

WELCOME TO

ELEMENT





DENTAL CRAFTERS NETWORK

REQUEST FOR PROPOSAL — WEBSITE DEVELOPMENT SERVICES





HELLO!

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SECTION ONE: AGENCY OVERVIEW



EXPERIENCE A PARTNERSHIP

WHERE COLLABORATION DRIVES RESULTS

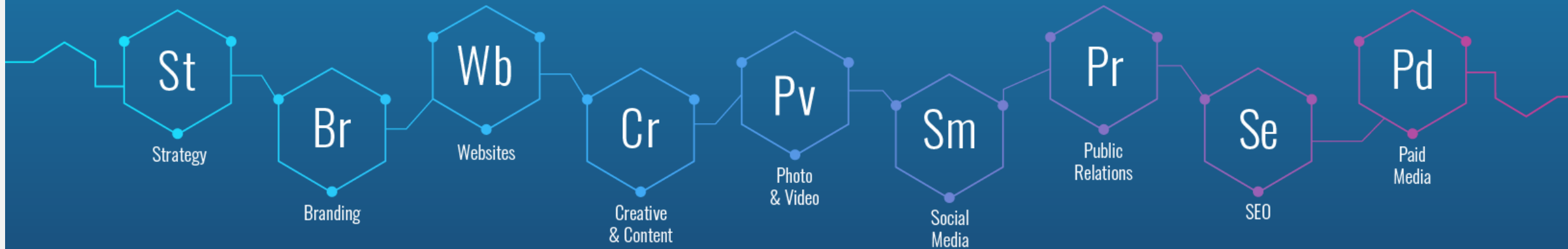
First things first, you'll notice that working with us isn't going to be like working with other outside vendors—because we're not a vendor. **We're an extension of your team.**

We prioritize partnerships that are the right fit, so when we join forces, we're all in, ready to collaborate and make things happen. Together, we'll unlock the full potential of our teams, creating strategies that don't just meet goals but elevate them, driving real value at every turn.



FULLY INTEGRATED MARKETING

We understand and connect every marketing touchpoint, ensuring your website is a central part of your brand experience.



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

OUR BRAND 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.

CONTINUOUS IMPROVEMENT

Communication is a two-way channel that fuels our journey. Feedback is how we grow and get better.

ELEMENT BY THE NUMBERS

- 1 office, headquartered in De Pere, Wisconsin
- 8.2 years, the average tenure of our top 10 accounts
- 22+ years as a full-service marketing agency
- 45 full-time creative problem-solvers



65% National
20% Regional
15% Local



60% B2B
40% B2C



SECTION TWO: PROJECT TEAM & ROLES



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 full-service approach to websites blend design, content, programming, SEO, analytics, and brand storytelling, making sure your site doesn't just look amazing, but drives measurable business results.



OUR CREW

Strategy Masterminds

Killer Creatives

Content Gurus

Website Wizards

Digital Ninjas

PR Pros

Media Mavens

KATIE BRAMSCHREIBER

DIRECTOR OF INTEGRATED STRATEGY

With 14+ years of marketing experience, Katie combines a knack for building strong client relationships with a sharp, sales-focused strategy. She leads our strategic approach from start to finish, ensuring every project aligns with client goals and drives results.

Experience:

- Expert in aligning business goals with marketing strategy to drive measurable results
- Proven ability to transform marketing vision into actionable website requirements, ensuring the site amplifies business objectives and campaign performance
- Successfully led and launched dozens of complex website projects from multi-site websites and e-commerce platforms to custom interactive experiences
- Skilled at integrating data, design, content, and development to deliver high-performing digital experiences





JODY BENNETT

DIRECTOR OF BRAND STRATEGY & UI/UX

She connects brand thinking with creative execution, guiding everything from website strategy to UX and UI design. Working hand-in-hand with our developers, she ensures every site looks on-brand, feels intuitive, and performs seamlessly.

