



ELEMENT CASE STUDY

REDEFINING EXCELLENCE IN FLEXIBLE PACKAGING

Learn how a leader in reclosable flexible packaging technology expanded its audience and positioned itself as the premier supplier of flexible packaging closures.



THE SITUATION

Fresh-Lock®, the market leader in press-to-close zipper and track and slider reclosable solutions, sought to elevate its authority in the flexible packaging industry while increasing brand awareness.

How could the Fresh-Lock team showcase its expertise across crucial pillars, including sustainability, collaboration, convenience, and the art of crafting positive consumer experiences to create brand loyalty?

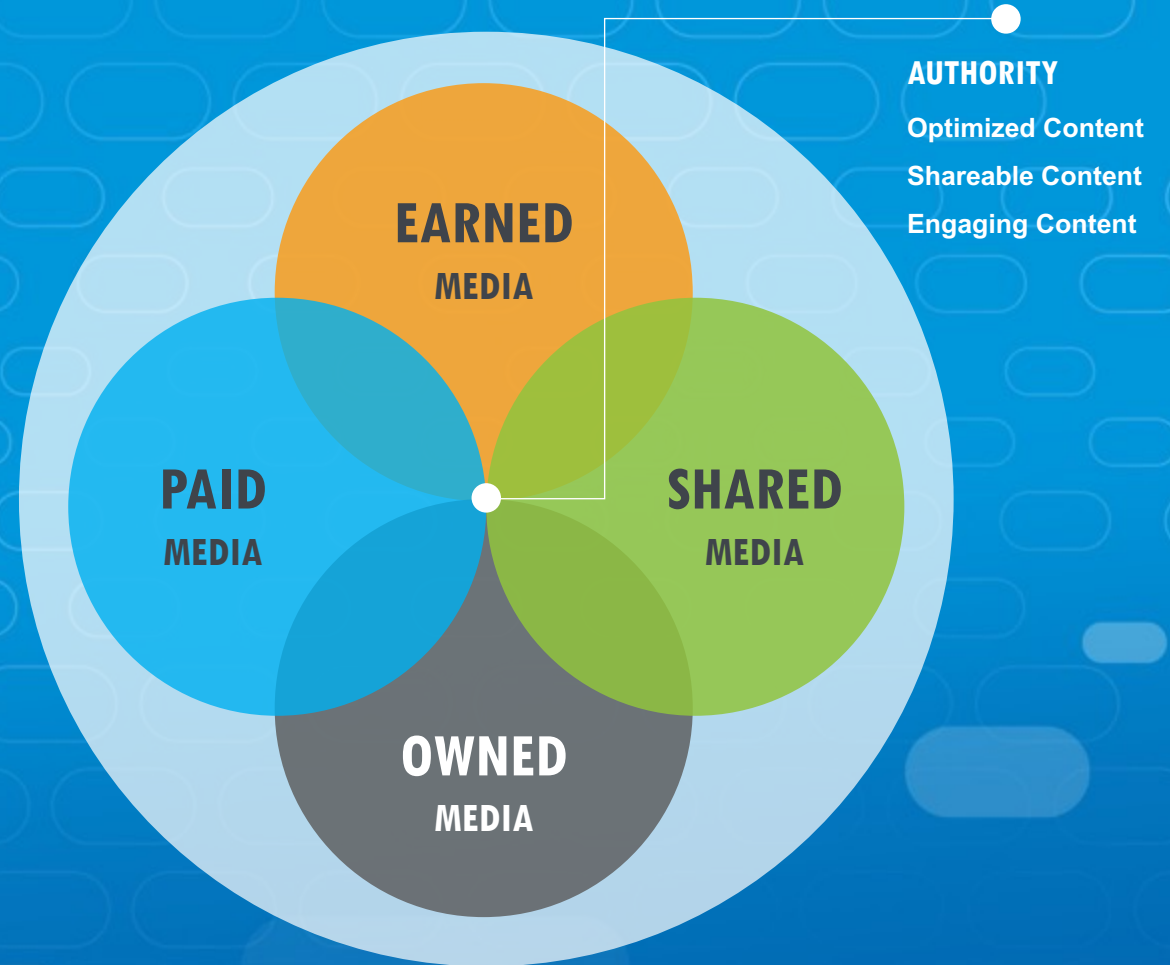
Element had the answer.



THE SOLUTION

With a clear vision in mind, we helped the Fresh-Lock team implement an integrated approach to establishing and solidifying its position in the market.

