The Boerke Company

THE SITUATION

The Boerke Company, a Milwaukee-based commercial real estate firm, needed an integrated digital strategy to reach highly-targeted leads and move beyond their traditional in-person approach.

THE APPROACH

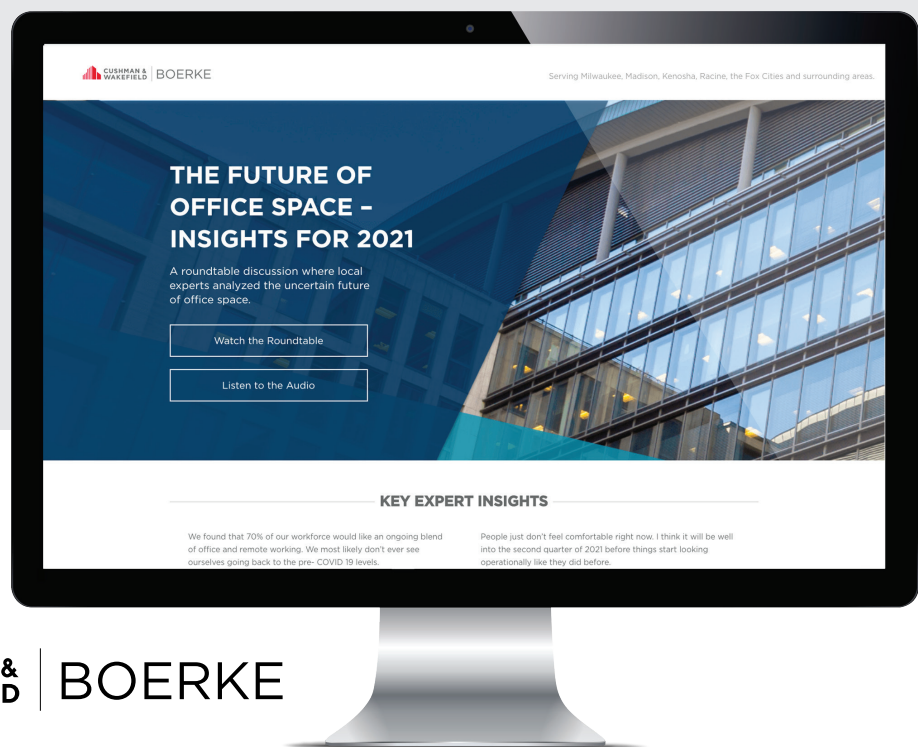
Create a highly-focused marketing strategy that brings to light The Boerke Company's experience, specificity, and expertise, differentiating it from its competitors and capturing increased market share for recurring revenue.

THE SERVICES

Strategy, design, media planning and buying, digital marketing, content, email marketing, and social media.

THE RESULTS

- Produced 671 new lead opportunities, significantly boosting potential client engagements.
- Doubled the amount of website traffic, enhancing online visibility and reach.
- Generated 2.5 million brand impressions, increasing brand awareness and market presence.
- Increase of 31% in organic sessions year-over-year.



WEBSITE EXAMPLE:

Marion Body Works

CLIENT SINCE 2016

Element collaborated with Marion Body Works to reinvent their brand and elevate their industry presence through a sales-driven marketing strategy and new HubSpot website.

- Generated new sales opportunities, doubling inbound leads year-over-year.
- Achieved a 50% reduction in bounce rate, increasing engagement from website visitors on mobile devices.
- Sales team achieved annual goals by the end of the third quarter, attributed to the partnership with Element.
- Increased online visibility, leading to an 11% growth in quality traffic within the first six months.

Calvin Kanowitz
Director of Sales and Marketing
Marion Body Works, Inc.
O: 715.754.1190
ckanowitz@marionbody.com

“

Working with Element has been a game-changer for us. We've never seen an agency so focused on delivering results. They're incredibly easy to work with, and we always have a great time collaborating with their team.”