Experience:

- 13+ years building brands and leading creative, translating strategy into digital experiences that drive engagement
- 10+ years of hands-on UI/UX experience, uniting design, marketing, and programming teams to deliver on-brand websites
- Experienced in leading complex digital projects, from multi-site website systems for Foot Locker Inc. to immersive applications such as the Kohler LuxStone and Walk-in-Bath augmented reality apps
- Skilled in building scalable, responsive websites with a focus on accessibility, usability, and performance

JARED JIRSCHELE

ACCOUNT EXECUTIVE

A seasoned marketer with 7+ years of experience, he's your web project partner in crime, keeping teams aligned, translating your vision, and ensuring the site is on-brand and delivered on time.

Experience:

- Experienced in building strong partnerships with marketing leaders as a strategic team member who understands business and marketing goals
- Proven expertise leading cross-functional teams to deliver integrated marketing campaigns, understanding how to translate client visions into clear briefs and deliverables
- Skilled in managing project scope, budgets, and timelines while addressing challenges and protecting profitability
- Drives client growth by identifying opportunities, presenting innovative agency solutions, and helping clients leverage trends and strategies to achieve their goals





KEVIN HAMILTON

DIRECTOR OF TECHNOLOGY

A technical superhero with decades of experience. He oversees all technical aspects of Element's digital projects, ensuring platforms, integrations, and custom development deliver high-performing, scalable solutions.

Experience:

- 25+ years of professional software development, including 15+ years building web and mobile applications
- Extensive experience launching high-profile, enterprise-level web and mobile solutions across multiple industries
- Oversees technical strategy for all web and mobile projects, including architecture, hosting, and database management
- Expert in platform selection, custom development, and third-party integrations to meet complex client needs
- Proven leader in ensuring websites and applications are scalable, secure, and optimized for performance
- Leads all technical conversations between marketing and DevOps to ensure nothing gets lost in translation



PASSION

INTEGRITY



PARTNERSHIP



AUTHENTICITY

SUPPORTING TEAMMATES

While your project leads will guide the overall strategy and execution, your website project will also benefit from the expertise of our full team.