- We created and optimized industry-leading content
- Promoted innovation and collaboration at every turn
- Dominated packaging trade show presence
- Diversified thought leadership contributions
- Elevated and amplified all of Fresh-Lock's owned content, resulting in expanded reach and impact



THE STRATEGY

LOCKING IN SUCCESS WITH AN INTEGRATED MARKETING PLAN

Fresh-Lock's marketing focused on ensuring that awareness of the Fresh-Lock name continued to rise in tandem with web authority. Element created an effective strategy that ensured anywhere anyone in the industry researched closure solutions, Fresh-Lock would be a top recommendation.



BLOG

A Cut Above: Exploring Flexible Packaging Solutions for Cheese

[READ BLOG →](#)

August 14, 2023

Exhibiting at PACK EXPO Las Vegas 2023, Fresh-Lock Closures Has New Innovations in Development

[READ PRESS RELEASE →](#)

Fresh-Lock® Wins WorldStar Packaging Award for Fully Recyclable Laundry Detergent Pouches



Courtesy of Fresh-Lock®

February 27, 2024



[Fresh-Lock®](#) closures, a leading brand in reclosable flexible packaging technology, has recently been honored with the 2024 WorldStar Packaging Award in the [household category](#) from the World Packaging Association. This accolade recognizes their collaborative efforts with [Accredo Packaging Inc.](#) and [Radienz Living](#) in developing a fully recyclable pouch with child-resistant reclosability for Kirkland Signature® Ultra Clean HE Laundry Detergent Pacs.



Fresh-Lock

<https://fresh-lock.com> > product > sliders

Sliders: Advanced Reclosable Technology ... - Fresh-Lock

Perfect for flexible packages requiring strong top and end retention values such as pet food, lawn and garden, medium and large bags. [Learn About Heavy Duty S ...](#)



THE STRATEGY

OWNED CONTENT CREATION & SEO

To bolster the Fresh-Lock's online presence, we employed a dynamic strategy, creating content to showcase the brand's key differentiators and build online authority over key competitors through:

- 1 **Topic Diversity:** Driven by SEO research, industry trends, timely conversations, and events
- 2 **Market-Centric Approach:** Crafted every piece of content to speak to the distinct requirements and challenges within each market across various industries
- 3 **SEO Optimization:** Strategically optimized for search to enhance visibility and reach the target audience
- 4 **Earned Media Alignment:** Complemented contributed articles and scheduled speaking engagements
- 5 **Ongoing Engagement:** Maintained a consistent flow of fresh, high-quality content to provide valuable, in-the-moment insights, positioning the brand as an authoritative resource in the industry



THE STRATEGY

PUBLIC RELATIONS & THOUGHT LEADERSHIP

Through informative content like contributed articles, trade interviews, press releases, and more, Fresh-Lock's expertise reached audiences in packaging and beyond, increasing brand exposure and recognition, while standing out in the crowd.

EXCLUSIVES

Secured exclusive interview access to ensure unique media coverage

COMPELLING STORIES

Leveraged story angles that resonated with industry trends and the editorial focus of target media outlets

TRUSTED RESOURCE

Cultivated relationships with key editors to be their go-to source and referenced editorial calendars to develop pitch plans aligned with editors' needs

PITCHING STRATEGIES

Regularly evaluated and adapted pitching strategies based on media feedback and results

THE STRATEGY

PAID ADVERTISING

Our paid advertising strategy aimed to boost brand awareness among converters, high-level packaging engineers, potential brand partners, and those seeking sustainability expertise, while also establishing the brand as a strategic problem solver and driving website traffic.

With our understanding of Fresh-Lock's audiences, we were able to:

- Utilize behavioral targeting to strategically reach key audiences
- Leverage remarketing tactics to continue to engage interested prospects and relationships
- Activate tradeshows before, after, and during the event to draw in web traffic during peak show times
- Change our platforms to align our content with our ads and the audiences we were trying to reach

