

WELCOME TO

ELEMENT



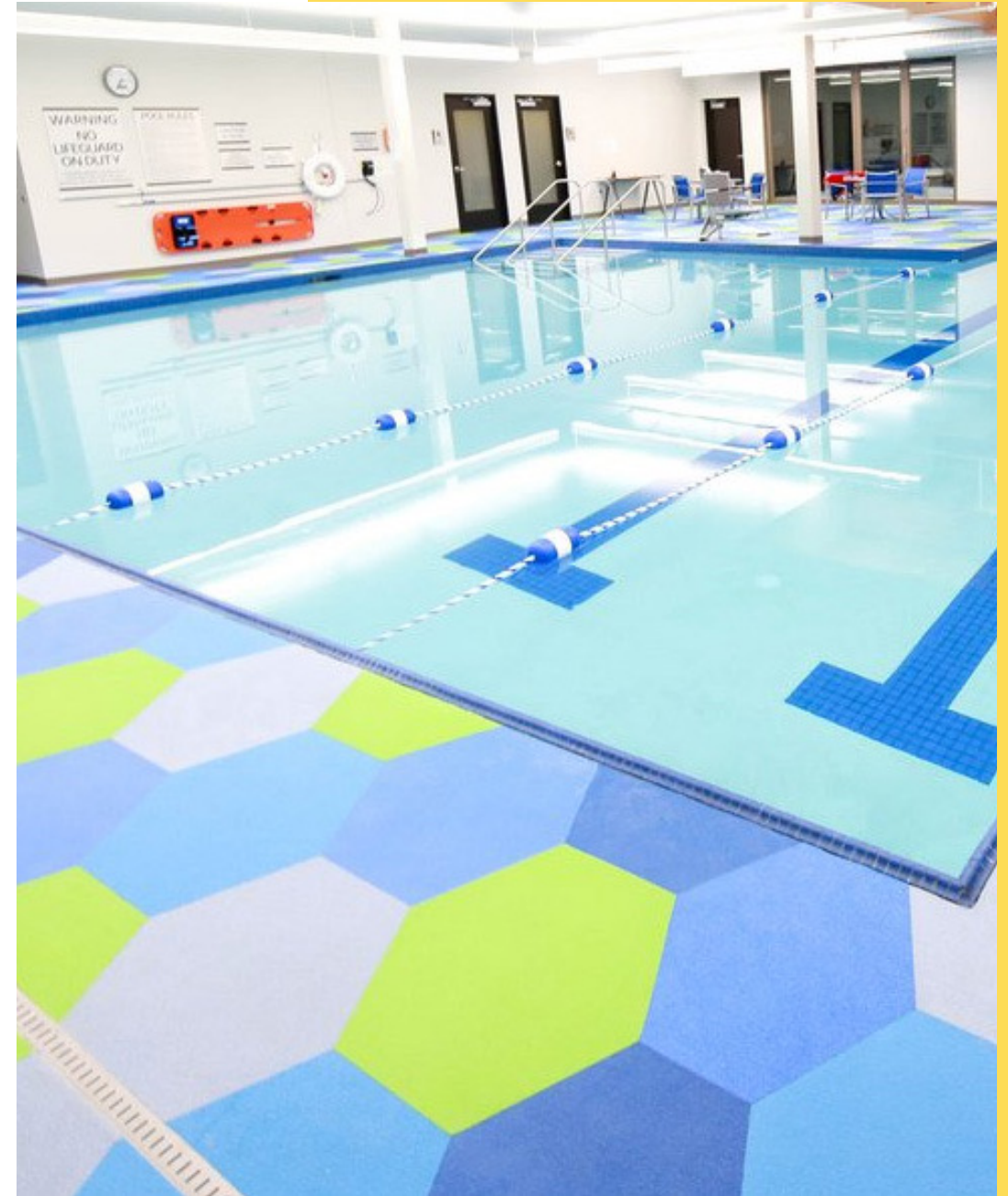
THE SITUATION

As Horizon Commercial Pools expands through acquisitions and transitions brands under the Horizon name, leadership is focused on creating consistency and building scalable growth.

A new website is central to this effort. WordPress appears to be the preferred platform, and with Element's expertise, it can become a true sales tool and foundation for integrated digital marketing. And eCommerce remains a critical technical component.

However, unlocking the full potential of Horizon's digital presence requires a partner with both sales and marketing strategy and programming with eCommerce expertise.

The partner must be an extension of the team. One that **values relationships and does not act like a vendor**, who can deliver a full-funnel digital marketing approach beyond just a website that **drives sales** and moves the business forward.



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.



