



WELCOME TO

ELEMENT



HELLO

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MEET YOUR DEDICATED TEAM

NORTHEAST WISCONSIN-BASED. NATIONAL EXPERIENCE.

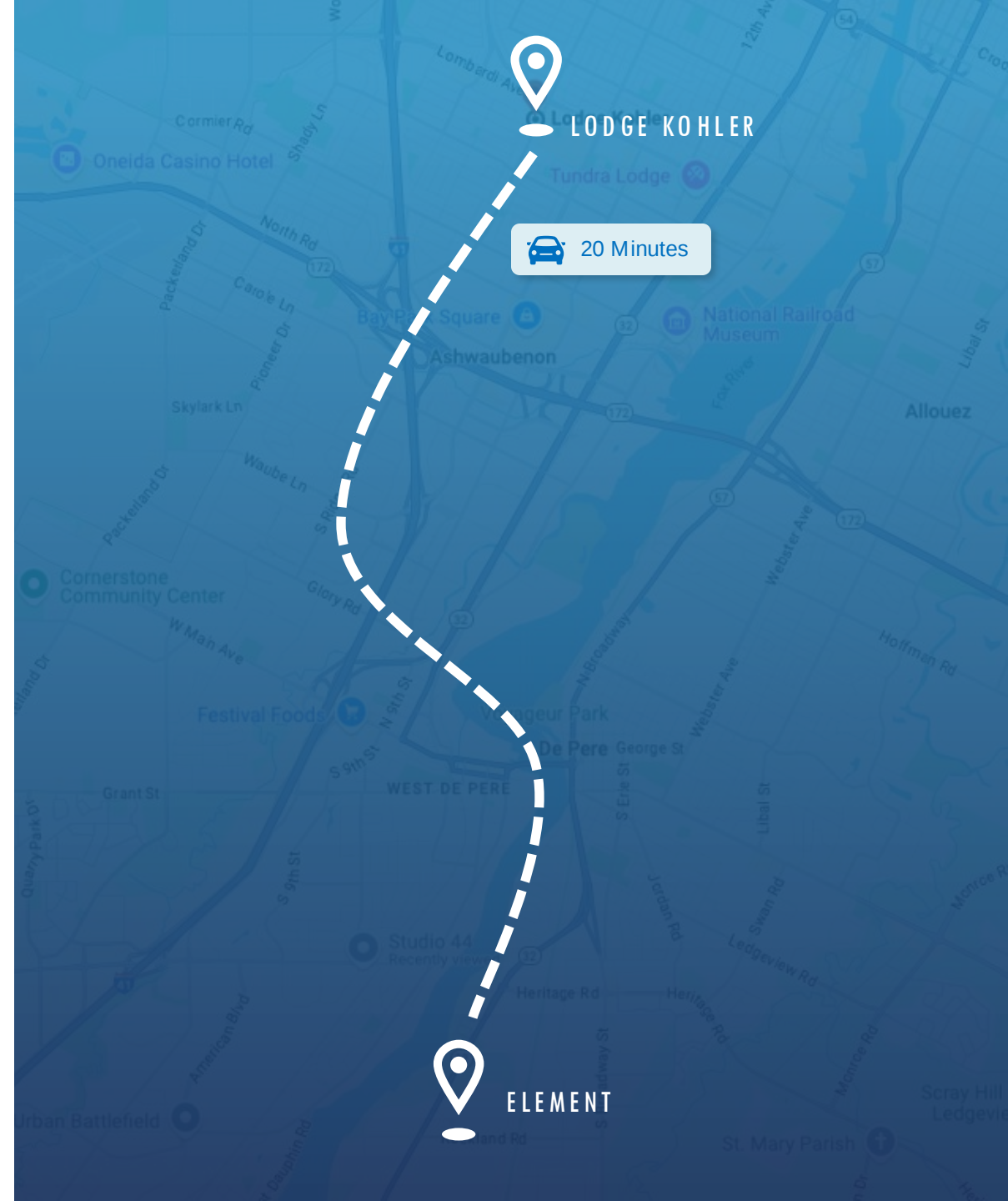


LOCAL ADVANTAGE DRIVEN BY THE BEST ...

AND ONLY MINUTES AWAY

Why work with agencies hours away when a powerhouse team is just down the road? Element's close-to-home advantage means we're not only minutes from Lodge Kohler but also deep in the know about what truly resonates with your target audience.

We have the best pros in every marketing discipline under one roof, creating a seamless, easy-to-work-with experience where every strategy, design, and deliverable stays aligned with your goals and timelines. There are no inflated expenses or mixed messages—just real results right when you need them.



ELEMENT BY THE NUMBERS

- Celebrating **20+ years** in marketing
- One office is headquartered in De Pere, Wisconsin
- Employ **45 full-time experts**
- The average tenure of our top 10 accounts: **8.2 years**
- Nearly **50** active clients on our roster (full list in appendix)



65% National
20% Regional
15% Local



60% B2C
40% B2B





NIKKI PEROUTKA

PRESIDENT

She's a 20-year marketing vet obsessed with improving marketing, processes, and results.

“

Success is about anticipating change, embracing it, and leading the way forward.

BRANDS I'VE WORKED WITH:

OH SNAP!
pickling co.

Rebel
HARD COFFEE

SAVERNE
FRENCH INSPIRATION. CULINARY CREATION.



DEREK BLASZAK

NEW BUSINESS & DIGITAL DIRECTOR

He blends digital expertise with strategic new business initiatives and relationships to take every brand he touches to new heights.



Marketing without data is like driving with your eyes closed.

BRANDS I'VE WORKED WITH:





KATIE BRAMSCHREIBER

DIRECTOR OF ACCOUNT SERVICES

She has a knack for building solid client relationships based on trust and ensures the delivery of high-quality strategy aligned with your objectives.



People don't care how much
you know until they know
how much you care.

BRANDS I'VE WORKED WITH:





JODY BENNETT

DIRECTOR OF BRAND STRATEGY

She leads the team in shaping innovative brand strategies that resonate with your audience, bringing your products to life.



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

BRANDS I'VE WORKED WITH:

Foot Locker





TAMMY VANDENBUSCH

PUBLIC RELATIONS MANAGER

She combines strategic storytelling with media expertise to amplify brand voices, ensuring every message resonates and builds lasting connections.



Be yourself. An authentic story
is always worth telling.

BRANDS I'VE WORKED WITH:





MEGHAN MURPHY

ACCOUNT & MEDIA STRATEGIST

She crafts data-driven media strategies that cut through the noise, ensuring the right message reaches the right audience at the right time.



Don't push people to where
you want to be; meet them
where they are.

BRANDS I'VE WORKED WITH:

DESTINATION
DOOR COUNTY



REPUBLIC
CHOPHOUSE



KURT SIEVERT

CREATIVE DIRECTOR

Recently moved here from Los Angeles, he leads campaign vision and direction, ensuring powerful storytelling, while developing creative solutions that are visually engaging and strategically aligned.

“

The most dangerous phrase in the English language is: We've always done it this way.

BRANDS I'VE WORKED WITH:

Gillette



HERSHEY

HOSPITALITY EXPERIENCE

Kurt has crafted integrated experiences, content, and events with renowned hospitality brands including Gaylord Hotels, Destination Hotels & Resorts, Omni Hotels, and the Atlantis properties in the Bahamas and Dubai.

He has also developed impactful experiential programs and hospitality in partnership with Ferrari, the NFL, and the Olympics, consistently delivering unforgettable activations on a global scale.





See and be seen. Be the first to indulge in a completely new resort experience, The Cove Atlantis. A world of tropical sophistication set between two stunning beaches. As you enter, a cool ocean breeze greets you in the open-air lobby designed by Jeffrey Beers, which shifts in ambience from day to night. From every suite, there is a breathtaking view of the azure waters of The Bahamas. Hide and seek. Feel the thrill of poolside gaming at the all-adult pool, or retreat in a lavish private beach cabana. Temptation meets indulgence. Absorb the rhythm of the private beach club, delight your palate with creations from Bobby Flay's Mesa Grill, and rejuvenate at the new Mandara Spa.

Be the first to experience The Cove Atlantis. Opening March 28. Suites from \$660.

THE
COVE
ATLANTIS

thecoveatlantis.com
877-COVE-VIP

Come play for a day.

Pick up a day pass for you and your family at our Airport Welcome Booth, and experience it all.

Come nose to bottlenose with our dolphins.
Meet and mingle with over 50,000 exotic sea creatures.
Plunge into shark-infested waters.
Mayan temple into shark-infested waters.



OUR SIGNATURE APPROACH

THE RIGHT MIX TO GET THE REACTION YOU WANT



TOTAL BRAND CHEMISTRY™

WHERE IDENTITY MEETS PURPOSE

At Element, we understand that **effective marketing is all about chemistry**—between our teams, your brand, and your audience. Our proprietary Total Brand Chemistry™ approach goes beyond traditional strategy by fostering meaningful connections that resonate and enable **successful strategic direction**.

With our expertise, you get the right mix to ignite the reaction you want, driving the results that truly matter. At Element, you gain a **dedicated partner** who prioritizes outcomes and provides peace of mind, taking the lead to amplify your vision and support your success.

