



E L E M E N T

ELEMENT CASE STUDY

SHOWCASING INDUSTRY EXPERTISE

Learn how an ongoing integrated marketing strategy delivered results above and beyond the client's expectations.



E L E M E N T

THE SITUATION

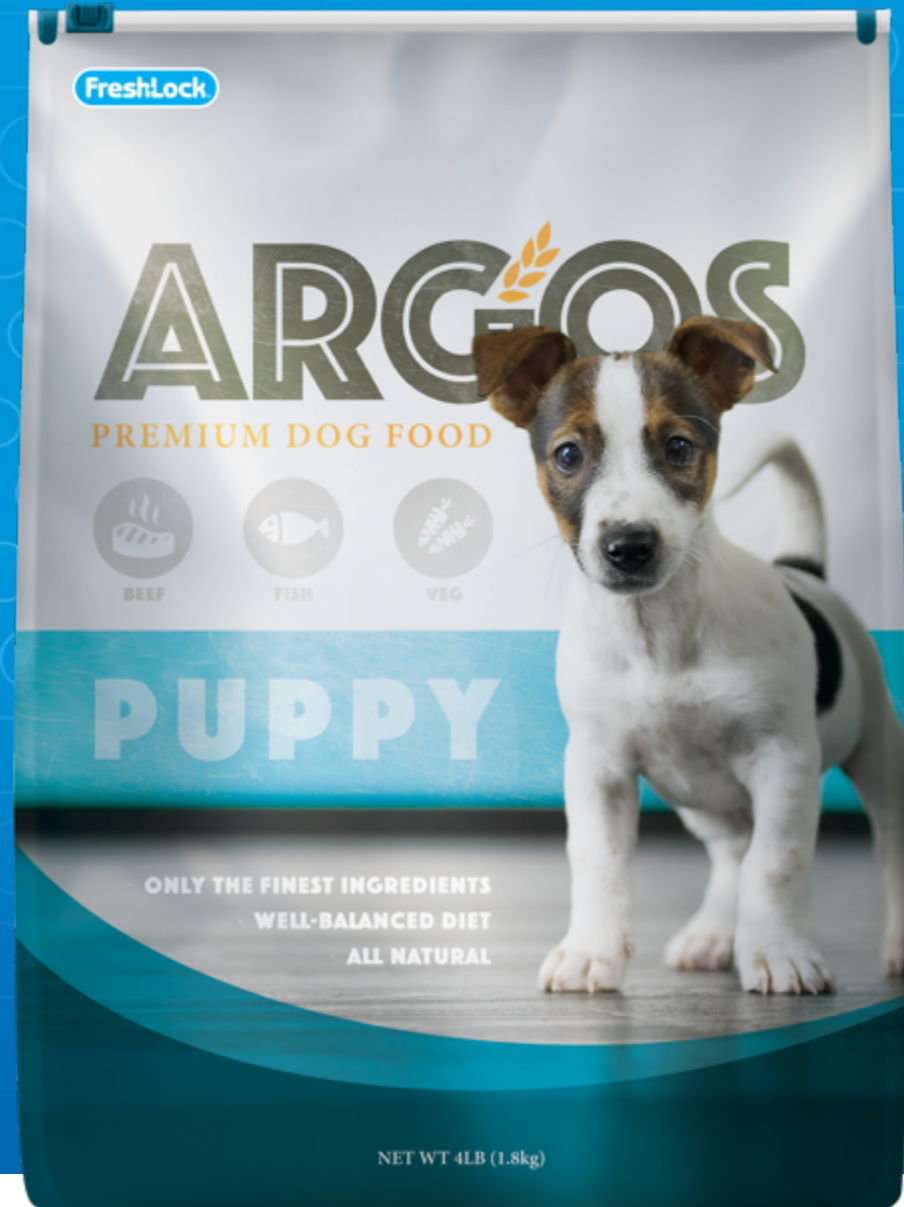
BRAND AWARENESS, THOUGHT LEADERSHIP

Wanting to stand out as a thought leader in the flexible packaging industry, Fresh-Lock worked with Element to create a strategy that would:

- Improve brand awareness and web authority
- Increase awareness of key packaging solutions
- Convert website visitors into marketing qualified leads (MQLs)

HOW WE HELPED

Integrated Strategy, Creative,
Digital, PR, and Web

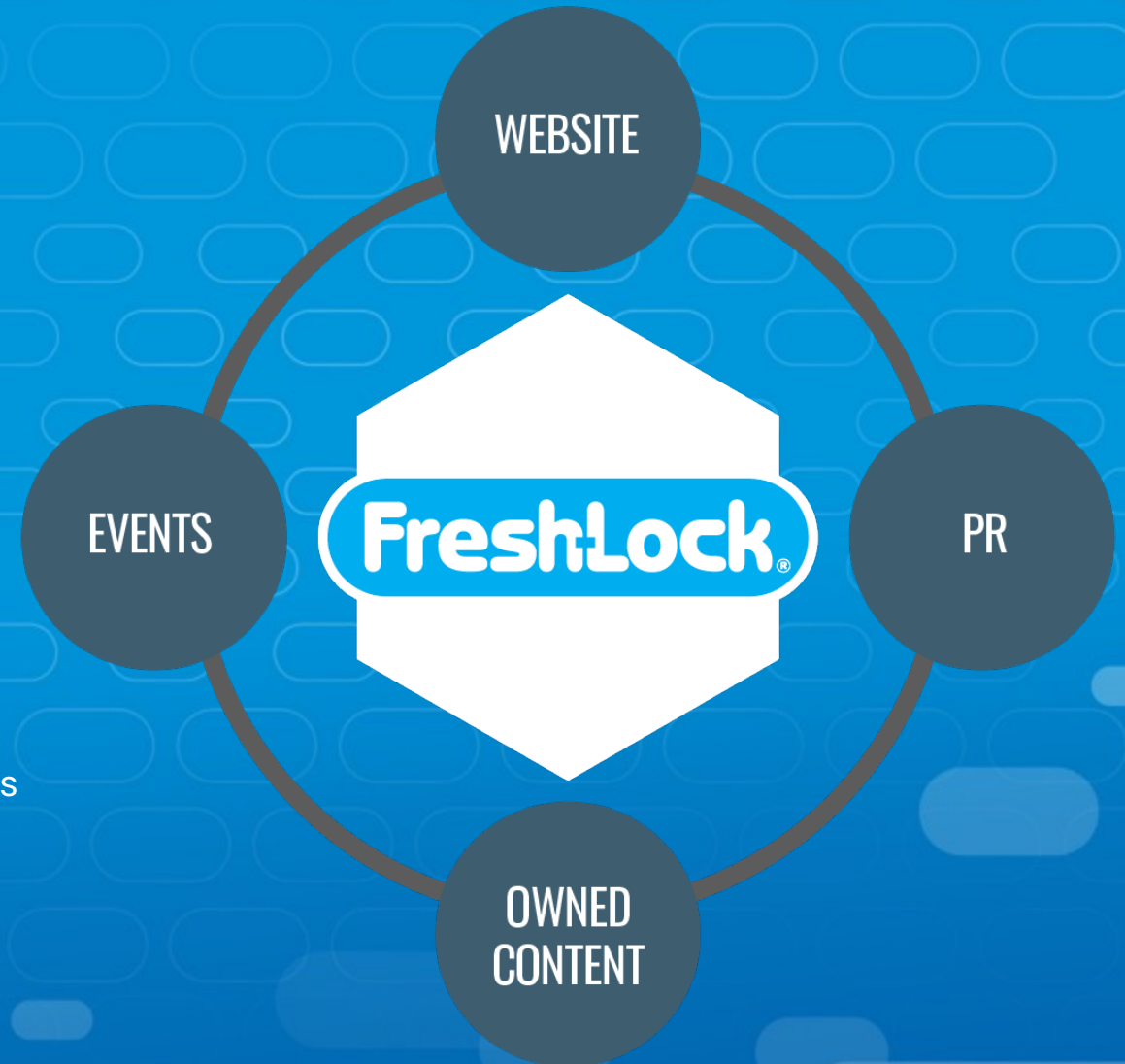


THE STRATEGY

CREATE A MULTI-TOUCHPOINT MARKETING PLAN

We developed an integrated marketing strategy that would expand Fresh-Lock's marketing efforts from just focusing on their website to include:

- Content creation tailed for industries poised for growth
- Execution of earned media campaigns in industry publications
- Building thought leadership presence through event and speaking opportunities
- Growing website traffic through targeted campaigns



THE STRATEGY

EARNED MEDIA

We collaborated with various publications and created go-to pieces of content to establish Fresh-Lock as a thought leader within the flexible packaging industry. With our storytelling attributes and long-lasting relationships, Fresh-Lock's thought leadership rose to the top and monthly contributed articles become go-to pieces of content.



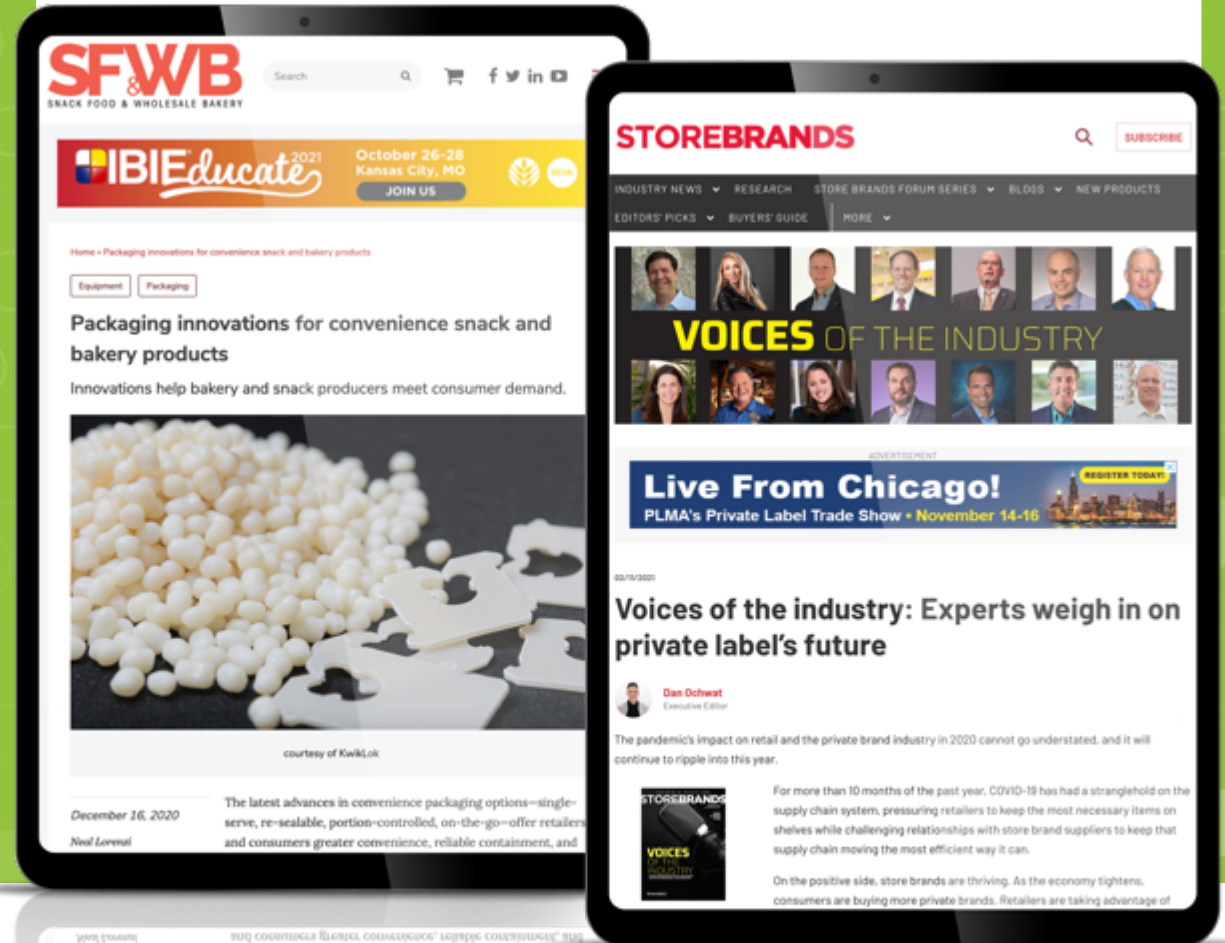
THE STRATEGY

EARNED MEDIA CONT.

Leveraging Fresh-Lock's existing print and digital presence, we continued to amplify their voice within the industry by conducting subject matter expert (SME) interviews, creating podcasts, and hosting webinars.



STOREBRANDS



THE STRATEGY

EVENTS

At the annual packaging tradeshow PACK EXPO, we helped Fresh-Lock become a powerhouse by securing presentations on the Innovation Stage, creating out-of-the-box booth concepts, and establishing various thought leadership opportunities with key contacts.



THE STRATEGY

WEBSITE

Through consistent updates, our team has built the Fresh-Lock's website to feature content that speaks to their entire sales funnel, from experienced packaging engineers to new small business owners.

Element continues to strategize and develop website content that provides informative insights on flexible packaging while highlighting Fresh-Lock's role in the industry.



