

WELCOME TO

ELEMENT



THE SITUATION

You've been optimizing for algorithms, not audiences... and it's time to change that. SEO performance has dropped sharply, paid search lacks strategy, and content efforts like geography pages aren't doing much to differentiate or attract qualified leads. Reports are being produced, but insight and direction are missing.

The result? A lot of activity, very little progress. The only channel consistently driving leads is email. Meanwhile, the team describes their own industry as “boring,” signaling an opportunity to shift perception and engagement through strategic, more creative storytelling.

The immediate need is a clear, connected marketing strategy. One that aligns channels, prioritizes results over reports, and positions the brand to win business in key markets. With snow removal decision-making season already underway, there's no time for status quo marketing.



THE COST OF UNCLEAR MARKETING DIRECTION

When marketing and sales aren't aligned, teams end up chasing vanity metrics instead of real results.

The bottom line: when strategy is missing, everything can suffer.

- ✓ Wasted Budget
- ✓ Inconsistent Messaging
- ✓ Lack of Direction
- ✓ Slower Growth



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.



INTEGRITY

PASSION



PARTNERSHIP



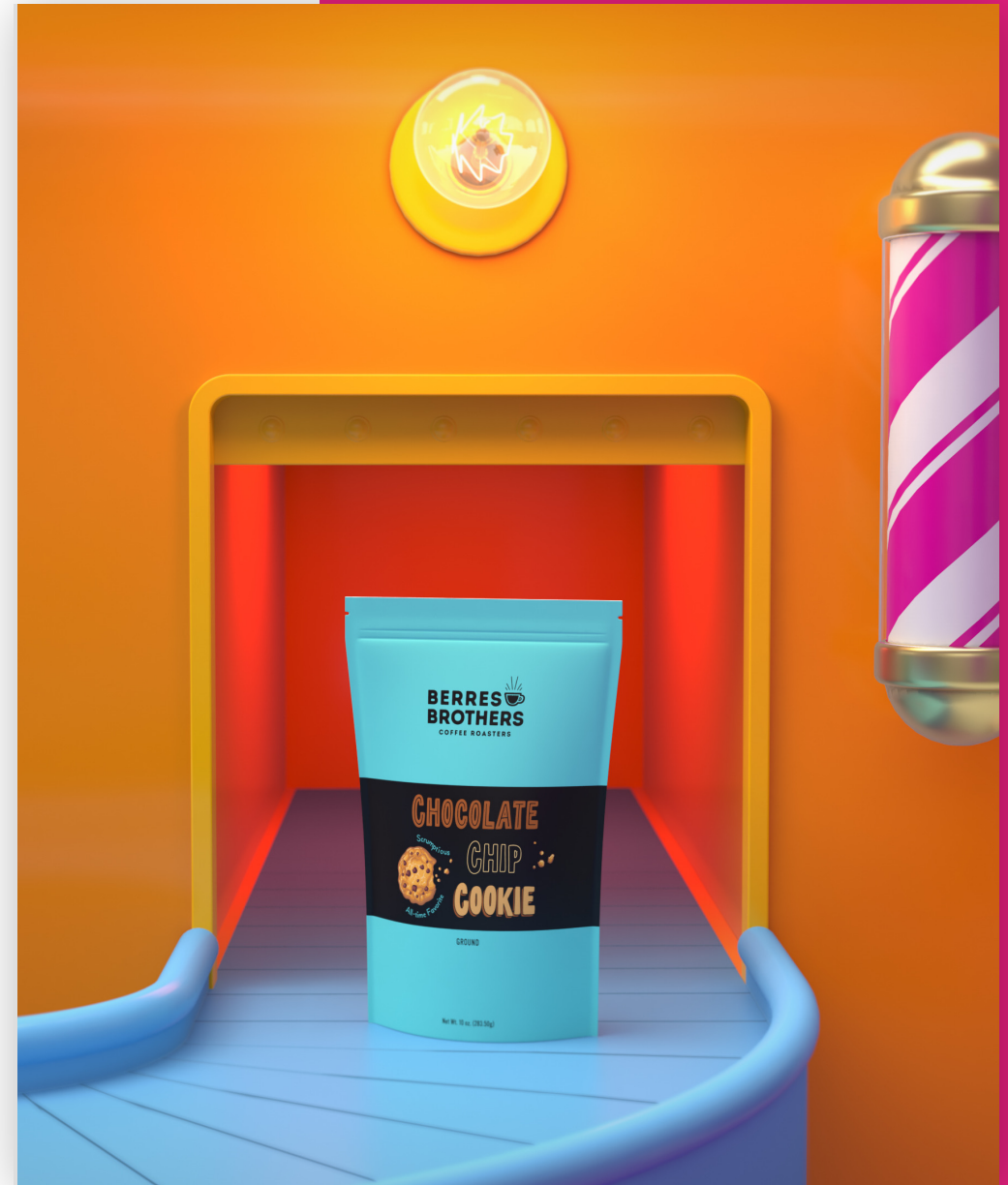
AUTHENTICITY

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.

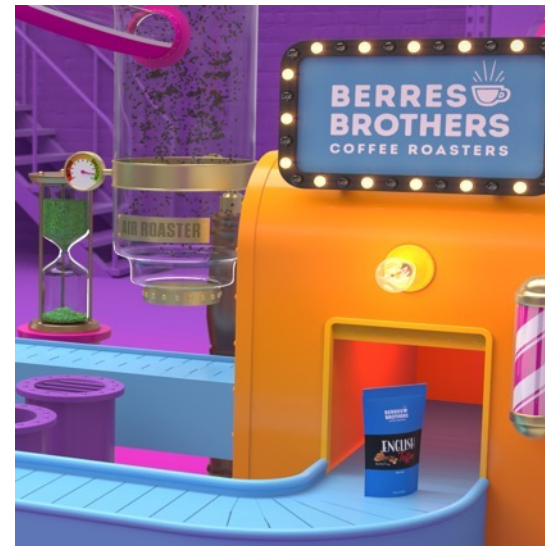
Because we're not here to make things pretty. We're here to create bold, emotional, strategically sharp campaigns that don't just stop the scroll—they move the brand.



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.

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

Google
Partner

 Google Analytics
Certified Professional

 Google Ads
CERTIFIED PROFESSIONAL


CERTIFIED PARTNER


SECOND WIND
BE a Better Agency



OUR CREW

Strategy Masterminds

Killer Creatives

Content Gurus

Website Wizards

Digital Ninjas

PR Pros

Media Mavens

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



TRUSTED BY THESE BRANDS



Shopko Optical.



INTEGRATED BRAND STRATEGY

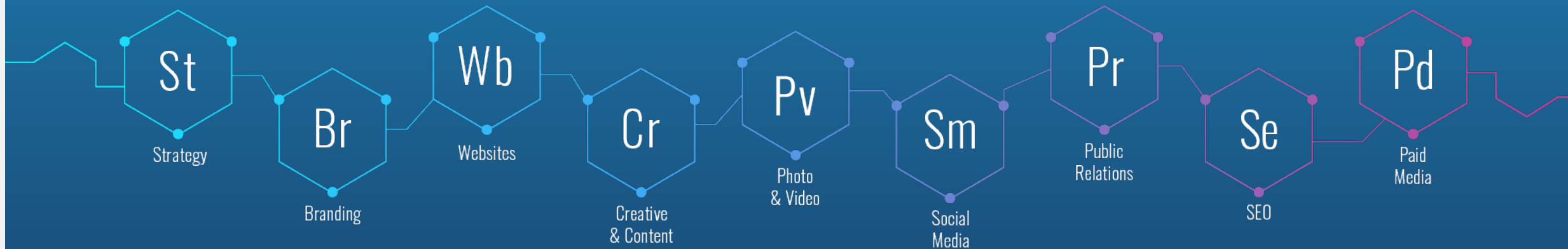
RIGHT MESSAGE. RIGHT AUDIENCE. RIGHT TIME.



THE NEED FOR BRAND ALIGNMENT IS MORE IMPORTANT THAN EVER

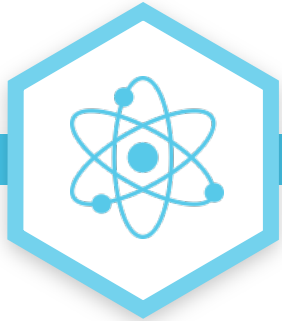
Authentic customer relationships are pivotal for modern brands, as those that earn and sustain trust are positioned for growth and lasting success. Understanding the customer journey and creating meaningful experiences are key to building trust and strategically connecting with your audience.

FULLY INTEGRATED MARKETING



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

WHY AN INTEGRATED APPROACH?