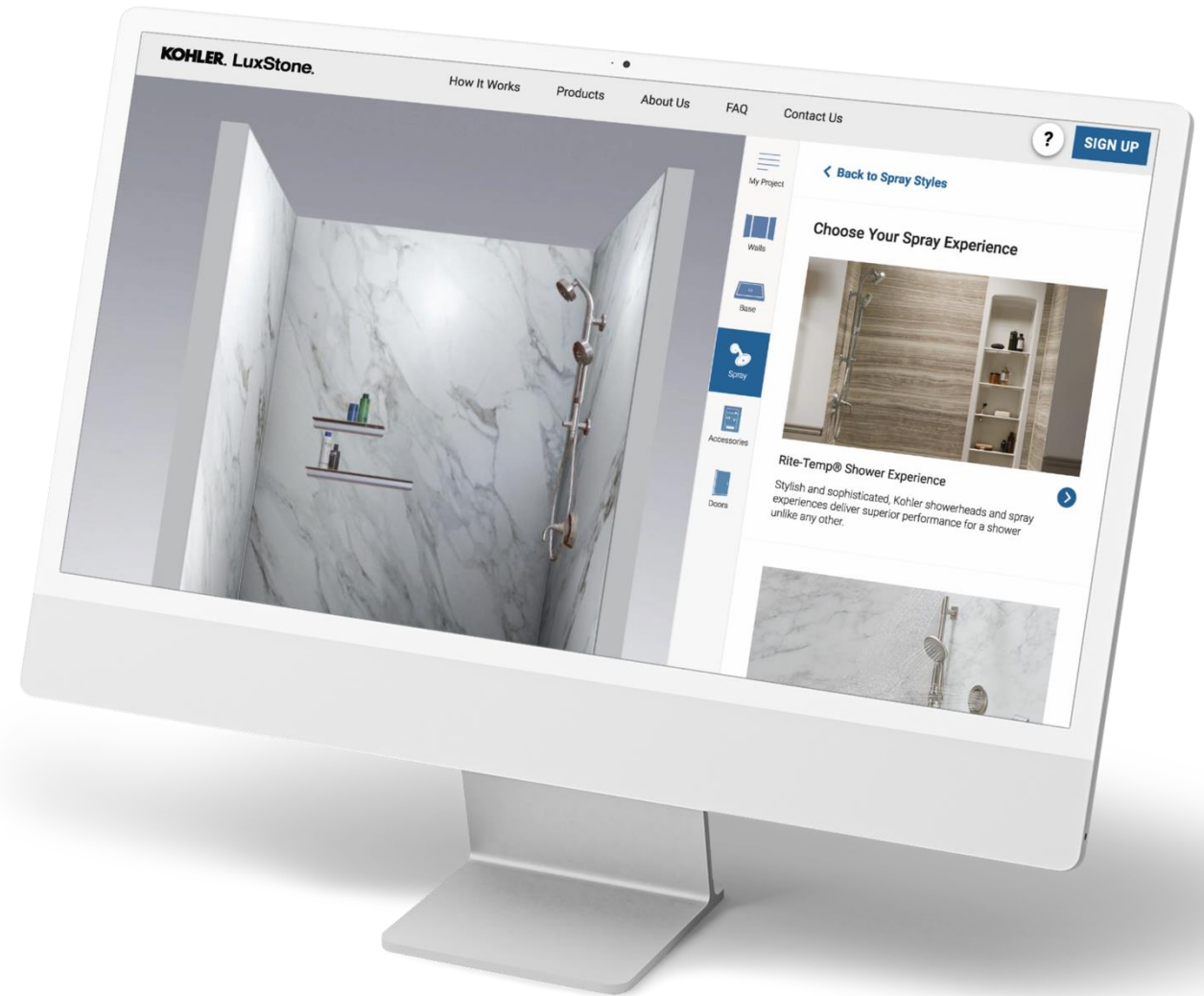
- **Data Analyst:** Tracks and interprets user behavior to inform design and content decisions
- **SEO/GEO Strategist:** Optimizes content and site structure to improve search visibility and drive traffic
- **UI Designer:** Crafts intuitive, on-brand interfaces that enhance user experience
- **Content Creator:** Develops, refines, and optimizes copy to engage audiences and support business goals
- **Developer:** Brings designs and functionality to life, ensuring the site is technically sound and built to fit your needs

SECTION THREE: PORTFOLIO & REFERENCES



YOUR PARTNER FOR DIGITAL EXPERIENCES THAT DELIVER

Element has launched hundreds of websites and apps across B2B and B2C industries, helping businesses connect with customers, simplifying complex processes, and achieving measurable results. Our fully integrated approach aligns analytics, strategy, design, content, and development from day one, ensuring your digital experience drives real impact.