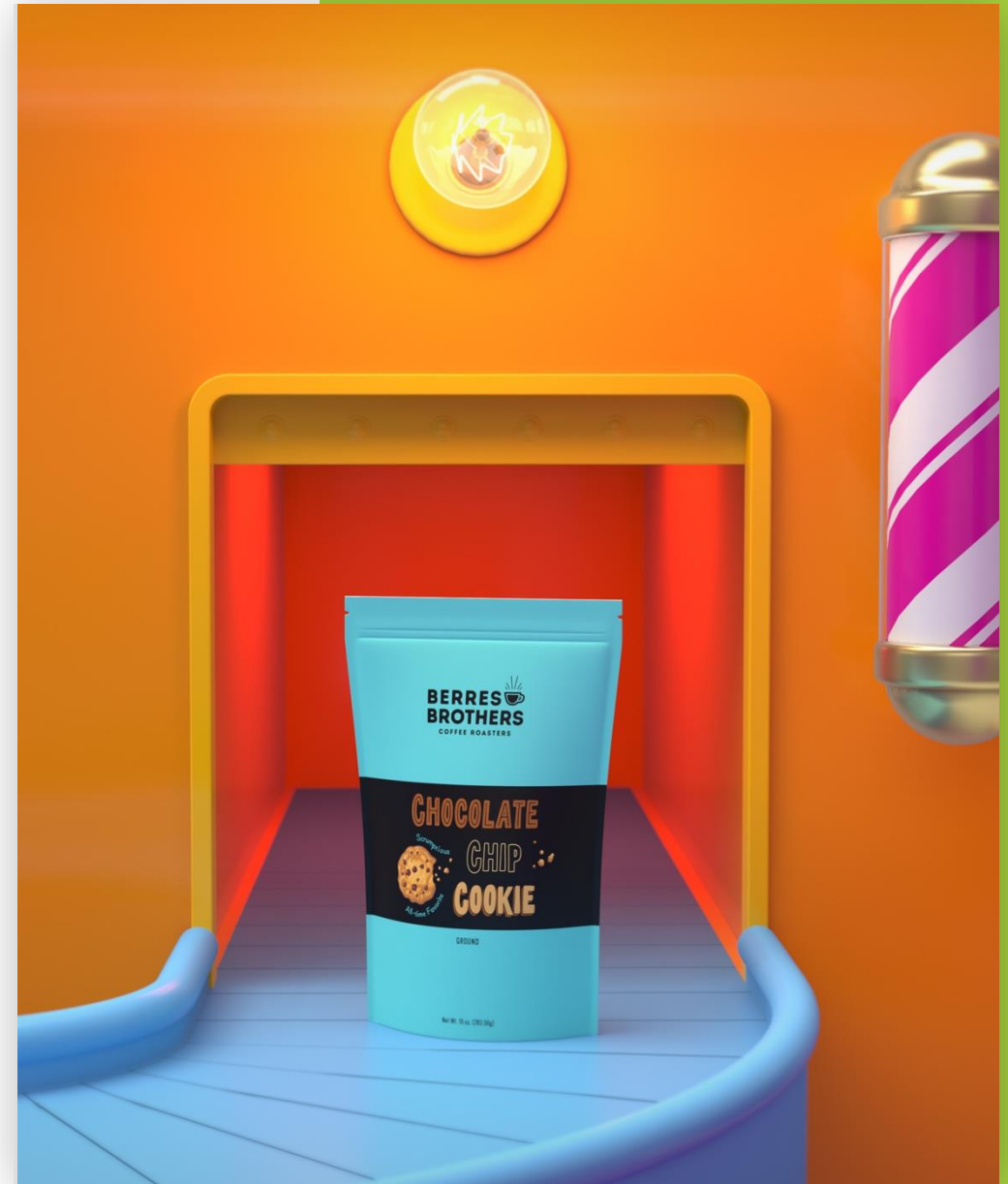
THE HOME OF
*Total Brand
Chemistry*
EST. 2003

CREATIVE DEVELOPMENT

WHERE INNOVATION MEETS IMPACT

After we align on key insights and objectives, we jump into ideation, brainstorming concepts that not only fit your brand's goals but also push the boundaries of what's possible.

Collaboration and feedback are at the heart of what we do. We create in iterative phases, inviting your input along the way. Each concept is evaluated through Element's "Know, Think, and Feel" filter, ensuring our creative solutions resonate on an emotional level while delivering measurable impact along the way.



CONTENT EXECUTION

WHERE STRATEGY MEETS RESULTS

Execution is the hardest part of the equation; it's what separates the good from the great.

Since 2003, we've been dedicated to refining our methods and enhancing our integrated marketing services to meet the needs of sophisticated industries and business models. With our continuous growth and adaptability, we provide the expertise necessary to navigate complex marketing challenges and achieve exceptional results.



DRIVEN BY OUR 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.

FEEDBACK LOOP

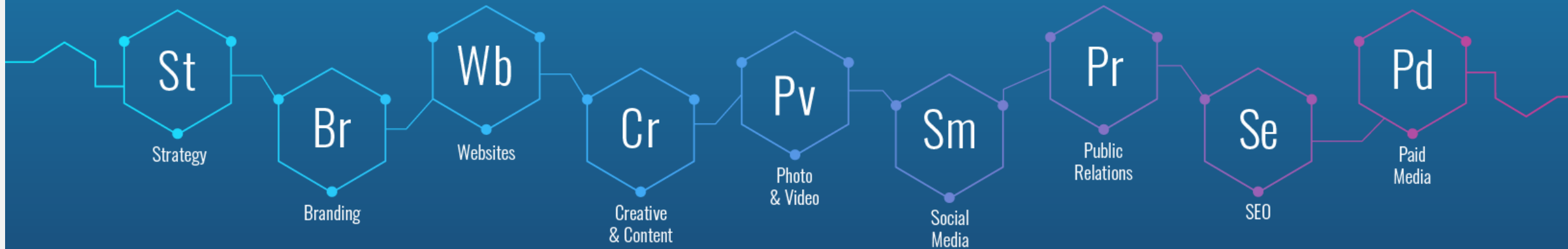
An unemotional feedback loop flows in all directions. Feedback is how we get better.

FULL SUITE OF SERVICES

EVERYTHING YOU NEED TO SUPPORT A PREMIUM BRAND



INTEGRATED CONTENT 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

Your Titledown
Neighbor

U.S. Gain.
BRAND PLAYBOOK

- DO
- Highlight industrial boilers
 - Highlight thermal energy facilities like airport terminals, universities, and corporate buildings
 - Keep a balance between boiler imagery and thermal energy facilities to properly represent our solutions
- DO NOT

BRAND IDENTITY
VISUAL BRAND ELEMENTS

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.)

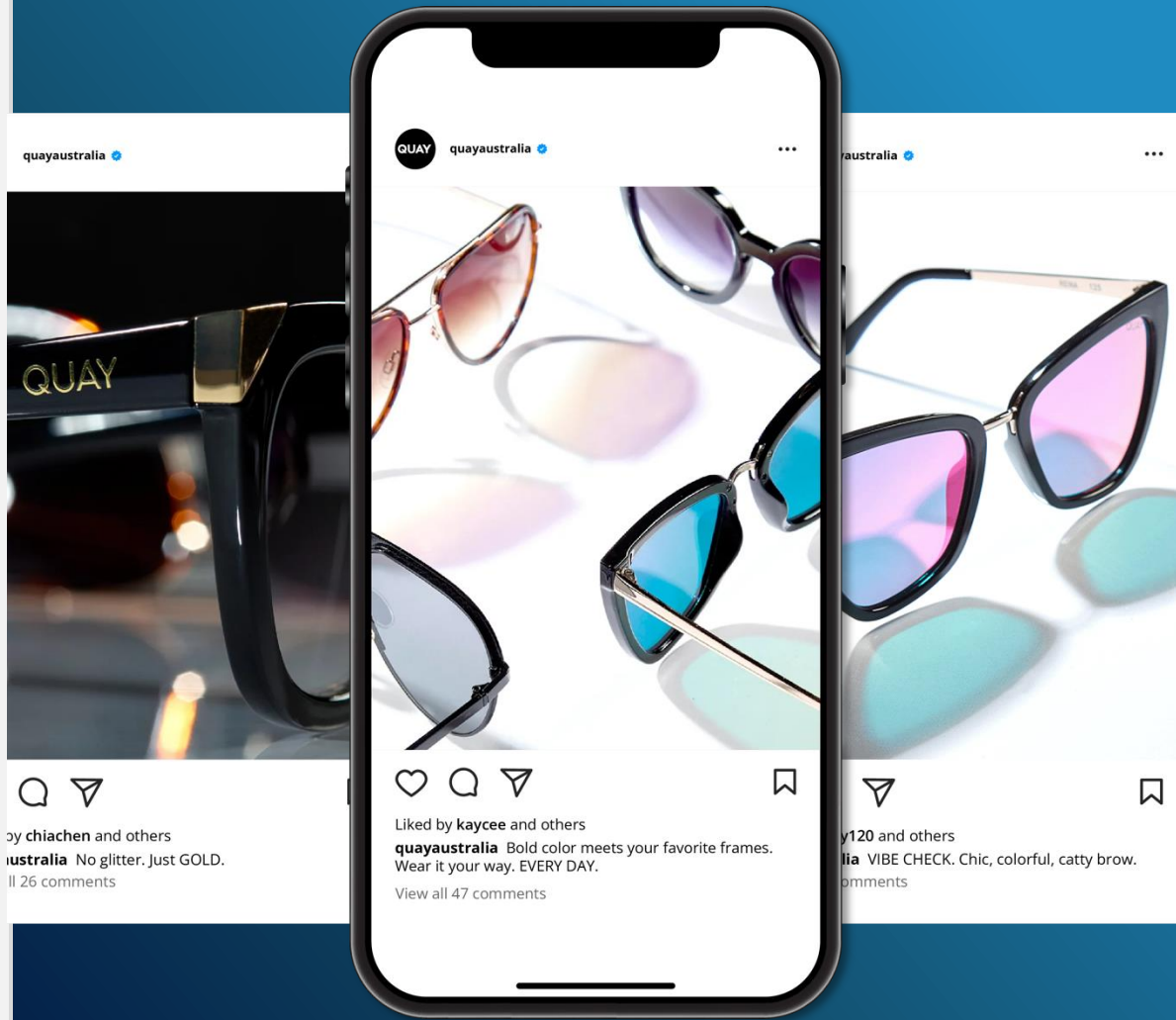




CONTENT

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.

