



WELCOME TO

ELEMENT



MIRON CONSTRUCTION CO., INC.

REQUEST FOR PROPOSAL — WEBSITE DEVELOPMENT SERVICES





HELLO!

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SECTION ONE: COMPANY OVERVIEW



EXPERIENCE A 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.



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.

ELEMENT BY THE NUMBERS

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



65% National
20% Regional
15% Local



60% B2B
40% B2C



SECTION TWO: PROJECT TEAM



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 full-service approach to websites blend design, content, programming, SEO, analytics, and brand storytelling, making sure your site doesn't just look amazing, but drives measurable business results.



OUR CREW

Strategy Masterminds

Killer Creatives

Content Gurus

Website Wizards

Digital Ninjas

PR Pros

Media Mavens

KATIE BRAMSCHREIBER

DIRECTOR OF ACCOUNT SERVICES

With 14+ years of marketing experience, Katie combines a knack for building strong client relationships with a sharp, sales-focused strategy. She leads our strategic approach from start to finish, ensuring every project aligns with client goals and drives results.

Experience:

- Expert in aligning business goals with marketing strategy to drive measurable results.
- Proven ability to transform marketing vision into actionable website requirements, ensuring the site amplifies business objectives and campaign performance.
- Successfully led and launched dozens of complex website projects from multi-site websites and e-commerce platforms to custom interactive experiences.
- Skilled at integrating data, design, content, and development to deliver high-performing digital experiences.





JODY BENNETT

DIRECTOR OF BRAND STRATEGY & UI/UX

She connects brand thinking with creative execution, guiding everything from website strategy to UX and UI design. Working hand-in-hand with our developers, she ensures every site looks on-brand, feels intuitive, and performs seamlessly.

Experience:

- 13+ years building brands and leading creative, translating strategy into digital experiences that drive engagement.
- 10+ years of hands-on UI/UX experience, uniting design, marketing, and programming teams to deliver on-brand websites.
- Experienced in leading complex digital projects, from multi-site website systems for Foot Locker Inc. to immersive applications such as the Kohler LuxStone and Walk-in-Bath augmented reality apps.
- Skilled in building scalable, responsive websites with a focus on accessibility, usability, and performance.

DANA BAUMGART

ACCOUNT EXECUTIVE

A seasoned marketer with 20+ years of experience, she's your web project partner in crime—keeping teams aligned, translating your vision, and ensuring the site is on-brand and delivered on time.

Experience:

- Experienced in building strong partnerships with marketing leaders as a strategic team member who understands business and marketing goals.
- Proven expertise leading cross-functional teams to deliver integrated marketing campaigns, understanding how to translate client visions into clear briefs and deliverables.
- Skilled in managing project scope, budgets, and timelines while addressing challenges and protecting profitability.
- Drives client growth by identifying opportunities, presenting innovative agency solutions, and helping clients leverage trends and strategies to achieve their goals.





KEVIN HAMILTON

DIRECTOR OF TECHNOLOGY

A technical superhero with decades of experience. He oversees all technical aspects of Element's digital projects, ensuring platforms, integrations, and custom development deliver high-performing, scalable solutions.

Experience:

- 20+ years of professional software development, including 15+ years building web and mobile applications.
- Extensive experience launching high-profile, enterprise-level web and mobile solutions across multiple industries.
- Oversees technical strategy for all web and mobile projects, including architecture, hosting, and database management.
- Expert in platform selection, custom development, and third-party integrations to meet complex client needs.
- Proven leader in ensuring websites and applications are scalable, secure, and optimized for performance.
- Leads all technical conversations between marketing and DevOps to ensure nothing gets lost in translation.



SUPPORTING TEAMMATES

While your project leads will guide the overall strategy and execution, your website project will also benefit from the expertise of our full team.

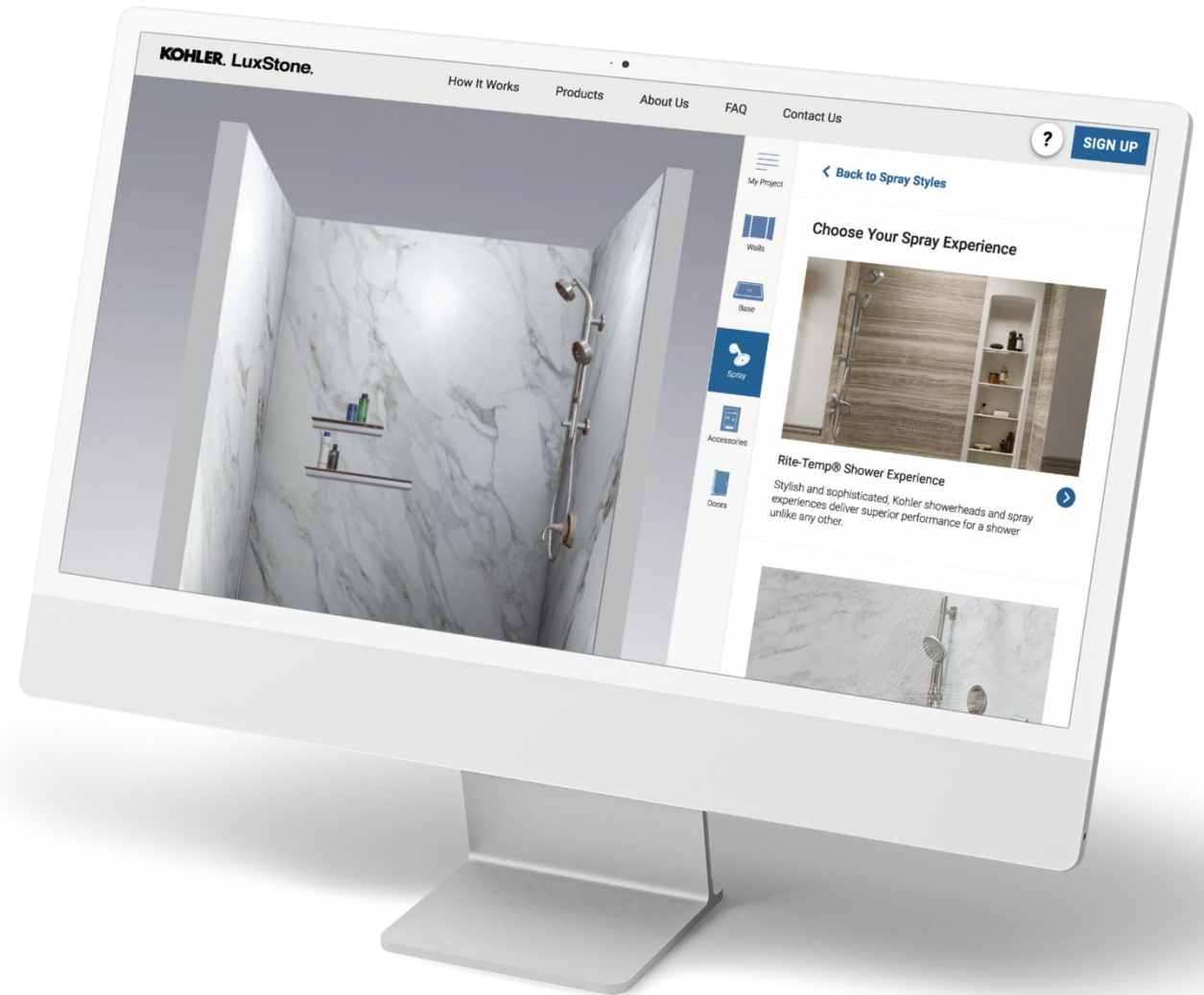
- **Data Analyst:** Tracks and interprets user behavior to inform design and content decisions.
- **SEO Strategist:** Optimizes content and site structure to improve search visibility and drive traffic.
- **UI Designer:** Crafts intuitive, on-brand interfaces that enhance user experience.
- **Content Creator:** Develops, refines, and optimizes copy to engage audiences and support business goals.
- **Developer:** Brings designs and functionality to life, ensuring the site is technically sound and built to fit your needs.

