

WELCOME TO

ELEMENT



THE SITUATION

Lyric has launched eCommerce and now faces the challenge of building momentum online while continuing to strengthen retail partnerships. Current thinking leans heavily toward D2C and paid media, but leadership has not yet seen how a broader integrated B2B/B2C/D2C strategy can create more sustainable growth.

The Lyric team is stretched thin across multiple priorities, making efficiency and alignment essential. While Lebanon Seaboard already works with an agency on the Lawn & Garden side, Lyric's objectives call for a distinct approach.

Our integrated marketing strategy will:

- **Drive revenue growth** by building on the eCommerce foundation while strengthening retail sell-through
- **Increase market penetration** by reaching B2B, B2C, and D2C audiences in a unified way
- **Protect resources and efficiency** by reducing strain on internal teams through coordinated execution
- **Support long-term enterprise value** by focusing on Lyric's unique objectives while complementing Lebanon Seaboard's broader business goals



THE COST OF UNCLEAR MARKETING DIRECTION

When marketing efforts aren't aligned with sales goals, the result is often wasted budget chasing trends instead of driving results.

A lack of strategic direction can also create inconsistent messaging, confusing your audience and weakening brand trust. Internally, teams may feel uncertain about what to execute or prioritize, leading to frustration and slower progress.

The bottom line: 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

PARTNERSHIP THAT PERFORMS

CREATIVE THAT CONNECTS

STRATEGY THAT STICKS

INSIGHTS THAT INSPIRE

REAL RELATIONSHIPS

Let's get one thing straight—we're not just another vendor on your list. We're your inside-outsider. Your strategic sidekick. Your creative co-pilot.

If you're looking for yes-people or cookie-cutter solutions, we're not your agency. But if you want a team that questions everything, obsesses over impact, and fights for ideas that actually move the needle, then we're already speaking your language.



E L E M E N T



INTEGRITY

PASSION



PARTNERSHIP



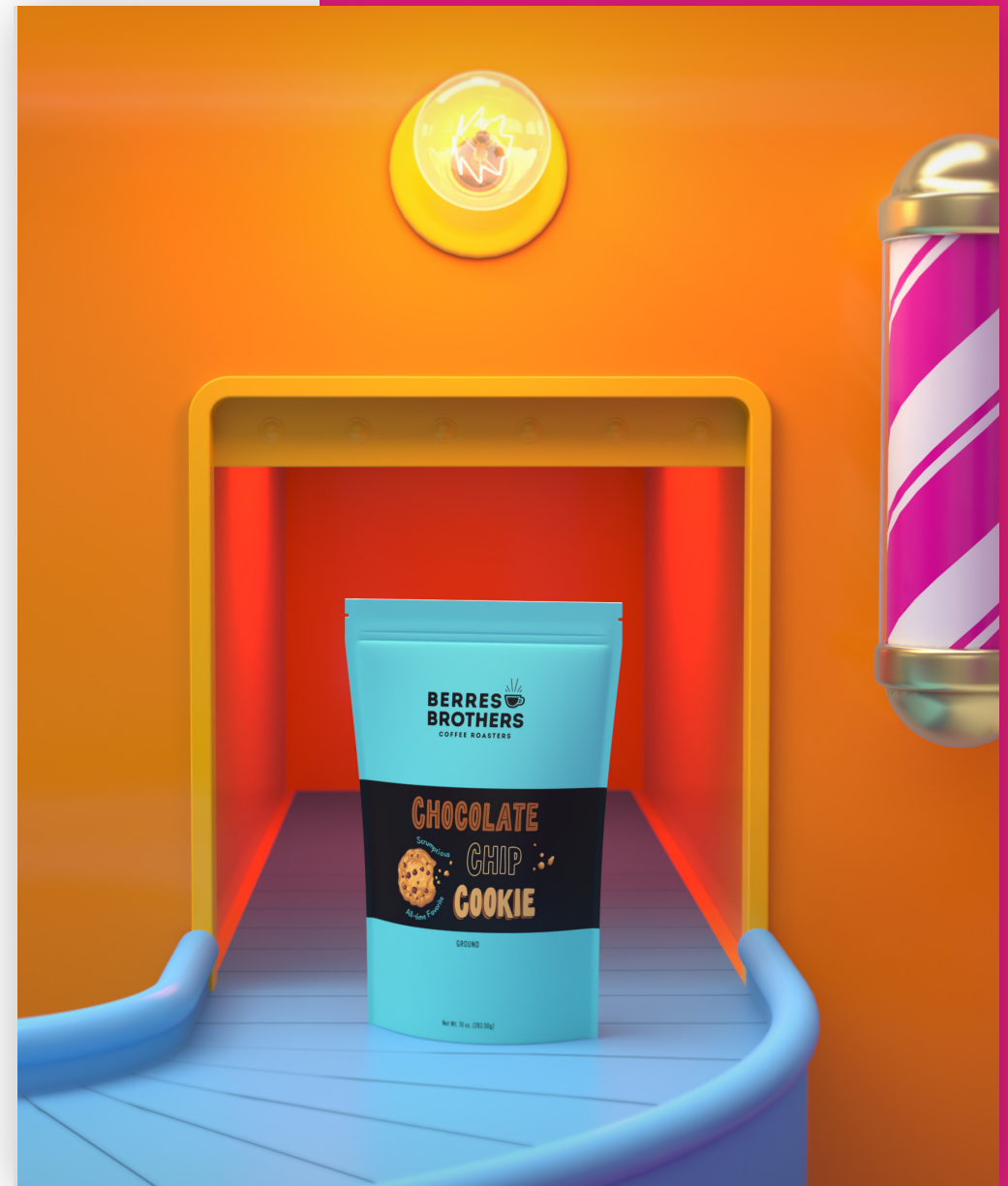
AUTHENTICITY

CREATIVE THAT CONNECTS

We don't chase attention for attention's sake. We build ideas with purpose. We shape every concept to align with your brand's goals and your audience's reality.

Our "Know, Think, Feel" filter ensures your message doesn't just land, it leaves a mark. We make people know who you are, think about what you stand for, and feel something that resonates.

Because we're not here to make things pretty. We're here to create bold, emotional, strategically sharp campaigns that don't just stop the scroll—they move the brand.



STRATEGY THAT STICKS

Our integrated approach unifies every channel so your brand shows up with clarity and consistency. Every campaign. Every touchpoint. Every word. Aligned and intentional to drive measurable impact and lasting loyalty.

Strategy doesn't just connect your marketing—it directs it, ensuring the right message hits the right audience at the right time. It's not about being everywhere—it's about being exactly where you need to be to turn attention into action and growth.





INSIGHTS THAT INSPIRE

At our core, we're not just data-driven—we're insight-driven. Because numbers alone are lifeless until they're given meaning, context, and a connection back to strategy. We go beyond dashboards and metrics to uncover the stories and human truths behind the data.

It's these insights that ignite bold ideas, guide smarter decisions, and inspire creative solutions that resonate with real people. Data informs, but insights inspire—and that's where the magic happens.

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



BRANDS WE WORK WITH



OUR APPROACH

GROWING SALES THROUGH INTEGRATED MARKETING

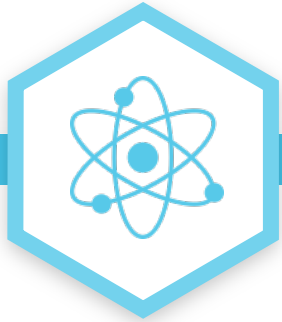




BRAND ALIGNMENT IS MORE IMPORTANT THAN EVER

Authentic customer relationships are pivotal for modern brands, as those that earn and sustain trust are positioned for growth and lasting success. Understanding the customer journey and creating meaningful experiences are key to building trust and strategically connecting with your audience.