INTEGRITY

PASSION



PARTNERSHIP



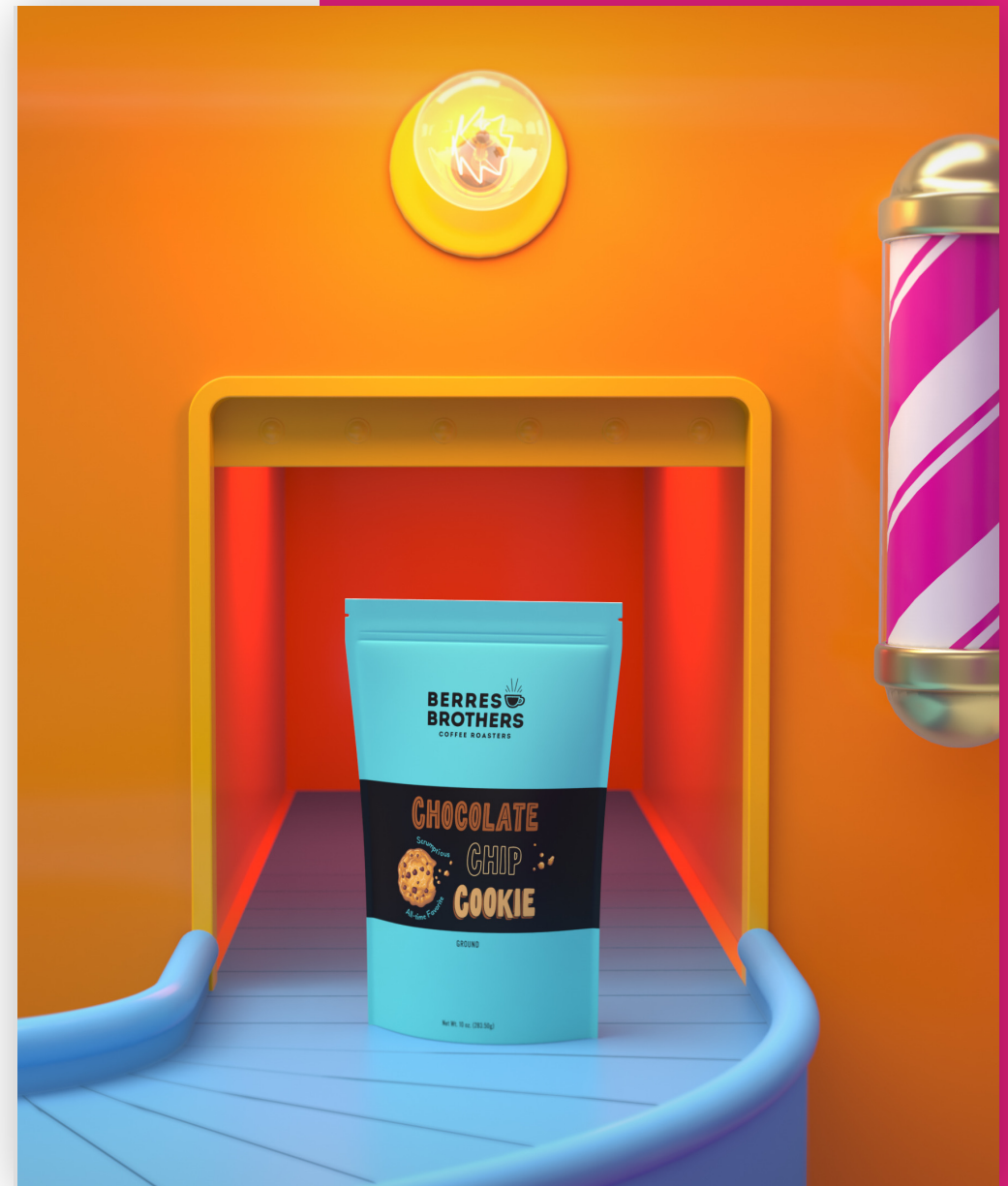
AUTHENTICITY

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



DIGITAL MARKETING APPROACH

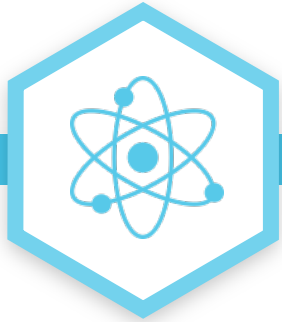
GROWING SALES THROUGH A STRONGER DIGITAL
FOOTPRINT...AND BEYOND



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

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

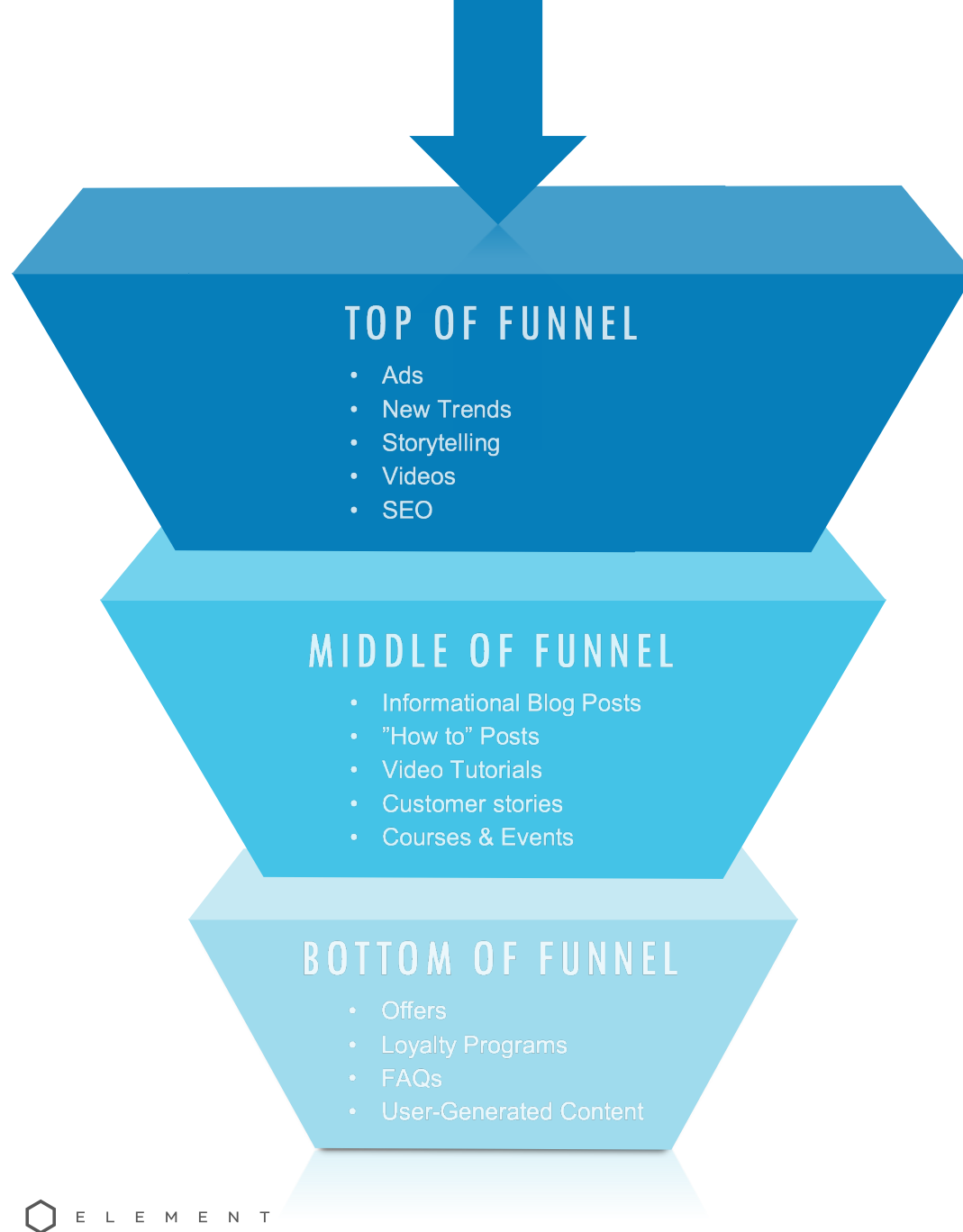
Example Messages:

- 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

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

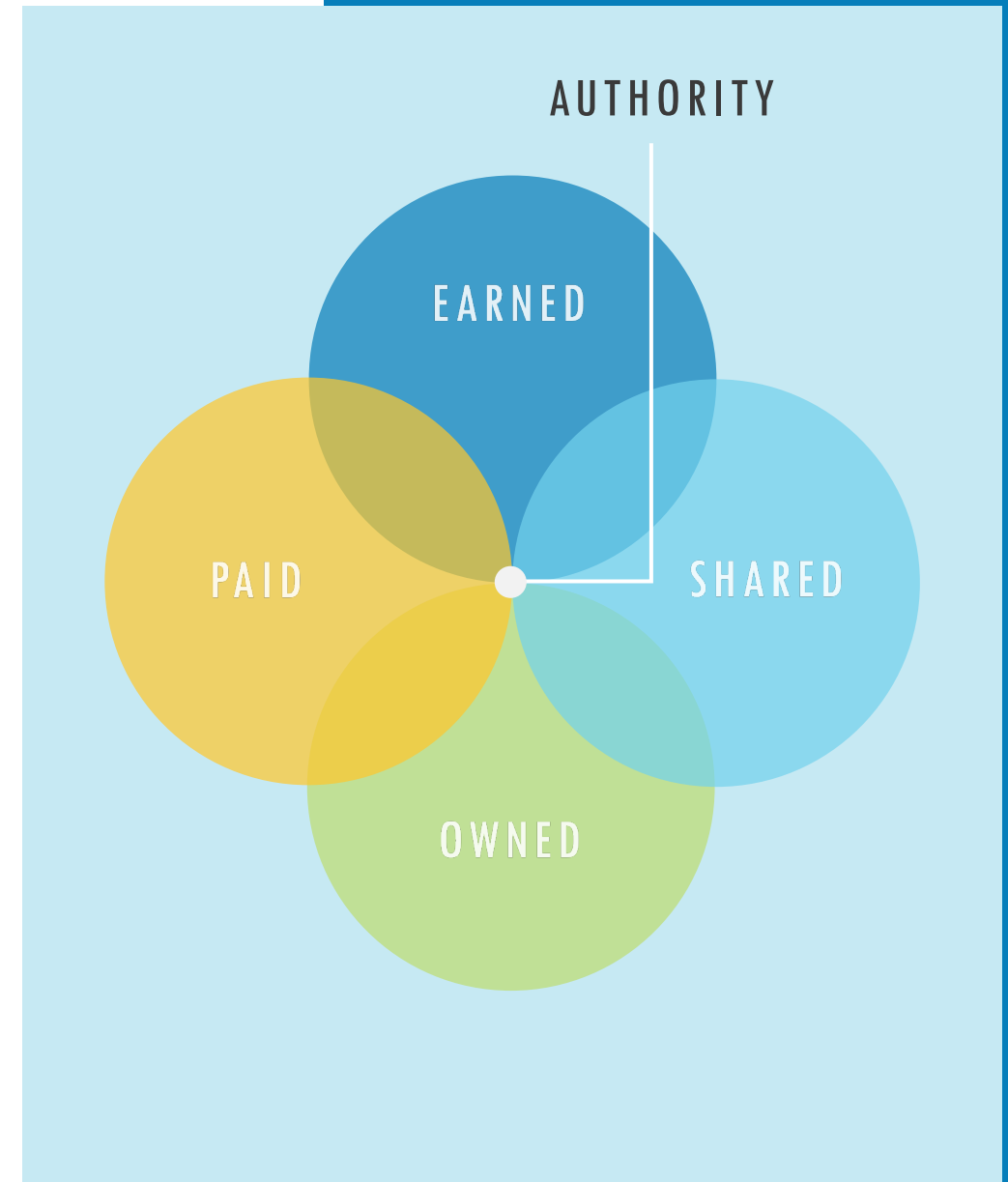
- Marketing Communications Plan
- Quick Wins Planning & Execution
- 12-Month Execution Roadmap & Funnel Alignment
- Measurement Strategy & Benchmark Report
- Live Data Dashboard & Calibration Sessions

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



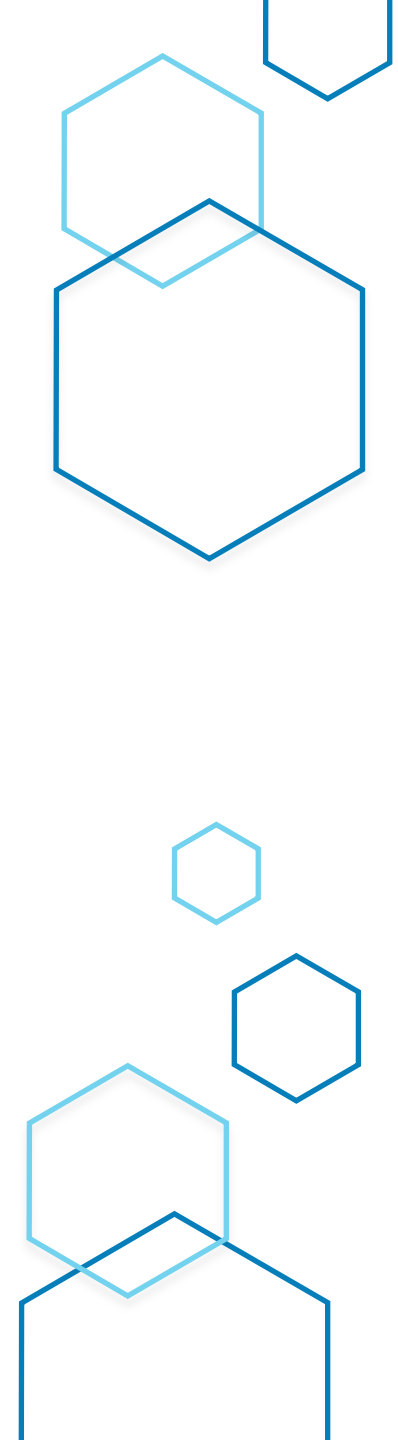
FUNDING THE GROWTH YOU'VE ENVISIONED

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.