HubSpot
Website



WEBSITE EXAMPLE:

Fresh-Lock

CLIENT SINCE 2004

Wanting to stand out as a thought leader in the flexible packaging industry, Fresh-Lock partnered with Element to develop a new website with an integrated marketing strategy that delivered results above and beyond the client expectations.

- Increased Google Search Impressions by 42.4%.
- Increased page one rankings from 20 to 36, nearly double that of the largest competitor.
- Increased backlinks over three times more than the largest competitor.
- Increased quantity of users who visited three or more pages by 6%.
- Increased quantity of users who engaged with the site for 1.5 minutes by 15%.

Sarah Stieby
Marketing Manager
Fresh-Lock, Presto Specialty Products
O: 920.738.1747
sarah.stieby@reynoldsbrands.com

“

Element's partnership and expertise help us amplify our brand on a whole new level. With their integrated marketing approach, we continue to take the right steps in building Fresh-Lock's success and our position as a leader in the industry.”



WEBSITE EXAMPLE:

PHYCOTERRA

CLIENT SINCE 2021

Element collaborated with Heliae to bring their proprietary flagship product, PhycoTerra, to the forefront of their brand through strategizing, building, and implementing a new website that would bring more value to its target consumers than the key competitors. Through an enhanced user experience, dynamic content editable by internal teams, e-commerce capabilities, and providing target consumers with access to valuable tools and data for informing their agricultural decisions, Heliae was able to enhance its brand awareness, effectively convey the product's value to target consumers, generate new leads, and boost its sales.

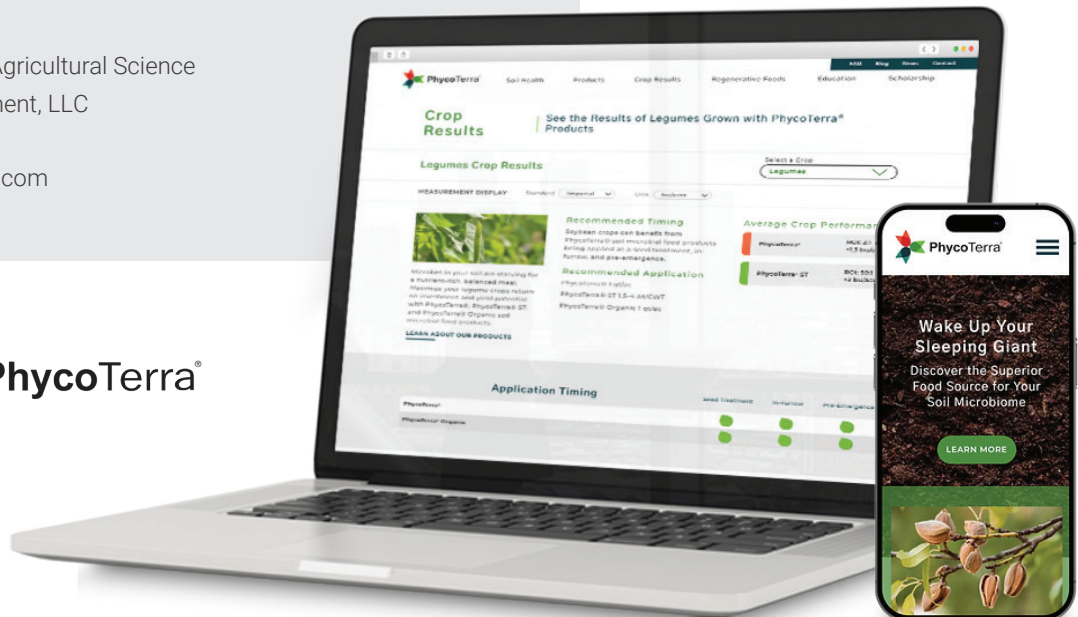
- Increased sessions by 400% in Year One compared to the previous version.
- Website updates allowed for organic search traffic to increase by 550%.
- Users average 1m 09s engaging with the content on the website, well within the benchmark range.
- 90% of the top 50 trafficked pages see engagement times meeting or exceeding benchmark ranges.