FTI

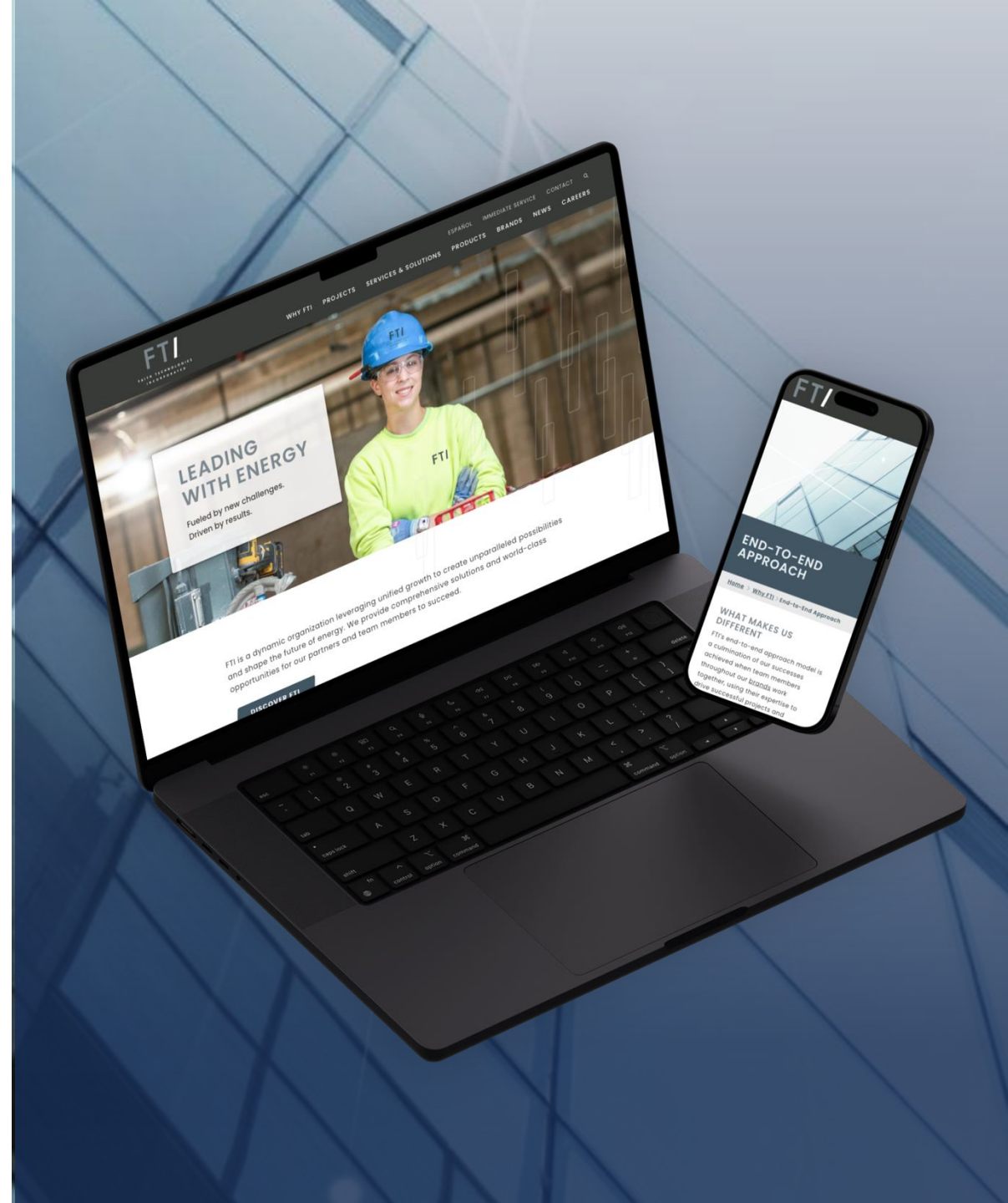
FTI (Faith Technologies Inc.) needed a website that worked as hard as their business. We audited, analyzed, and strategized a site that brought their three sub-brands together into one seamless digital experience. The strategy prioritized SEO to protect existing web authority, highlighted high-value content, and created a clear, easy-to-navigate structure. The refreshed UI brought their new brand standards to life while keeping complex products and services simple to explore.

[Visit Website](#)