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

YOUR NEXT PHASE OF GROWTH

CONNECTING YOUR BRAND WITH THE RIGHT AUDIENCE ONLINE



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

HOME SNOW REMOVAL LANDSCAPING



Businesses We Serve With Our
**PREMIUM GROUNDS
MAINTENANCE SERVICE**

GETTING TO KNOW YOUR AUDIENCE

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

KEY MESSAGES BY AUDIENCE

Retail Bakery

Key Messages:

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

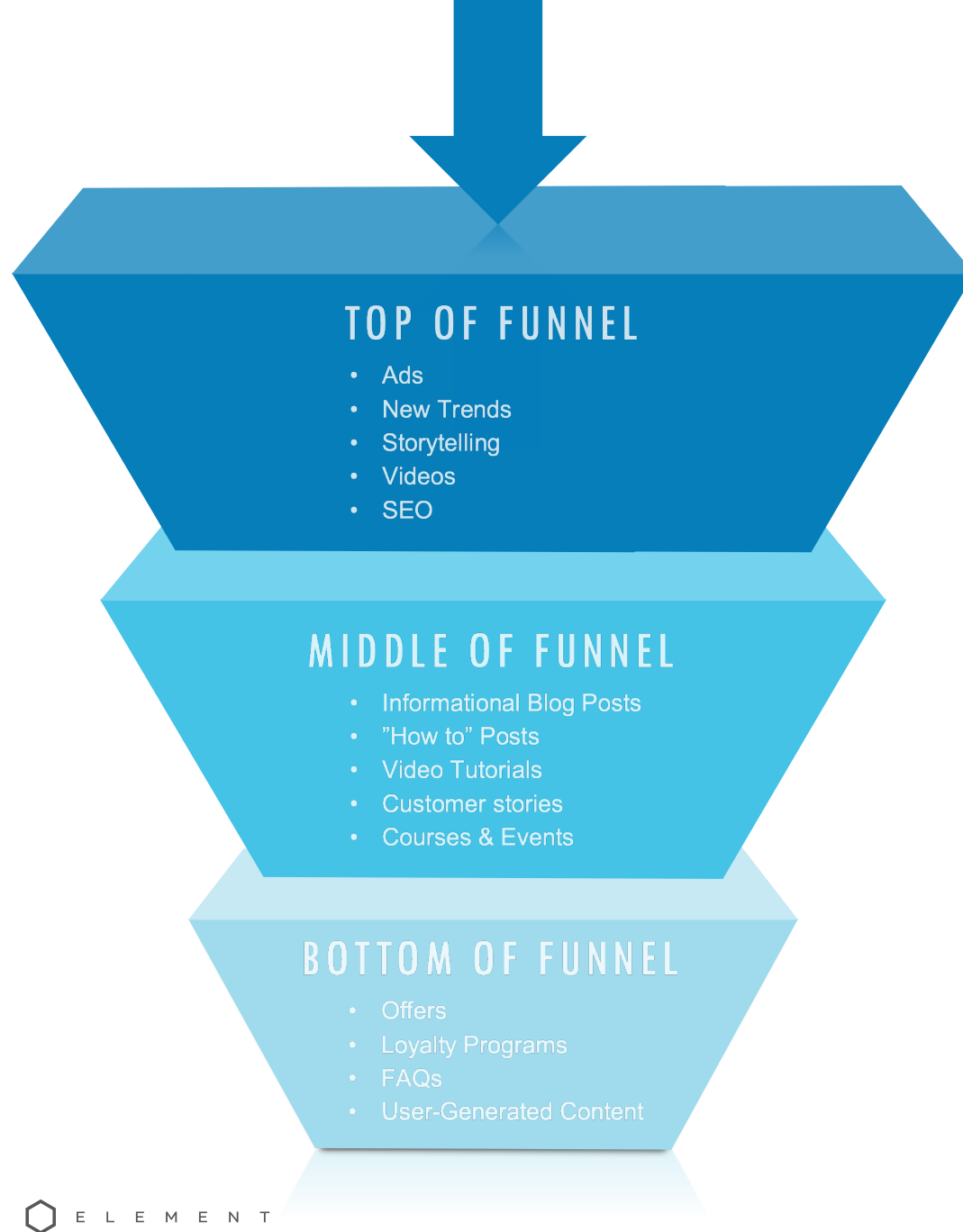
Example Messages:

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



Brand Voice Characteristics

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



DRIVING FULL-FUNNEL ACTIVITY

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

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

BRINGING THE PLAN TO LIFE

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

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



LEARN & ADAPT

STAYING FLEXIBLE

We realize that to effectively produce results, our strategy must be flexible. We establish clear timelines, milestones, and KPIs (key performance indicators) up front and build in regular check-ins to evaluate progress. These touchpoints allow us to adapt strategies based on real-time data or market shifts, ensuring that we remain on track while staying nimble enough to pivot when necessary.

Whether it's a learned shift in behavior or a new opportunity, our process ensures that we stay **proactive rather than reactive**.



MAKE YOUR MARKETING BUDGET WORK HARDER

WITH INTEGRATED MARKETING EXPERTS

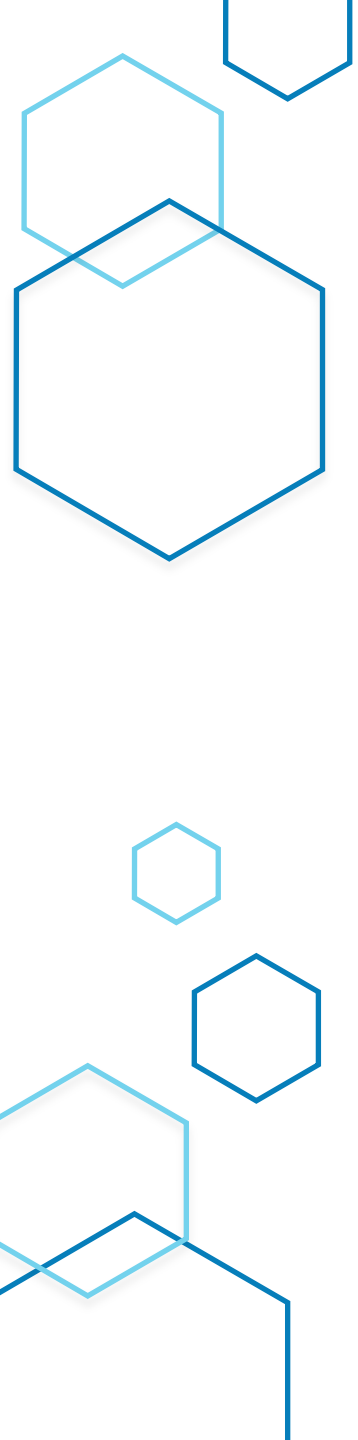


BEHIND THE NUMBERS: THE ENGINE FOR GROWTH

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

Most mid-market B2B clients invest \$12,500–\$15,000 per month in our integrated marketing programs, with the flexibility to scale as their business grows.

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.



SAMPLE EXECUTION LEVELS

LEVEL ONE:

FOUNDATIONAL DIGITAL PRESENCE

- Strategic content editorial calendar
- Monthly optimized website content (e.g., blogs, landing pages)
- Enhanced on-site experience to support conversion and SEO goals
- Implementation of SEO audit recommendations
- Continuous digital visibility enhancements
- Website copy refresh to reflect updated brand messaging and strategy
- Monthly integrated social media consolation
- Earned media program to feature SMEs
- Calibration and performance review sessions
- Live data dashboard with reporting

\$12,500 per month

LEVEL TWO:

ELEVATED DIGITAL FOOTPRINT

Everything in Level One, plus:

- Paid media creative
- Paid media management and optimization
- A/B testing and targeting optimization
- Continuous campaign monitoring
- Paid media reporting with actionable insights

\$15,000 per month

LEVEL THREE:

FULL FUNNEL APPROACH

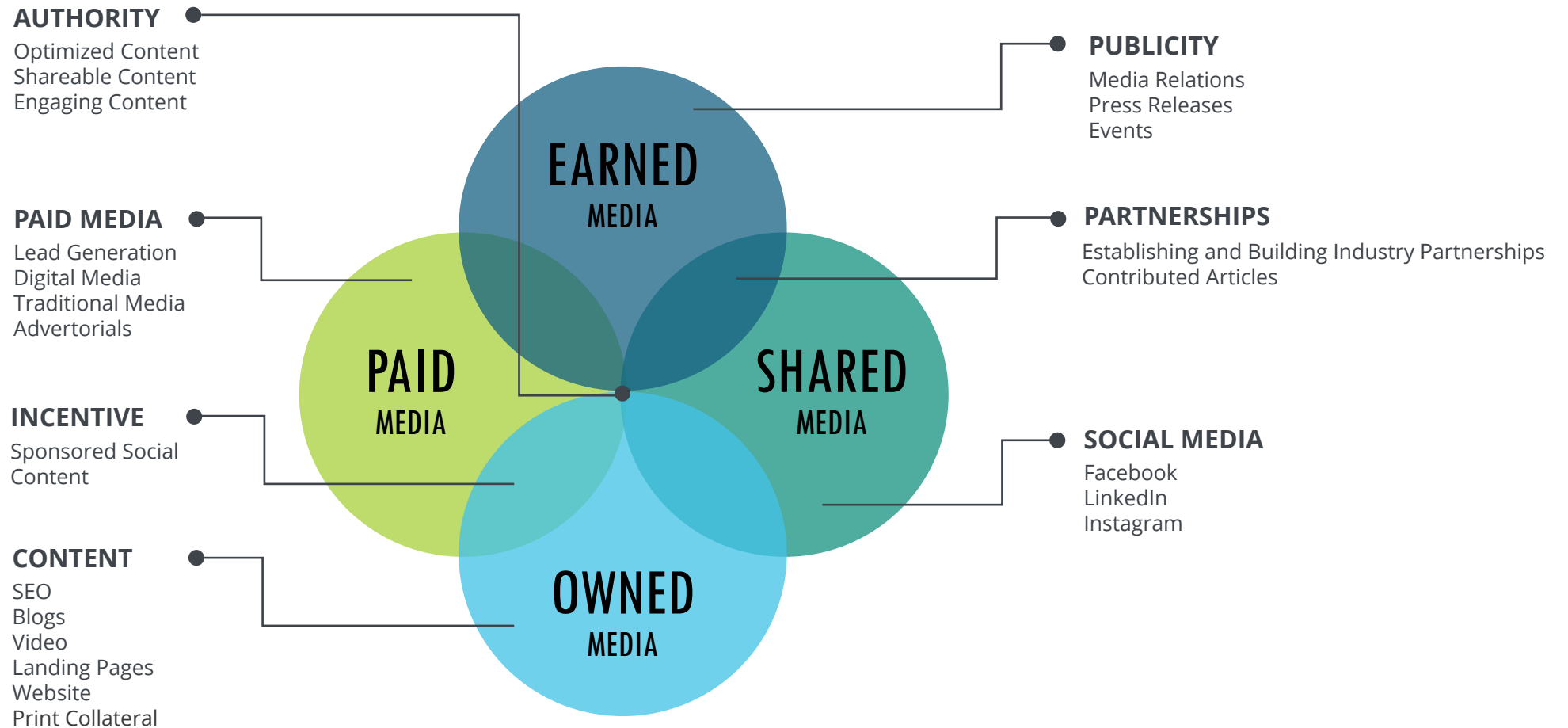
Everything in Levels One and Two, plus:

- Lead magnet content creation (eBooks, guides, downloads)
- Email campaign to nurture leads
- Contributed articles

\$20,000 per month



WE'LL ENHANCE YOUR DIGITAL PRESENCE TOGETHER



THE DETAILS

A HOLISTIC APPROACH

Our team of strategic marketers have developed a multi-step approach to develop customized integrated marketing strategies that build authentic relationships. By deeply understanding the buyer journey and crafting impactful experiences across all marketing channels, we position your brand to earn and sustain trust, which is crucial for driving growth and achieving long-term success.

INCLUSIONS:

1. Discovery

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

2. Development

- 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

SERVICES OVERVIEW

A FULL-SERVICE AGENCY





INNOVATION & CREATIVITY

IT'S JUST PART OF OUR CULTURE

At our agency, everyone plays a vital role in driving innovation and creativity. Regardless of department or role, every team member contributes fresh ideas and stays informed about the latest marketing trends. This collective commitment has helped us build many long-standing relationships with clients over the years.

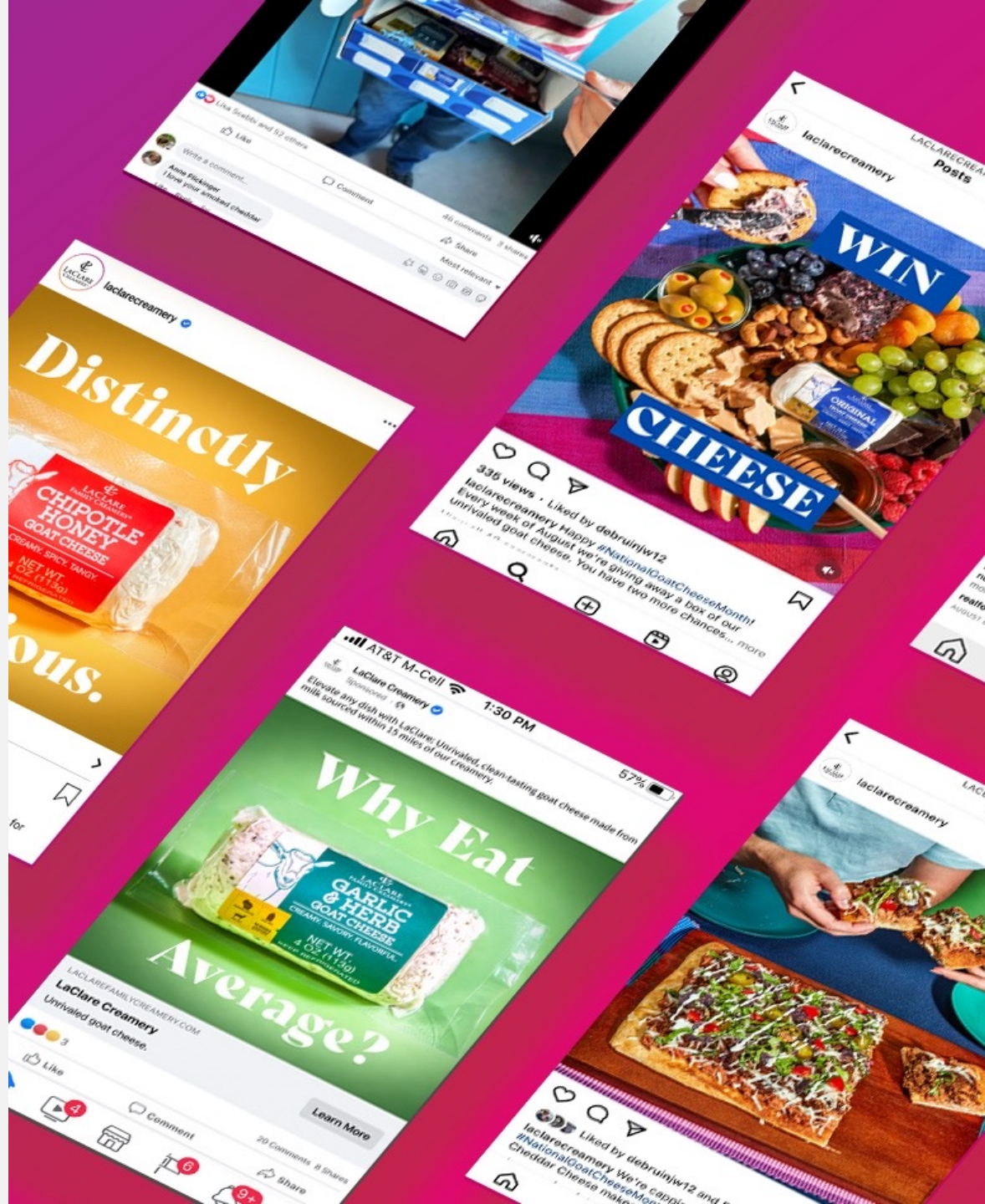
We also regularly coordinate cross-functional **Think Tanks** that unite creativity, strategy, and data to brainstorm and refine ideas that not only keep us on trend but also push the boundaries of what's possible.



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.