ALIGNMENT CREATED BY INTEGRATED MARKETING



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

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
- ✓ Establish what winning looks like
 - Offers
 - Loyalty Programs
 - FAQs
 - User-Generated Content



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

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

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

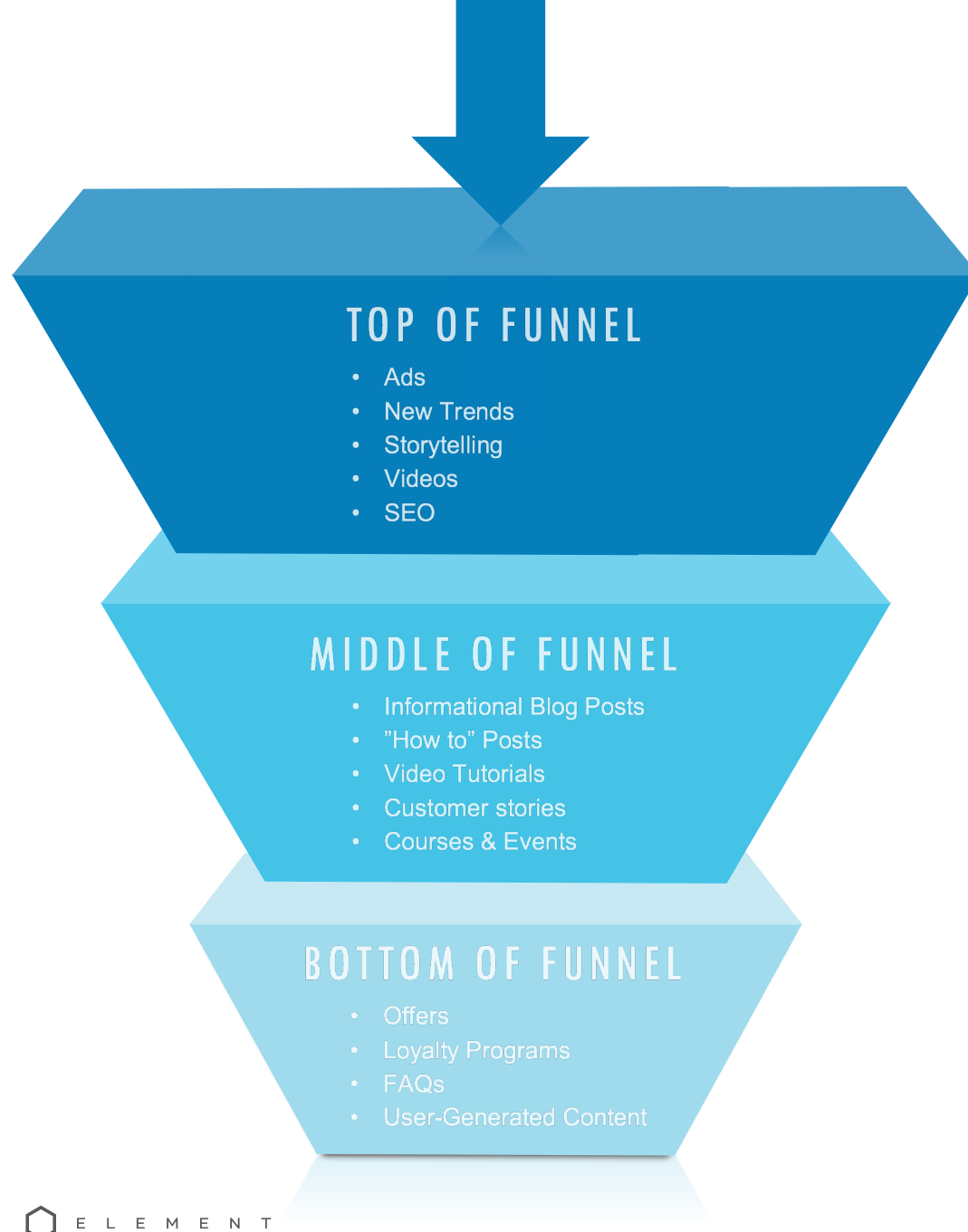
Example Messages:

- 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.

- A full-funnel approach gives us the right mix to engage buyers wherever they are in their journey.
- Create meaningful engagement that drives consideration and trust with the right audience.
- Convert interest into measurable action and long-term customer relationships

Total Brand Chemistry

By leveraging Element's proprietary approach, we create tailored, multichannel marketing solutions that reach both sides of your sales funnel:

- Establish trust with both consumers and partners
- Drive demand and excitement for your product
- Grow distribution by reaching the right partners
- Generate consistent sales for long-term growth



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**.





MAKE YOUR MARKETING BUDGET WORK HARDER

WITH INTEGRATED MARKETING EXPERTS

DISCOVERY & STRATEGY

ALIGNING SALES AND MARKETING (FIRST 90 DAYS)

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

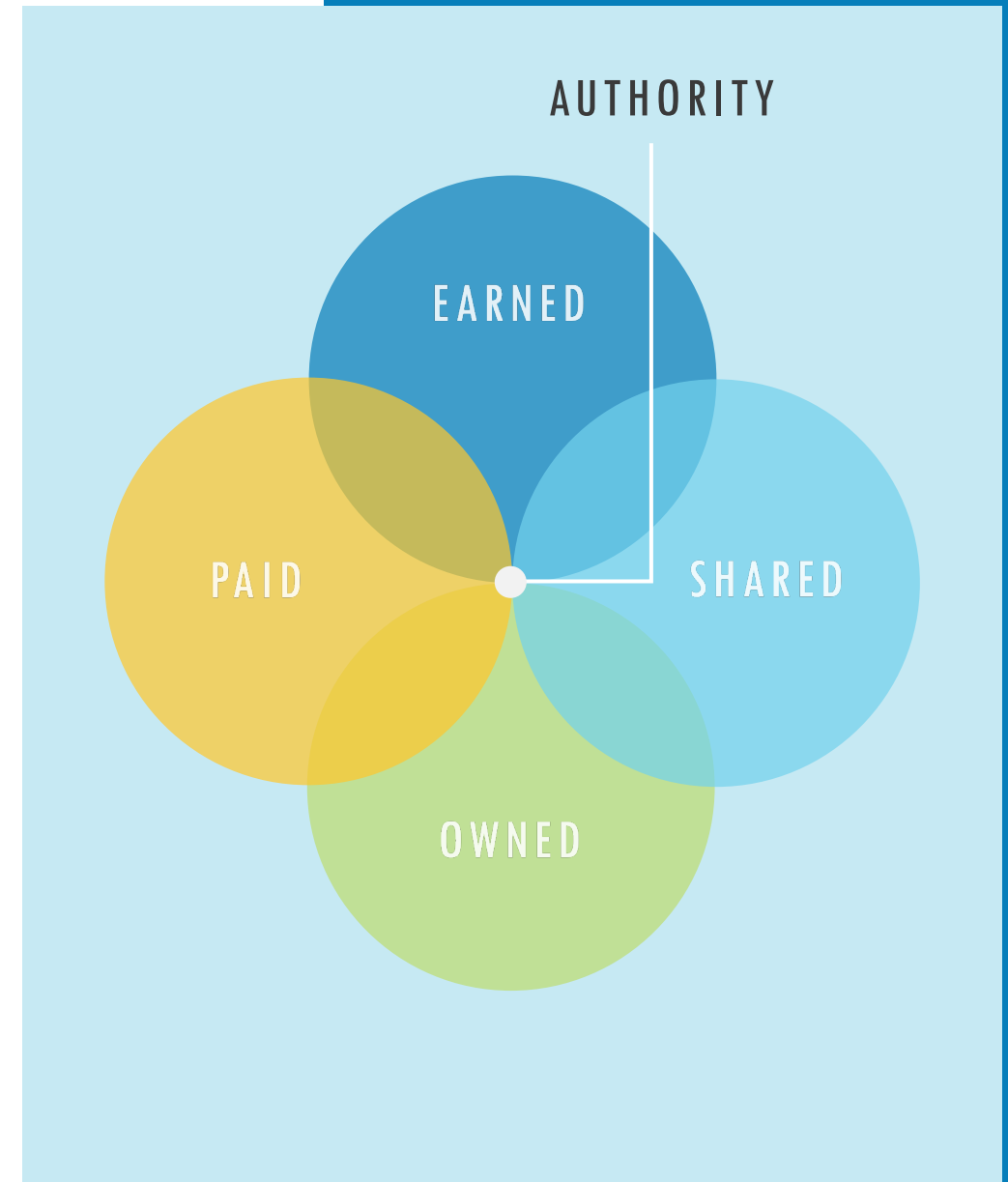
- Marketing Communications Plan
- Quick Wins Planning & Execution
- 12-Month Execution Roadmap & Funnel Alignment
- Measurement Strategy & Benchmark Report
- Live Data Dashboard & Calibration Sessions

EXECUTING FOR IMPACT

CONNECTING THE DOTS AND GETTING RESULTS

Using an integrated approach across paid, earned, owned, and shared channels, Element ensures every effort is aligned to build brand authority and drive measurable business outcomes. Specific tactics will be determined based on the strategy created in the first 90-days and investment level

- **Defined deliverables** with campaigns, content, and assets tailored to investment level (blogs, social, digital ads, etc.)
- **Assigned owners** for every initiative ensuring accountability and smooth execution
- **Metrics and reporting** aligned to business goals so impact is visible
- **Flexible activation** with tactics and channels prioritized to maximize ROI
 - Offers
 - Loyalty Programs
 - EAOs
 - User-Generated Content
- **Coordinated efforts** across paid, earned, owned, and shared to drive awareness, engagement, and conversions