Jessica Wettstein, Director, Marketing Communications

Email: jessica.wettstein@faithtechinc.com

Phone: (920) 540-4549



MARION BODY WORKS

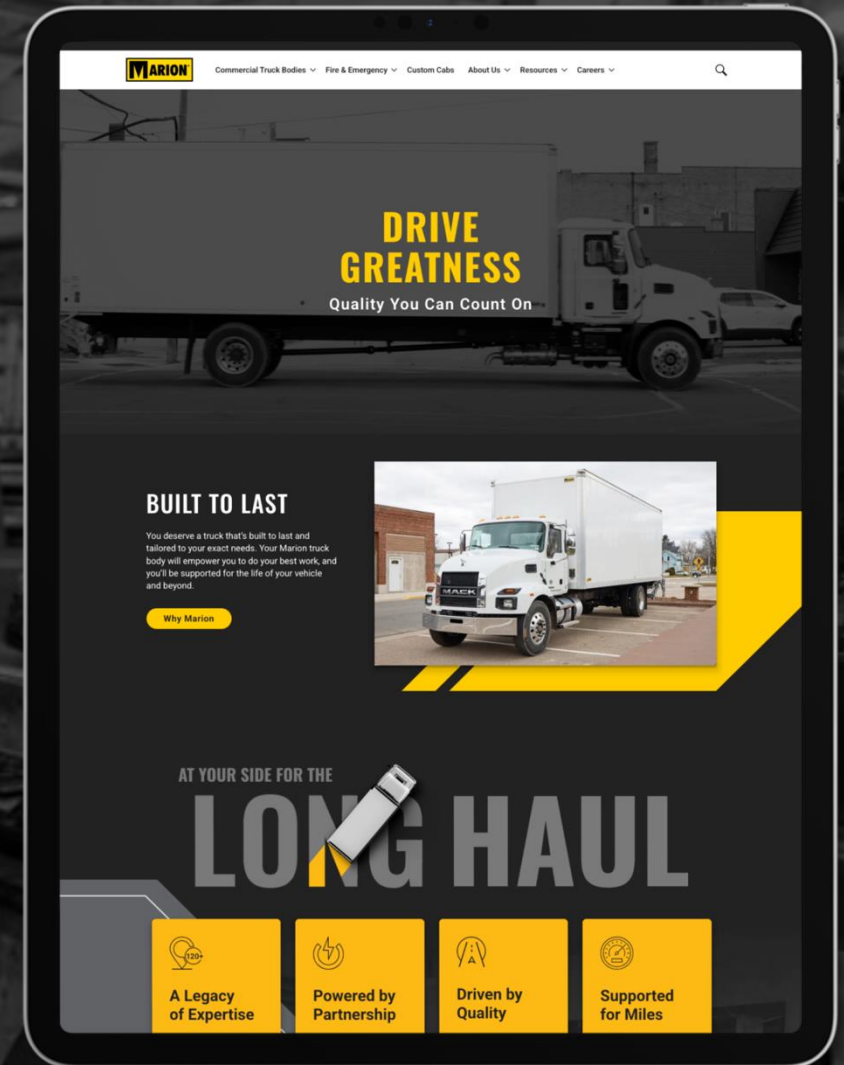
We dug into analytics and user behavior to create a website that helps visitors find what they need quickly, drives conversions, and boosts SEO. By connecting strategy, content, design, and development, we delivered a seamless experience that also amplifies their UI and positions Marion Body Works as an innovative leader in custom truck bodies, bringing their “Customized to Drive Greatness” promise to life.

[Visit Website](#)