SECTION THREE: PROJECT EXPERIENCE



YOUR PARTNER FOR DIGITAL EXPERIENCES THAT DELIVER

Element has launched hundreds of websites and apps across B2B and B2C industries, helping businesses connect with customers, simplifying complex processes, and achieving measurable results. Our fully integrated approach aligns analytics, strategy, design, content, and development from day one, ensuring your digital experience drives real impact.



MARION BODY WORKS

We dug into analytics and user behavior to create a website that helps visitors find what they need quickly, drives conversions, and boosts SEO. By connecting strategy, content, design, and development, we delivered a seamless experience that also amplifies their UI and positions Marion Body Works as an innovative leader in custom truck bodies, bringing their “Customized to Drive Greatness” promise to life.

[Visit Website](#)

Cal Kanowitz, VP, Sales & Marketing

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TIDAL GROW

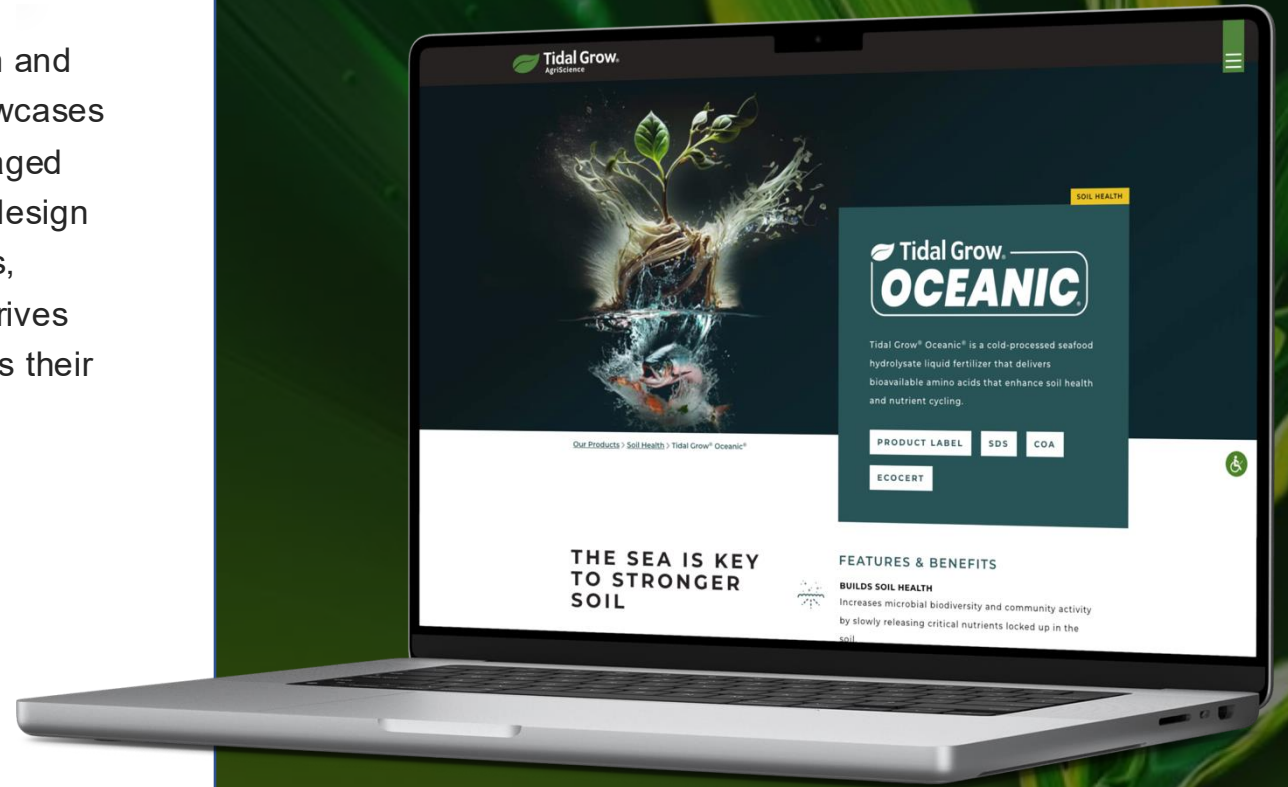
Tidal Grow®, an emerging leader in innovative crop protection and plant nutrition, partnered with us to create a website that showcases their cutting-edge solutions while educating visitors. We managed the full web experience, from strategy, site architecture, and design to custom programming, content creation, SEO, and analytics, delivering a site that not only informs and engages but also drives qualified leads, strengthens their brand authority, and elevates their digital presence.

[Visit Website](#)