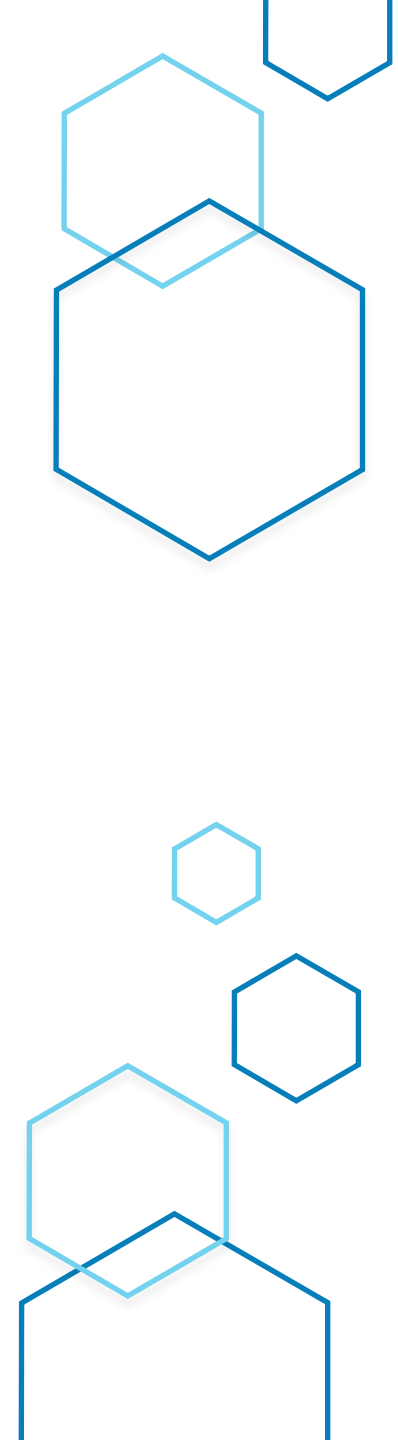
FUNDING THE GROWTH YOU'VE ENVISIONED

The **Discovery & Strategy Phase** is a one-time investment of **\$36,000**, 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.

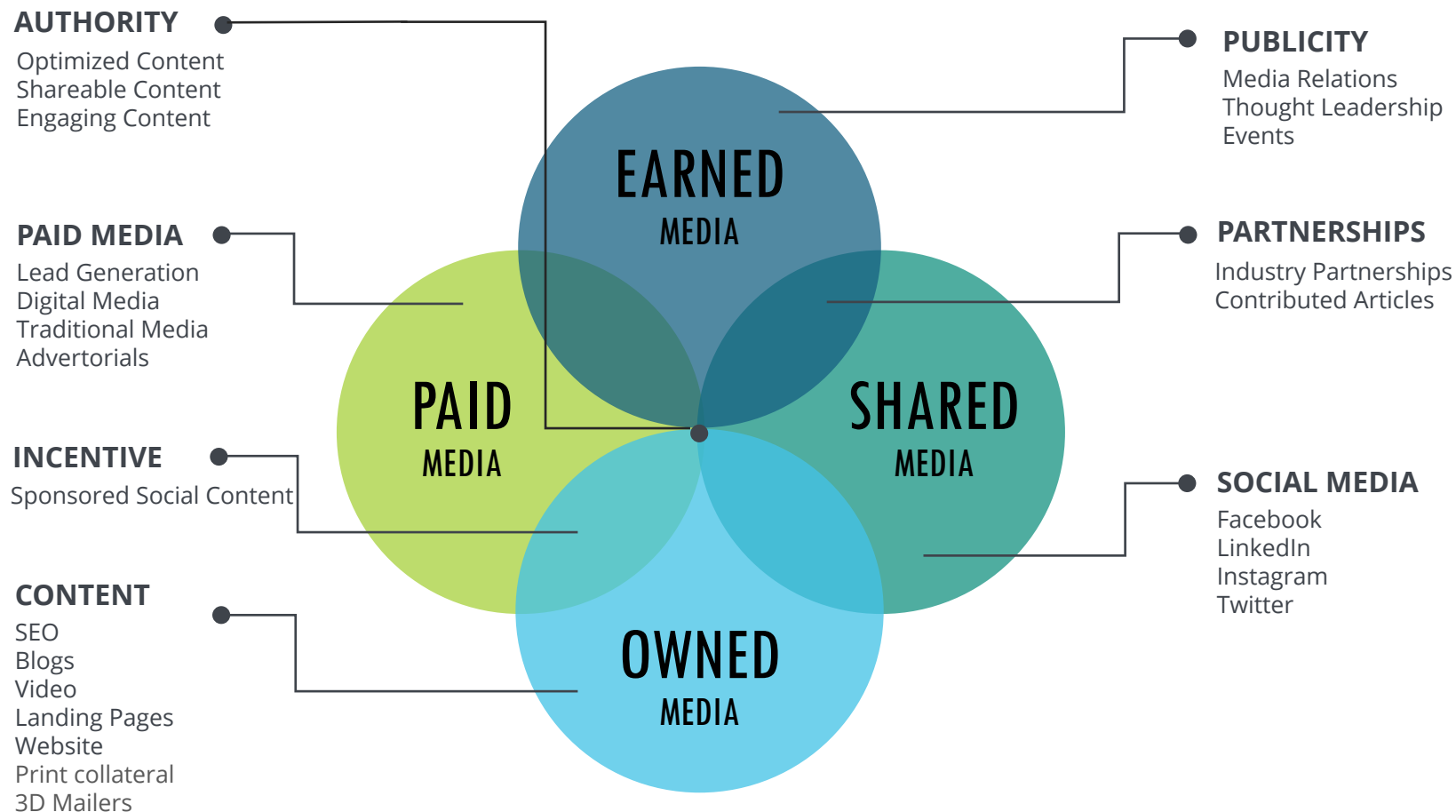
Execution of our robust **integrated marketing programs** start at **\$12,500/month**, with flexibility to scale based on your evolving business needs.

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.

A detailed estimate to be provided upon approval of this proposal.



EXECUTION ALIGNED WITH YOUR GOALS & BUDGET



EXECUTION ALIGNED WITH YOUR GOALS & BUDGET

Owned	Level 1	Level 2	Level 3
12-month Editorial Calendar	●	●	●
Optimized Content (Blog posts, how-to, checklists, Q&A's, etc)	1/month	2/month	3/month
Landing Pages	Up to 2/year	Up to 3/year	Up to 4/year
Link Building		●	●
Quarterly Maintenance	●	●	●
Premium Content*	2/year	3/year	4/year
Nurture Tracks		2/year	3/year
Branded Photo Shoots		Small-Scale	Large-Scale

*Premium Content May Include:

Case Studies	Animations	E-books	1 Day Photo Shoot
Infographics	Social Contests & Promotions	White Papers	1 Day Video Shoot
Slide Decks		E-Newsletters	

Earned (Public Relations)

News Releases	Up to 3/year	Up to 5/year	Up to 7/year
Contributed Articles	Up to 2/year	Up to 3/year	Up to 5/year
Online Newsroom	●	●	●
Monitoring	●	●	●
Media Relations	●	●	●
News Release Template	●	●	●
Spokesperson Exploratory Sessions	1	2	3

Note: These examples show how different investment levels can take shape across all marketing channels. Final deliverables will be defined once your strategy is set, tailored to your goals and audience, and aligned with your budget.

Paid	Level 1	Level 2	Level 3
Paid Influencer Recommendations	●	●	●
Social Advertising Recommendations	●	●	●
AdWords Recommendations	●	●	●
Digital Advertising Recommendations**	●	●	●

**Media spend not included

Social

Set-up	●	●	●
Graphics	●	●	●
Short Format Content (Status updates, tips, quotes, photos)	Up to 5/month	Up to 10/month	Up to 15/month
Online Content Approval	●	●	●
Publishing	●	●	●
Monitoring	●	●	●
Engagement	●	●	●

Performance

Analytics & Set-up	●	●	●
Real-time Data Dashboard		●	●
Quarterly Report & Analysis	●	●	●
Annual Review and Program Evaluation	●	●	●

INVESTMENT



\$36,000 Research & Strategy plus



\$12,500/month



\$17,500/month



\$22,500/month

SUCCESS STORIES



E L E M E N T

ELEMENT CASE STUDY

DRIVING UNRIVALED DEMAND FOR GOAT CHEESE

Learn how a Wisconsin-based Goat Dairy and Creamery expanded into national distribution with a 2-year integrated content marketing plan, focused on consumer education.