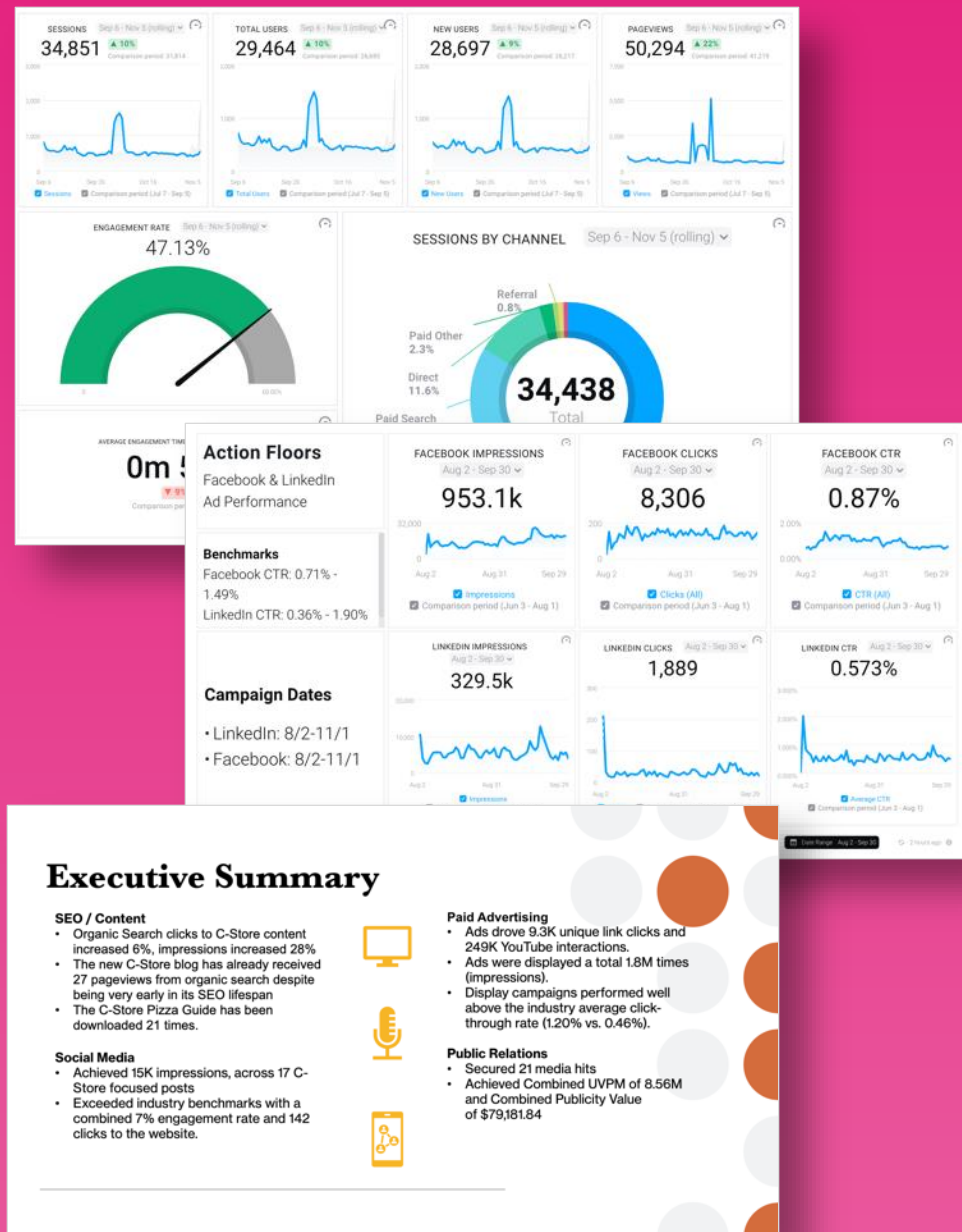
- Earned Media
- Community Relations
- Events and Cause Activations
- Industry Partnerships
- Branded Content
- Contributed Articles
- Influencer Campaigns
- Media List Development
- Press Releases



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



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

CRAFTING YOUR CONTENT PLAN

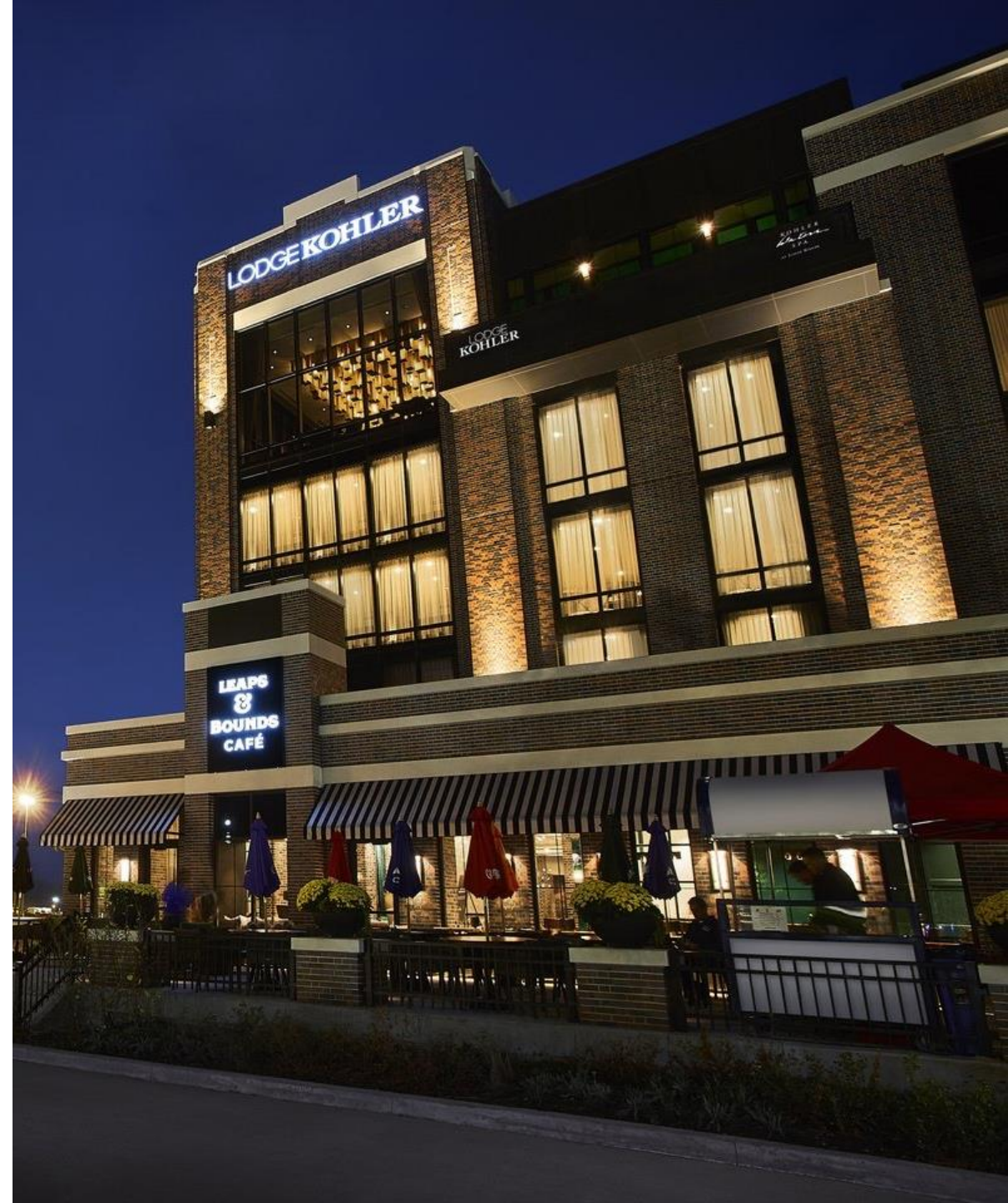
A STRATEGIC ROADMAP TO REACH YOUR GOALS



OUR OBJECTIVE

Develop and execute a comprehensive content strategy that enhances brand loyalty and drives revenue for Lodge Kohler.