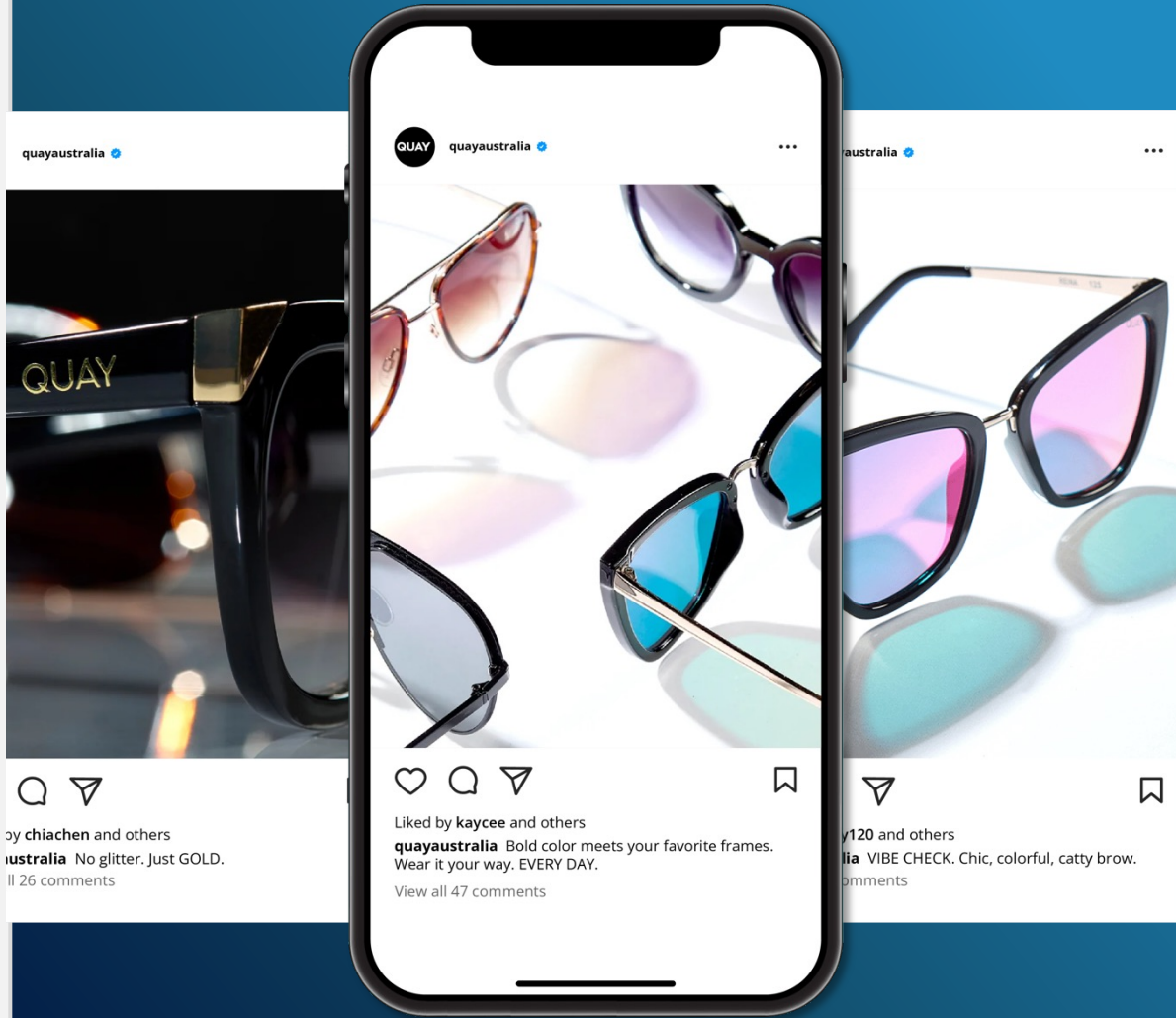
- Brand Identity Assets
- Campaign Concepts
- Traditional and Digital Design
- Direct Mail
- Tradeshows
- Environmental Graphics
- Media Assets (outdoor, digital, radio, TV, etc.)



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.

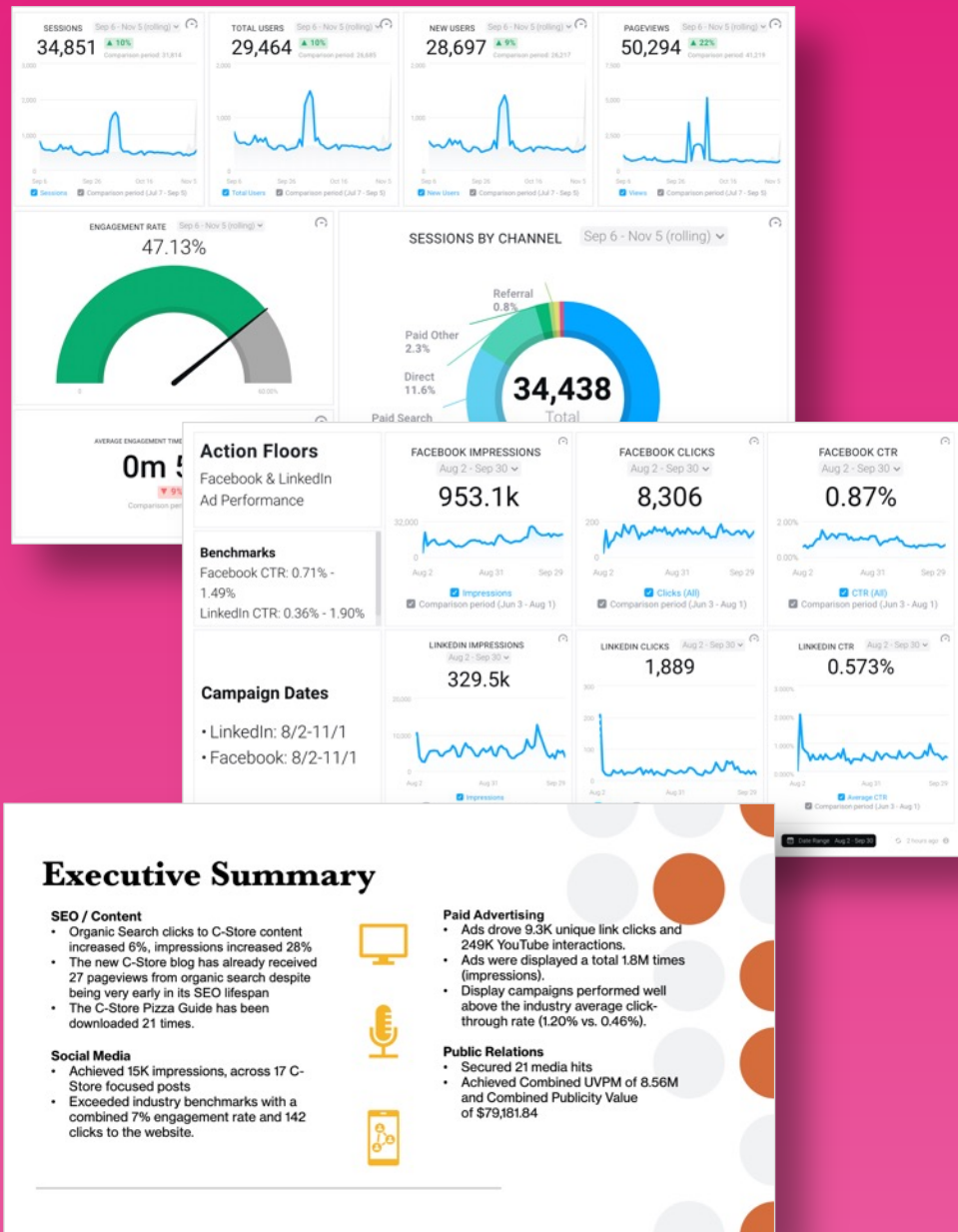
- Customized Digital Display
- Behavior Targeting
- OTT Advertising
- Social Media
- Radio, Podcasts, and TV Advertising
- Out-of-Home Advertising
- Print Advertising
- Experiential Marketing
- Sponsorship Activations
- Search Engine Marketing (SEM)



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.

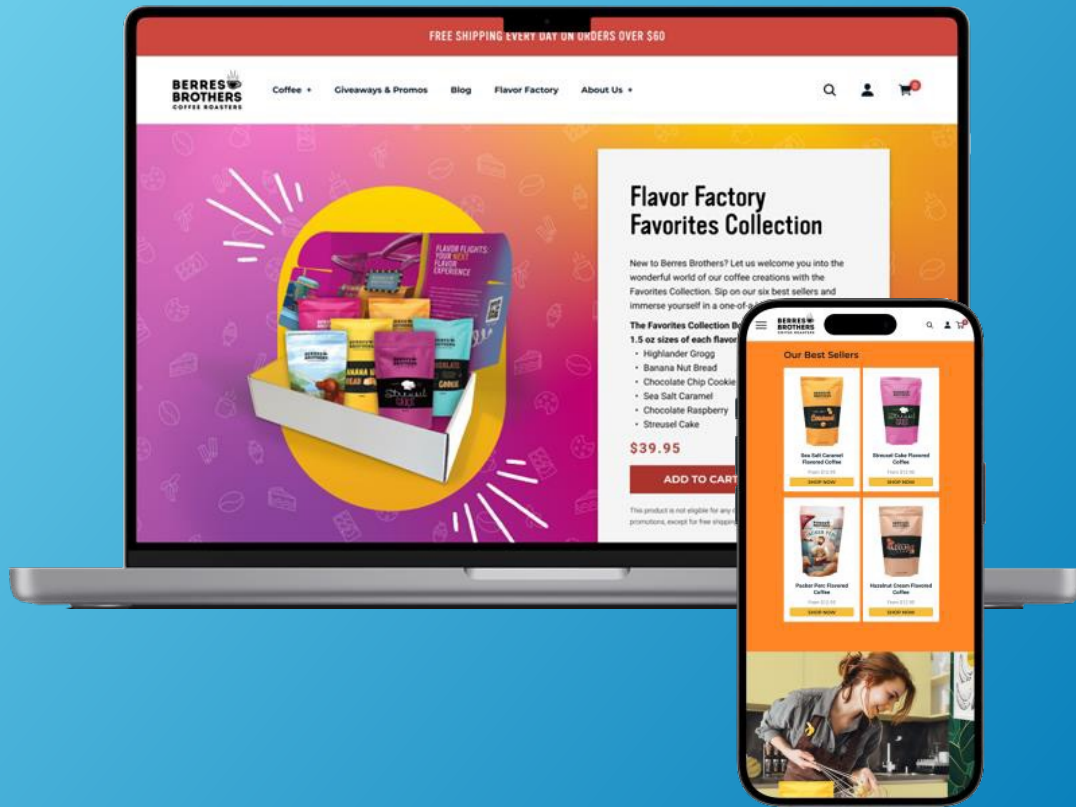
- Earned Media
- Community Relations
- Events and Cause Activations
- Industry Partnerships
- Branded Content
- Contributed Articles
- Influencer Campaigns
- Media List Development
- Press Releases



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



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



STUDIO FORTY FOUR

OUR CONTENT STUDIO

Commercial Photography

- Food, Product, Lifestyle, Advertising, Industrial, Corporate, Architectural, Illustration, etc.