E L E M E N T

THE SITUATION

A REGIONAL NICHE BRAND HUNGRY FOR NATIONAL BRAND RECOGNITION

With a drive to increase retail sales and distribution, we set these goals into motion:

- Increase nationwide brand awareness
- Engage and educate consumers
- Create consumer demand, driving trial and product purchase at retail

HOW WE HELPED:

Integrated Strategy: Content Development, Brand Asset Creation, Creative, Digital, Social, PR, SEO Optimization and Web Development

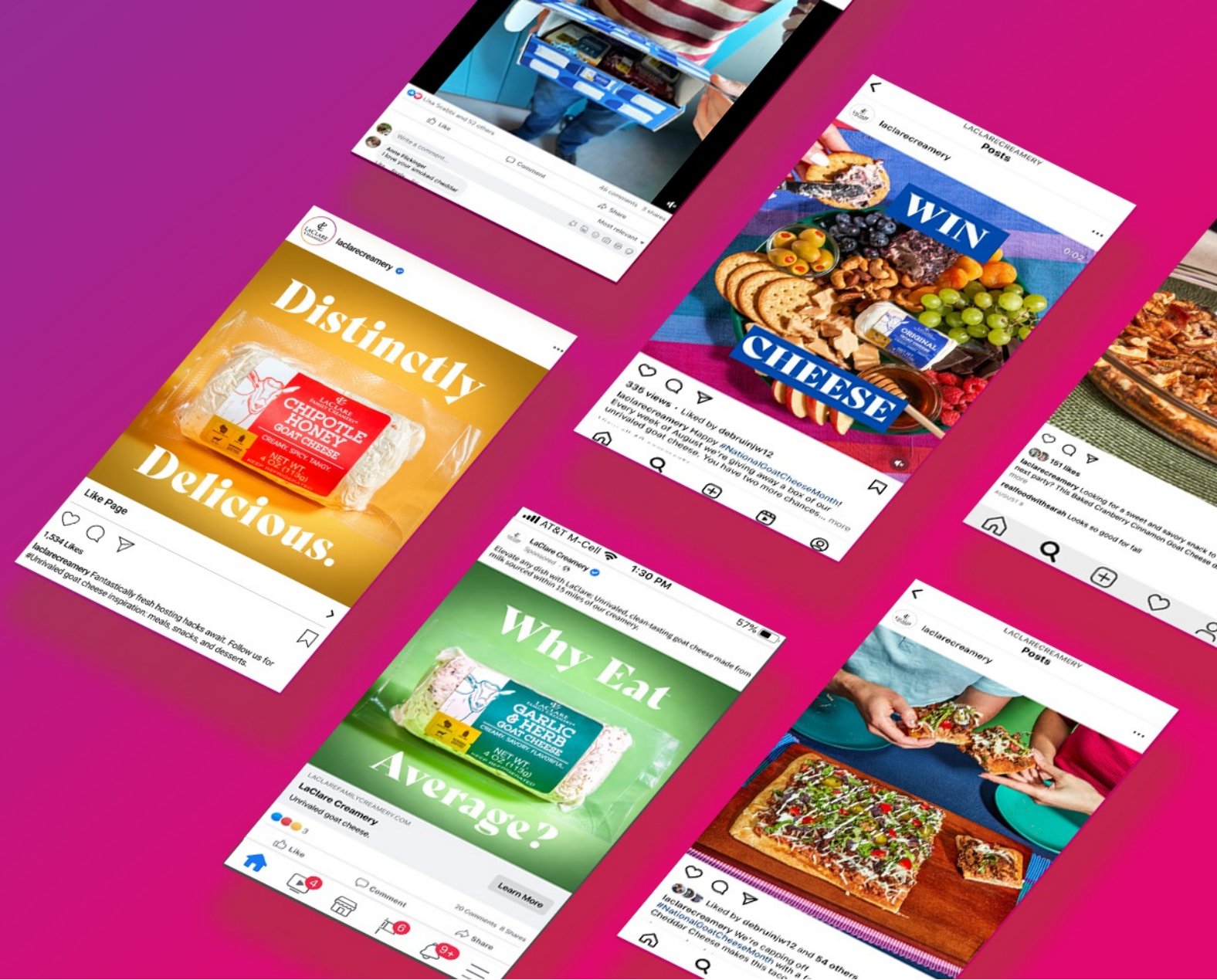


THE SOLUTION

INTEGRATE BURSTS OF ACTIVITY TO GENERATE BUZZ

A strategic marketing effort that drives retail sales-lift by:

- **Engaging** key audience with on-trend recipe development to **encourage** trial.
- **Educating** consumers about goat cheese to **inspire** celebrations that include a niche, new product.



INTEGRATED STRATEGY

OUR 2-YEAR PHASED APPROACH



ELEVATING THE BRAND

OWNED MEDIA

- Refreshed branding and core messaging to capture attention and define differentiation with consumers.
- Created fresh website content with new recipes to drive site traffic and search performance, encourage product trial and repeat purchase. Delivered an average of 40% increase in annual site traffic.
 - The 10 new recipes published in the second year drove 30% of site traffic alone.
- Launched a blog in the second year to educate consumers about goat cheese, delivering 123.5k search impressions within 7 months of launch.
- Search traffic increased 20% YOY, with an average click through rate of 6%.

+100k

Average Annual
Website Sessions

+1,596%

Increase in Recipe
Pageviews

123.5k

Impressions in
Organic Search

GENERATE MASS AWARENESS

EARNED MEDIA

- Targeted 20 food editors within DMAs of selected grocery retailers and industry editors with product sample boxes.
- Distributed a national press releases to promote recipes, National Goat Cheese Month, and new product announcements, while also leveraging key trade shows.
- Enabled sales with additional brand touchpoints to share with retailers to gain attention on the national level.

1.43M

Public Relations
Audience

\$3.7M

Publicity Value

+ 36%

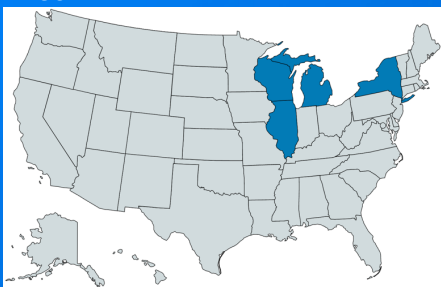
Total Media
Coverage YOY

ENGAGING WITH AUDIENCE

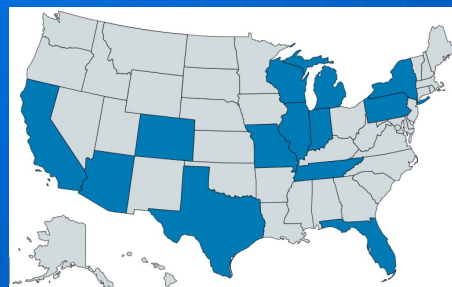
SHARED MEDIA WITH PAID SOCIAL FOCUS

- Organic social content delivered combined engagements of over 119k from 6.3 million impressions.
- Organic and Paid Social Media efforts expanded follower audience geographically to support nationwide distribution with strategic retailers, such as Whole Foods, Sprouts, Central Markets.