Our focus is on engaging the local audience within an hour of Green Bay to encourage more frequent visits to Lodge Kohler's restaurant and spa. By strategically connecting with this demographic, we aim to strengthen relationships with existing patrons while attracting new guests, ultimately increasing revenue for Lodge Kohler.



THE PLAN & PROCESS

PHASE ONE:

ONBOARDING & BRAND ALIGNMENT

We'll align on your brand vision, refine your market differentiation, and establish a strategic foundation to amplify engagement and brand presence.

- Brand Discovery Sessions
- Asset Review
- Competitive Analysis
- Brand Playbook
- Get Up and Go Support

PHASE TWO:

STRATEGY DEVELOPMENT

Develop an integrated content strategy to connect with your personas, driving engagement and action.

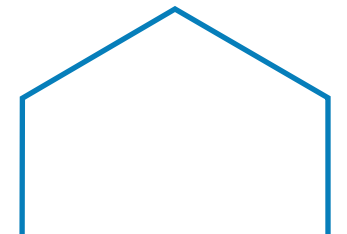
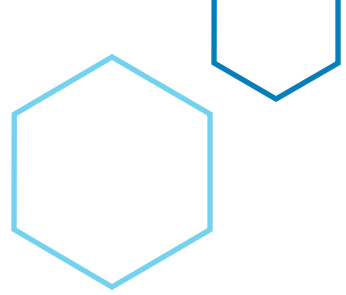
- Content Strategy and Plan
- Content Calendar

PHASE THREE:

EXECUTION & OPTIMIZATION

Capture and create engaging content for all identified channels.

- Photography/Video Capture
- Editorial and Paid Media Content
- Social Media
- Email Marketing
- Public Relations
- Measurement and Optimization
- Team Collaboration



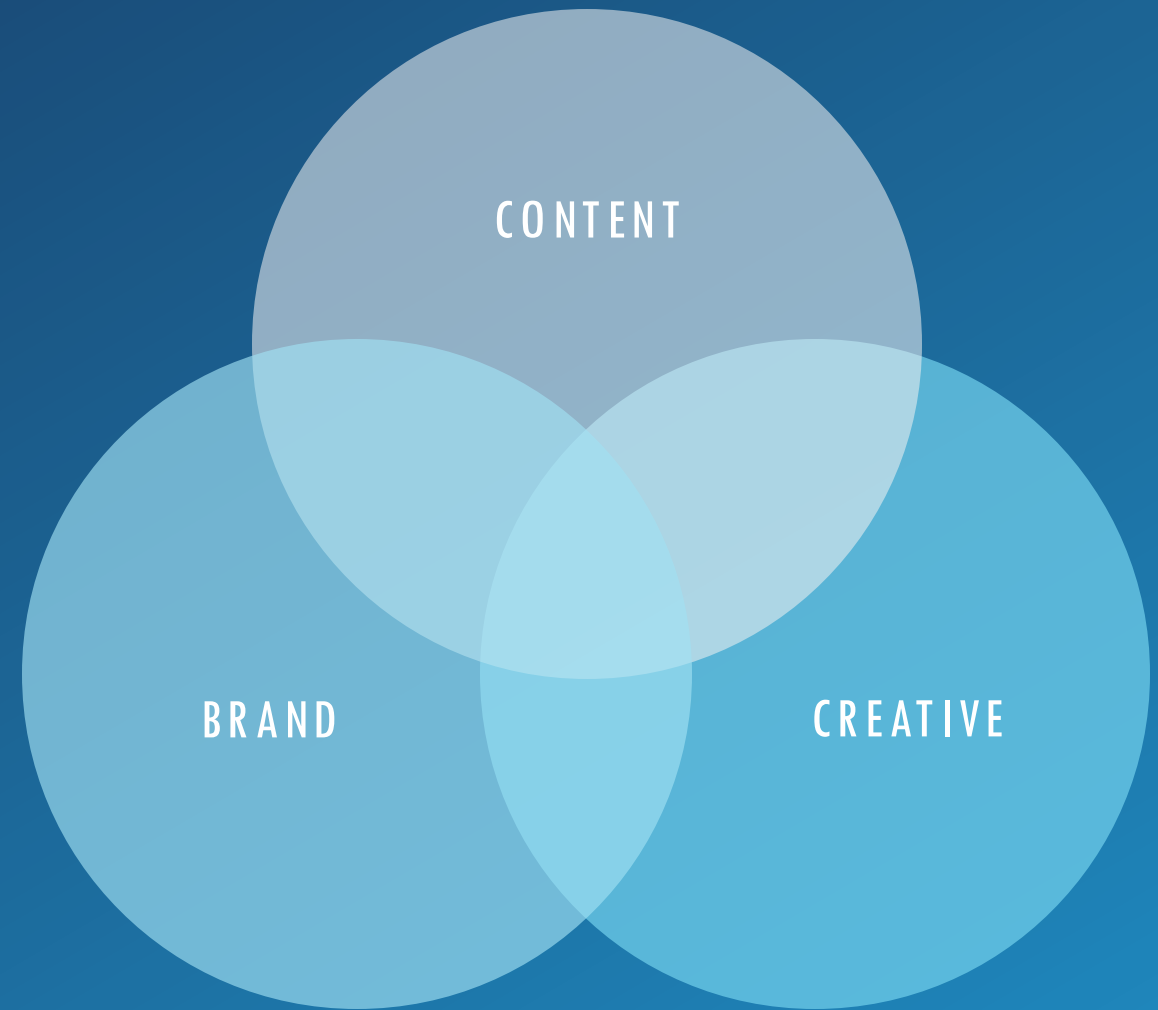
CONTENT STRATEGY OVERVIEW

THE RIGHT MIX OF LUXURY AND AUTHENTICITY

Our strategy embraces authenticity to create meaningful connections with the Green Bay community. While Lodge Kohler is a premier destination, it must resonate with Northeast Wisconsin residents by showcasing its unique offerings in a relatable and inviting way. By prioritizing genuine engagement, we aim to keep Lodge Kohler top-of-mind for those seeking high-quality dining or spa experiences, fostering brand preference and encouraging repeat visits. This strategy will focus on generating traffic without relying on the presence of the Green Bay Packers.

OUR APPROACH

Our approach ensures content is seamlessly integrated and repurposed across multiple channels, maximizing reach and resonance. By aligning messaging and visuals consistently, we create a cohesive, effective strategy that optimizes resources for an efficient and impactful brand presence.



PHASE ONE

ONBOARDING PROCESS

Kick-off Meeting

We will begin with an initial meeting involving Lodge Kohler's stakeholders to gain a deeper understanding of your goals, brand vision, and current challenges. This session will also cover existing assets and brand guidelines to align our expectations.

Asset Review

We'll evaluate current marketing materials, brand guidelines, and customer data to assess what's available and identify any gaps. If Lodge Kohler has existing customer personas, we will review and refine them; if not, we will initiate persona development.



PHASE ONE

ONBOARDING PROCESS

Competitive Analysis

A comprehensive analysis of brand messaging and content from competing hotels and wellness facilities will help us understand their strengths and strategically differentiate Lodge Kohler's content. By leveraging competitors' weaknesses and identifying opportunities, we can focus on the best avenues to influence and engage your target audience.

Brand Playbook

We will develop a Brand Playbook that provides an overview of Lodge Kohler's existing assets while identifying and addressing any gaps. This will include defining the brand's tone, personality, voice, messaging guidelines, and visual identity to ensure cohesive representation across all communications.



PHASE ONE

ONBOARDING PROCESS

Get Up and Go Support

While refining Lodge Kohler's content approach, we'll implement an execution support strategy to keep initiatives moving forward. This interim plan will focus on enhancing engagement efforts and executing existing promotional activities to ensure Lodge Kohler remains active. Activities may include:

- Development of promotional campaign creatives
- Social media management and content curation
- Email marketing for planned content promotions
- Miscellaneous support as needed





LODGE KOHLER

Just 100 yards from Lambeau at the center of Titledtown action, LODGE KOHLER is unlike any other. Warm and spirited with sumptuous rooms, a fabulous spa, an indoor/outdoor restaurant and café, and a rooftop bar with best-in-class service. Where the glory of sport is celebrated. Pack your sense of adventure, stay for a while, and experience the easy comfort of LODGE KOHLER while you explore the heart of the Midwest.