Cal Kanowitz, VP, Sales & Marketing

Email: ckanowitz@marionbody.com

Phone: (651) 245-4628



TIDAL GROW

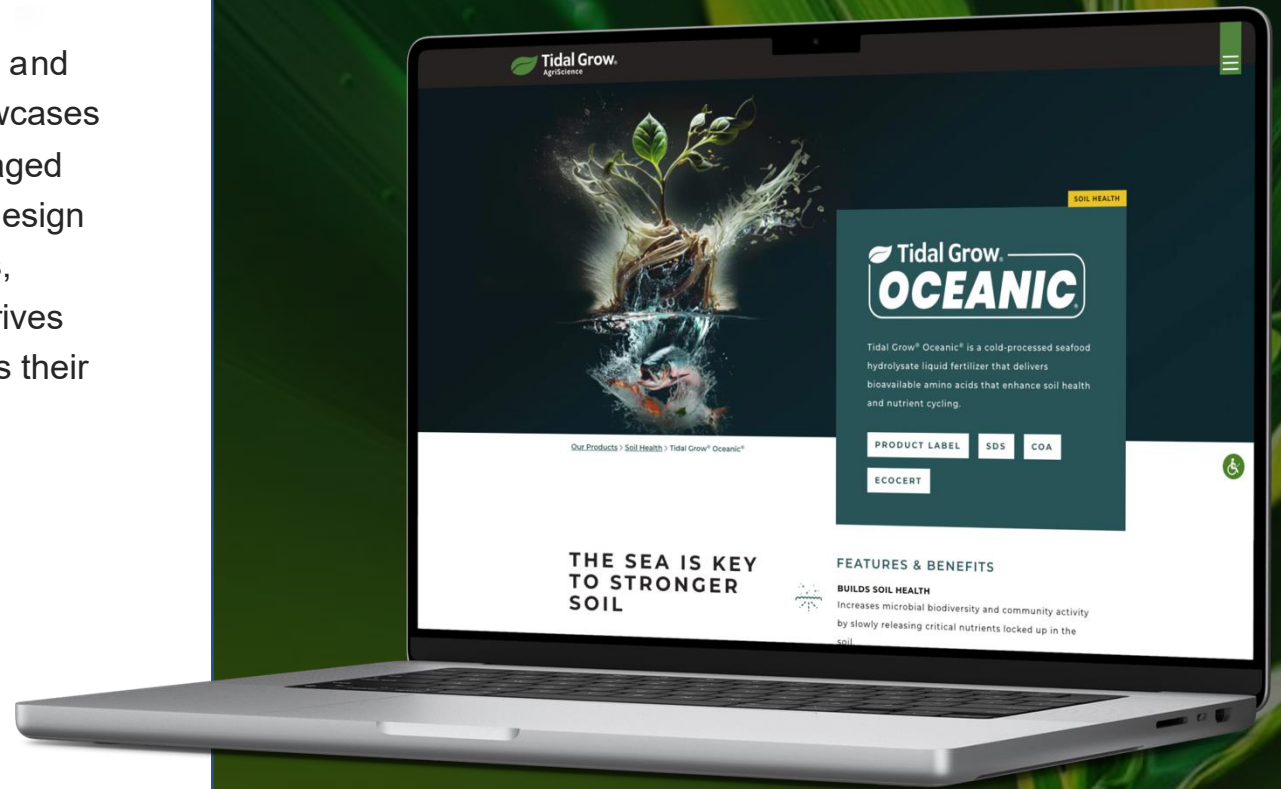
Tidal Grow®, an emerging leader in innovative crop protection and plant nutrition, partnered with us to create a website that showcases their cutting-edge solutions while educating visitors. We managed the full web experience, from strategy, site architecture, and design to custom programming, content creation, SEO, and analytics, delivering a site that not only informs and engages but also drives qualified leads, strengthens their brand authority, and elevates their digital presence.

[Visit Website](#)

Lisa Scebbi, VP, Marketing Communications

Email: Lisa.Scebbi@tidalgrowag.com

Phone: (303) 916-0374



OUR HEALTHCARE EXPERIENCE

Element brings a wide range of experience in the healthcare industry. Plus, our broad expertise across various industries empowers us to deliver custom solutions tailored to your specific needs, rather than relying on standardized approaches.

Because we live and play here, we also have a strong understanding of the Northeast Wisconsin healthcare landscape and can offer unique local insights while drawing on proven experience in executing successful national campaigns.

Additionally, our Director of Technology brings 10 years of previous experience working in healthcare, providing additional expertise in HIPAA, security standards, and healthcare IT systems.