Year 1



Year 2



6.3M

Combined Social
Media Impressions

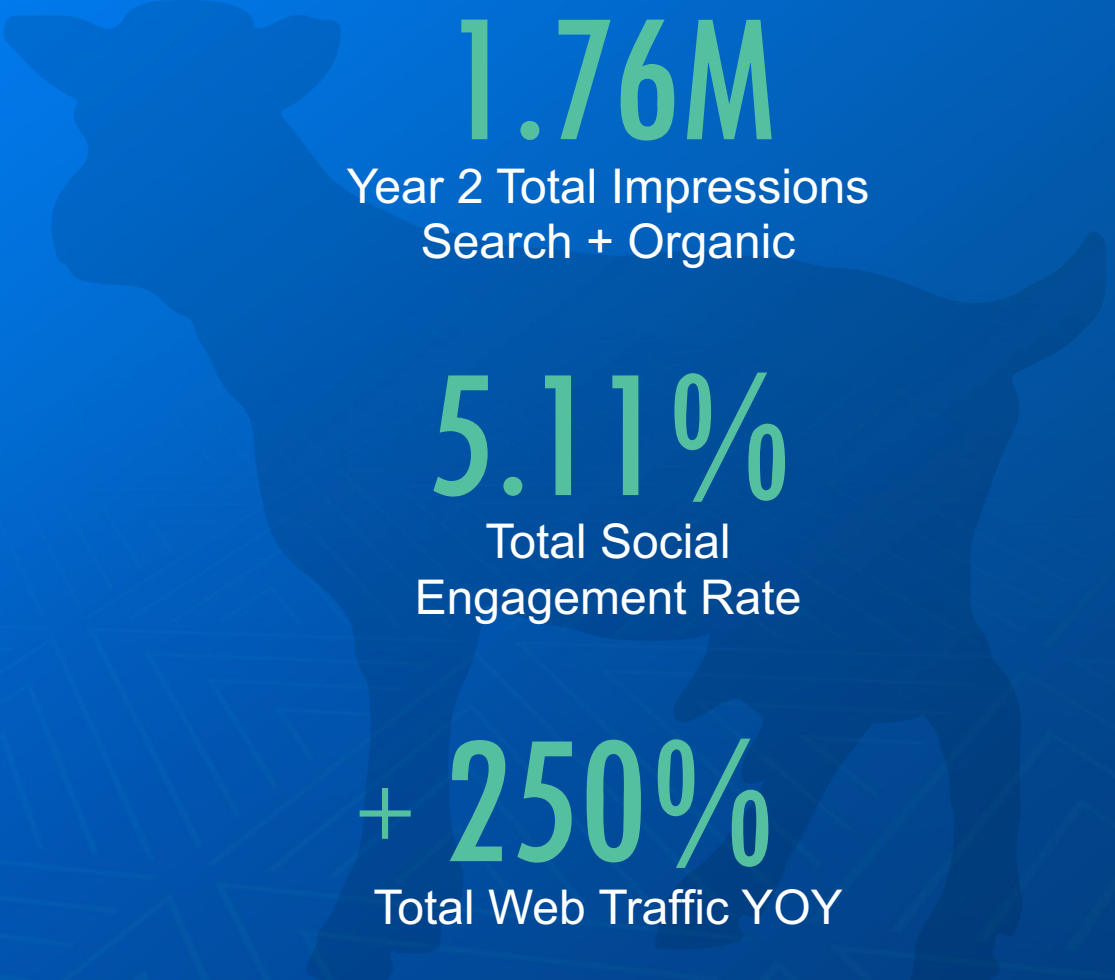
252%

Social Follower
Growth

GOAT CHEESE MONTH

CAMPAIGN-DRIVEN RESULTS

- Utilized National Goat Cheese Month to educate and engage consumers with product giveaways and daily sharing of recipes.
- Multichannel strategies (including a landing page, press releases, and social media) accounted for 1.76M impressions and 13,003 engagements.
- Social platforms saw an engagement rate of 5.6%.
- The Top 5 Recipes drove 30% of traffic to the landing page. The website saw an additional 37k pageviews for National Goat Cheese Month.

A large, dark blue silhouette of a goat stands in the background of the right side of the slide. It is facing left and has a long neck and small horns.

1.76M

Year 2 Total Impressions
Search + Organic

5.11%

Total Social
Engagement Rate

+ 250%

Total Web Traffic YOY

PROMOTING TRIAL

RETAILER SHOPPER MARKETING

- Launched a shopper marketing strategy in the second year to connect point of purchase incentives to brand awareness.
- In just the first four months, the campaign generated over \$95k in attributed sales, exceeding Instacart's average Return On Ad Spend.

\$95.4k

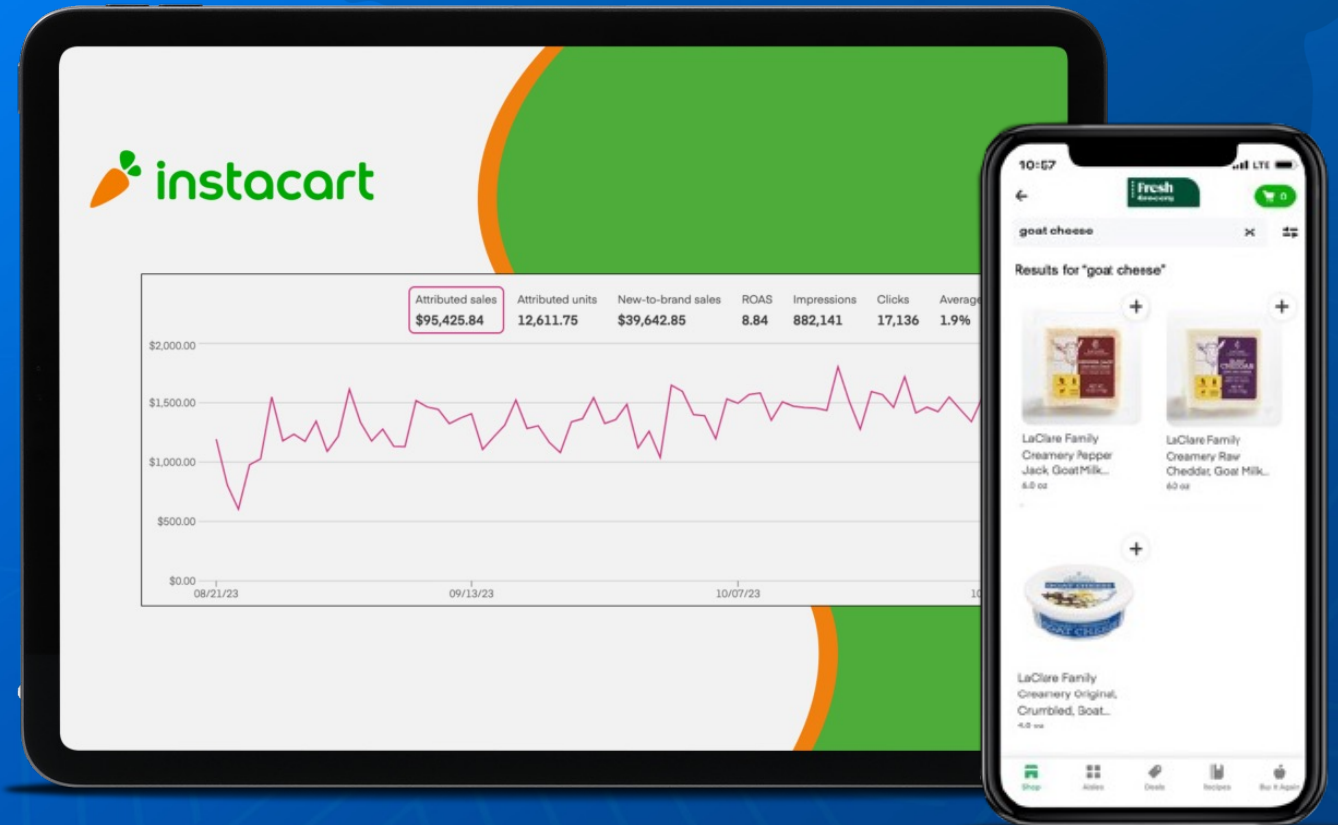
Attributed Sales

8.84

ROAS

12,611

Attributed Units





“

We took ownership of National Goat Cheese Month by focusing on consumers who care about trending recipes and finding unique ways to use goat cheese in everyday meals like pizza and tacos.

Not only did we gain website traffic, but we also increased our social media following. In three months, Facebook followers grew by 86% and Instagram followers by more than 25%.”

Patrick Considine

National Sales Director of LaClare Creamery



Clarter
~~LACLAIRE~~
THE G.O.A.T.

THE SITUATION

ELEVATING GOAT CHEESE INTO POP CULTURE CONVERSATION

LaClare Creamery was approached with an opportunity to participate in the rollout of Lil Wayne's new album *Tha Carter VI*, creating an unexpected moment of alignment with an iconic figure in music. While Lil Wayne's brand doesn't traditionally overlap with LaClare's core audience, the opportunity still presented undeniable value: cultural relevance, expanded reach, and the chance to introduce goat cheese to a new demographic.



THE STRATEGY

INCREASE ENGAGEMENT THROUGH AN UNEXPECTED PARTNERSHIP

When presented with a chance to promote the launch of Lil Wayne's album *Tha Carter VI*, Element jumped in to help LaClare step into a cultural moment and conversation. It needed to come together in a matter of days, align two distinct brands and, of course, pack some creative punch.

Goat recognize G.O.A.T. was born.