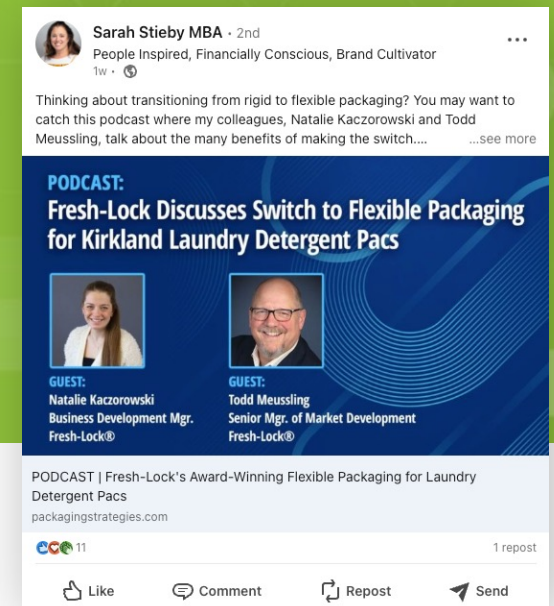
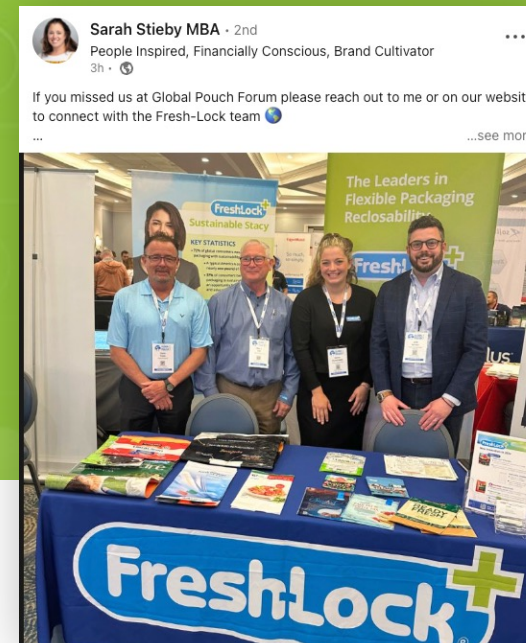
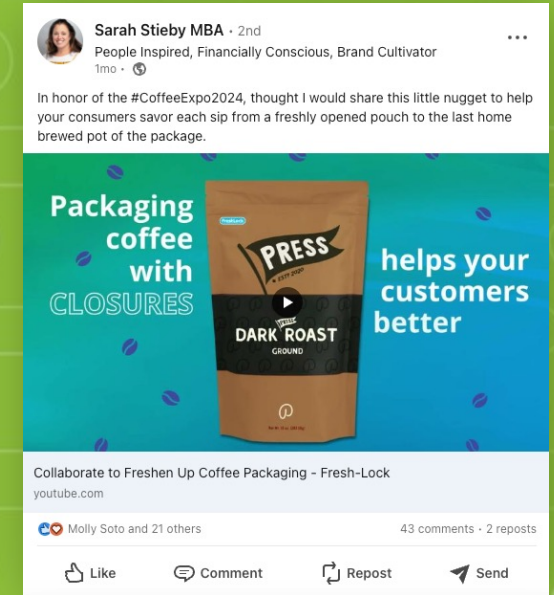
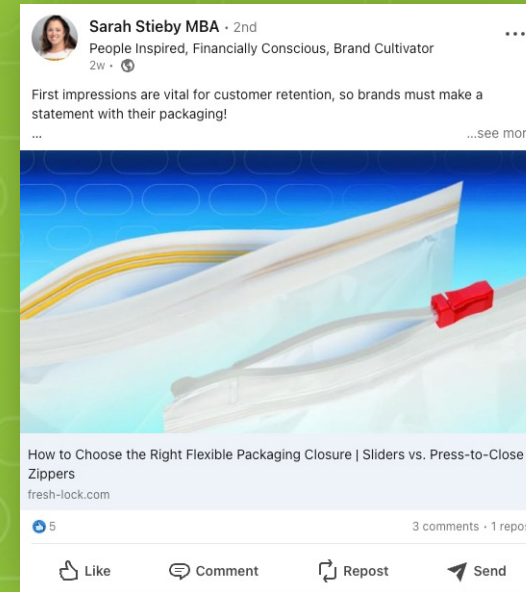


THE STRATEGY

SOCIAL MEDIA

By leveraging the LinkedIn profile of one of Fresh-Lock's SMEs, we showcased the ongoing work and accomplishments of the brand through content such as:

- Highlighting Fresh-Lock's latest projects, innovations, and initiatives
- Showcasing insightful articles and case studies, and sharing industry trends while engaging in meaningful conversations with other industry experts
- Utilizing videos, graphics, and behind-the-scenes snapshots to enhance engagement further