**Additional website examples can be found in a downloadable PDF at the bottom of the RFP landing page we shared.*

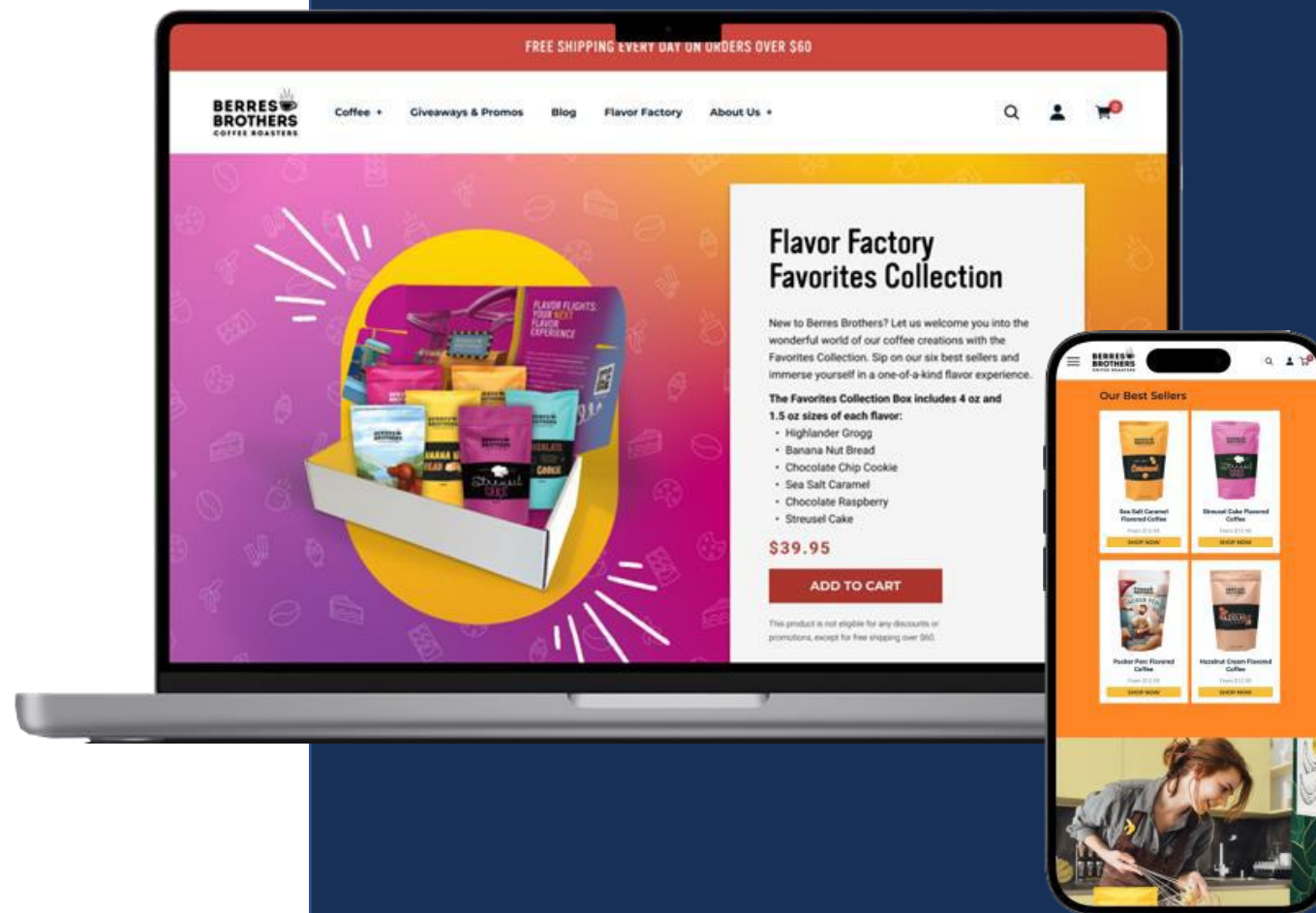


SECTION FOUR: OUR APPROACH



CUSTOM. STRATEGIC. BUILT TO PERFORM.

We don't just build websites—we build websites that perform. Our approach aligns with your business goals, integrates with your marketing strategy, and delivers long-term results. With a full-service, in-house team, we create custom, user-friendly frontends and backends with a process built to stay on track, anticipate challenges, and optimize performance every step of the way.