WEBSITE DEVELOPMENT APPROACH

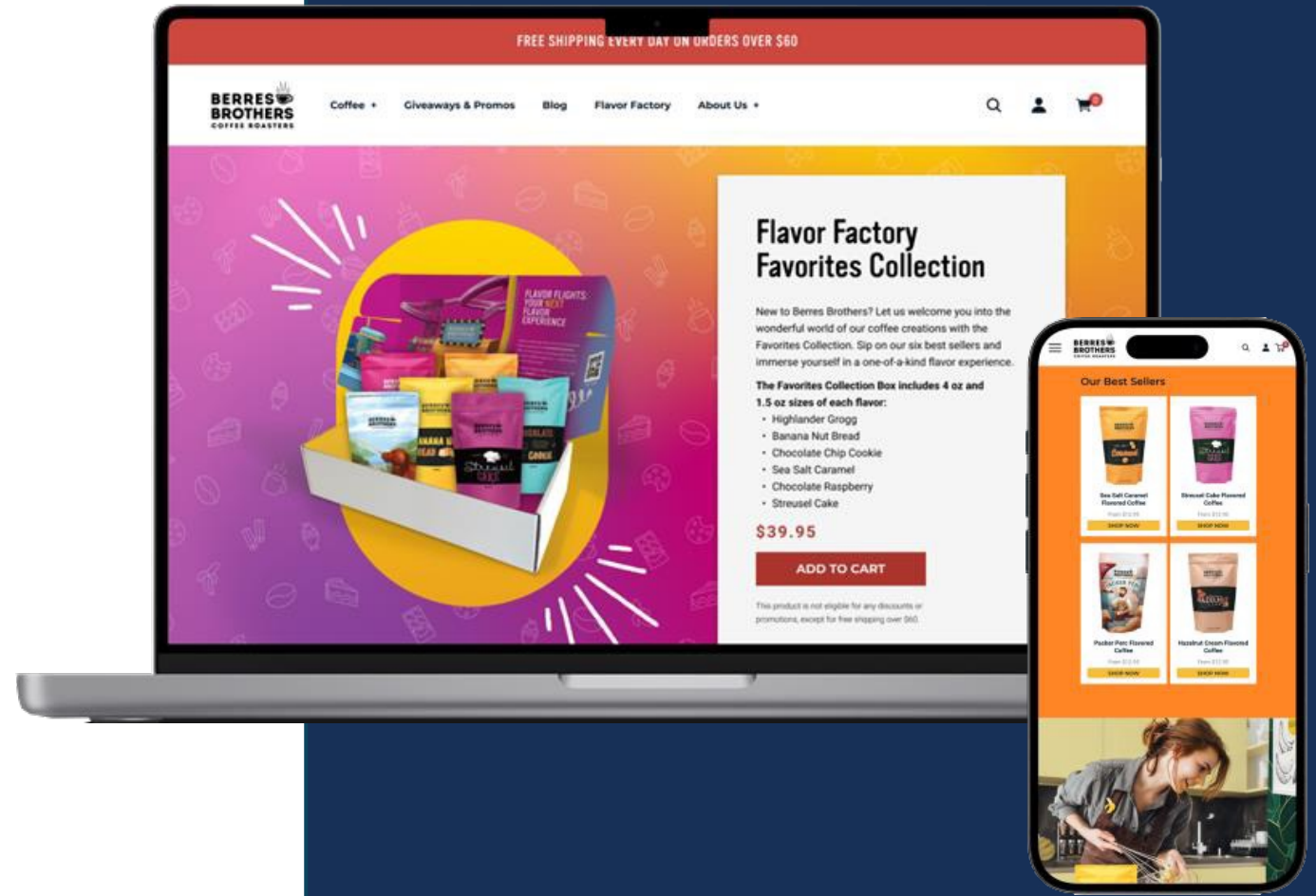
UNLOCK THE FULL SALES POTENTIAL OF YOUR WEBSITE
WITH AN INTEGRATED MARKETING MINDSET



STRATEGIC WEBSITE DEVELOPMENT

RESULTS-DRIVEN

Like everything we do, our website design approach is rooted in **results-driven strategy**. Our team of user experience designers also bring a strong understanding of programming, ensuring a seamless handoff to your development team. This means your website will be built **efficiently** and without unexpected delays, keeping your project on track and aligned with your goals.



OUR WEBSITE DEVELOPMENT APPROACH

KEY DIFFERENCES

- ◆ Your bottom line is top-of-mind
- ◆ A deep understanding of SEO and the impact design has on proper optimization
- ◆ Our UX design-first mentality delivers results
- ◆ We're upfront and detailed when it comes to budget
- ◆ Mobile-first approach for user-centered design
- ◆ Expertise in diverse CMS technologies and integrations to properly design to technology requirements
- ◆ Our combination of experience: industry, B2B/D2C, and eCommerce/product-centric

FORWARD THINKING

We offer more than just websites. With Element, you gain access to a full team of marketing experts who will not only support your immediate website design needs but are also available to assist with any future marketing efforts, helping activate your website and drive sales as your needs evolve.



ECOMM EXPERIENCE

Maverick Blinds

Designed and launched a Shopify eCommerce experience for this newly acquired brand which positioned it to **double sales** over the next 3 years.

Berres Brothers

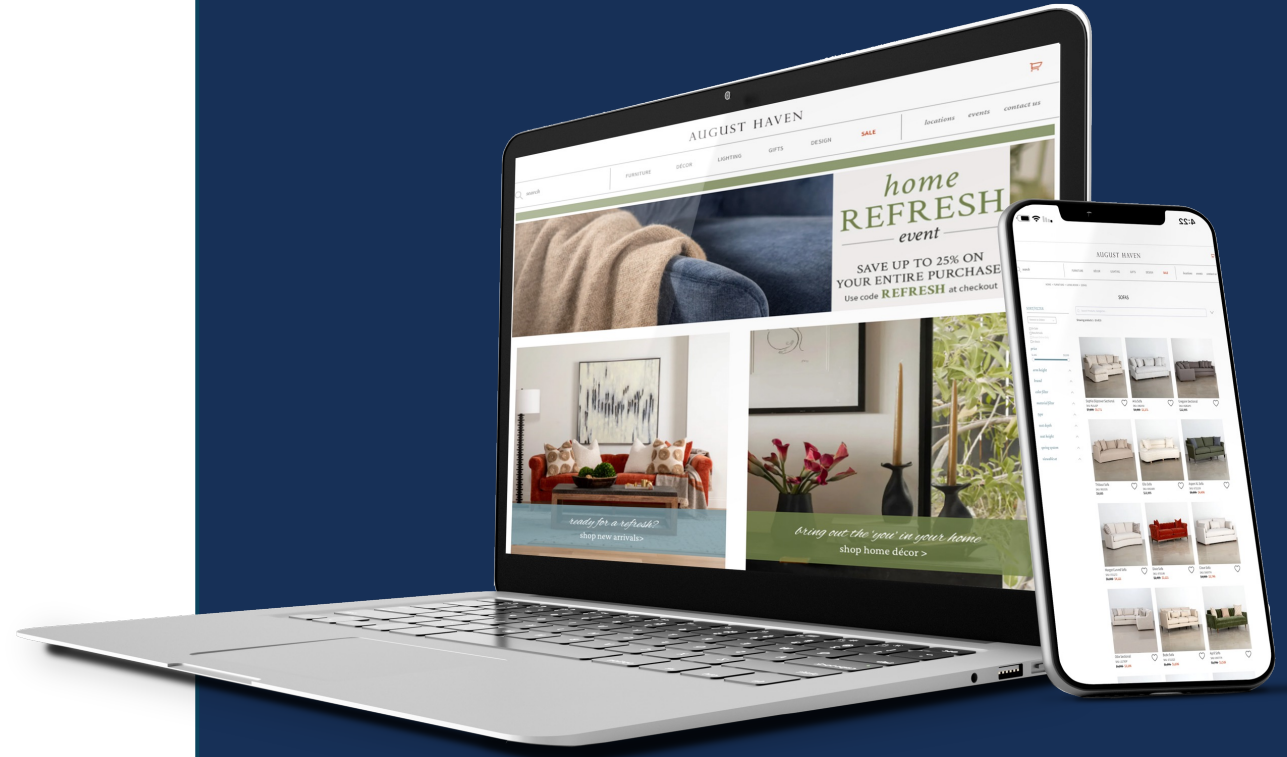
Implemented modifications aligned with marketing strategies, resulting in nearly **doubling daily sales** performance.

WG&R

Developed custom ERP integrations and developed a new website to **maintain market share against a larger competitor** that entered their market.

Skee-Ball

Elevated checkout experience and optimized fulfillment process through customizing a standard Shopify app to maximize sales and build internal efficiencies.