This campaign came to surface in a number of ways:

- Temporarily rebranding the website and social profiles to reflect the album drop
- Using smart, subtle humor to spark curiosity and drive organic buzz
- Actively engaging with fans on social, receiving engagement from major brands like the Green Bay Packers, Baltimore Ravens, and Republic Records
- Creating custom copy and content that integrated naturally across LaClare's social channels and website



THE STRATEGY

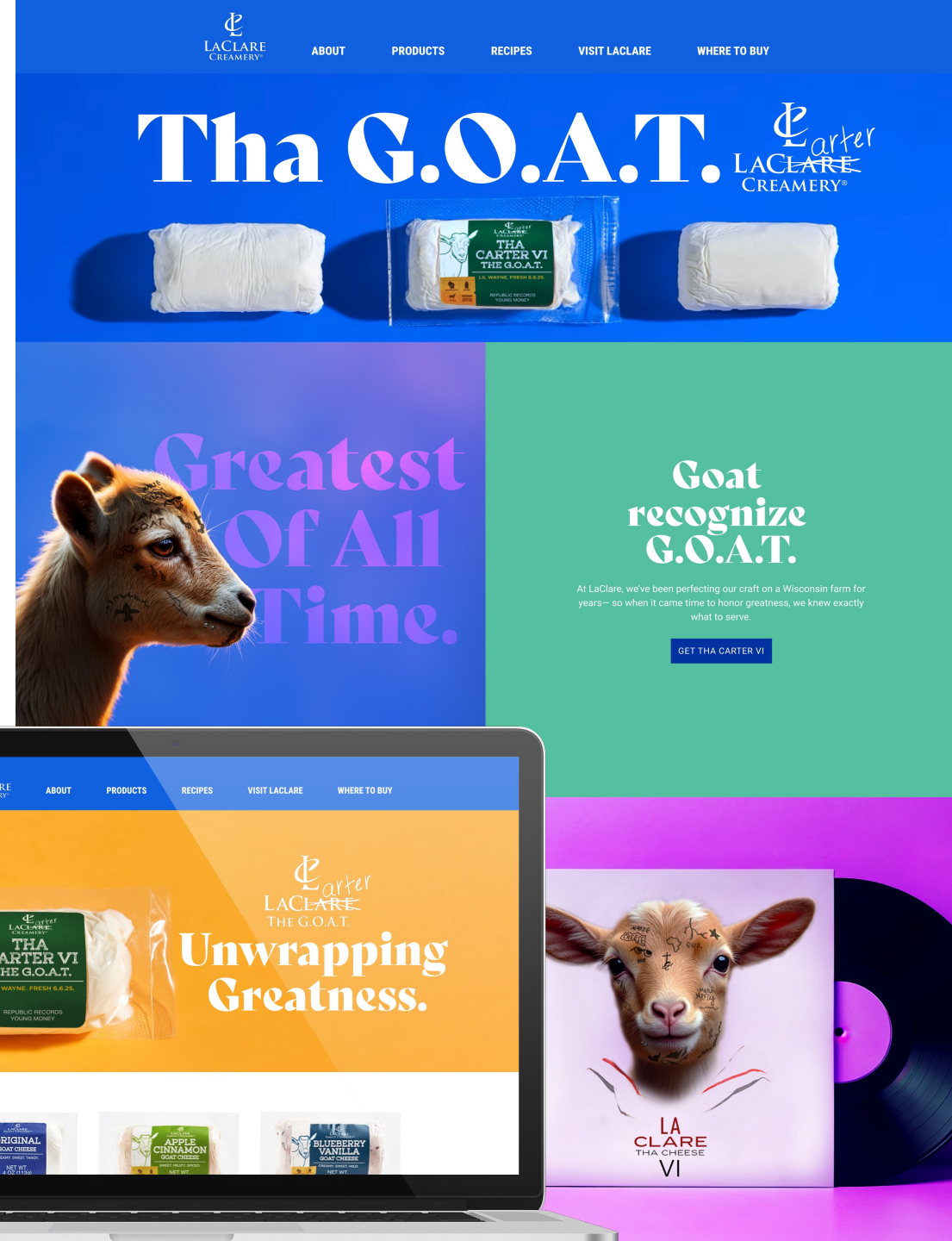
INCREASE ENGAGEMENT THROUGH AN UNEXPECTED PARTNERSHIP

Venturing into uncharted territory wasn't a blind leap of faith. The opportunity was carefully evaluated to ensure we were building our client's reputation, and not harming it. Element assessed the opportunity and:

- Ensured the collaboration could stretch LaClare into new cultural territory without compromising brand authenticity or alienating existing fans of the brand
- Aligned messaging and tone across social media, web, and campaign copy to reflect both LaClare and Lil Wayne's identities and created high-impact creative to go along with it
- Confirmed the website's technical readiness for a potential influx of high-volume traffic
- Assessed the PR landscape to identify potential risks or backlash, and prepared proactive response messaging

HOW WE HELPED

Branding, Creative, Content,
Social, PR, and Web



KAYTEE®



**POLLY WANT
TO SHOP AT
TARGET?**

KAYTEE®

THE SITUATION

INCREASE SALES AND PRESERVE SHELF SPACE AT MAJOR RETAILER AS NEW BRANDS ENTERED THE MARKET

Kaytee had established itself as a market leader in bird and small animal food supplies since its inception in 1866.

To not only sustain but grow their presence in the market, particularly in Target stores, Kaytee needed a plan to counter an increase of competition while maintaining strong relationships with other mass retailers.



KAYTEE®

THE STRATEGY

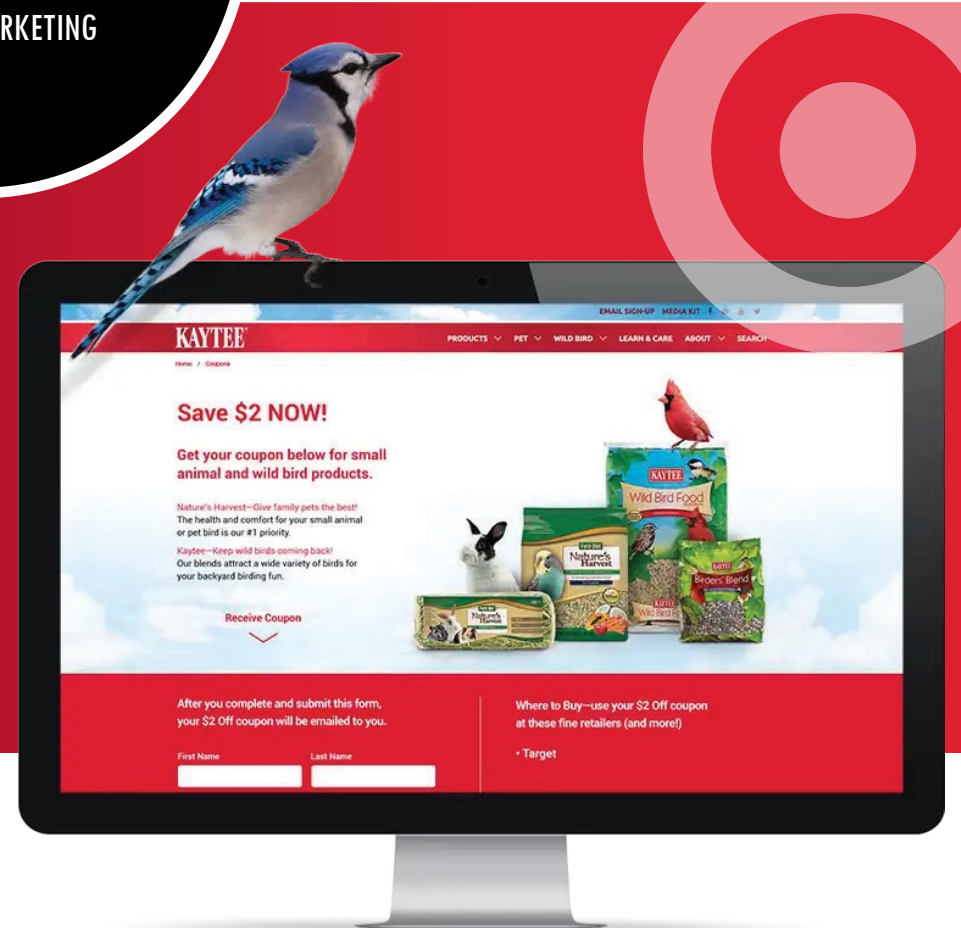
DEVELOP A CAMPAIGN TO ELEVATE AWARENESS AND REENERGIZE SALES

Element helped Kaytee protect their spot on the store shelf by:

- Creating a strategic, integrated campaign that included audits of existing marketing efforts, a competitive analysis, and the development of target buyer personas.
- Launching a multichannel social media effort, targeting small pet owners and backyard birdwatchers, leveraging influencers and digital display campaigns with an enticing retail coupon focused on behavioral and remarketing strategies.
- Developing co-branding with Target to connect the dots on where consumers could find and purchase Kaytee products.

HOW WE HELPED

STRATEGY, CAMPAIGN DEVELOPMENT,
CREATIVE, DIGITAL + SOCIAL MEDIA,
SHOPPER MARKETING



KAYTEE®

THE SUCCESS

RETAIL SALES SOAR

The digital campaign, in partnership with Target, had consumers flocking to Kaytee. Realizing significantly boosted sales of small pet products and wild bird food, the campaign delivered results and renewed awareness for the brand.