Commercial Video

- Broadcast, Corporate, Public Service Announcement (PSA), Social Media, Animation, Product/Demo, Culture, etc.

Other Services

- Drone, Computer-Generated Imagery (CGI), and Retouching

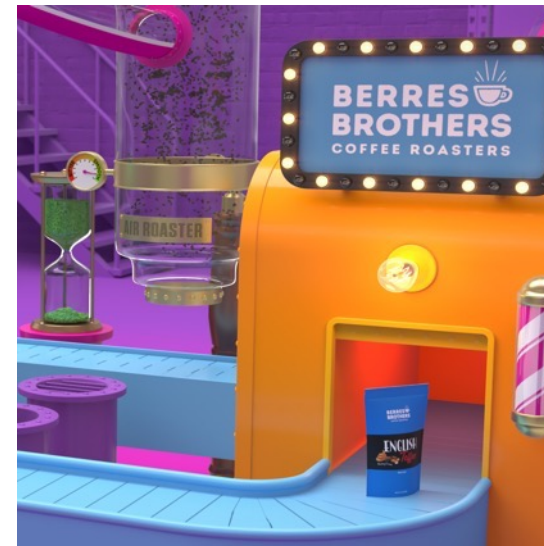
EXECUTION IS EVERYTHING

CONNECTING THE DOTS

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 a high-performing suite of integrated marketing services.

We continuously grow, adapt, and strengthen our connections to achieve better results for our clients.



SUCCESS STORIES

A group of people are gathered around a wooden dining table, enjoying a meal. In the foreground, a man in a white patterned shirt and a woman with long curly hair in a purple polka-dot top are smiling and eating. The table is set with several bowls of food, including rice, vegetables, and meat, along with blue and green patterned glasses. A small vase with red flowers sits on the table. In the background, a large green plant and a framed poster of various stones are visible on the wall.


LACLARE
CREAMERY®



THE SITUATION

HUNGRY FOR NATIONAL BRAND RECOGNITION

LaClare Creamery, a regional niche brand, wanted to attain national recognition for its unrivaled goat cheese. Produced with high-quality goat milk sourced from local Wisconsin farmers, the brand distinguished itself as a best-in-class cheese made by people who truly care. Their overarching objective was to expand retailer distribution and boost product sales on a national scale.





THE STRATEGY

EDUCATE, ENCOURAGE, INSPIRE & ENGAGE

With a drive to increase retail sales and distribution, we:

- Developed a differentiated brand that improves consistency and elevates LaClare's market position
- Increased awareness and generated excitement for the brand through paid partnerships
- Educated and inspired audiences through meaningful content that is also optimized to strategically increase the brand's total digital footprint
- Leveraged National Goat Cheese Month to establish the brand as the dominate player within in the industry

HOW WE HELPED

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

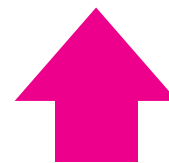




THE SUCCESS

CULTIVATING VICTORY

Elevating the brand through a cohesive marketing approach, LaClare Creamery has become the undisputed G.O.A.T. in its industry.



LEADING THE INDUSTRY
IN SALES GROWTH

13^x

SOCIAL MEDIA
AUDIENCE GROWTH

48^{STATES}

BRAND MENTIONS HIT
NATIONAL REACH

300%

INCREASE IN
WEBSITE TRAFFIC

“

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

Patrick Considine, National Sales
Director, 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

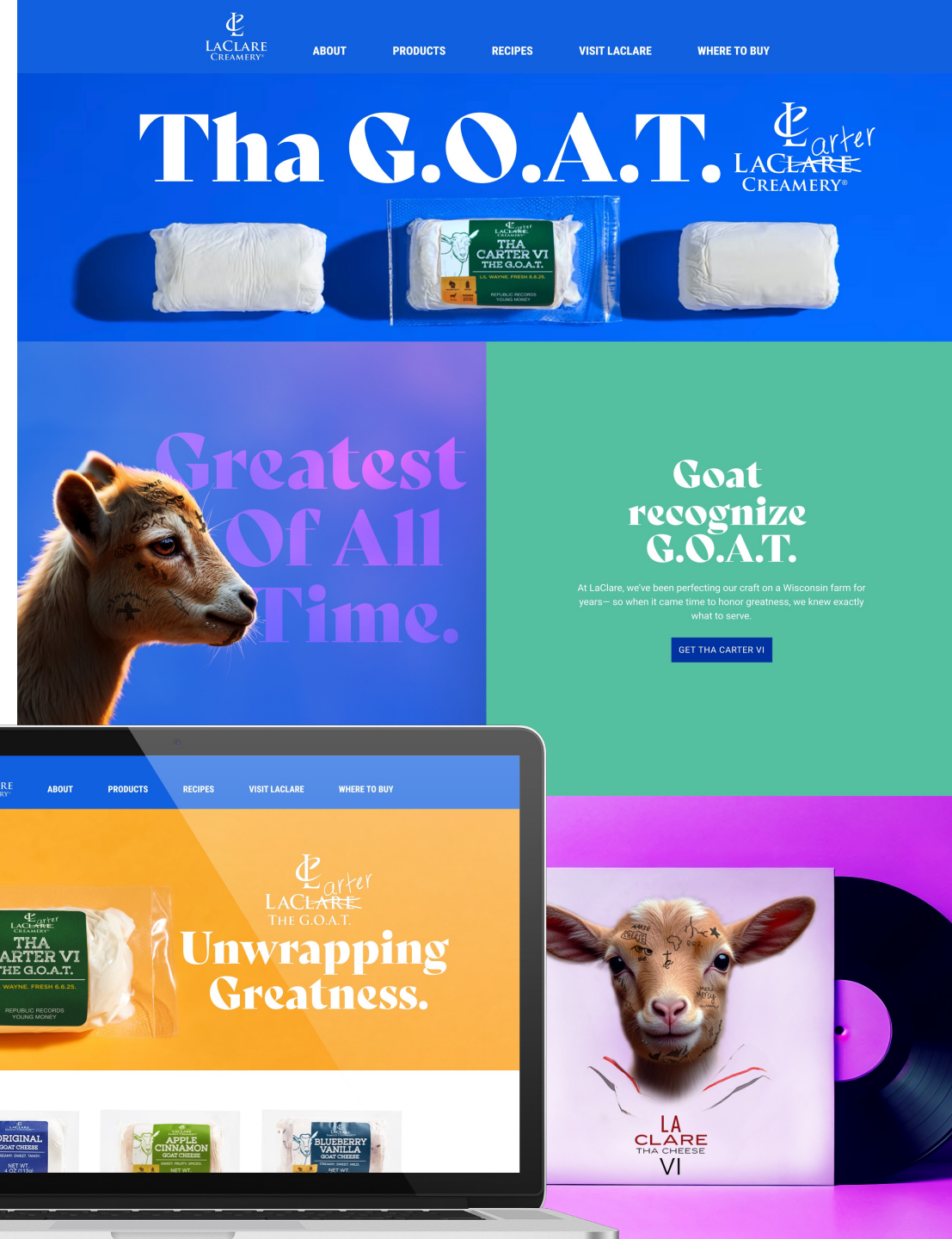
INCREASE ENGAGEMENT THROUGH AN UNEXPECTED PARTNERSHIP

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





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.