Lisa Scebbi, VP, Marketing Communications

Email: Lisa.Scebbi@tidalgrowag.com

Phone: (303) 916-0374



FTI

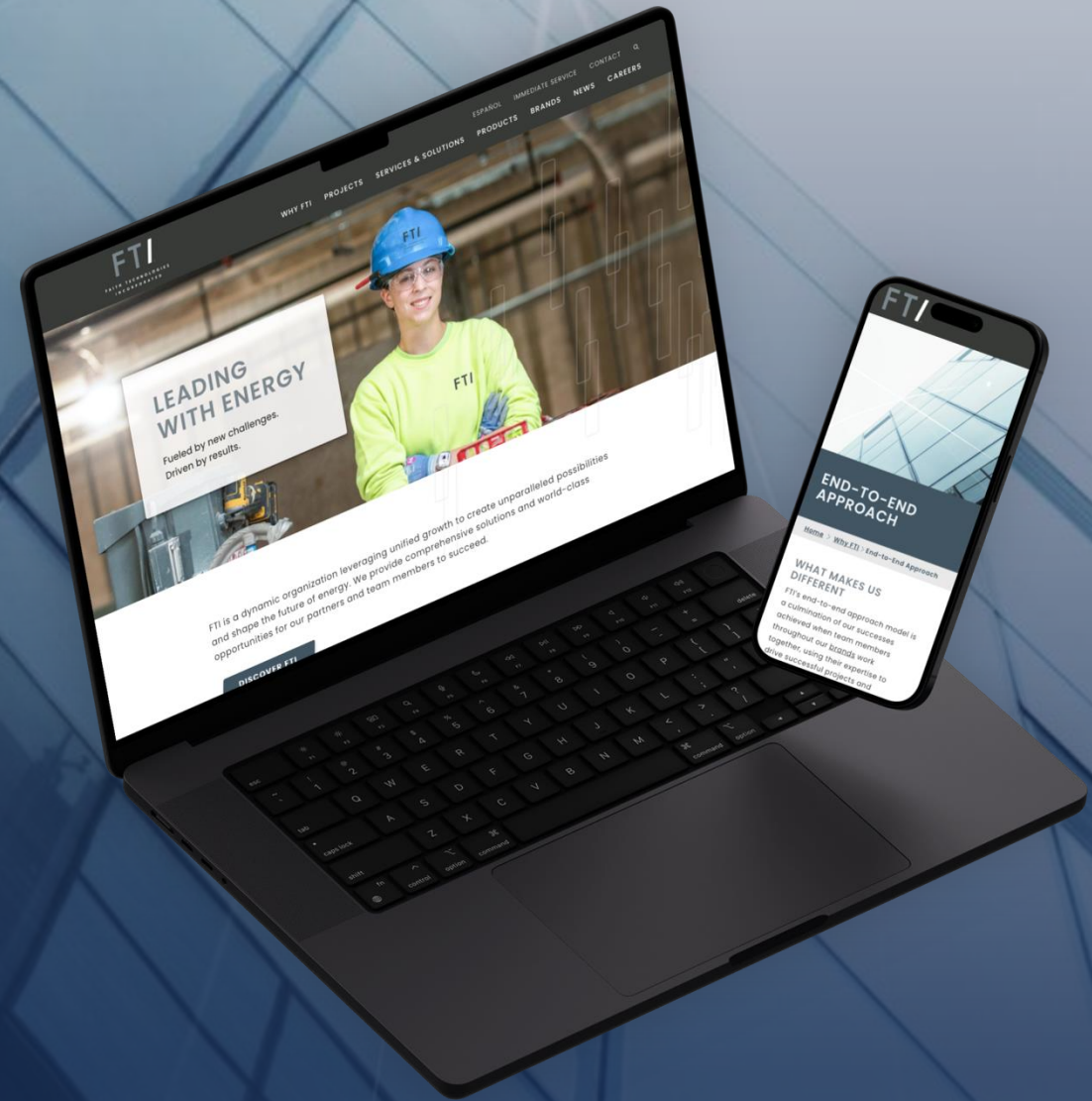
FTI (Faith Technologies Inc.) needed a website that worked as hard as their business. We audited, analyzed, and strategized a site that brought their three sub-brands together into one seamless digital experience. The strategy prioritized SEO to protect existing web authority, highlighted high-value content, and created a clear, easy-to-navigate structure. The refreshed UI brought their new brand standards to life while keeping complex products and services simple to explore.

[Visit Website](#)

Jessica Wettstein, Director, Marketing Communications

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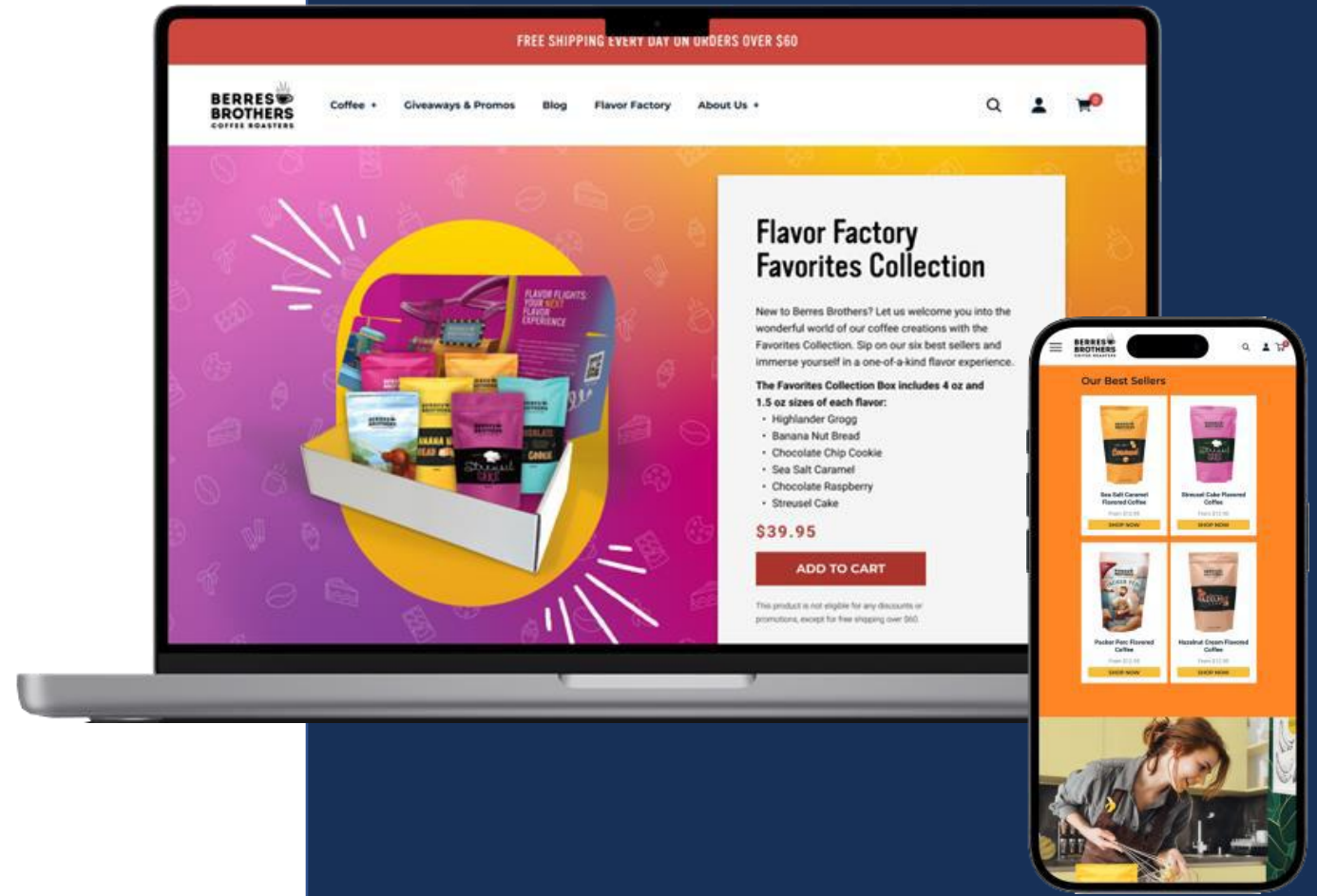


SECTION FOUR: APPROACH



CUSTOM. STRATEGIC. BUILT TO PERFORM.

We don't just build websites—we build websites that perform. Our approach aligns with your business goals, integrates with your marketing strategy, and delivers long-term results. With a full-service, in-house team, we create custom, user-friendly frontends and backends with a process built to stay on track, anticipate challenges, and optimize performance every step of the way.