THE STRATEGY

WEBSITE CONT.

To grow website traffic, we developed and implemented a SEO strategy using relevant keywords and industry terms to help Fresh-Lock outrank their competitors.

BACKLINKS: CAPTURED APRIL 22, 2021

Fresh-Lock

5,920

Zip-Pak

1,566

ELPLAST

1,103

WEBSITE		AVG RANK	AVG RANK Δ	TOTAL RANKED	RANKS 1-3	RANKS 4-10	RANKS PAGE 2+
fresh-lock.com		15.3	-21.4%	237	75	69	93
www.elplasteurope.com	×	31.4	-	9	1	1	7
zippak.com	×	32.3	-	66	6	11	49

THE STRATEGY

WEBSITE CONT.

Over time, Fresh-Lock has become an impactful web authority earning the number one spot in most search engine results.

KEYWORDS RANKINGS ON PAGE 1 OF SERPs



Keyword	Google
child resistant laundry detergent packaging	1
child resistant laundry suds	1
child resistant lawn and garden packaging	1
child resistant packaging for pharmaceuticals	1
child resistant packaging for pool chemicals	1
contaminant resistant zippers	1
double zipper for packaging	1
press to close	1
reclosable packaging technology	1
resealable garden products packaging	1
resealable lawn and garden packaging	1
slider reclosable bags for dried fruits and nuts	1
string zippers	1
zipper sliders for packaging	1

THE SUCCESS

SEO RESULTS

2020 VS. 2018

Fresh-Lock continues to see exponential growth in search engine impressions and clicks.

+42.4%

Google Search
Impressions:
430K vs. 302K

+39%

Google Search
Clicks:
8.98K vs. 6.46K

Sources: [HubSpot](#), [Demand Gen Report](#), [Kuno Creative](#), [Demand Gen Report \(2017\)](#)