THE SITUATION

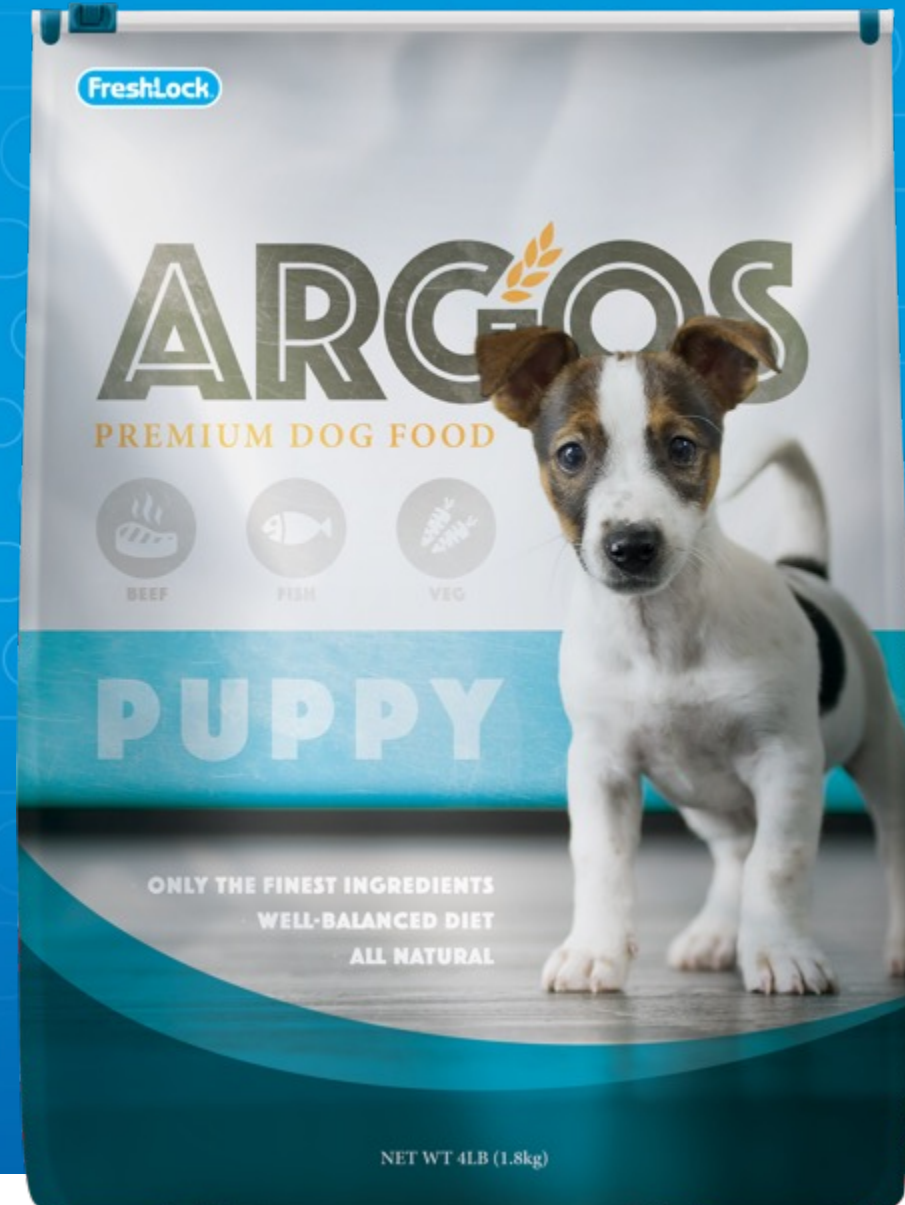
BRAND AWARENESS, THOUGHT LEADERSHIP

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

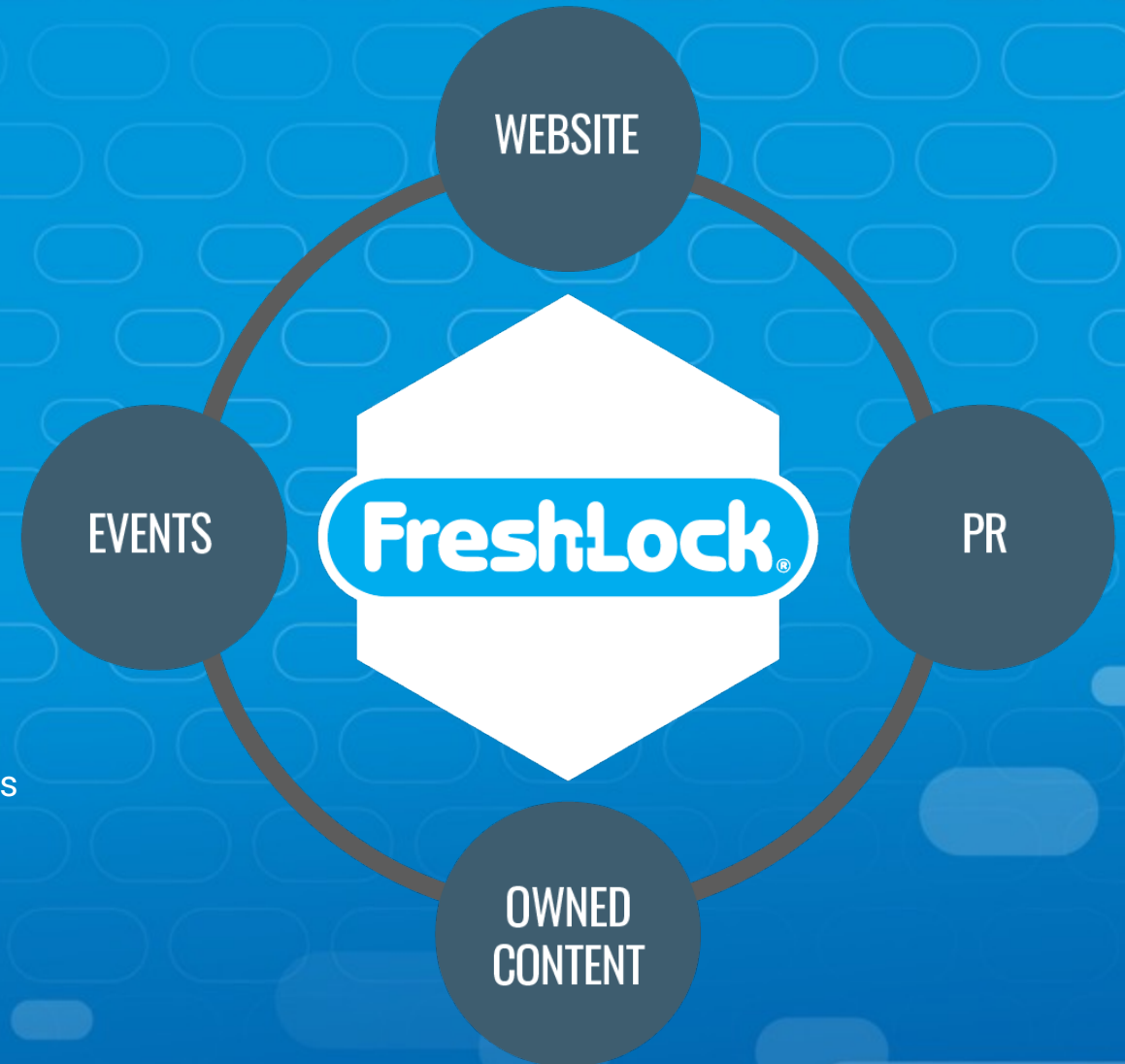


THE STRATEGY

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.