3%

SALES INCREASE AT
TARGET STORES

68%

ORGANIC SOCIAL MEDIA
CONVERSION RATE

41%

INFLUENCER CAMPAIGN
CONVERSION RATE

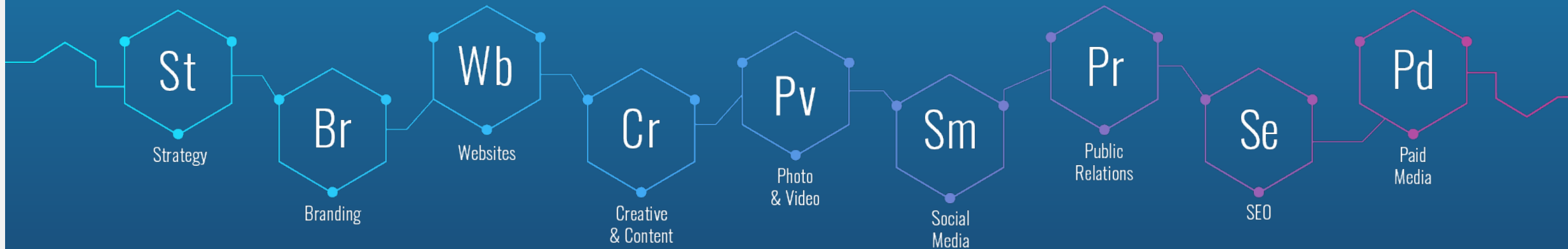
5%

PAID MEDIA
CONVERSION RATE



SERVICES

FULLY INTEGRATED MARKETING



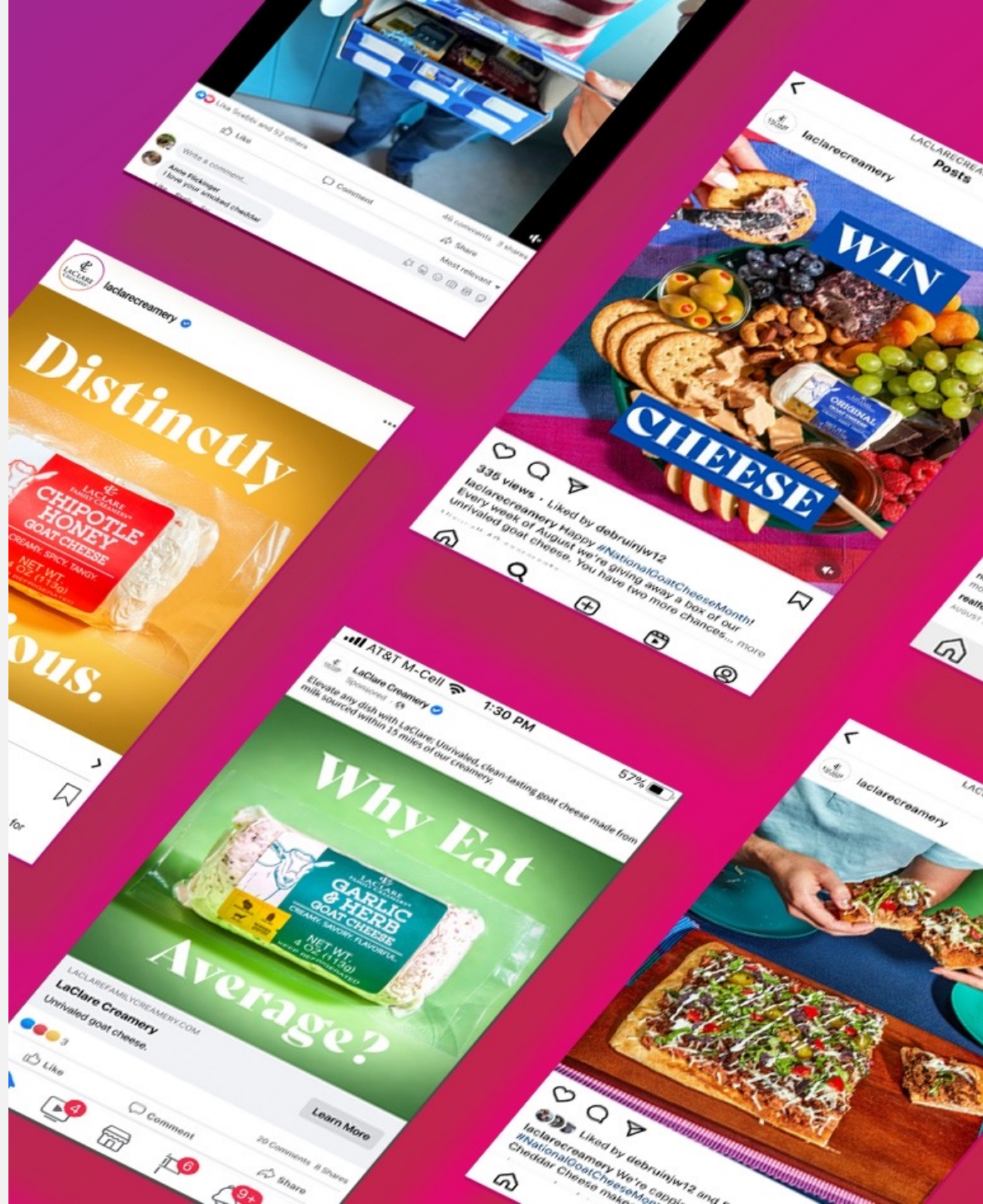
A SHOULDER TO LEAN ON | AN HONEST SOUNDING BOARD | A MARKETING MENTOR | STRESS RELIEF | FUN



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.)

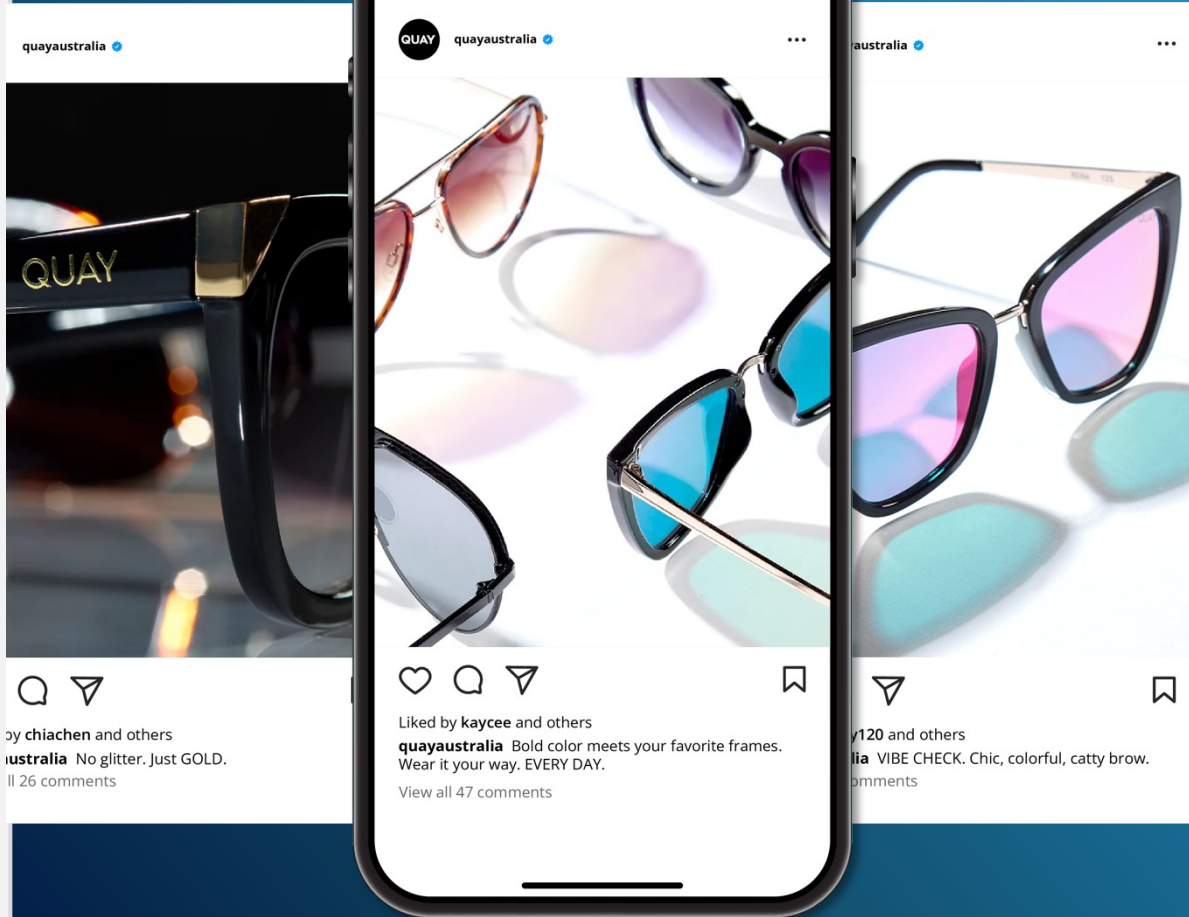




CONTENT

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.