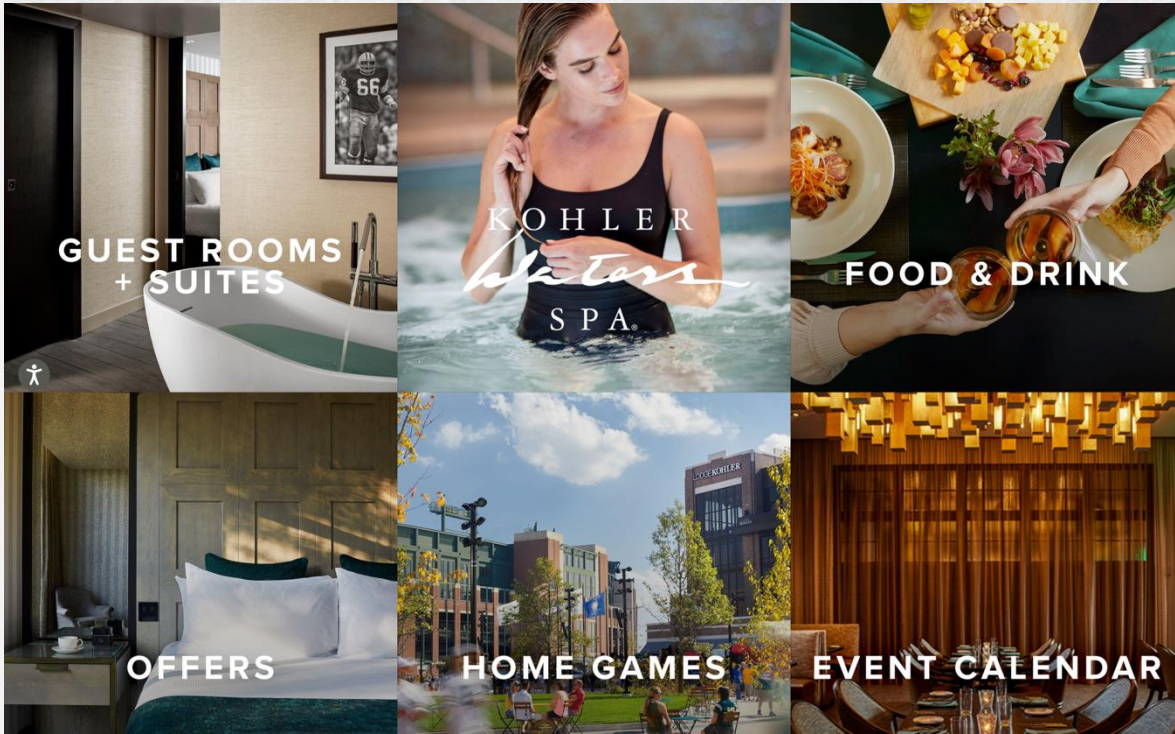
Stay Updated

PHASE TWO STRATEGY DEVELOPMENT

Content Strategy and Plan

We will create a tailored content strategy addressing the unique needs and motivations of each persona. This strategy will define the types of content to be produced, including:

- Comprehensive channel strategies for social media, public relations, and owned content (website copy/images, literature, signage, etc.)
- Engaging storytelling that reflects Kohler Lodge's premium services and offerings
- Visual content that showcases the hotel, spa, and dining experiences, as well as location
- Promotional content aimed at driving repeat visits
- Alignment with your paid media campaigns





PHASE TWO STRATEGY DEVELOPMENT

Content Calendar

We will develop a strategic content calendar to bring the content plan to life, aligning teams and organizing content creation, publication, and promotion across all platforms (website, email, social, etc.). The calendar will ensure a consistent flow of engaging content and communication among Lodge Kohler, Element, and any media placement partners. This will also include planning regular on-site content captures.

PHASE THREE

EXECUTION & OPTIMIZATION

Photography/Video Capture

We will schedule quarterly photoshoots to capture high-quality images (editorial and documentary style) of the hotel, spa, and dining experiences, complemented by monthly nimble shoots for fresh static and vertical video content for social media.

Editorial and Paid Media Content

We will create engaging web content, eBlast articles, paid ads (based on the provided media flight), and literature to showcase Lodge Kohler's offerings, promoting special events and current trends to strengthen connections with the regional audience and encourage increased engagement.



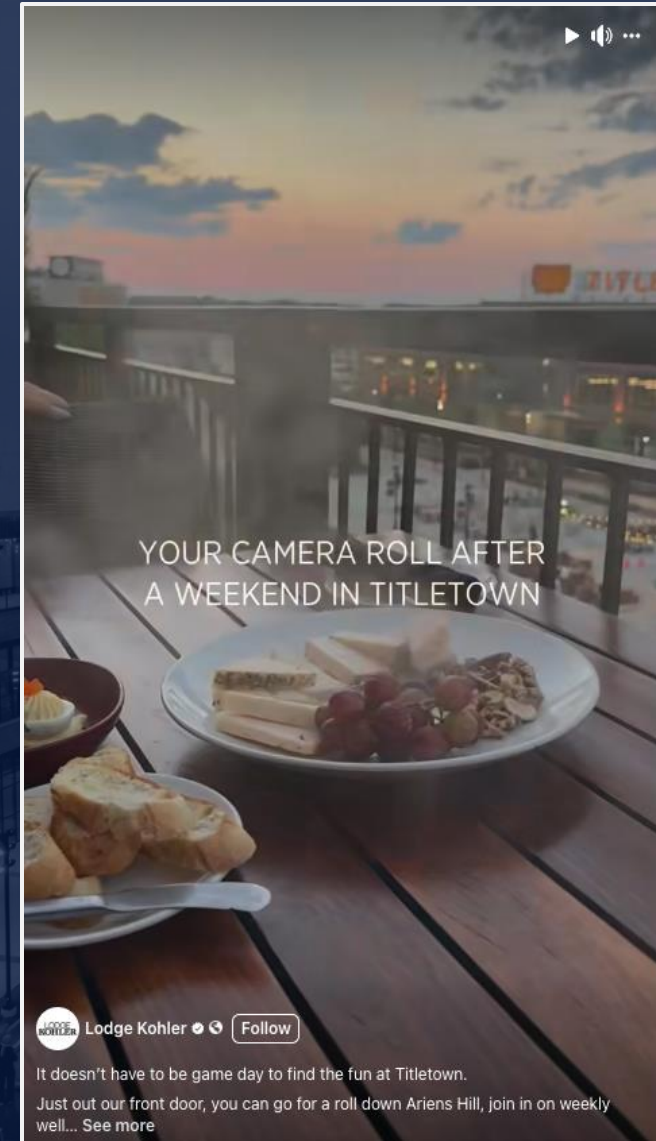
PHASE THREE

EXECUTION & OPTIMIZATION

Social Media

We will execute a robust social media strategy that will focus on organic growth through authentic on-brand content:

- Regular posting aligned with the content calendar
- Engaging with the right audience to build a loyal following
- Sharing user-generated content from guests to further enhance authenticity
- Community management and monitoring



PHASE THREE

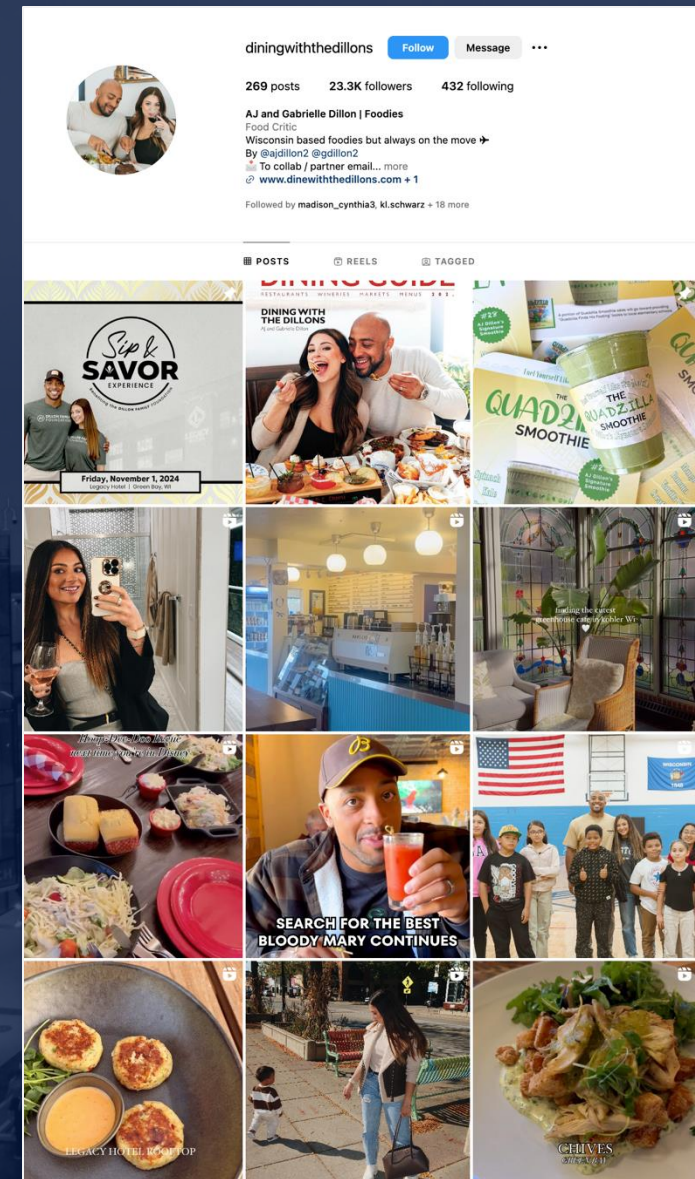
EXECUTION & OPTIMIZATION

Email Marketing

We will develop a monthly eBlast that highlights valuable content resonating with the target audience, aligned with the content calendar and overall strategy.

Public Relations

We will execute a local PR strategy, which includes earned media, local influencer and micro-influencer outreach (Ex: Dining with the Dillons, Ace Champion), sponsorship activations, and collaborations with greater-Green Bay opportunities to drive awareness and engagement.



PHASE THREE

EXECUTION & OPTIMIZATION

Measurement Strategy

We will work with Lodge Kohler to define what success looks like, including metrics such as:

- Increased foot traffic to restaurants and the spa
- Higher engagement rates on social media
- Growth in email open and click-through rates
- Increased revenue and achievement of goals

Continuous Improvement

We will establish a reporting framework to provide regular updates on key performance indicators, allowing for optimization through data-driven and insight-led decision-making.