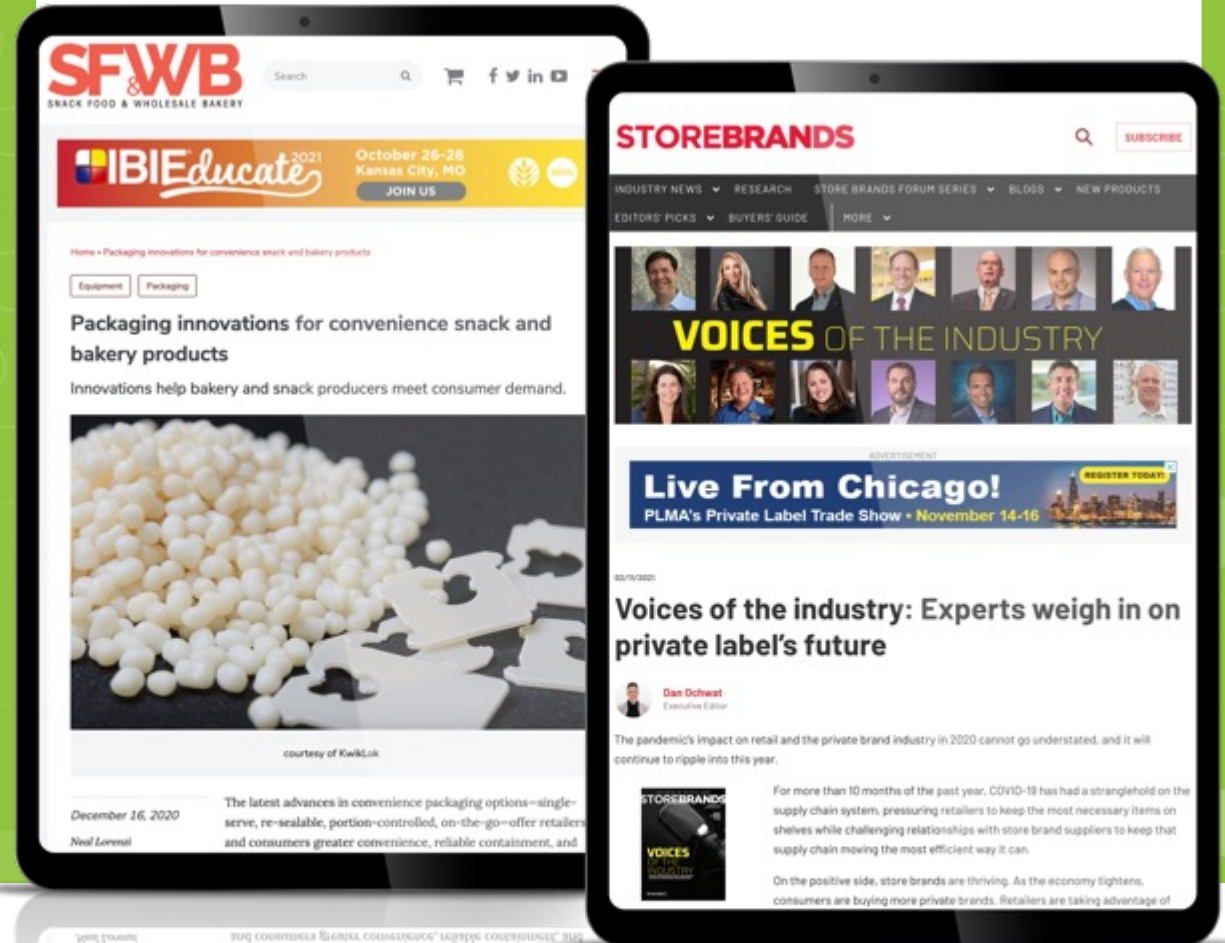
THE STRATEGY

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



EVENTS

ProFood World
SUBSCRIBE | SITE MAP | PRODUCTS | MARKETING | FOOD SAFETY | AUTOMATION | SUSTAINABILITY

Need help?
We have the answers to your questions

OPX Open Packaging eXchange

Closure provider proves a Hurricane can sometimes be good



LOCK LUCK by Presto Sealed Air Corporation

A focal point of the Fresh-Lock by Presto booth, the Hurricane machine utilizes rotary over-the-top insertion for slider closures, resulting in operational efficiencies, toward the future by eliminating its waste packaging and manufacturing expenses. A unique feature of the booth was to connect visitors, where visitors were able to give a deeper understanding of the future of packaging with specific application to the health community.

LOCK LUCK BY PRESTO Sealed Air Corporation

LEADERS in the industry

Looking for a better solution?
We have the answers to your questions

*This year's display set only showcased Fresh-Lock's latest products. It offers a glimpse of the future of packaging with specific application to the health community.



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 \(2017\)](#)

THE SUCCESS

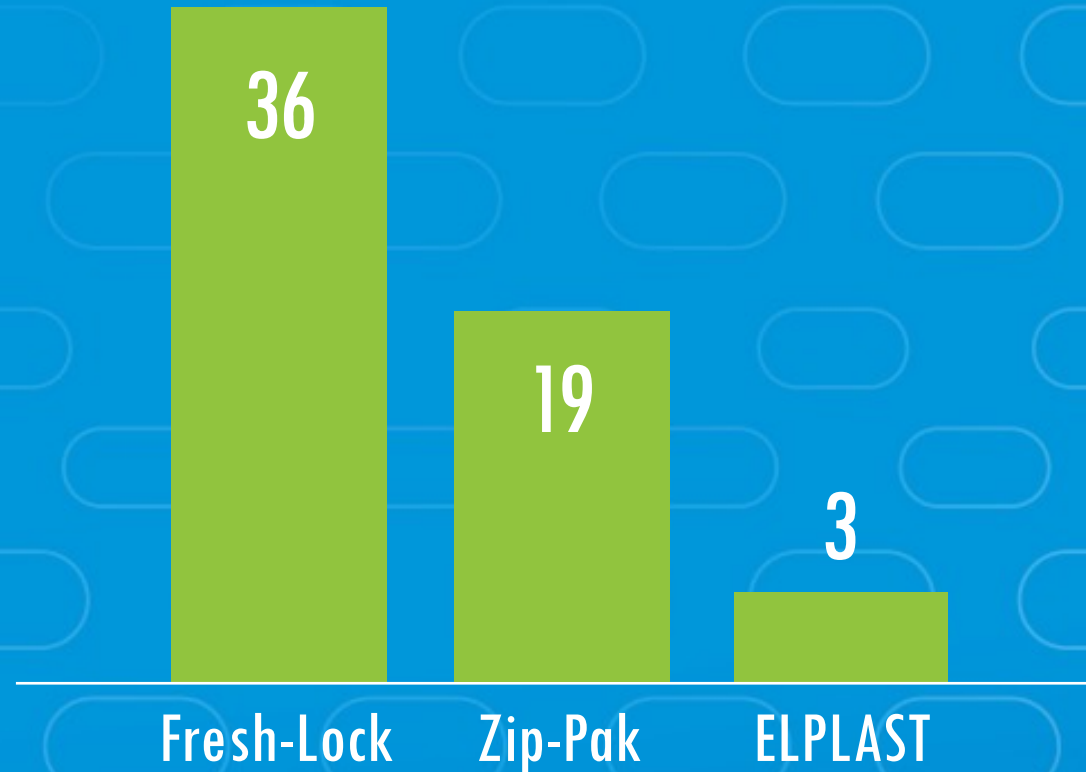
SEO RESULTS

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



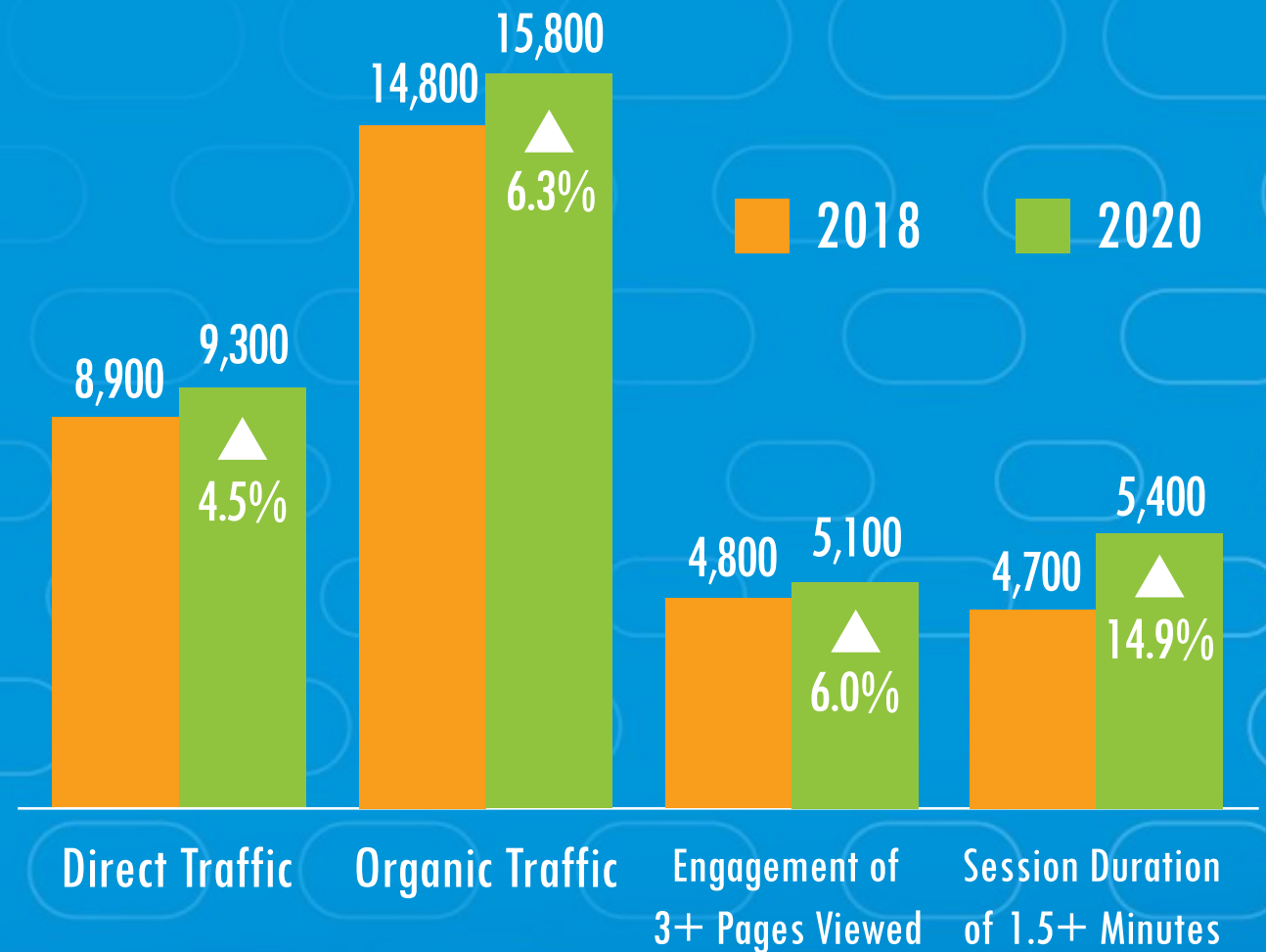
Sources: [HubSpot](#), [Demand Gen Report](#), [Kuno Creative](#), [Demand Gen Report \(2017\)](#)

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.