WHY OUR APPROACH IS DIFFERENT

TYPICAL WEBSITE VENDORS

Rely on templates which limit layout possibilities

Limited strategy, isolated from marketing

Back-end control is limited or restricted

Siloed teams, often outsourced

Process prone to delays and surprise costs

Focused mainly on aesthetics



E L E M E N T

Custom designs tailored to your brand & audience

Marketing-integrated approach; every decision ladders up to business goals

Custom, user-friendly backend giving your team full ownership and control

Full-service, all-in-house team of experts

Workflow designed for efficiency, anticipating challenges, and keeping milestones on track

Performance-focused for speed, scalability, and long-term optimization

PHASE ONE:

DISCOVERY & AUDIT

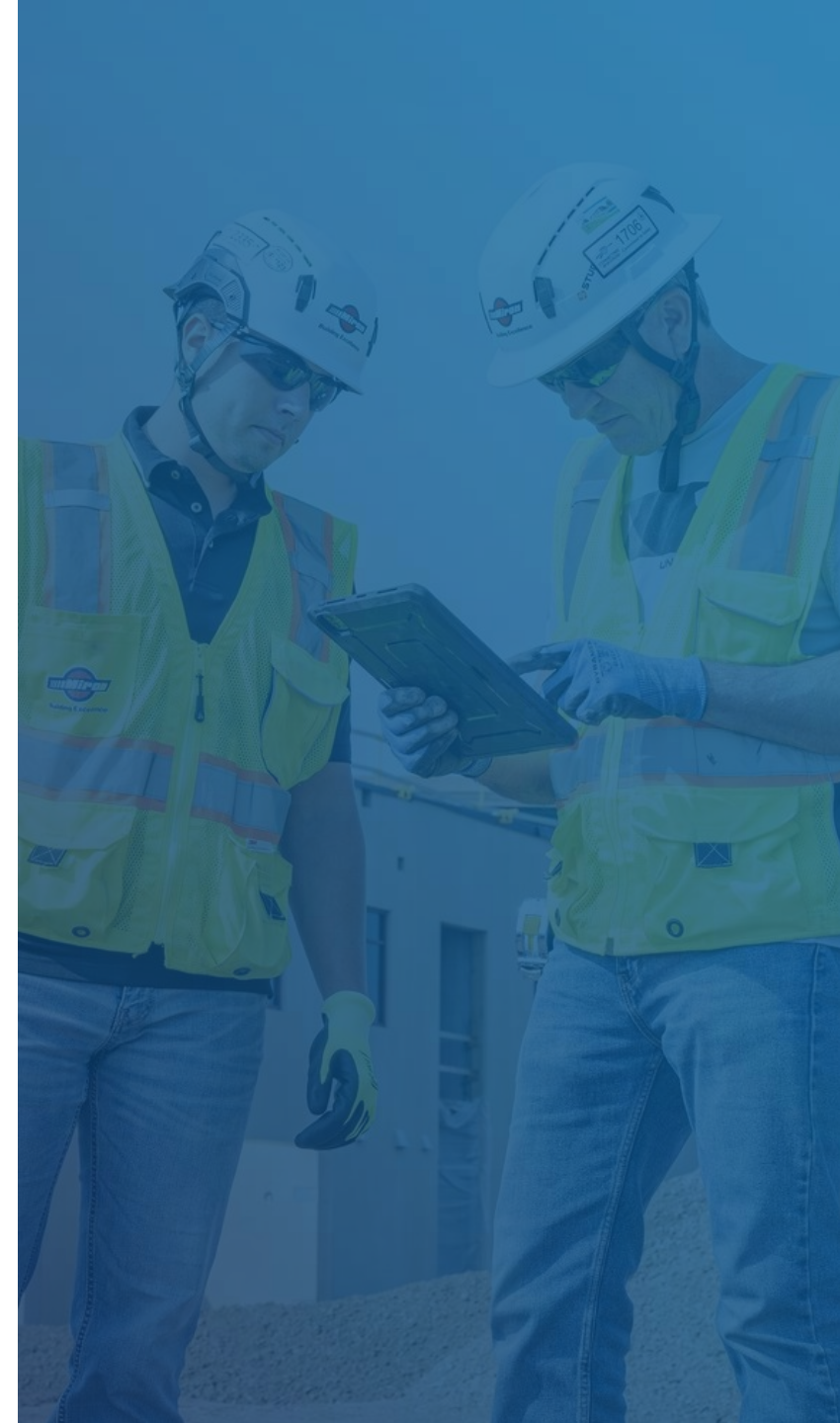
The foundation of a successful website is a deep, data-driven audit. Our process uncovers opportunities and ensures a smooth, efficient project from day one. Your discovery will include:

- Backend and system review to identify performance gaps and ensure scalability
- UX/UI audit of user flows, navigation, accessibility, and engagement patterns
- Content and SEO audit to evaluate performance and optimization opportunities
- CMS assessment to determine the best platform for your team and goals, and the evaluation of Azure tenant as your hosting solution
- Competitor research to analyze websites, content, and strategies for benchmarks and opportunities
- Team and goal alignment to understand priorities and wish list items

PHASE TWO: YOUR WEBSITE STRATEGY

With audit findings in hand, we build a comprehensive website strategy that ensures clarity, quality, performance, and peace of mind at every stage. Your strategy will include:

- Defined goals and KPIs aligned with business priorities
- Clear deliverables and scope, including risk mitigation
- Number of pages and shared page templates
- Structured content architecture and navigation plan for optimal UX
- Visual direction for user interface design
- Technical requirements, including backend, integrations, and CMS specifications
- Opportunities for ongoing improvements to make the most of your investment





PHASE THREE:

CONTENT & DESIGN

Now it's time to bring the strategy to life. This phase focuses on shaping content and visuals that engage your audience, reflect your brand, and work seamlessly across devices. Your content and design phase will include:

- Refined content to engage users, support SEO, and align with business goals
- Execution of user interface design, reflecting your brand and prioritizing usability
- Responsive and mobile-first design for seamless experiences across devices
- Collaborative iteration with your team through review cycles to ensure goals are met
- Alignment with development to make designs practical and streamline implementation
- Homepage-first approach, with shared page template designs to follow, for a consistent, scalable design that can grow with your business

PHASE FOUR:

PROGRAMMING

With designs finalized, our development team transforms your website into a fully functional, scalable, and user-friendly experience. This phase includes:

- Custom development to build a responsive, fully-functional website tailored to your designs and business needs
- CMS integration and customization that empowers your team to manage content easily and efficiently
- Interactive and dynamic features, including custom modules, forms, and engagement tools
- Implementation of accessibility best practices (ADA) and data compliance standards (GDPR) to ensure an inclusive and secure experience for all users
- Quality assurance and testing across devices, browsers, and use cases
- Ongoing collaboration with your team and ours to ensure alignment and a smooth website launch



PHASE FIVE:

LAUNCH & POST-LAUNCH SUPPORT

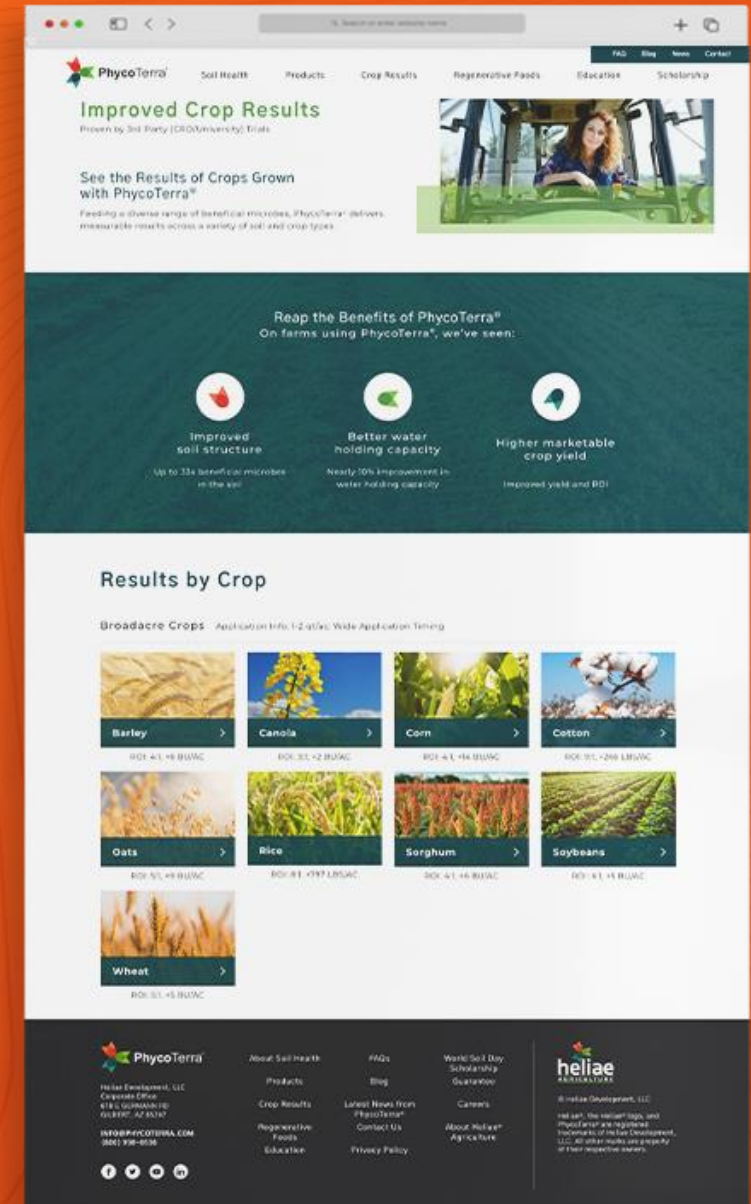
Once development is complete, we guide your website through a smooth launch and provide ongoing support to ensure it performs at its best. This phase will include:

- Coordinated launch planning to ensure timing and deployment are seamless
- Final testing and validation across devices, browsers, and use cases
- Monitoring performance, traffic, and user interactions to quickly identify opportunities or issues
- CMS training and documentation to empower your team to manage website content
- An initial period of ongoing support and maintenance to address any issues

ADD-ON PROGRAM

WEBSITE MAINTENANCE

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 experience building and maintaining client websites. This program establishes your baseline, identifies areas for improvement, sets up monitoring, provides a detailed configuration report, and offers deep monitoring across multiple dimensions, including security tests, technical SEO audits, accessibility, privacy compliance, and website asset analysis. It also includes dedicated hours to implement high-value fixes and improvements identified during our monitoring, ensuring your site stays secure, optimized, and performing at its best.

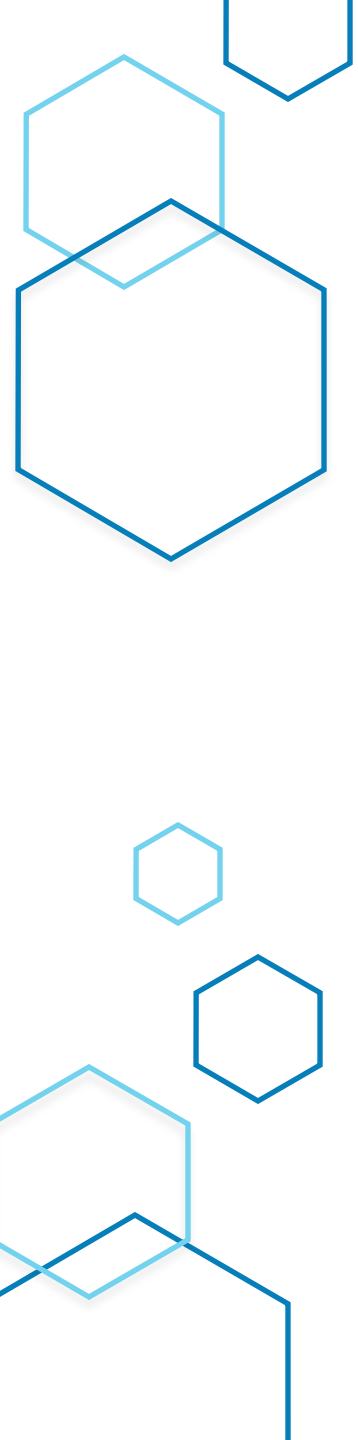


SECURITY & LEGAL REQUIREMENTS

YOUR PARTNER FOR PEACE OF MIND

With a high-quality development partner (that's us!), proper maintenance, and adherence to basic security practices, a website security breach is exceptionally rare. In 22+ years of building and maintaining hundreds of websites, we have encountered very few security incidents, none within 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 (if this service is needed) 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.