Cassidy Million
Vice President, Agricultural Science
Heliae Development, LLC
O: 800.373.4187
CMillion@heliae.com



“

PhycoTerra's commercial team has been utilizing our online crop dashboard to easily and effectively communicate our products performance data across the US and Canada. This tool has been critical in allowing transparency between our research trials and our customers, which has allowed for building relationships and validity for our brand.”



DEALER NETWORK EXPERIENCE

Our marketing experience with clients who have dealership networks sets us apart. We've successfully implemented targeted strategies to drive sales, enhance brand visibility, and foster customer loyalty across diverse audiences. Two notable case studies included in this RFP highlight our dealer network expertise.



INTERNATIONAL EXPERIENCE

Element has collaborated over the years with several clients who have international teams, market audiences, and sales. Notable examples include Action Floor Systems, JBS Foods, Kohler, and Reynolds Consumer Products. In 2021, we worked with Kohler and five other teams across the US, South America, Europe, and Asia to develop, test, and digitally transform their in-home sales process into a direct consumer-led online ordering platform for big-ticket home renovation services. Our role included custom developing a cutting-edge 3D configurator and visualization tool using low-level web-native JavaScript and WebGL to maximize performance and ensure a seamless, enjoyable buying journey, even on mobile devices.

We've also helped some foreign-based manufacturers expand their presence and marketing activities in the U.S. through digital advertising, PR, tradeshow, and web microsites.

A STRATEGIC APPROACH TO WEBSITE DEVELOPMENT

Like everything we do, our website development approach is rooted in results-driven strategy. And, our marketing team will have your website working hard to produce results after launch.

Our Key Differences

- Your bottom line is top-of-mind
- Enhanced user experience and SEO integration
- Our design-first mentality delivers results
- We're upfront and detailed when it comes to budget
- Forward-compatible for peace of mind
- Technology agnostic with highly-customized content management systems
- Our combination of experience: dealer networks & B2B

Taking the First Step

Prior to beginning the website build, we create a detailed strategic plan, which we call an Application Design Document (ADD).

This unique project discovery process creates a comprehensive plan that includes strategy that aligns with your business goals, research, data analysis, wireframes, execution recommendations, and technical and design scope for project implementation.

It's a project blueprint and the key to success.

INCLUSIONS:

- UX/UI Audit
- Analytics Audit
- Design/Wireframe Recommendations
- Site Architecture Recommendations
- Target Audience Analysis
- Content Strategy Recommendations
- Technical and Competitive Research
- Digital Implementation Analysis
- Development Recommendations
- Third-Party Software Evaluations & Recommendations
- API Considerations & Mapping
- Internal Software Systems Alignment
- Hosting and Security Needs
- Digital Strategy: SEO + Paid

There are many details when developing a web project of this scope. Part of our promise is to ensure our estimates are accurate upfront and that as long as the project stays within the defined scope, you will not receive a change order.

That's peace of mind.

DETAILED BENEFITS OF THIS APPROACH

PROJECT CLARITY AND SCOPE ALIGNMENT

The ADD 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

The process of creating an ADD fosters frequent communication and collaboration among team members, leading to better teamwork and understanding.

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, an ADD helps mitigate risks and avoid costly delays or rework.

RESOURCE OPTIMIZATION

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

QUALITY ASSURANCE

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

BETTER PERFORMANCE

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

CONTINUOUS IMPROVEMENT

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



Crew, future web developer

BEFORE WE LAUNCH

Element takes a comprehensive and collaborative approach to proofing and testing web projects. Our agency has made calculated, intentional decisions in building our in-house roster of marketing specialists, each with deep expertise in their field, who work together as a single team under one roof. This structure, mixed with our culture of collaboration, creates the best project outcomes by allowing the free flow of creativity, ideas, and knowledge. As a unified team, we are all loyal to our mission to deliver on point, creative solutions and meaningful results that strengthen your bottom line.