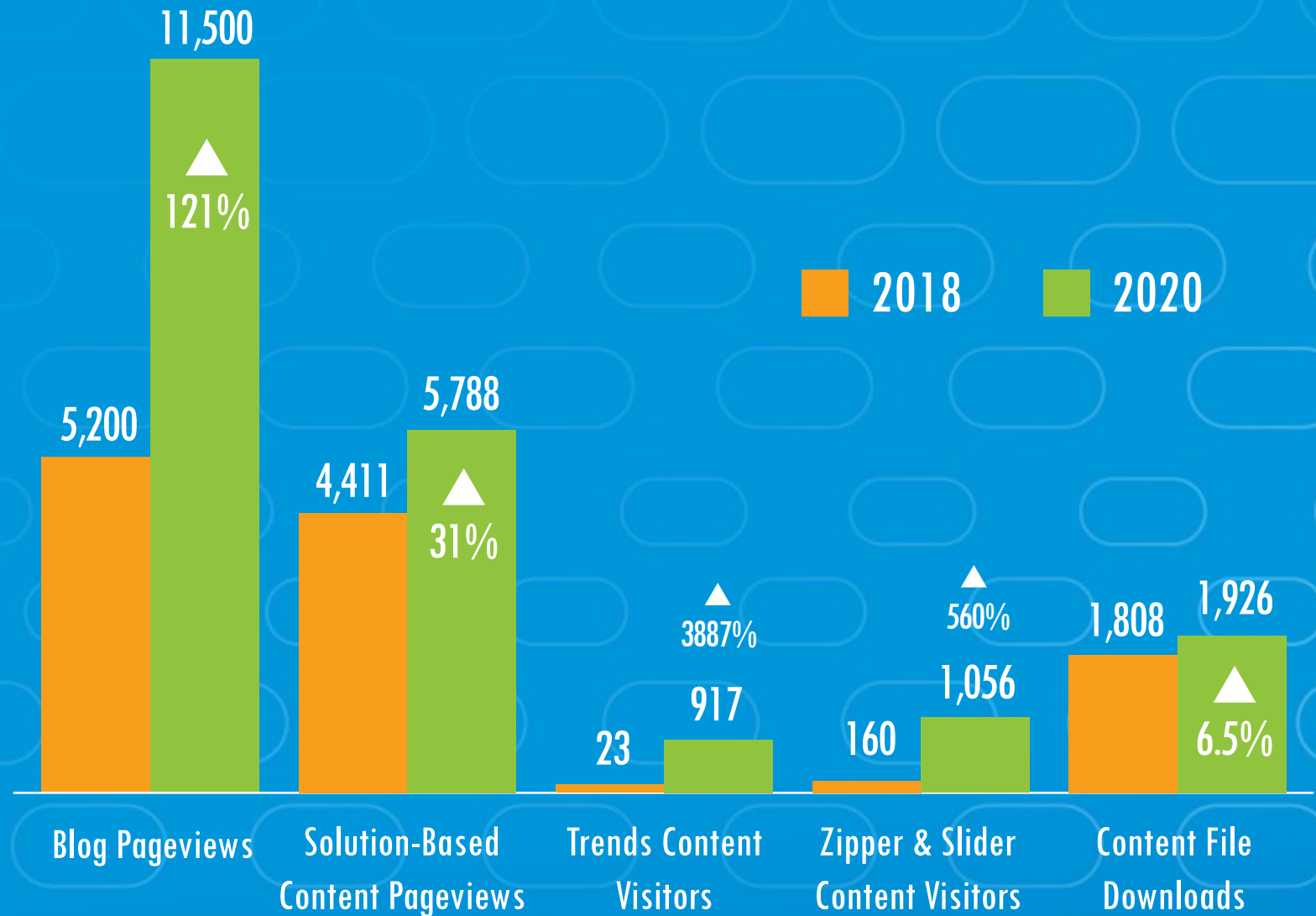
Sources: [HubSpot](#), [Demand Gen Report](#), [Kuno Creative](#), [Demand Gen Report \(2017\)](#)

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 \(2017\)](#)

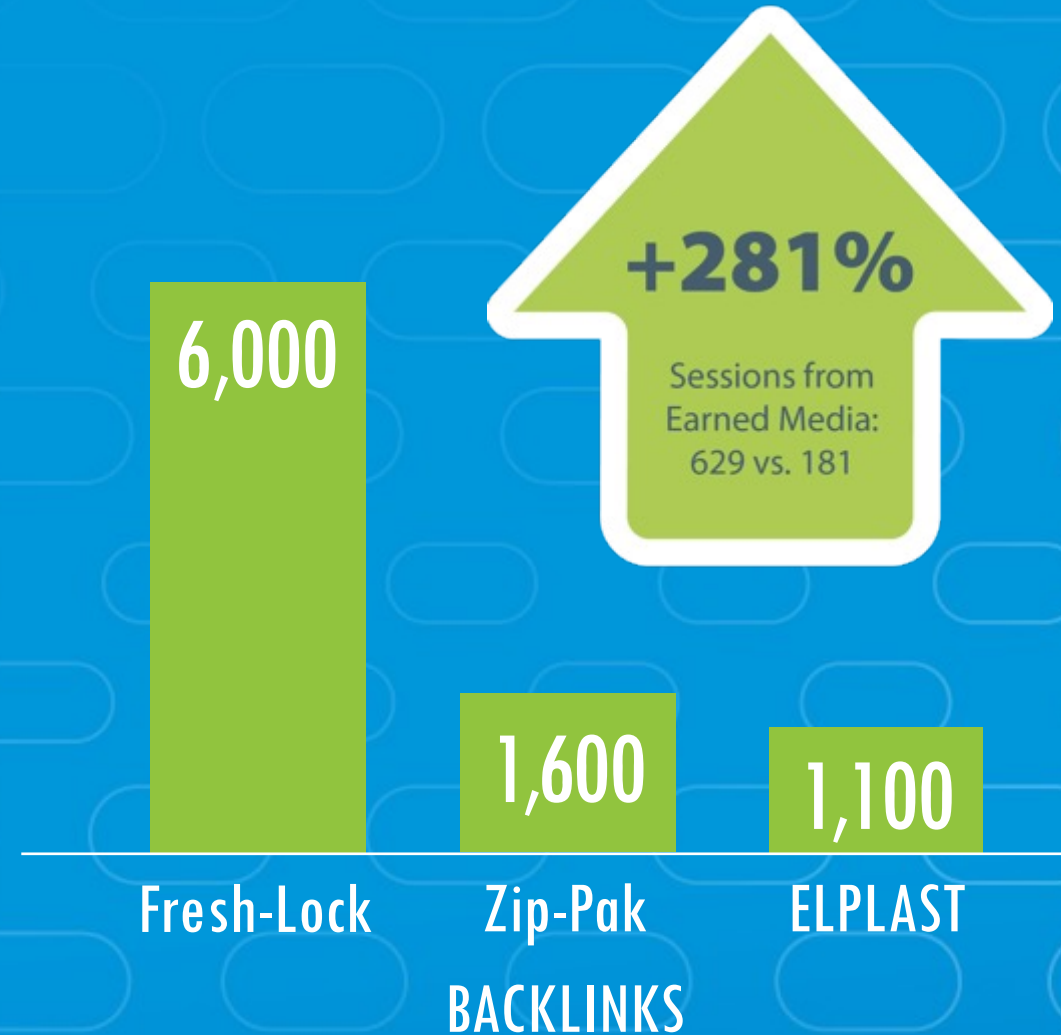
THE SUCCESS

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 \(2017\)](#)



GREAT WORK. BOTTOM LINE.

LET'S GET STARTED.

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