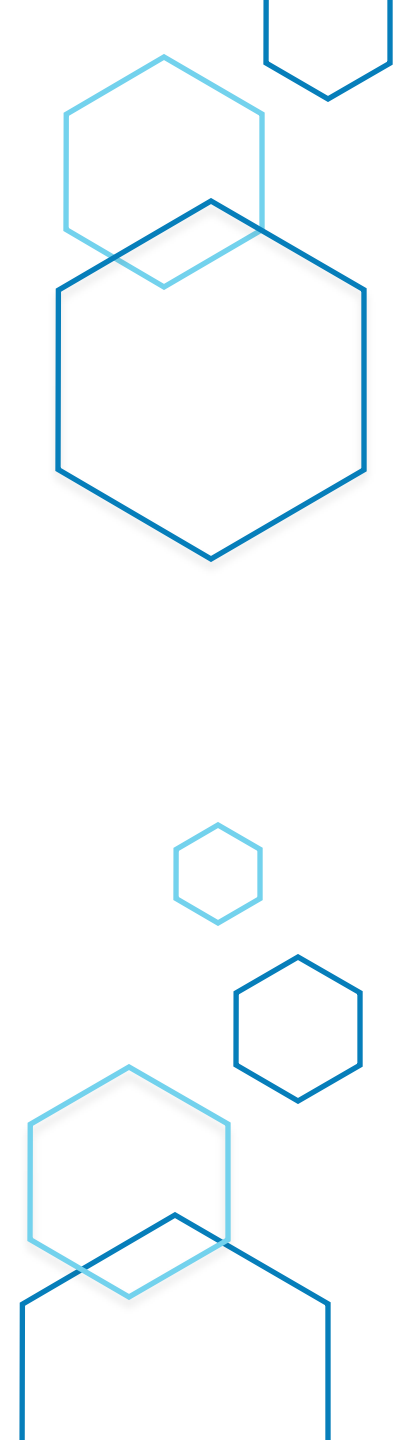
SECTION FIVE: DELIVERABLES



DELIVERABLES

- **Phase One | Discovery & Audit:** We provide a PDF presentation of findings and hold a review meeting with the project team.
- **Phase Two | Website Strategy:** We deliver a PDF presentation of the strategy, a detailed site map and content architecture in Figma, a detailed Statement of Work (SOW), and conduct a review meeting with the project team.
- **Phase Three | Content & Design:** Copy is delivered in Word documents for review, and design files are provided in Figma, with the number of pages and copy to be determined during the Website Strategy phase.
- **Phase Four | Programming:** All pages are programmed in the selected CMS, with beta review and issue tracking managed through BugHerd, our beta proofing software.
- **Phase Five | Launch & Post-Launch Support:** We conduct go-live testing, provide training documentation in PDF format, and hold one team training session.

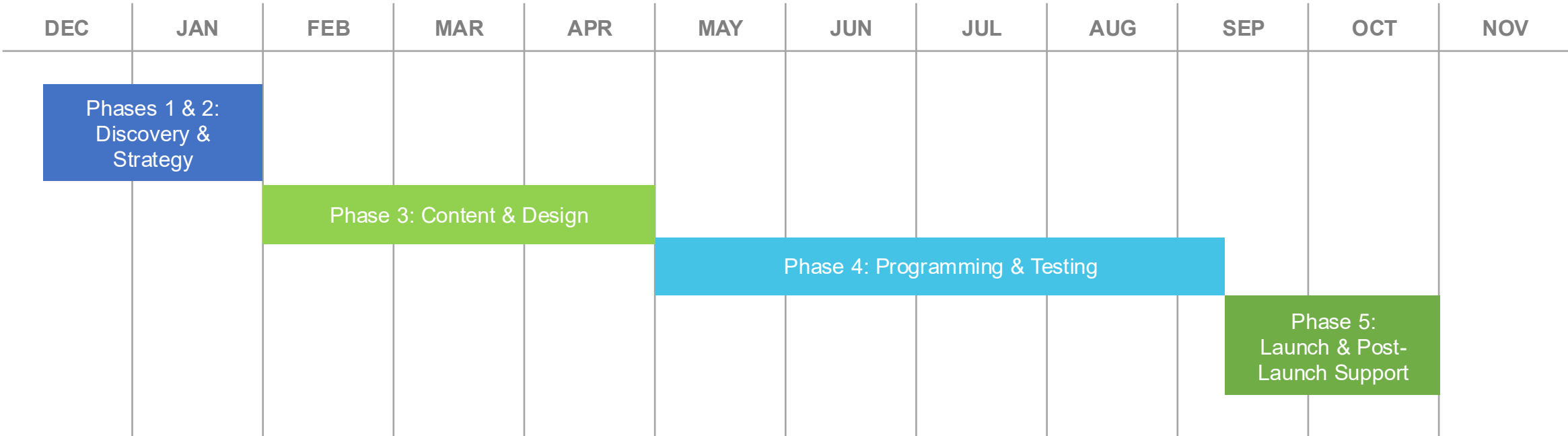
Note: We use Figma, a UI prototyping tool, to collaborate with you on design in real time, allowing you to review, comment, and approve layouts before development. In addition, we use BugHerd, a website feedback tool, during beta testing to easily capture and resolve feedback directly on your site.



SECTION SIX: PROJECT SCHEDULE



EXECUTION PLAN



Phases 1 & 2:

- Project kickoff meeting
- Complete full website audit
- Define site architecture and navigation
- Present strategy and SOW for approval

Phase 3:

- Optimize content for SEO
- Deliver page designs based on page templates defined in the SOW
- Design and copy must be approved before entering programming

Phase 4:

- CMS setup and page development
- Beta site ready for testing
- Resolve issues and QA
- Beta site approved by client prior to launch

Phase 5:

- Site launch
- Post-launch monitoring
- Conduct team training
- Deliver final training docs
- Activate continuous support plan

SECTION SEVEN: FEES



MIRON CONSTRUCTION

INITIAL SCOPE OVERVIEW

- **Estimated Scope:** Based on our initial audit, your website includes approximately **125 core pages** once we remove redirects, archived content, and system-generated pages, and account for the integration of your Build Like a Girl site.
- **Content Audit and Migration:** In addition, there are **over 3,000 content pages** (such as news, blogs, newsletter articles, resources, author, and project pages) that will need to be audited and then later migrated to the new website.

PROPOSED BUDGET

Phases 1-2 | Discovery, Audit, and Website Strategy: \$10,000

Includes a full review of your website's architecture, UX/UI, content, analytics, and SEO, plus, recommendations and a strategy to guide design, functionality, and content priorities for the new site. This step ensures we create a well-defined scope of work, helping prevent scope creep, optimize resources, and deliver a website that meets your goals.

Phases 3-5 | Estimated Full Website Build: \$90,000-120,000

The total cost of your website build will depend on the final strategy, the results of our full site and content audit, and the scope of content to be migrated or newly created. Based on our experience and our initial review of the website, this is the estimated range we would expect your website to fall into. That said, we can tailor strategies to meet specific budget goals, whether that means prioritizing features, phasing the project, or having your team support with elements like content migration. Your final estimate will include a $\pm 10\%$ contingency, like when building a house, to accommodate small shifts in scope or adjustments along the way.

**The final Statement of Work (SOW), developed as an outcome of Phases 1 and 2, will provide a detailed breakdown of your website budget, including all pages, deliverables, and associated costs.*

(Add-On) Post-Launch Continuous Improvement & Monitoring: \$12,500

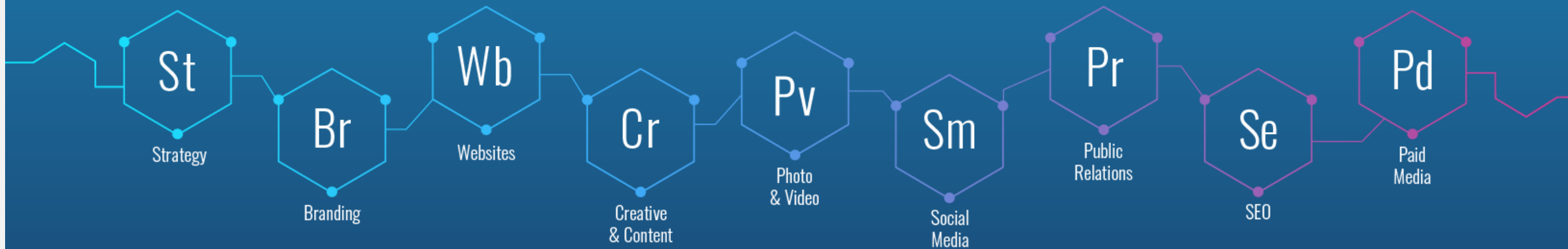
Includes 12 months of ongoing monitoring for site performance, accessibility, security, plugin updates, and overall user experience.