August Haven

Delivered a customized eCommerce experience seamlessly integrated with complex backend systems with focus on presentation and performance which **lifted sales 550% and increased average order value 51%** in 2023 vs 2022.



**SUCCESS IS BUILT THROUGH
PARTNERSHIP AND TOGETHER
WE'LL MAKE IT HAPPEN.**



WEBSITE DEVELOPMENT THAT DRIVES GROWTH

PHASE ONE: APPLICATION DESIGN DOCUMENT

Prior to beginning the website build, we create a detailed strategic plan, which we call an **Application Design Document** (ADD). This unique approach creates a comprehensive plan that aligns with your business goals, marketing strategy, and technical and design scope for project implementation.

By implementing this strategic approach, we **safeguard your operations from unexpected interruptions** and maintain the agility needed to adapt to changing circumstances.



WEBSITE STRATEGY

BENEFITS OF AN APPLICATION DESIGN DOCUMENT

Project Clarity and Scope Alignment

Our approach ensures that all stakeholders are on the same page regarding the project's objectives, scope, and requirements as well as timelines, scale, complexities, and budget.

Enhanced Communication

Our approach fosters frequent communication and collaboration among team members, leading to better teamwork and understanding.



WEBSITE STRATEGY

BENEFITS OF AN APPLICATION DESIGN DOCUMENT

Detailed Evaluation

Offering an in-depth project evaluation, this approach ensures the most accurate estimate and eliminates unwanted surprises by establishing a definitive not-to-exceed cost.

Risk Mitigation

By identifying potential challenges early, it helps mitigate risks and avoid costly delays or rework.



WEBSITE STRATEGY

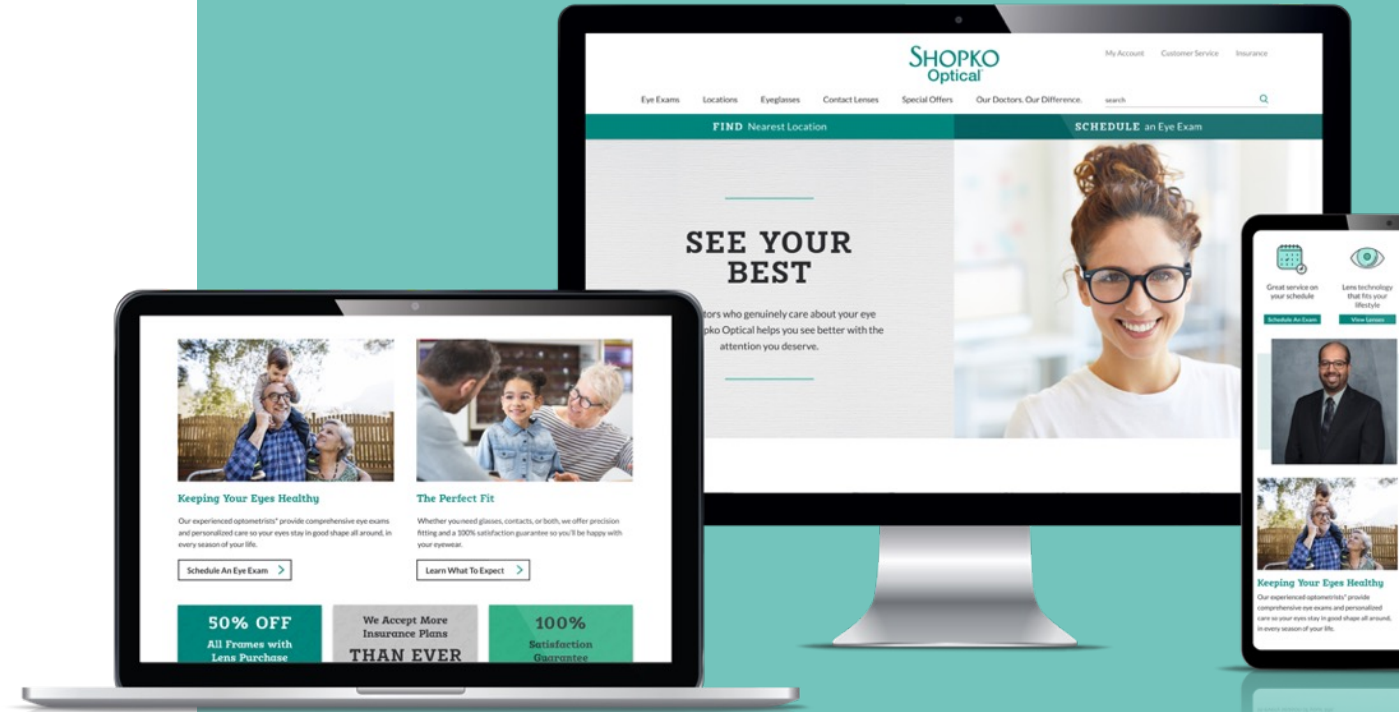
BENEFITS OF AN APPLICATION DESIGN DOCUMENT

Resource Optimization

By clearly defining project requirements and timelines, we optimize the allocation of resources, such as personnel, time, and technology integrations.

Quality Assurance

Our approach serves as a benchmark for evaluating the quality of the final deliverables, ensuring they meet the project's objectives and requirements.



WEBSITE STRATEGY

BENEFITS OF AN APPLICATION DESIGN DOCUMENT

Better Performance

A well-prepared approach creates a structured and thoughtful approach to the project, providing a better end product and development flexibility.

Continuous Improvement

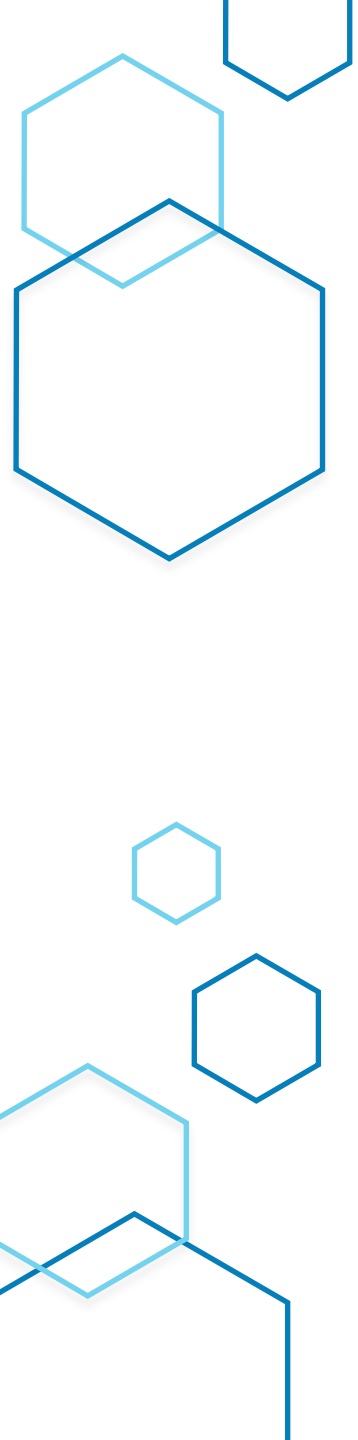
Insights gained will often uncover opportunities for future enhancements, giving you a roadmap for future projects that will continue to add value to your website investment.