E L E M E N T

THE SUCCESS

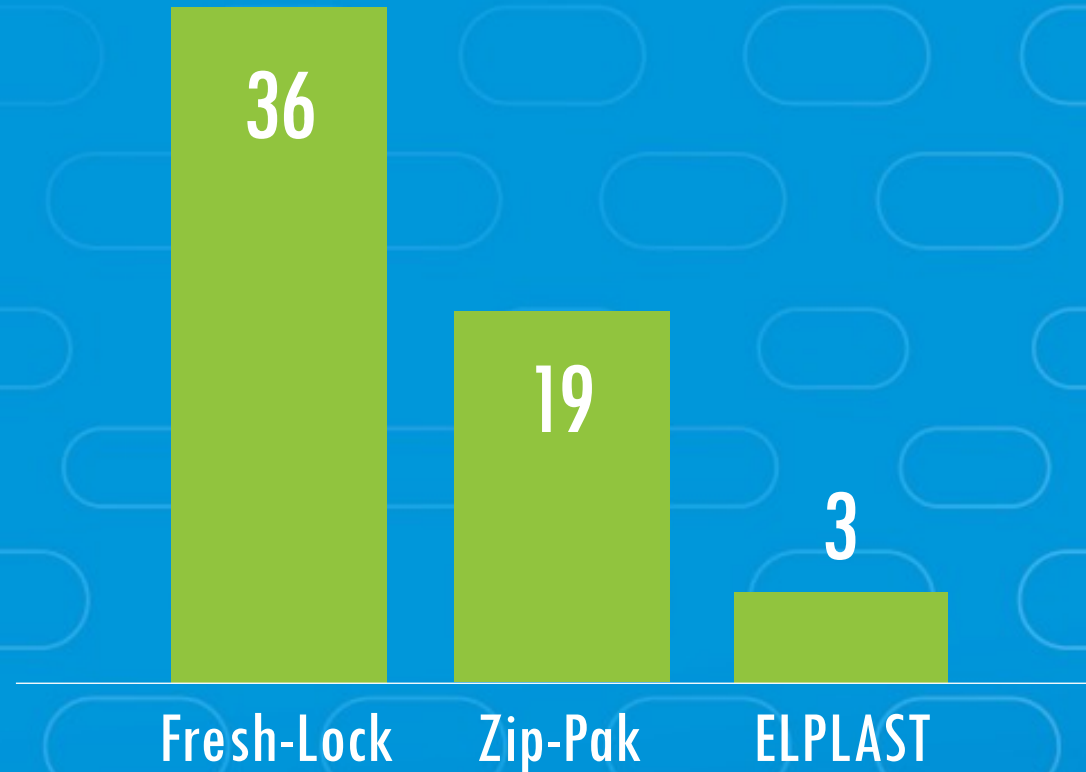
SEO RESULTS

2020 VS. 2018

Fresh-Lock also continually outranks their competitors on the first page of search results.