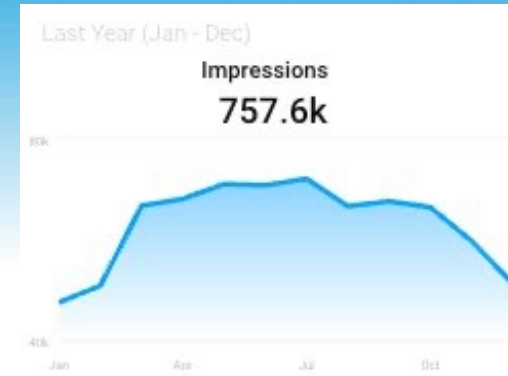


THE SUCCESS

WEBSITE & SEO METRICS

Fresh-Lock significantly improved its website metrics by creating, optimizing, and amplifying industry-leading content. Here are the 2023 highlights:

- Fresh-Lock.com had a 45% increase in search result appearances 2023 vs 2022, showing up over 750K times.
- Following the homepage, the Top 5 visited pages on the website were blog content, accounting for 45% of all organic search clicks.



ORGANIC SEARCH PERFORMANCE BY PAGE

Page URL	Clicks	Impressions	CTR by Pages	Average Position
https://fresh-lock.com/	2,518	42,309	5.95%	27.8
https://fresh-lock.com/blog/slider-press-to-close-zipper-reclosable-packaging	1,181	35,039	3.37%	26
https://fresh-lock.com/blog/what-you-need-to-know-about-child-resistant-packaging	247	39,685	0.62%	24.9
https://fresh-lock.com/blog/reclosable-cereal-bags	203	33,414	0.61%	33.3
https://fresh-lock.com/blog/resealable-packaging-consumer-loyalty	196	44,588	0.44%	24.1
https://fresh-lock.com/blog/reclosable-packaging-for-dried-fruit-and-nuts	180	28,507	0.63%	34.1
https://fresh-lock.com/product/child-resistant-zippers	136	4,766	2.85%	33.6
https://fresh-lock.com/product/sliders	125	12,228	1.02%	26.9
https://fresh-lock.com/blog/coffee-packaging-design-trends	122	31,260	0.39%	55.3
https://fresh-lock.com/about-us	117	10,823	1.08%	4.3
https://fresh-lock.com/product/child-guard-slider	103	23,131	0.45%	32.9

THE SUCCESS

SERP RANKING RESULTS

Fresh-Lock ended 2023 with 121 unbranded, unique queries ranking on Page 1 of Google Search Results, equaling a 6X increase since 2018.



121

Unbranded,
unique queries
ranking of
Google Search
Results

6x

increase since
2018

THE SUCCESS

PUBLIC RELATIONS RESULTS

Throughout 2023, Fresh-Lock was featured in industry publications, both domestic and international, over 30 times, reaching a qualified audience of over 760K.