The website development process includes multiple review touchpoints by a copywriter, SEO analyst, UI/UX design expert, frontend developer, and backend CMS/security expert. The project is broken down into several

rounds of “deliverables,” where design, copy, or programming undergoes cross-functional internal review before being delivered to you for feedback. Design deliverables are provided through Figma, and programmed web pages are delivered on a staging site enabling full testing on laptops, tablets, or mobile devices. 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 pre-launch testing.

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



Bryce, future media strategist
Blake, future account executive

MAINTAINING OPTIMAL SITE HEALTH AND QUALITY

Glad you asked! Website maintenance is crucial for realizing the long-term value of your website investment. To that end, Element has developed a continuous improvement and monitoring program drawing from our decades of experience building and maintaining client websites. This program first establishes your baseline, identifies areas for improvement, sets up monitoring, provides a detailed configuration report, and offers a deep audit across multiple dimensions, including security tests, technical SEO audits, accessibility, privacy compliance, and website asset analysis. The initial audit concludes with budget recommendations for ongoing activities tailored to your needs. These recommendations may include automated monitoring, dashboards of configuration and performance metrics, ongoing site health reviews, automated updates of website software and plugins, monitoring and remediation processes for alerts, software supply chain reviews, and scheduled user experience audits.



Harper, future art director

YOUR PARTNER IN PEACE OF MIND

With a high-quality hosting partner, proper maintenance, and adherence to basic security practices, a website security breach should be exceptionally rare. In 12 years of building and maintaining hundreds of websites, we have encountered very few security incidents, with none in the last five years. While we expect the best, we plan for the worst by having a reliable backup and remediation plan in place. We partner with managed hosting providers offering 24/7 service, automated full nightly backups, one-click restores, and multiple environments to separate production, staging, and development.

Security controls are provided to prevent and monitor changes to application files, detect malicious network activity, require unique and complex passwords, support 2FA, prevent modification or deletion of backups, and offer access to third-party incident response specialists if needed. Element tracks all CMS application code changes in a version control system, keeping a clean reference copy of your website application code and page templates to detect and remediate unauthorized changes. This version control system is maintained outside of, and without any direct links or connections to your website, protecting its integrity should your web-host security be compromised.



Arlowe, future business
development manager

ONGOING CUSTOMER SERVICE AND SUPPORT

RESPONSE TIME & COMMUNICATION

Our standard response time for customer inquiries is within 24 hours, with urgent issues addressed more promptly. We provide regular updates to our clients about the status of their inquiries and any actions being taken to address them. We keep you informed throughout the resolution process.

ISSUE TRACKING

Our project management system for tracking and managing customer requests assigns priority levels to issues based on their severity and impact on the customer experience.

PROACTIVE SUPPORT

We monitor websites proactively to identify and address potential issues before they impact the customer experience. This can include monitoring website performance, security, and user feedback.

TRAINING AND DOCUMENTATION

We offer training and documentation on how to use

and manage your new website. This can include video tutorials, user guides, and online training sessions.

ONGOING MAINTENANCE

Our ongoing maintenance services ensure your website remains secure, up-to-date, and optimized for performance. We can provide regular updates and enhancements based on your evolving business needs.

RELENTLESS ABOUT RESULTS

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 high-performing websites. Our commitment doesn't end at launch. We support your website **with integrated SEO and paid efforts, ensuring continuous growth and adaptation.** Our robust campaign analytics provide not only performance metrics but also actionable recommendations and deep insights, enabling us to strengthen our connections and achieve better results for our clients.