KEYWORDS RANKINGS ON PAGE 1 OF SERPs

2020



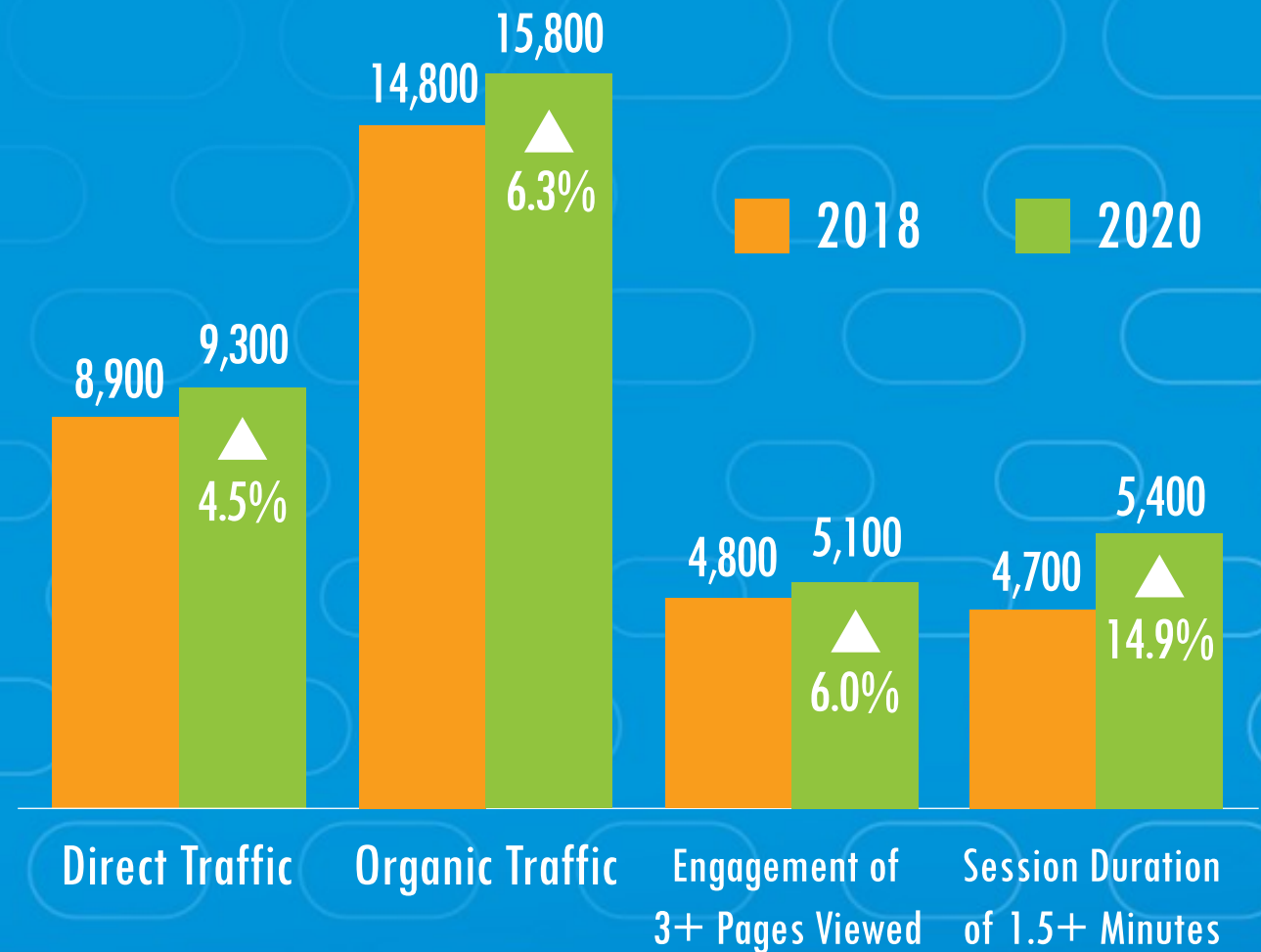
Sources: [HubSpot](#), [Demand Gen Report](#), [Kuno Creative](#), [Demand Gen Report \(2017\)](#)

THE SUCCESS

SITE VISITOR RESULTS

2020 VS. 2018

Fresh-Lock.com has increased in direct and organic traffic, showing an increase in brand awareness. In addition, the traffic is more qualified as we see increases in engagement and session duration.



Sources: [HubSpot](#), [Demand Gen Report](#), [Kuno Creative](#), [Demand Gen Report \(2017\)](#)