PHASE THREE EXECUTION & OPTIMIZATION

Calibration Sessions

Quarterly calibration sessions will ensure alignment between our teams, allowing us to review performance, adjust strategies, inform content captures, and ensure that our efforts are driving results for Lodge Kohler.

Weekly Status Calls

Weekly status calls will facilitate ongoing communication, providing updates on progress, discussing upcoming initiatives, and addressing any challenges. These calls will ensure that both teams stay informed and engaged throughout the execution process.



HIGH-LEVEL TIMLEINE



INVESTMENT IN SUCCESS

TRANSPARENT AND IMPACTFUL FOR A LASTING PARTNERSHIP



KEEPING IT REAL

ATTITUDE IS EVERYTHING

You asked what will make Lodge Kohler a good client for Element. Embracing our **Get Real** philosophy is key. By committing to open communication and collaboration, we can create an environment where ideas flourish and innovation thrives.

Engaging actively with our team and sharing valuable insights will allow us to align your marketing goals with our strategies effectively. This mutual trust and honest feedback will enable us to develop tailored solutions that resonate with your audience, driving impactful results.

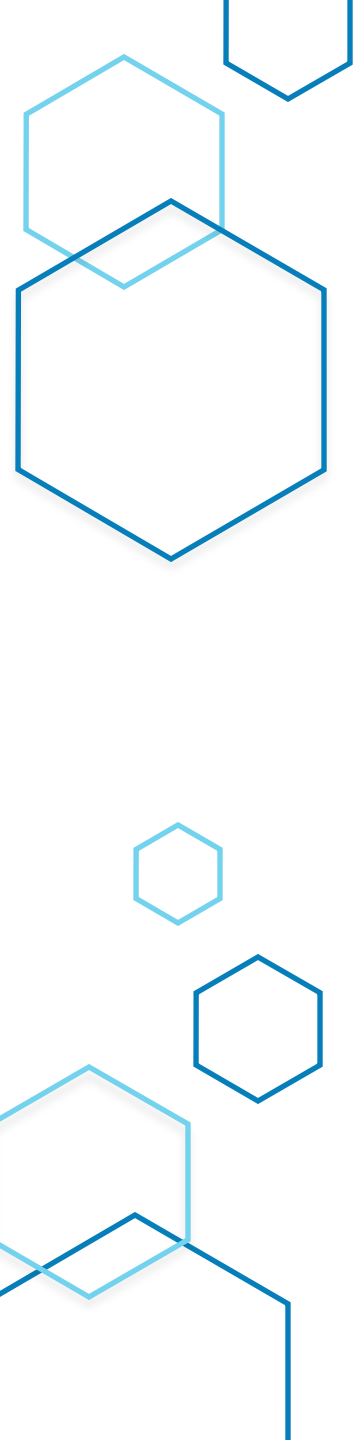
Together, we can establish a strong foundation that fosters collaboration and creativity, leading to exceptional outcomes.



COST SUMMARY

SCALABLE & AGILE

The total investment for phases one and two is estimated between \$40,000 and \$50,000. This will result in the creation of a comprehensive brand playbook, a strategic content plan tailored to effectively engage your target audience, and initial support for content development. Phase three, focusing on execution, is estimated at \$15,000 per month and can be scaled according to your specific needs and the volume of deliverables outlined in the strategy developed during phase two.





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



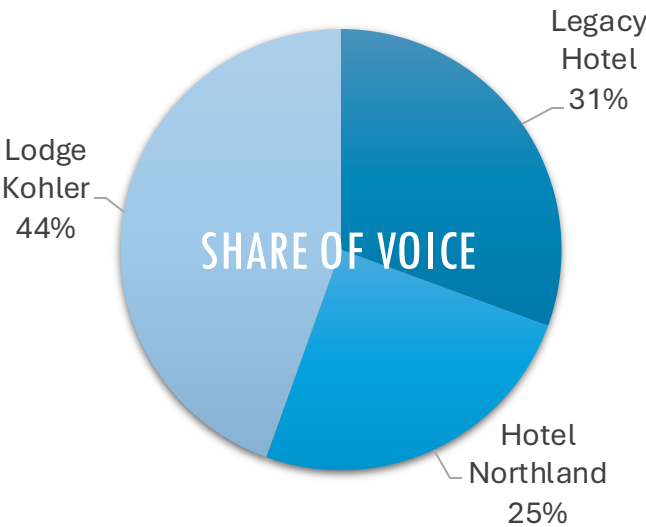
APPENDIX

ADDITIONAL INSIGHTS AND SUPPORTING MATERIALS



INITIAL INSIGHTS

Our initial research highlights several key insights: Lodge Kohler maintains strong competitive SEO performance, yet our technical SEO audit uncovered a few critical areas for improvement. Meanwhile, the share of voice analysis shows Lodge Kohler currently leads in brand presence, though competitors are rapidly gaining ground. Addressing these areas proactively will help protect and strengthen Lodge Kohler’s position.



SEO: TECHNICAL AUDIT SUMMARY

Issue Name	Issue Type	Issue Priority▲	URLs
Validation: Multiple <head> Tags	🚨 Issue	🔴 High	1
Validation: Multiple <body> Tags	🚨 Issue	🔴 High	2
Security: Mixed Content	🚨 Issue	🔴 High	9
Canonicals: Canonicalised	⚠️ Warning	🔴 High	3
Security: HTTP URLs	🚨 Issue	🔴 High	1
Response Codes: Internal Client Error (4xx)	🚨 Issue	🔴 High	2
Validation: Invalid HTML Elements in <head>	⚠️ Warning	🔴 High	1
Response Codes: Internal Blocked by Robots.txt	⚠️ Warning	🔴 High	5
Directives: Noindex	⚠️ Warning	🔴 High	7
Content: Low Content Pages	📌 Opportunity	🟡 Medium	8
H1: Multiple	⚠️ Warning	🟡 Medium	39

SEO: COMPETITOR SUMMARY

Target	Mode	Ahrefs ratings			Organic search										Paid search			
		UR	DR	AR	Keywords	Top 3	4–10	11–20	21–50	51+	Traffic	Value	Top location	Location traffic	Keywords	Ads	Traffic	Cost
legacygb.com/ ▼	Subdomains	13	9	24,922,073	810	11	66	63	283	387	1,050	\$507	🇺🇸 United States	1,044	0	0	0	\$0
www.marriott.com/en-us/hotels/grbak-hotel-northland-autograph-collection/overview/ ▼	Path	7	92	436	194	7	13	21	64	89	91	\$59	🇺🇸 United States	91	0	0	0	\$0
www.lodgekohler.com/ ▼	Subdomains	22	37	2,262,548	3,477	37	46	100	702	2,592	2,144	\$1.2K	🇺🇸 United States	2,117	3	13	18	\$9

Shopko Optical[®]

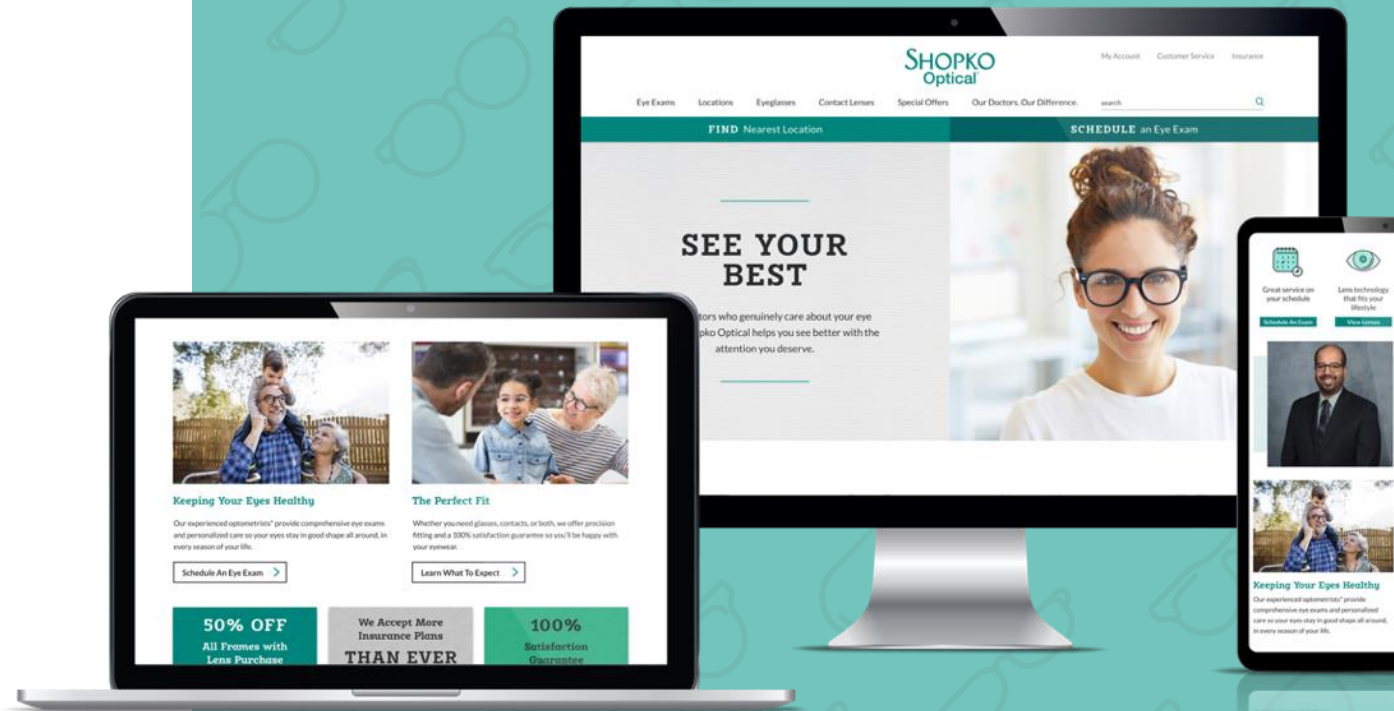


THE SITUATION

EVOLVING A BANKRUPT RETAIL BRAND INTO A LEADING OPTICAL BRAND

Shopko Optical, the trusted provider for comprehensive eyecare, faced a challenging situation when its parent company, Shopko, filed for bankruptcy. They embarked on a mission to assure everyone that they were still there and ready to serve the community not just as a decades-long trusted provider but as a leading optical brand.