30+

Features in
Industry
Publications

760k+

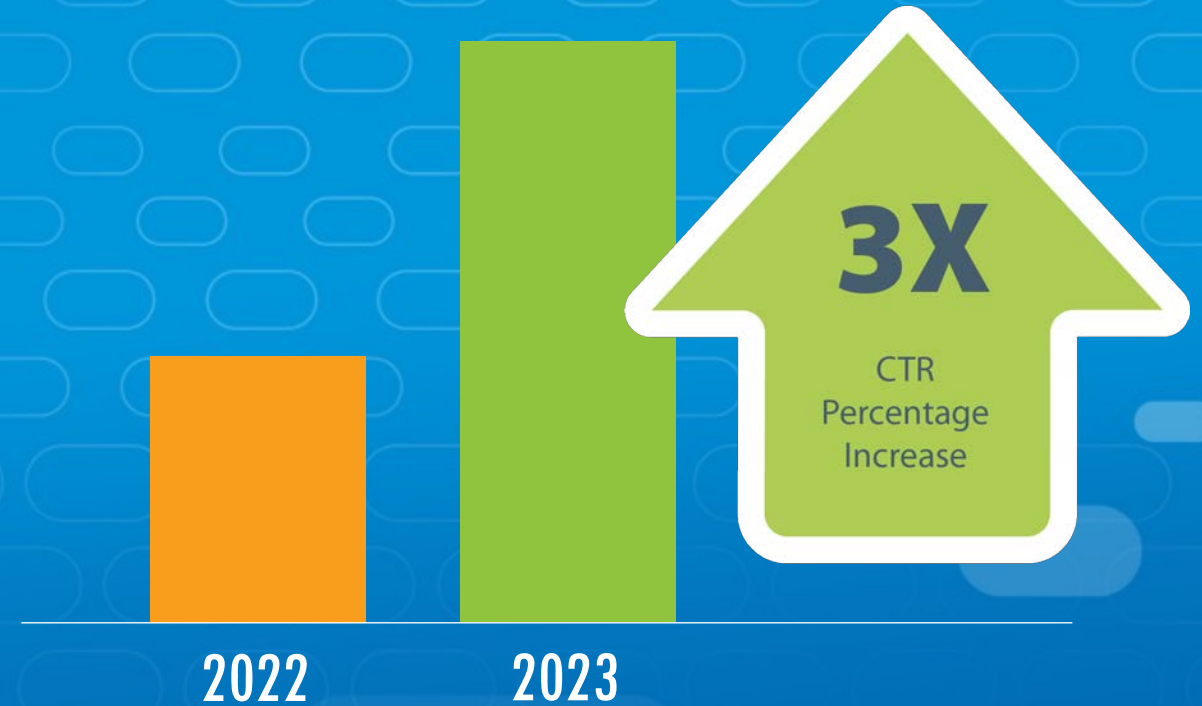
Total Audience
Reach

THE SUCCESS

PAID ADVERTISING RESULTS

Strategy optimizations in 2023 resulted in a 105% increase in clicks compared to 2022 and updates to audience targeting eliminated irrelevant impressions, increasing CTR percentage over 3X!

INCREASE IN CLICKS

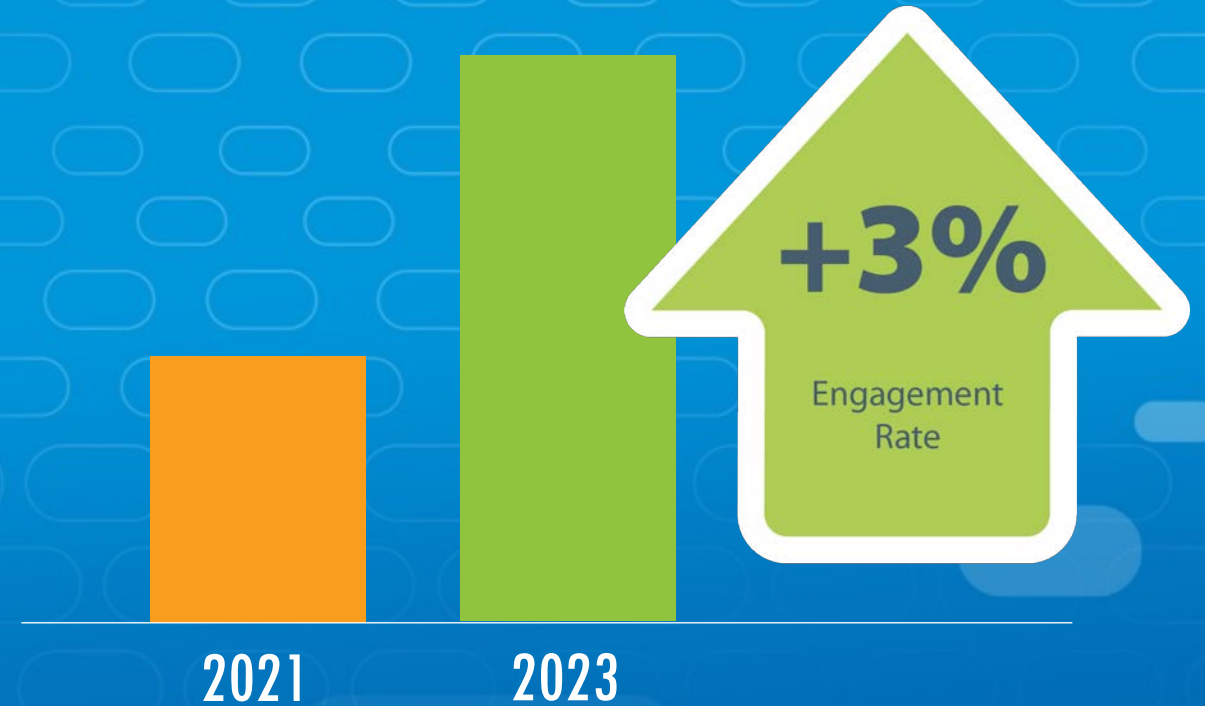


THE SUCCESS

ORGANIC LINKEDIN RESULTS

Impressions per post have nearly doubled since 2021 with event-based posts in 2023 leading the way in engagement rate, seeing engagement rates as high as 3%.

IMPRESSIONS PER POST



FreshLock®

SUCCESS THAT'S SUSTAINABLE

goelement.com

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De Pere, WI 54115



ELEMENT