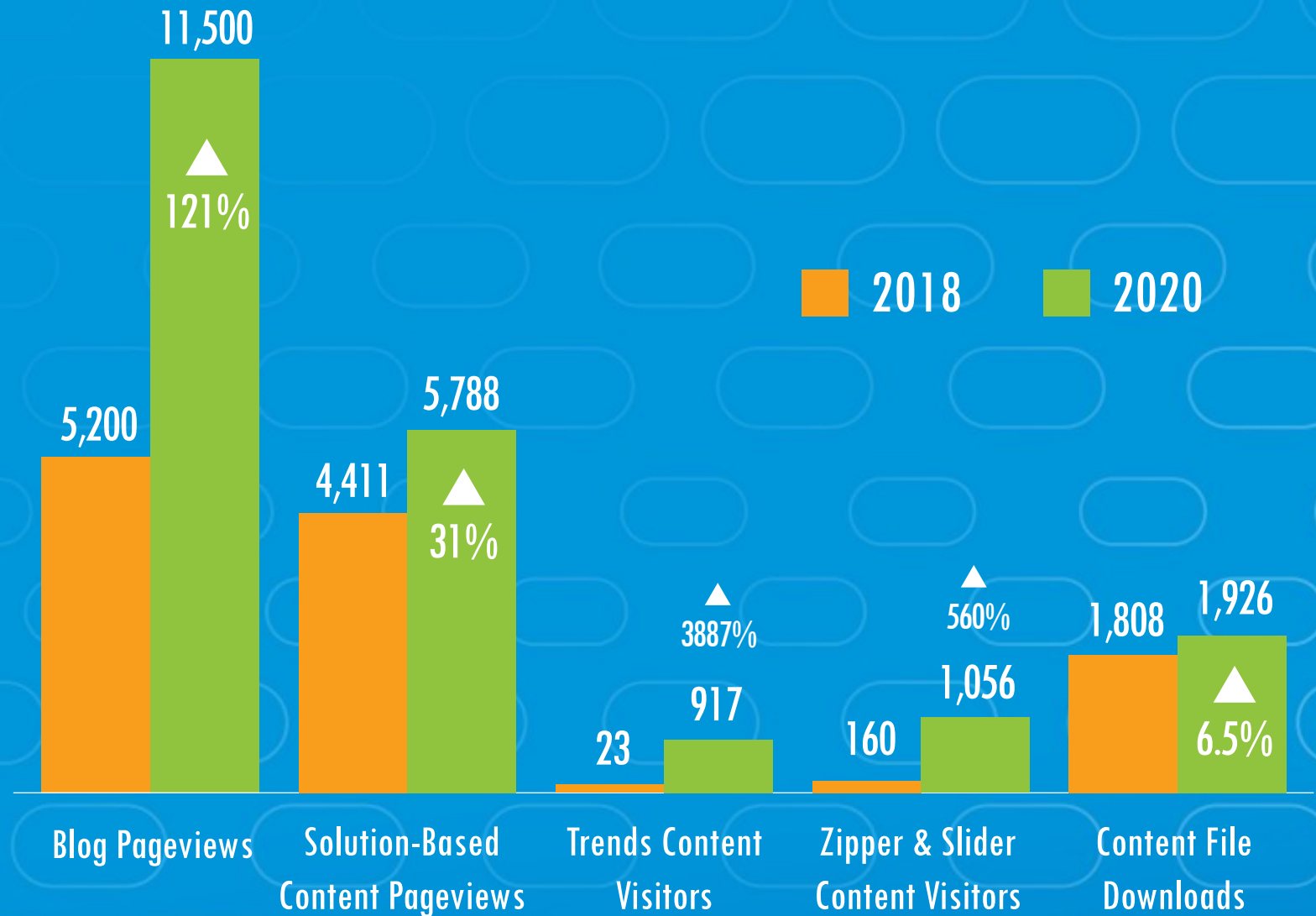


THE SUCCESS

SITE OWNED CONTENT

2020 VS. 2018

Utilizing content creation to build web authority has resulted in tremendous growth of pageviews, specifically for thought leadership blog content and trends content.



Sources: [HubSpot](#), [Demand Gen Report](#), [Kuno Creative](#), [Demand Gen Report \(2017\)](#)



THE SUCCESS

EVENT RESULTS

2020

Continued promotion of PACK EXPO involvement benefits Fresh-Lock's website. In 2020, PACK EXPO marketing initiatives accounted for 27.6% of total website visitors.



Sources: [HubSpot](#), [Demand Gen Report](#), [Kuno Creative](#), [Demand Gen Report \(2017\)](#)