Abram, future SEO specialist

WEBSITE INVESTMENT OPTIONS

LEVEL 1: \$60,000–\$75,000

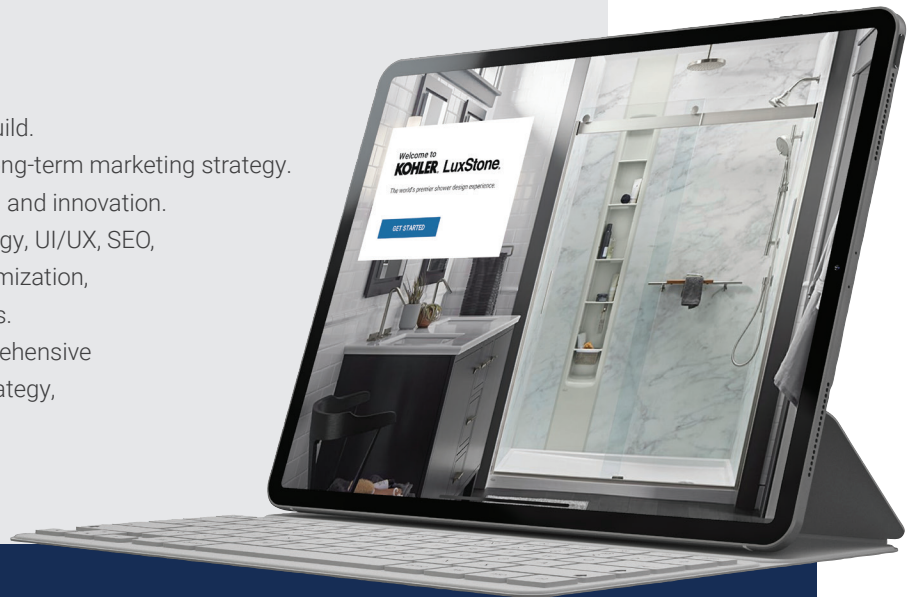
- Lift and Shift replatform: migrate existing site pages, functionality, and backend editing from DotNetNuke to a new, modern CMS.
- Enhances digital tools, creating new capabilities for efficiency and innovation.
- Resolves pain points of the current CMS platform.
- Phased approach with opportunities for targeted improvements to design, site structure, user experience, and SEO in later phases.
- Includes optional add-ons for Accessibility/ADA compliance, on-page SEO, or technical SEO improvements at additional cost.
- Training and post-launch support.

LEVEL 2: \$90,000–\$115,000

- Replatform combined with selective immediate upgrades to design, site structure, user experience, and SEO.
- Optimizes technical aspects such as CSS, JS, HTML, and image assets for a more maintainable and upgradable platform.
- Some page layouts and content will be migrated as-is but can be upgraded in future projects.
- Training and post-launch support.

LEVEL 3: \$150,000–\$175,000

- Full bespoke website redesign and build.
- Provides the best platform for your long-term marketing strategy.
- Offers maximum flexibility for growth and innovation.
- Fully leverages our expertise in strategy, UI/UX, SEO, website frontend and backend customization, and audience activation to grow sales.
- The most turn-key option with comprehensive services in SEO, ADA compliance, strategy, and user experience optimizations.
- Training and post-launch support.



At Element, we value conversations and accuracy in estimates. A part of the ADD is an exact, detailed scope of work based on the selected level (or combination of them). The ADD cost is included within the estimated range provided. Additionally, all levels include a strategic web framework to support SEO and paid media strategies and execution.

PRICING DETAILS

HOURLY RATE AND PAYMENT DETAILS

To begin, 20% of the website development cost is due upfront for creating the Application Design Document (ADD), which includes integrating with an SEO and media strategy. This ADD will provide a detailed statement of work (SOW) outlining specific deliverables, functionalities, and timelines, along with an exact cost within the estimated range provided in this RFP response (minus the 20% ADD cost). Upon approval of the ADD and SOW, 50% of the total project cost will be invoiced, with the remaining balance due upon project completion.