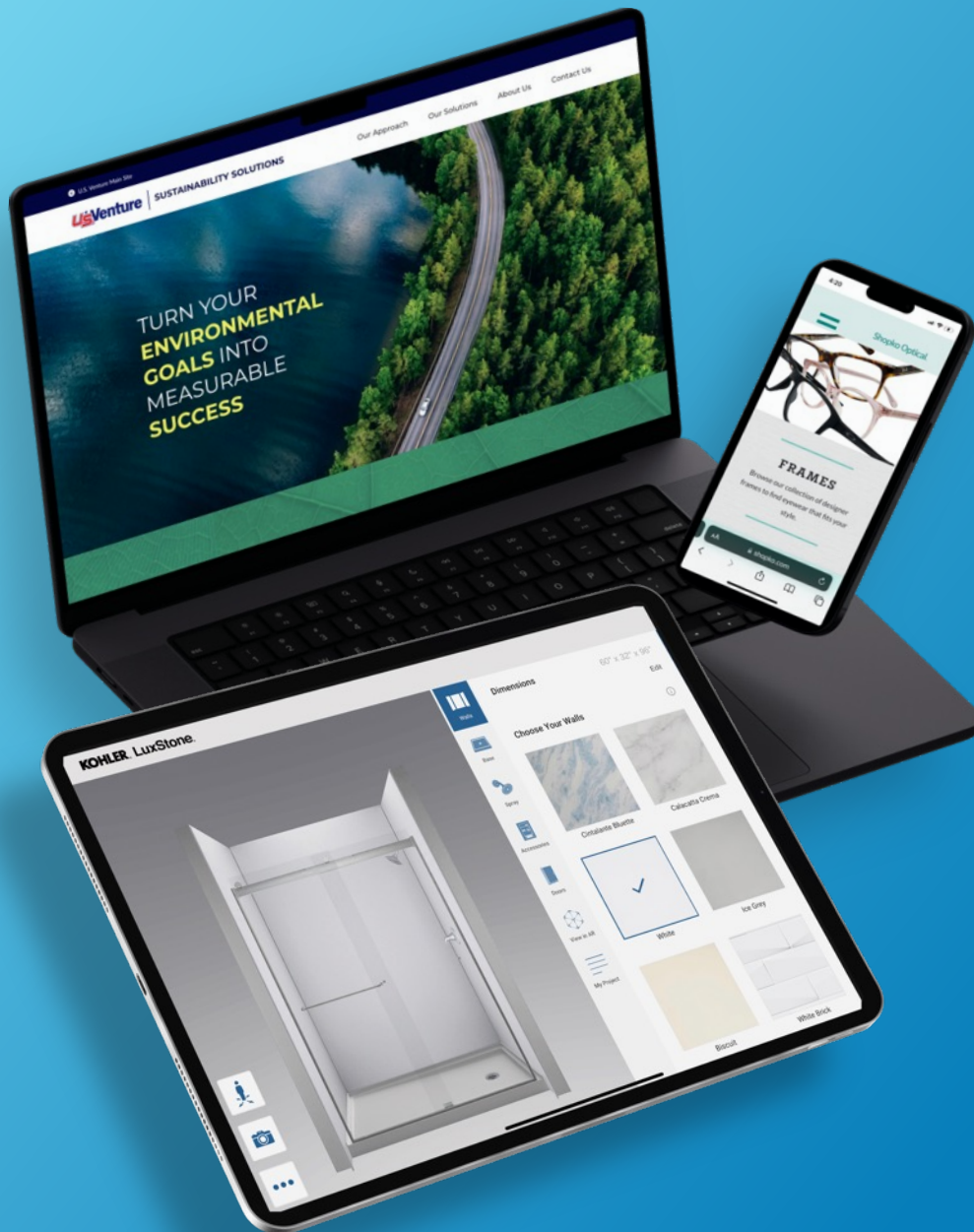
- Customized Digital Display
- Behavior Targeting
- OTT Advertising
- Social Media
- Radio, Podcasts, and TV Advertising
- Out-of-Home Advertising
- Print Advertising
- Experiential Marketing
- Sponsorship Activations
- Search Engine Marketing (SEM)



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

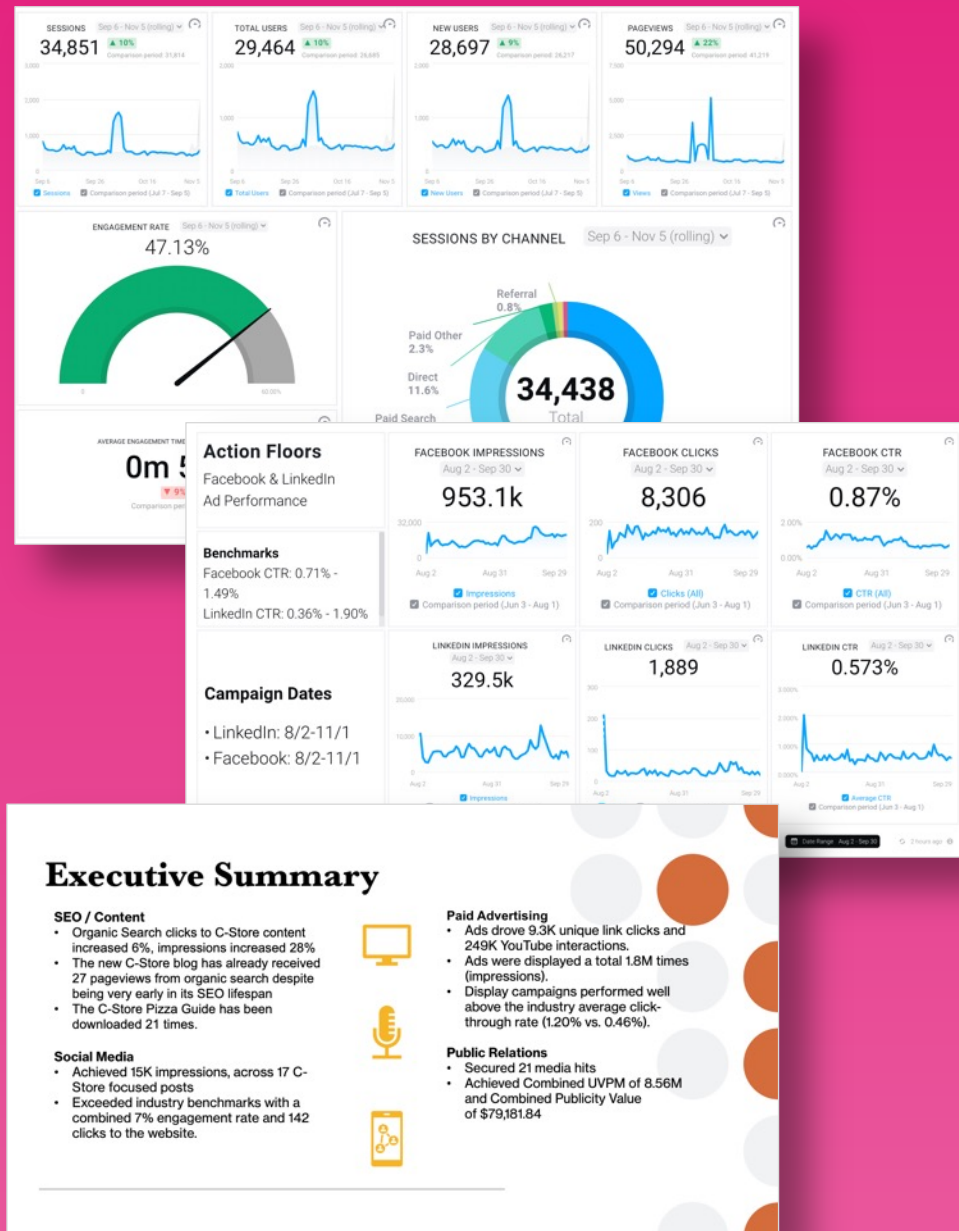
Whether you're looking to give your site a refresh or build a new site from the ground up, our expert team has your back. We use the right blend of technology and branding to create a powerful user experience with your brand.

- 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





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