E L E M E N T

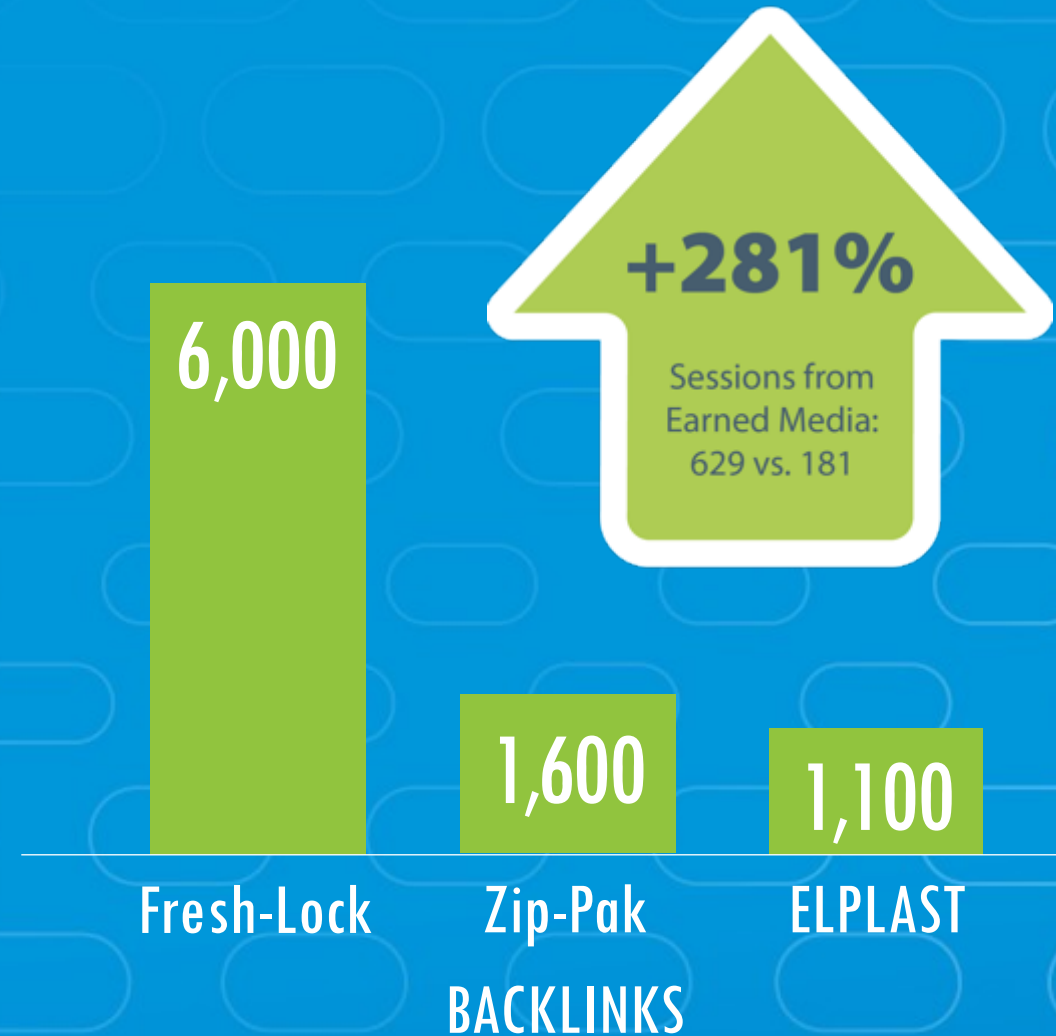
THE SUCCESS

EARNED MEDIA RESULTS

2020 VS. 2018

As sessions to the website continue to increase from earned media placement, backlinks to Fresh-Lock.com greatly outnumber key competitors.

Additionally, the trust score (representing the quality of links that point to URLs and websites) is significantly higher for Fresh-Lock.com (36/100) than for Zip-Pak (16/100) or ELPLAST (7/100).



Sources: [HubSpot](#), [Demand Gen Report](#), [Kuno Creative](#), [Demand Gen Report \(2017\)](#)





“

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.”

Sarah Stieby

Fresh-Lock Marketing Manager

A white bowl filled with various fruits and nuts is shown in the bottom right corner. Several pieces of fruit, including apple slices and banana chunks, along with some nuts, are captured in mid-air as if they have just been tossed or are falling from the bowl. The background is a soft-focus image of more fruit, creating a sense of freshness and movement.

ARE YOU READY TO **keep your marketing efforts fresh?**

goelement.com

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