SECTION EIGHT: ADDITIONAL INFORMATION



FULLY INTEGRATED MARKETING

We understand and connect every marketing touchpoint, ensuring your website is a central part of your brand experience.



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



- 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

- Brand Objective
- Brand Purpose, Mission, and Values
- Brand Position
- Brand Identity
- Brand Personality and Voice



CREATIVE

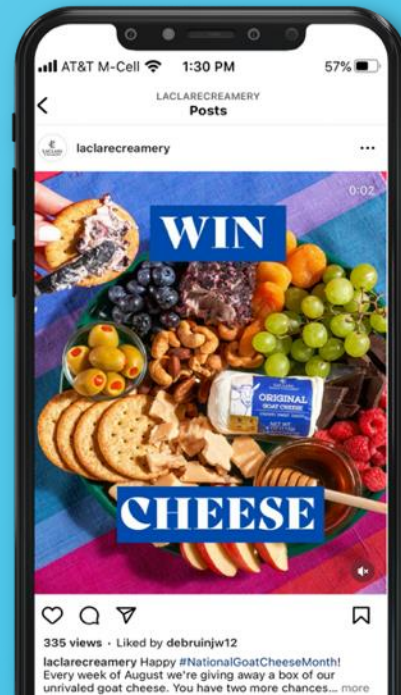
- Brand Identity Assets
- Campaign Concepts
- Traditional and Digital Design
- Direct Mail
- Tradeshows
- Environmental Graphics
- Media Assets (outdoor, digital, radio, TV, etc.)





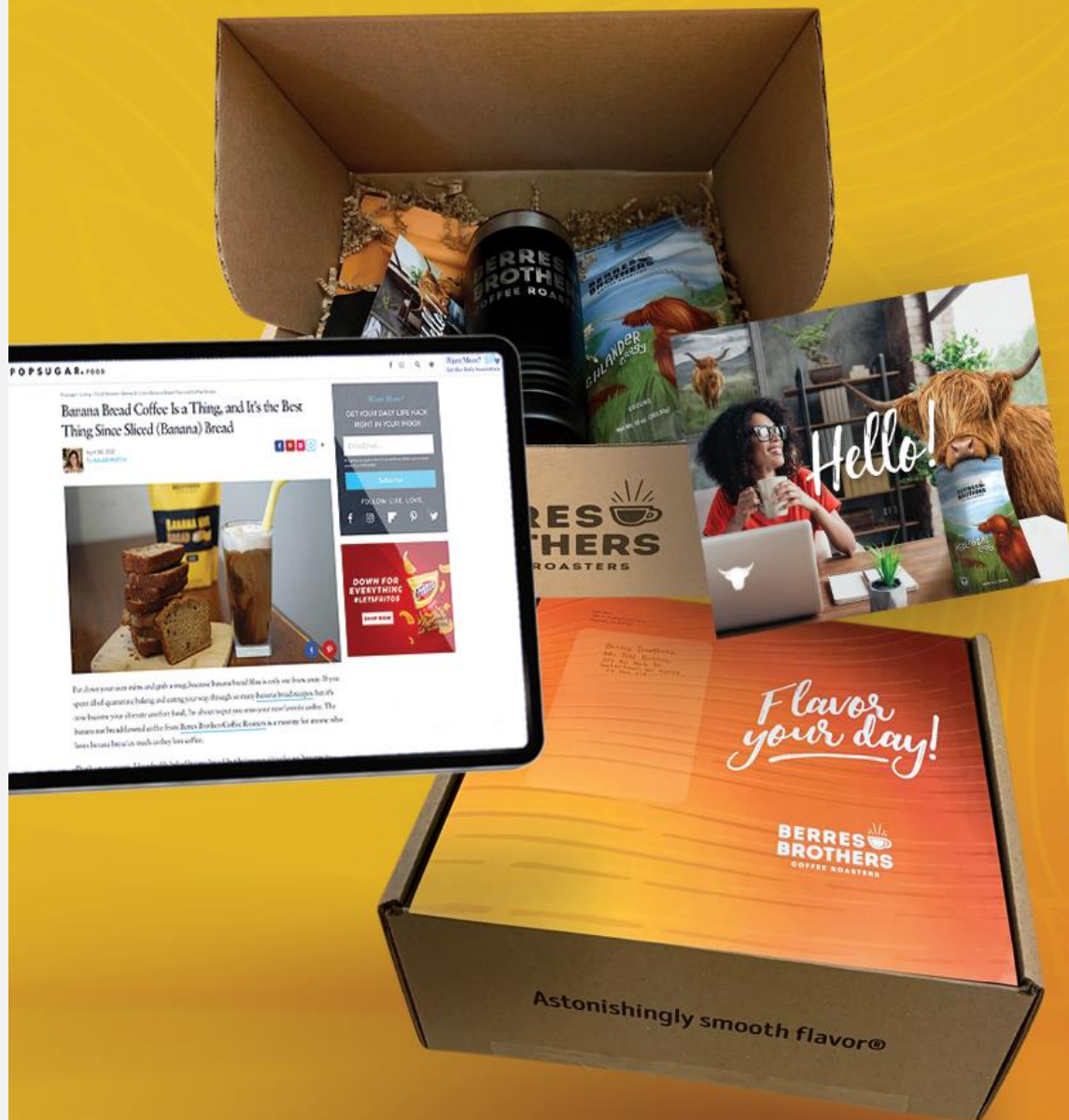
CONTENT

- Blogs
- White Papers
- E-books
- Case Studies
- Email Marketing
- Social
- Landing Pages
- Infographics