PHASE ONE: STRATEGIC PLAN

INCLUSIONS IN YOUR APPLICATION DESIGN DOCUMENT

- **Analytics audit**
- **Content analysis**
- **Web presence competitive analysis**
- **User journey mapping and site architecture**
- **Design concept**
- **SEO considerations**
- **Accessibility and privacy guidelines (ADA, GDPR, CCPA)**
- **eCommerce implementation analysis**
- **Third-party software evaluations & recommendations (i.e. chatbot, etc.)**
- **Internal software systems alignment**
- **Development recommendations**
- **API considerations & mapping**





PHASE 2: WEBSITE DESIGN

USER-FRIENDLY + PURPOSE-DRIVEN

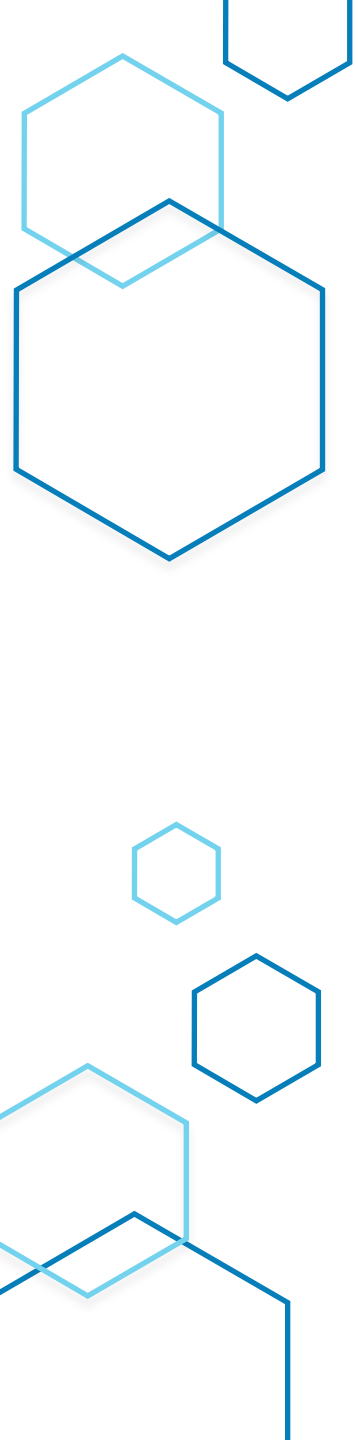
Our goal is to deliver a website redesign that enhances usability, aligns with your brand guidelines, and efficiently communicates your value proposition.

By addressing key challenges like updating eCommerce, increasing SEO, and design, we'll create a platform that meets the unique needs of your audience. Together, we'll build a digital experience that drives engagement, supports sales, and establishes leadership in the industry.

PHASE TWO: WEBSITE BUILD

INCLUSIONS IN DEVELOPING YOUR WEBSITE

- User experience optimized (UX) homepage and interior pages design and layout (custom to your brand, not templated)
- Mobile-first design with seamless user experience across devices
- High-performance design with fast load times and optimized assets
- ADA compliant design for accessibility
- Content hierarchy and alignment to ensure easy navigation and readability
- Copywriting and copyediting
- Optimized user interface (UI) with a fully responsive blueprint
- Front-end and back-end SEO alignment for search engine optimization
- Robust and user-friendly navigation structure
- Interactive and engaging call-to-action (CTA) elements with built-in lead generation
- Customized WordPress CMS backend programming allowing for a design-first approach while providing full editing capabilities
- Responsive programming with full eCommerce integration
- Private beta link for testing and revisions
- Hosting coordination
- CMS training and 10-days of post-launch support





PHASE THREE: ONGOING SUPPORT

COLLABORATIVE PARTNERSHIP

As the Preventative Security Maintenance

- Quarterly security audits for site infrastructure, plugins, and third-party software
- Bi-annual comprehensive audits with actionable reports
- Hosting support and automated plugin management through WP Engine
- Continuous monitoring to keep your site updated, secure, and performing efficiently

Site Maintenance Retainer

- Dedicated hours each month for website updates and enhancements
- Priority handling of requests like copy updates, new pages, images, and forms
- Proactive approach to keeping content fresh and relevant
- Flexible rollover of unused hours to maximize value



INVEST IN YOUR HARDEST-WORKING SALESPERSON

A WEBSITE BUILT TO GENERATE LEADS, SUPPORT CUSTOMERS,
AND DRIVE REVENUE AROUND THE CLOCK



FUNDING A WEBSITE THAT FUELS GROWTH

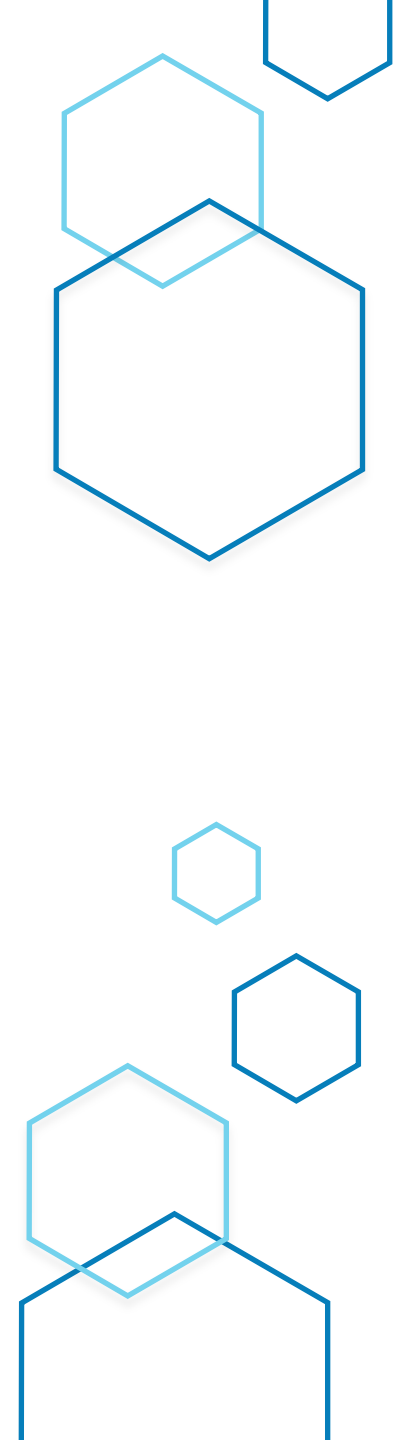
The **upfront strategic portion** (Application Design Document) is \$7,500, designed to uncover user needs, define eCommerce technical requirements, and create a clear roadmap for design, functionality, and performance. **This is not an additional cost** outside the website build. It's a critical first step in a strategic website process. We separate it out to do the due diligence up front, ensuring the right information and resources are in place to determine an **exact price** before development begins. As long as the project stays within the scope of the estimate, you will never receive a change order.