Shopko Optical®



THE STRATEGY

GENERATE AWARENESS, RE-ESTABLISH THE BRAND

To reclaim their position and reestablish their brand, we:

- Updated the logo and developed new brand standards, in addition to the creation of a new website
- Leveraged public relations for media amplification and community relations while elevating their share of voice
- Promoted their Kids in Focus program and created new Eye Spy events, in partnership with the Green Bay Packers and the Lions Club, to bring eye exams directly to schools and local communities

HOW WE HELPED

Branding, Creative, Content,
Digital, PR, and Web



THE SUCCESS

A THRIVING AND GROWING BRAND

Activating brand awareness has continued to be the eye-deal approach, positioning Shopko Optical as a leading, community-focused, and comprehensive eyecare provider.

\$7M
IN MEDIA
PUBLICITY VALUE

520+
MEDIA MENTIONS

100+
NEW STORES
OPENED

19K+
SOCIAL
ENGAGEMENTS

“

Element jumped right in like longstanding members of the team. They exceeded our expectations in the amount of content we were able to get. Can't wait to see what comes out of this!

Jenn Nobui, Chief Marketing
Officer, Shopko Optical



Φ
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

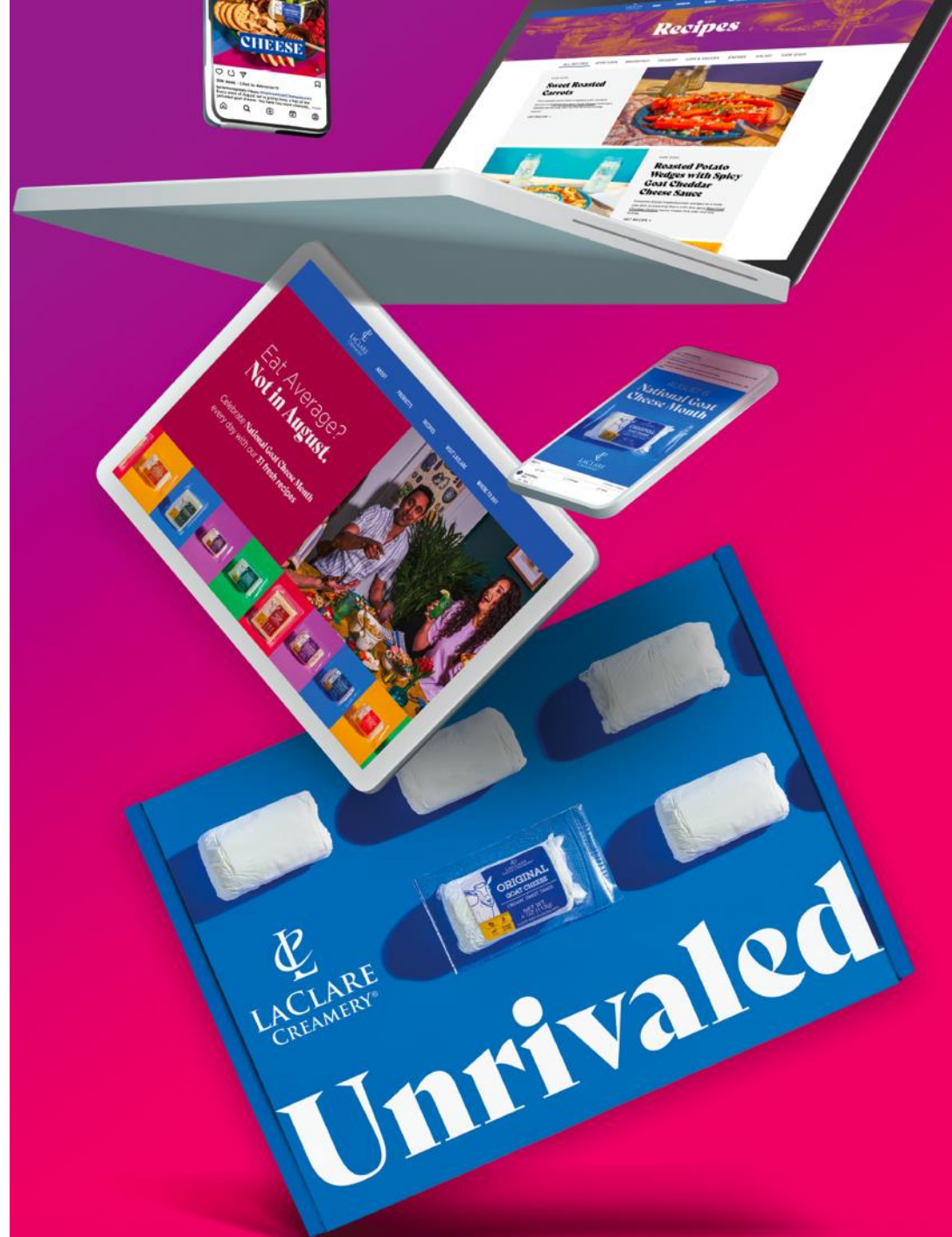
EDUCATE, ENCOURAGE, INSPIRE & ENGAGE

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

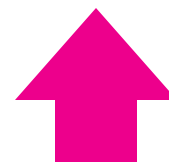
Integrated Strategy: Content, Brand Asset Creation, Creative, Digital, Social, PR, and Web Development



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

BERRES BROTHERS

COFFEE ROASTERS

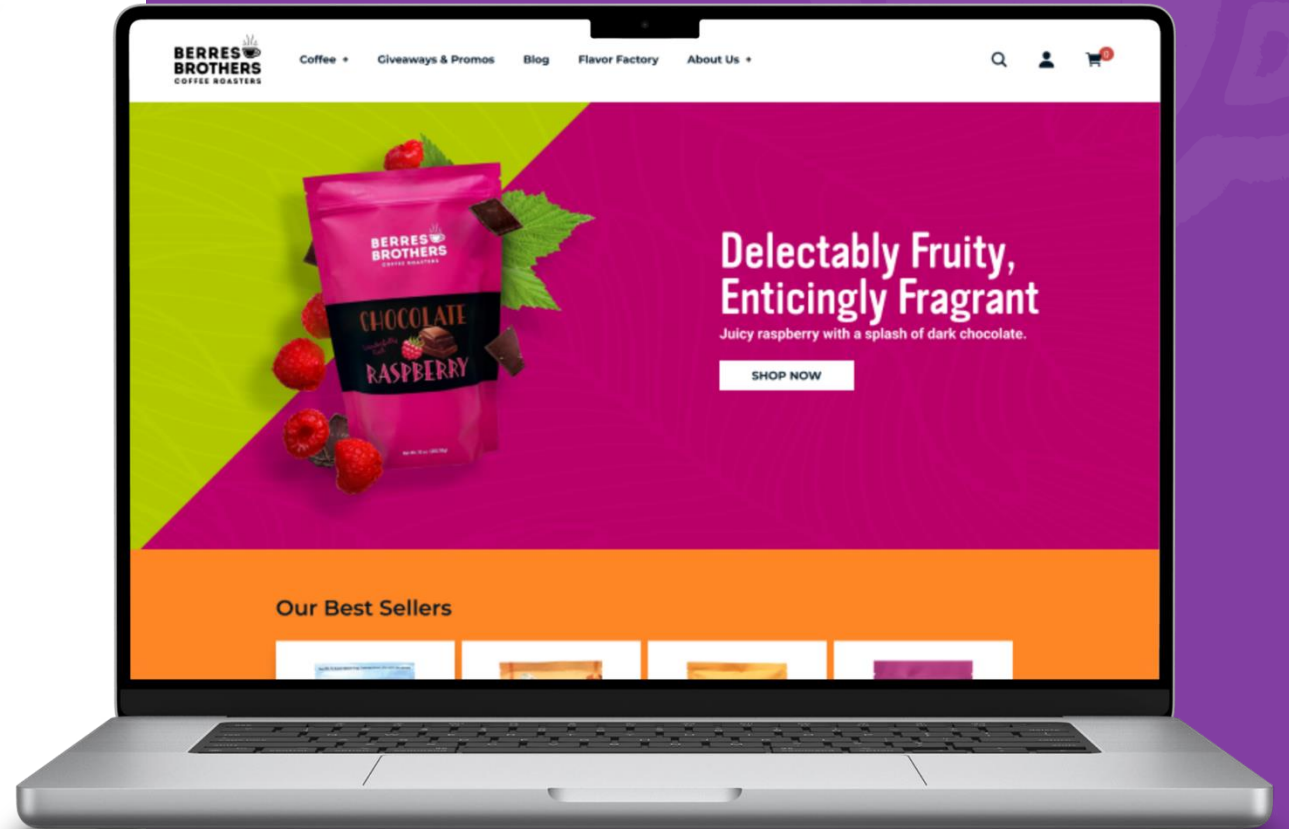


THE SITUATION

REENGAGING INACTIVE CUSTOMERS —AND DRIVING CONVERSIONS

Berres Brothers Coffee Roasters, a beloved Wisconsin coffee brand, enjoys remarkable brand loyalty from a long-established fan base.