SEO, PCC, DIGITAL AD, & WEBSITE OPTIMIZATION RETAINER

*\$6,750 per month for a minimum of 12 months.

Includes online 24/7 campaign reporting dashboards and ongoing strategy-lead reporting with actionable insights based on the SEO and paid media plans developed during the ADD process.

MEDIA BUDGET

\$200,000 (not a mandatory amount, no minimum spends required).

SERVERS, HOSTING, & AGREEMENT FEES

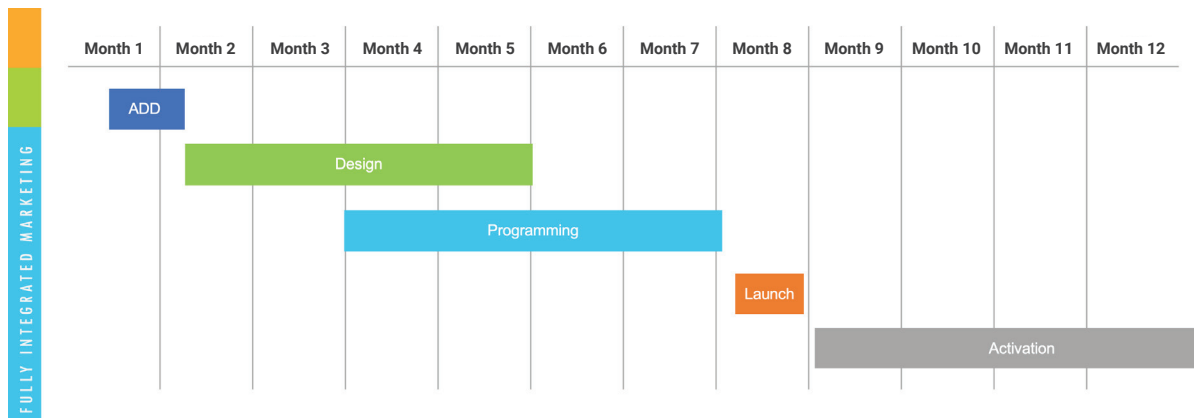
\$18,000 or less depending on ADD outcome and specific required needs to implement.

WEBSITE

\$60,000-\$175,000 based on selected approach.

*Approach and detailed scope of work will be integrated with website strategy/ADD as they need to be in alignment to ensure success. Deliverables can include, but not limited to keyword monitoring, media buying, media/SEO execution, management, optimization, recommendations, creative assets, reporting, and ongoing collaborative strategy sessions to ensure alignment with agile business needs and product launches.

PROPOSED WEBSITE BUILD SCHEDULE



ADDITIONAL CLIENT REFERENCES

Jeff Gahnz

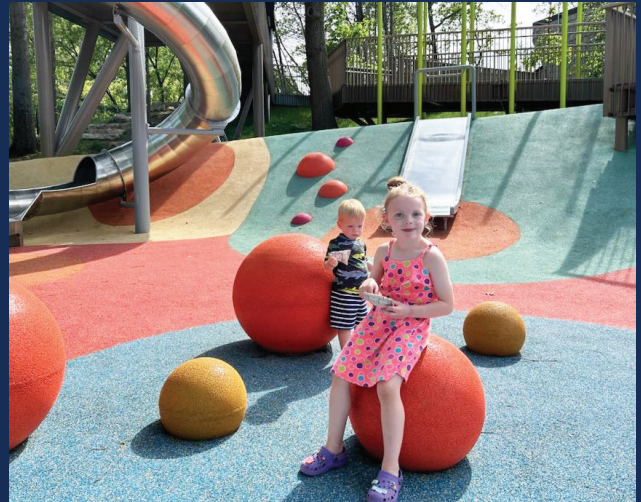
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OUR MISSION

(should you choose to accept it)
is to create great work that strengthens your bottom line.

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