That's true partnership and peace of mind.

We anticipate the full website build to fall within \$85,000-\$125,000, with scope and investment tailored to the complexity of design, content, and integrations as determined in the Application Design Document. Ecommerce functionality, third-party systems, and custom features are factored in to ensure the site aligns with business goals and user expectations.

(Please note, we would anticipate the website build **without** eCommerce functionality to fall between \$45,000-\$65,000).

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



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.

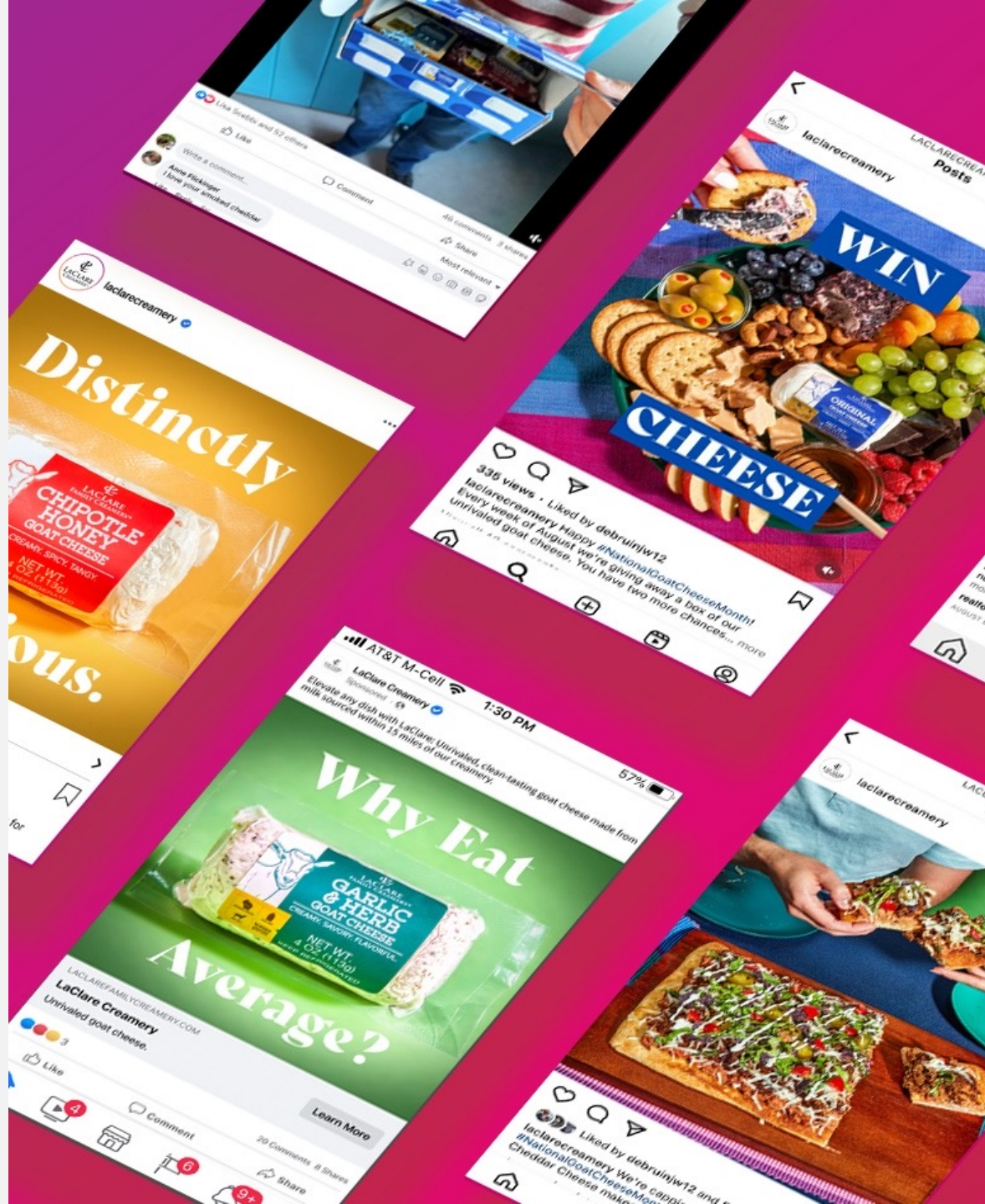
We also regularly coordinate cross-functional **Think Tanks** that unite creativity, strategy, and data to brainstorm and refine ideas that not only keep us on trend but also push the boundaries of what's possible.



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



STUDIO FORTY FOUR

OUR VISUAL CONTENT STUDIO

Commercial Photography

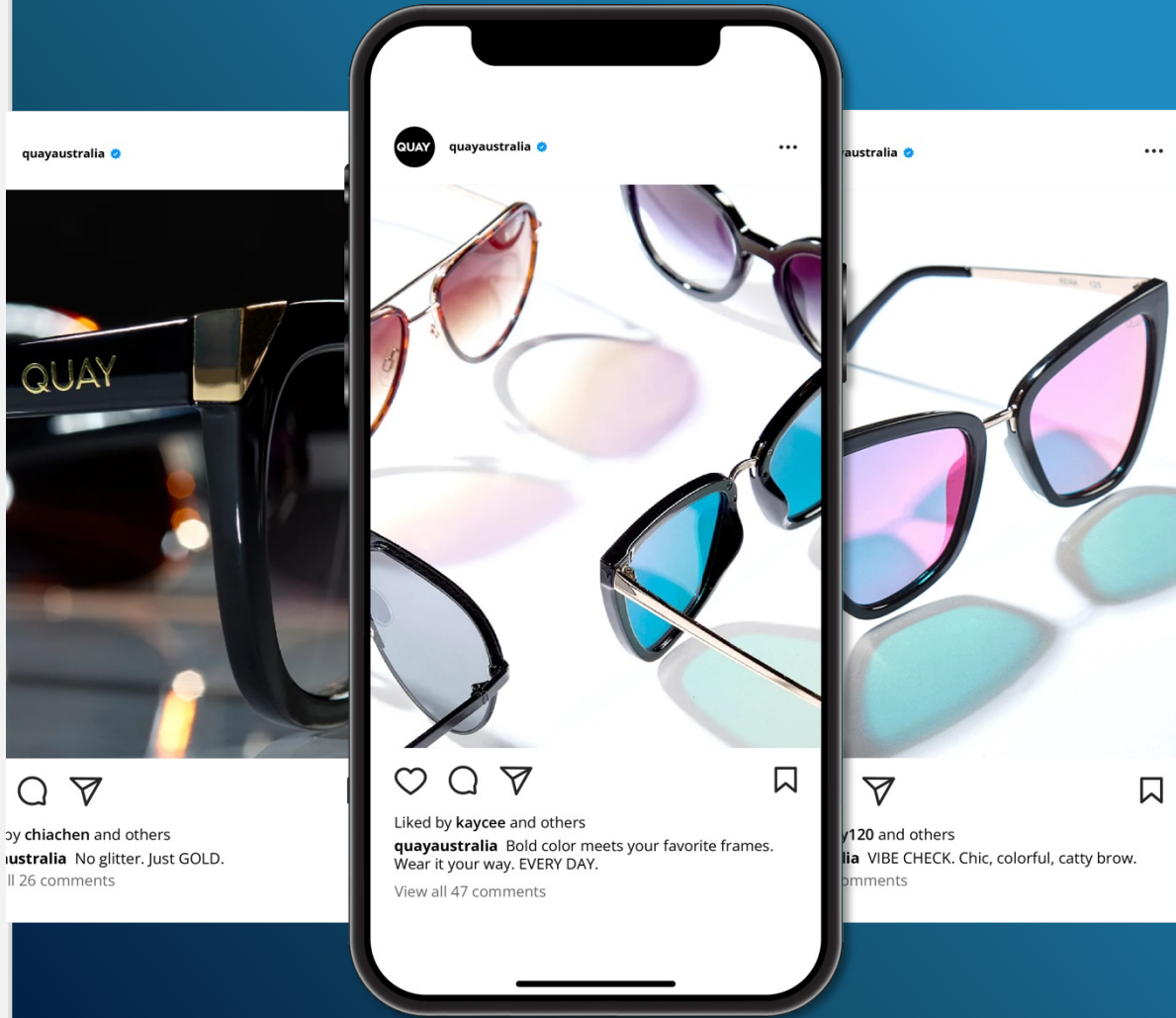
- Commercial, Product, Lifestyle, Advertising, Industrial, Architectural, Illustration, etc.