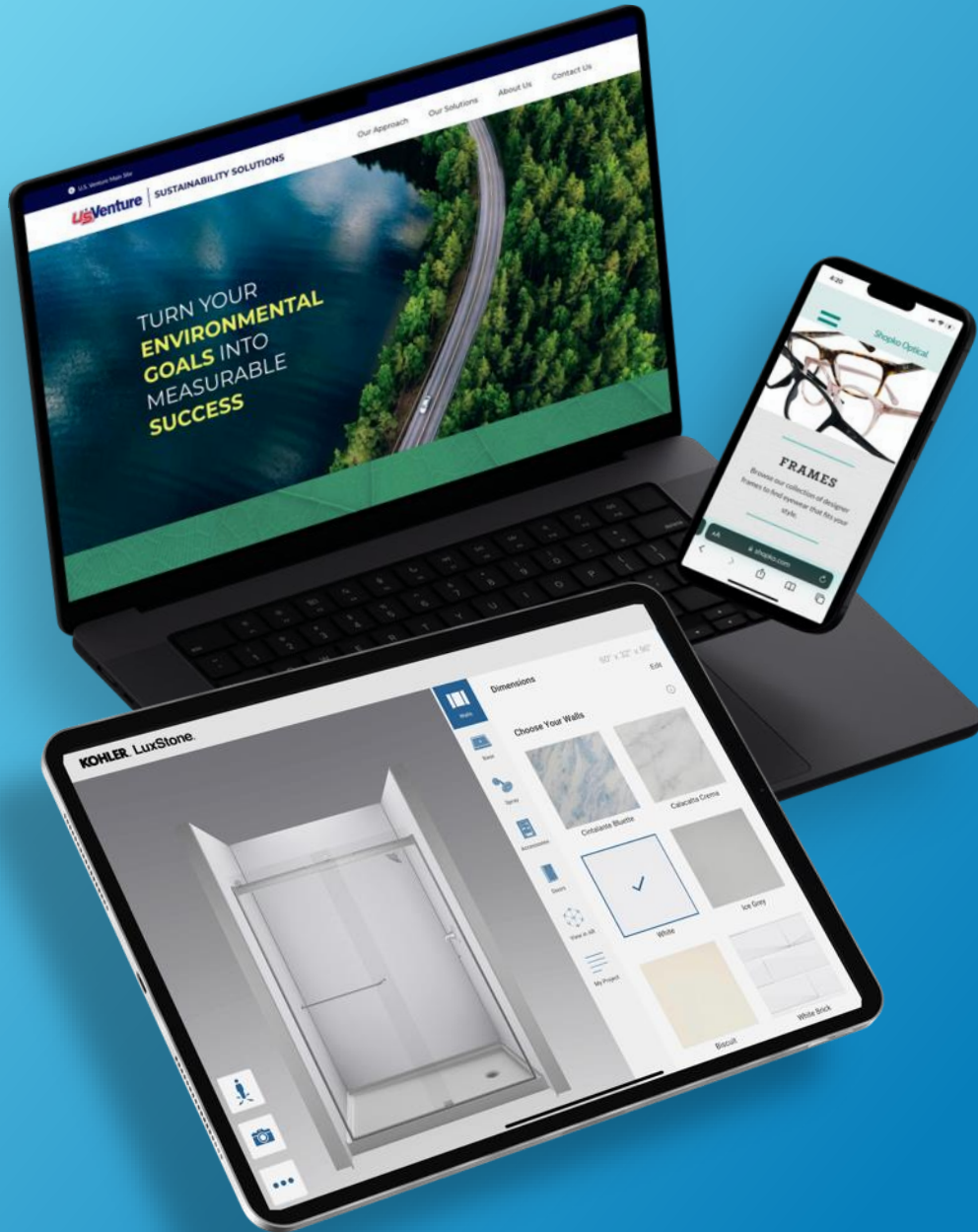
MEDIA

- 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)



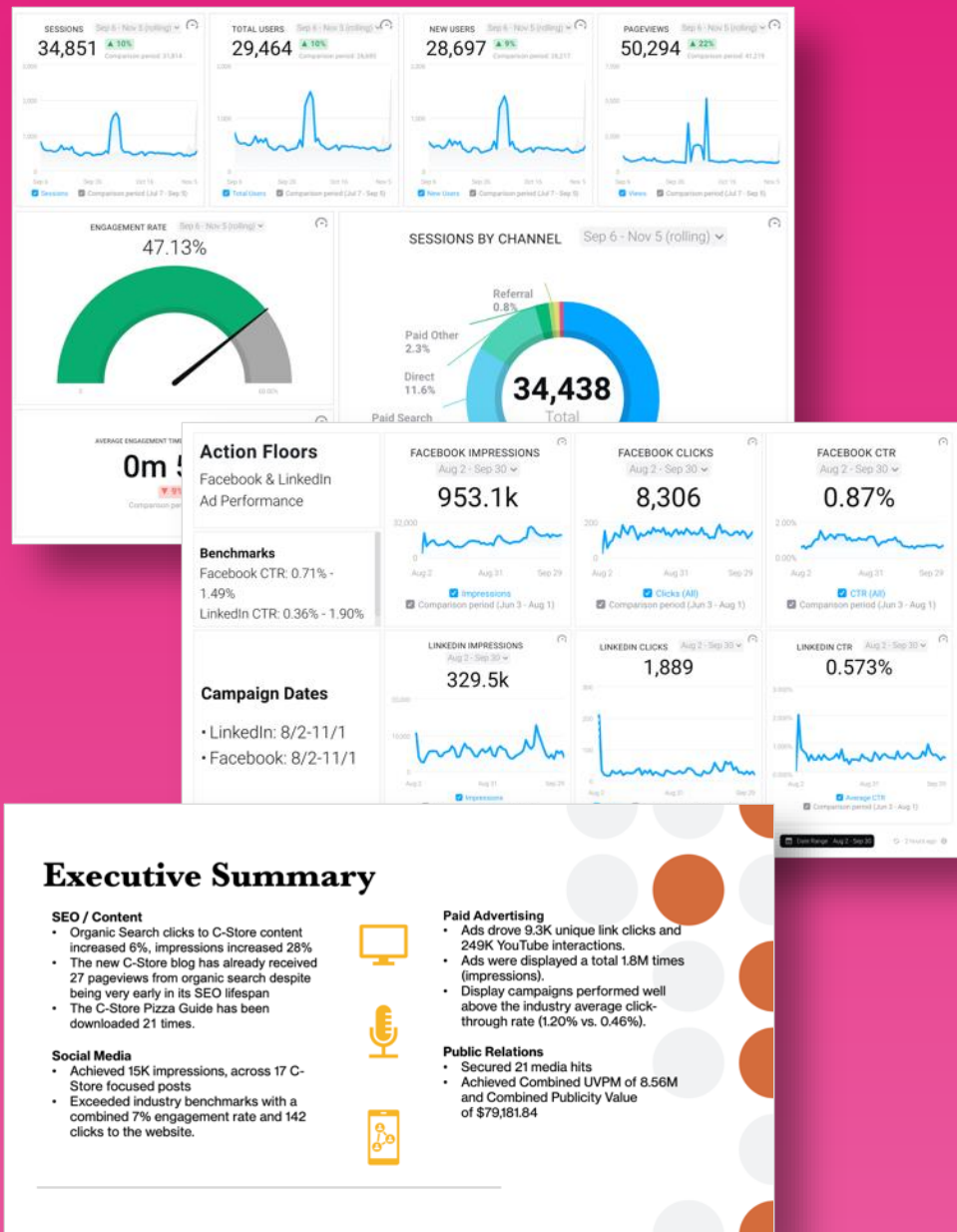
PUBLIC RELATIONS

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



WEBSITES AND MOBILE APPS

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



REPORTING AND ANALYTICS

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



STUDIO FORTY FOUR

OUR SISTER COMPANY

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



GREAT WORK. BOTTOM LINE.

LET'S GET STARTED.



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