However, there was a group of previous customers that had gone dormant and hadn't bought coffee in recent months. Berres Brothers sought to reconnect with these valuable customers and wanted to reestablish their loyalty.





THE STRATEGY

REKINDLE RELATIONSHIPS AND INCREASE PURCHASES

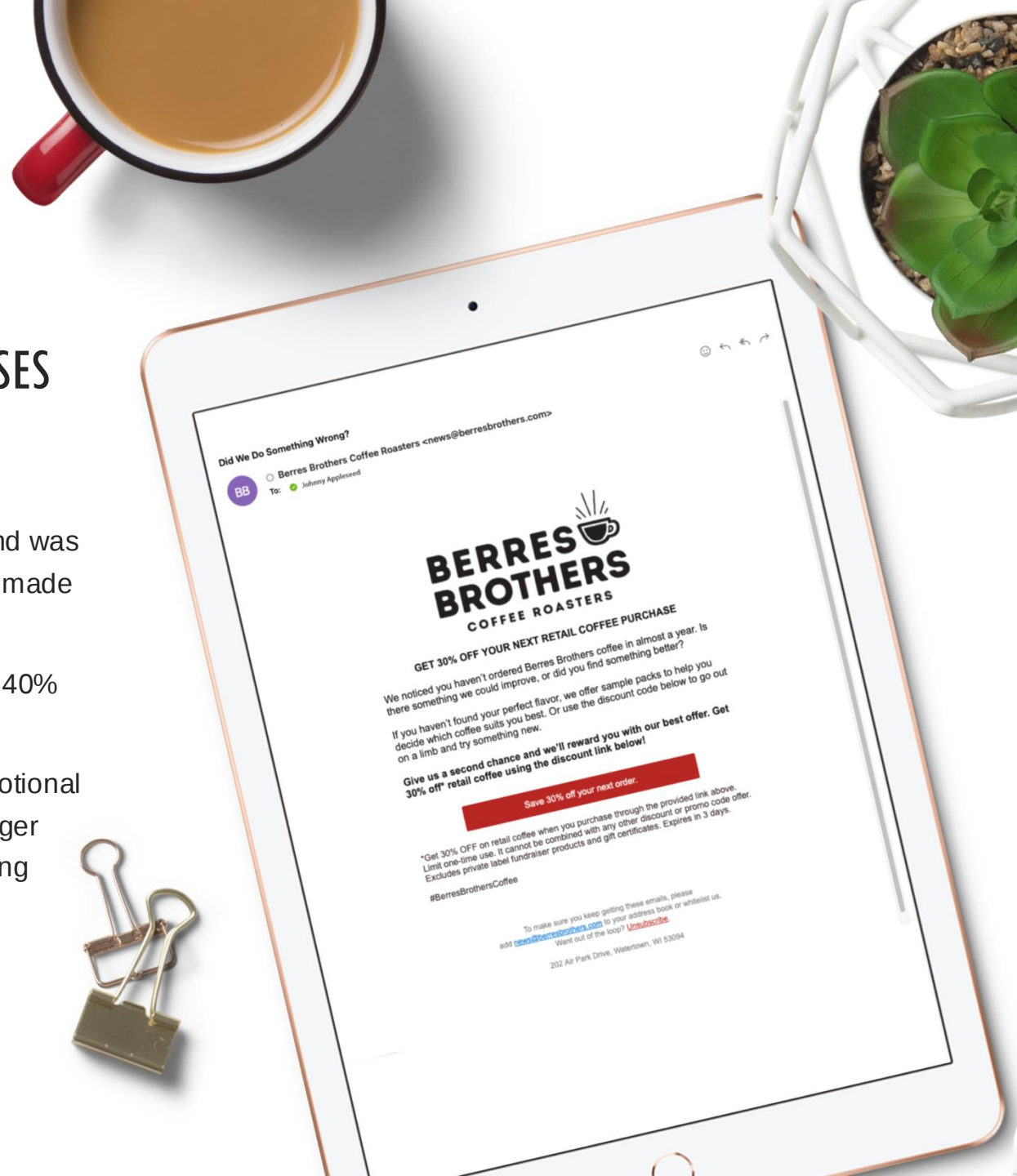
Element built an email marketing automation to target these inactive customers.

- The first email offered 25% off to come back and place an order and was followed up by a second reminder email for those who had not yet made a purchase.
- The third email in the cadence then offered an even more enticing 40% promotion to further encourage action from this lapsed audience.
- All emails leveraged on-brand, engaging copy that fostered an emotional connect (i.e., "We miss you!") and the automation continued to trigger anytime an active email subscriber went nine months without placing an order.

HOW WE HELPED



Copywriting, Graphic
Design, Email Automation,
Data Analytics



THE SUCCESS

RE-BREWED BRAND LOYALTY AND BOOSTED SALES

Strategic email marketing and automation reinvigorated valuable customer relationships by using consistent touchpoints and discounts to encourage purchases.

This email automation campaign alone generated \$139k in revenue and over 19k orders within the first year and has proven to be a powerful tactic that further supported Berres Brothers' integrated marketing strategy.

\$139K

REVENUE
GENERATED

520+

ACTIVE EMAIL
RECIPIENTS

\$100+

AVERAGE ORDER
VALUE

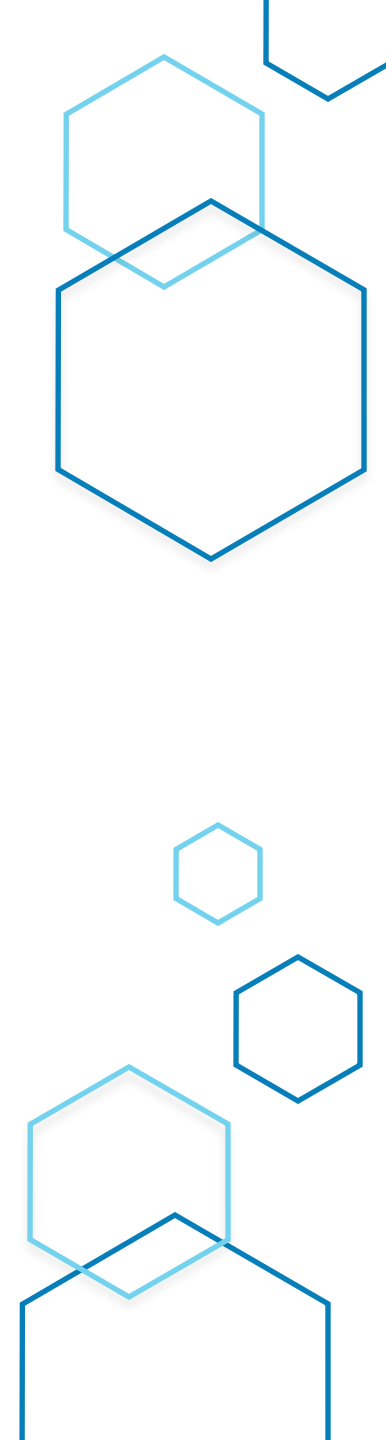
19K+

ORDERS
GENERATED

ACTIVE CLIENT LIST

Action Floors
Advanced Network Management Inc.
Alive and Kickin Pizza Crust
Aurora Health Care
Baisch Engineering, Inc.
Bassett Mechanical
Bellarico Pizza
Central Avian & Small Animals
Century Companies
Charter Manufacturing, Inc.
Diversey, Inc
Foth & Van Dyke, LLC
Fox Cities Convention & Visitors Bureau
Fox Communities Credit Union
Fresh-Lock Zipper
FTI
iPROMOTEu
Jack Schroeder & Associates, LLC
JBS
Jewelers Mutual Inc
Legit Pizza
La Clare Family Farms
Nelson-Jameson
New London Engineering

Nicolet Bank
On Broadway, Inc
OneNeck IT Solutions
OSMS
Packer Fastener
Pioneer Metal Finishing
Presto Geosystems
Procter & Gamble
RiverStreet Networks
Rush Creek Distilling
Sampco, LLC
Shopko Optical
Tidal Grow AgriScience
Tidal Vision
Titan Industries, Inc.
Tweet Garot Mechanical
Tytlers Cycle
U.S. Venture Corporate
US Signal
Valley Cooperative
Minnesota Energy
WEC Brands
WG&R Furniture
Wisconsin Public Services



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