Commercial Video

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

Other Services

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



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.

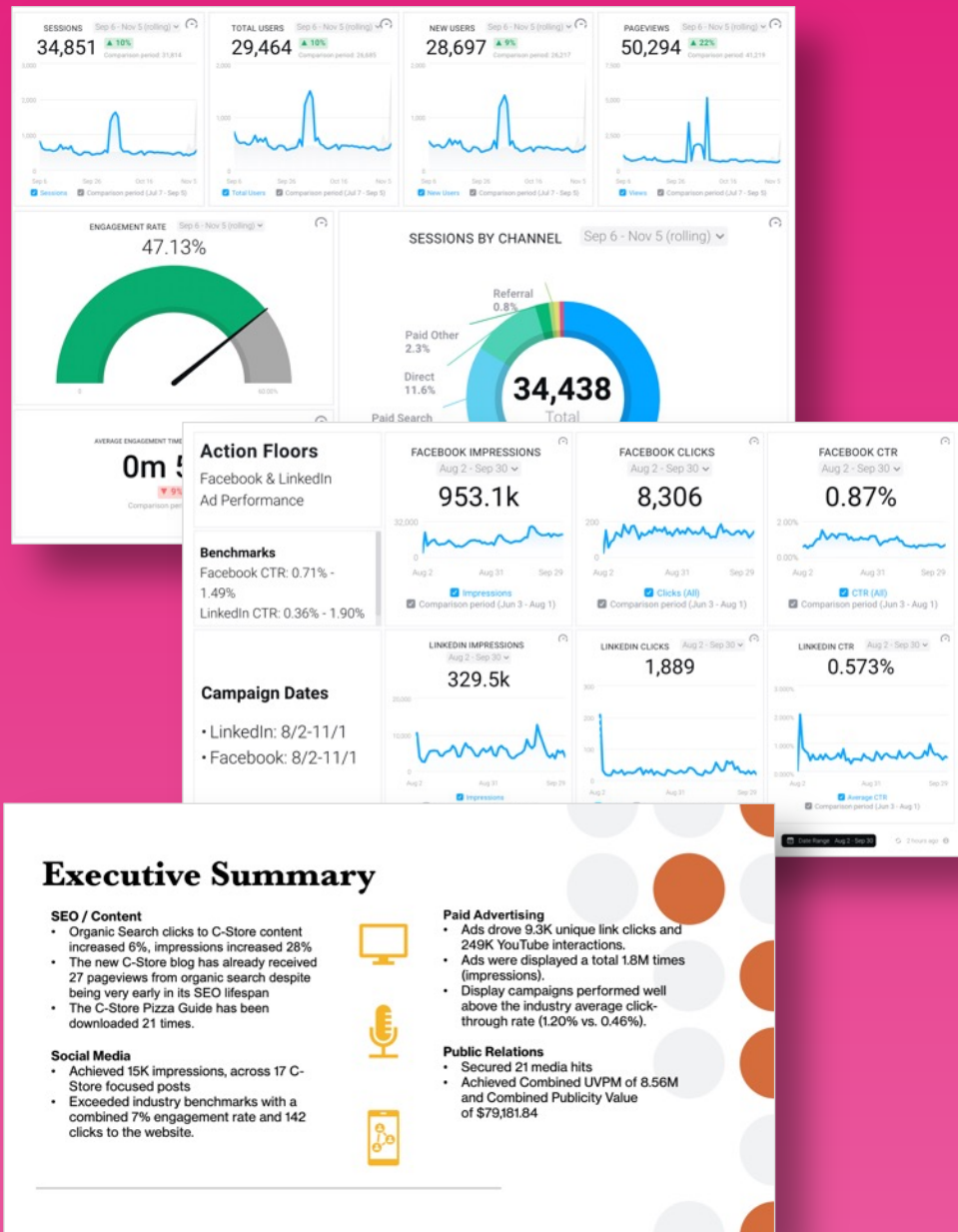
- Customized Digital Display
- Behavior Targeting
- OTT Advertising
- Social Media
- Radio, Podcasts, and TV Advertising
- Out-of-Home Advertising
- Print Advertising
- Experiential Marketing
- Sponsorship Activations
- Search Engine Marketing (SEM)



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

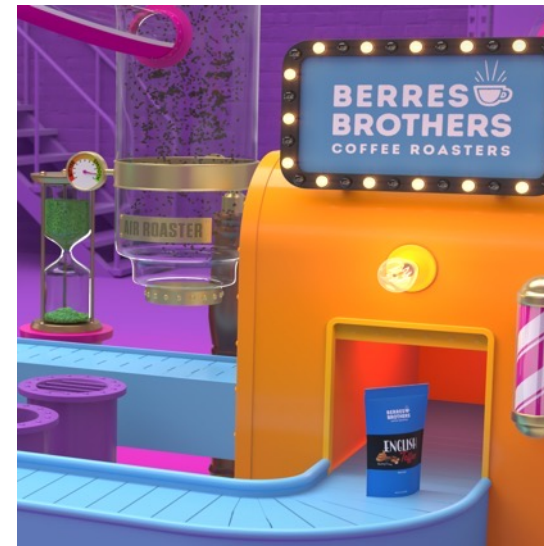
EXECUTION IS EVERYTHING

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.





GREAT WORK. BOTTOM LINE.

LET'S GET STARTED.

goelement.com

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