WHY OUR APPROACH IS DIFFERENT

TYPICAL WEBSITE VENDORS

Rely on templates which limit layout possibilities

Limited strategy, isolated from marketing

Back-end control is limited or restricted

Siloed teams, often outsourced

Process prone to delays and surprise costs

Focused mainly on aesthetics



E L E M E N T

Custom designs tailored to your brand & audience

Marketing-integrated approach; every decision ladders up to business goals

Custom, user-friendly backend giving your team full ownership and control

Full-service, all-in-house team of experts

Workflow designed for efficiency, anticipating challenges, and keeping milestones on track

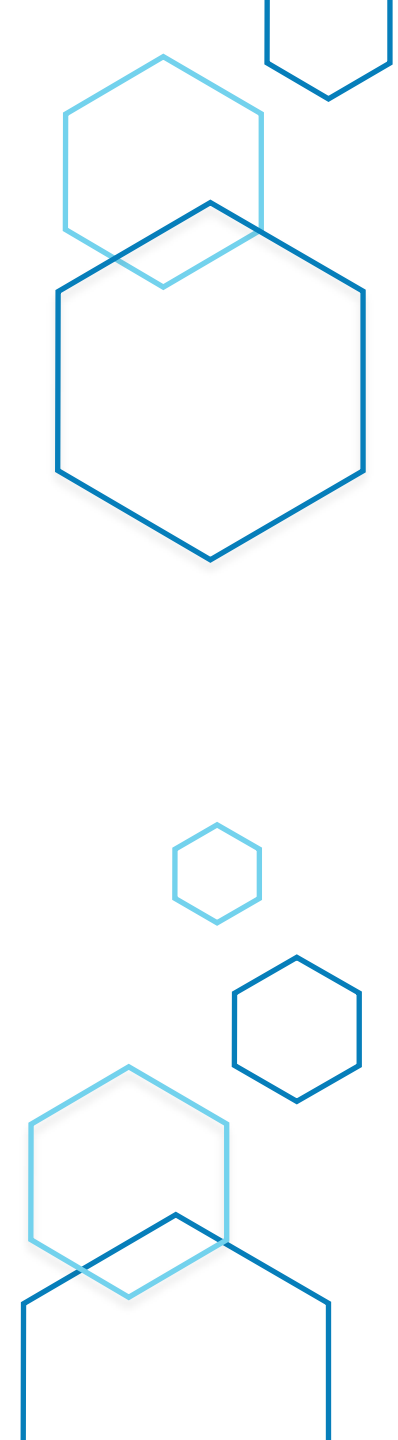
Performance-focused for speed, scalability, and long-term optimization

PHASING YOUR WEBSITE

Given the scale of this initiative, including consolidating (3) websites (Dental Crafters Network, Dental Crafters, and Implant Solutions) into a single platform and supporting a wide range of business requirements, this project introduces both technical and operational complexity.

A phased approach allows DCN to launch a unified website more efficiently by focusing first on the core user experience, while deferring more complex integrations and system-dependent features to later stages. This approach ensures DCN can move quickly while maintaining flexibility and control:

- Faster time to launch with a complete, unified website experience
- Reduced risk by prioritizing foundational features before advanced functionality
- Separation of website vs. system complexity, avoiding delays from deeper integrations, and the evolution of internal process workflows
- Flexibility to evolve based on user behavior, business needs, and platform decisions established during phase one



PROPOSED PHASES

Phase One:

Phase one delivers a unified website that establishes the foundation for DCN's digital experience, including consolidating all properties into a single platform, introducing a scalable design system and core templates, and creating a modern, intuitive user experience aligned to the brand. This phase prioritizes improved usability and a flexible structure that enables the DCN team to manage and evolve the site over time.

Phase Two:

Upon completion of phase one, we can build upon the foundation to introduce more advanced functionality, including:

- Robust Learning Management System (LMS) selection and integration
- Enhanced portal experience
- AI-driven personalization
- Advanced search and filtering capabilities
- Advanced logistics workflows (i.e., shipping labels, file uploads)
- Deeper marketing automation and CRM integrations
- Event Experience Management platform
- Advanced LiveChat support with Triage and SMS capabilities
- *Single sign-on and Labtrac integration (to be scoped as its own project)

**More details for phase 1 and phase 2 requirements can be found in the provided Word document.*

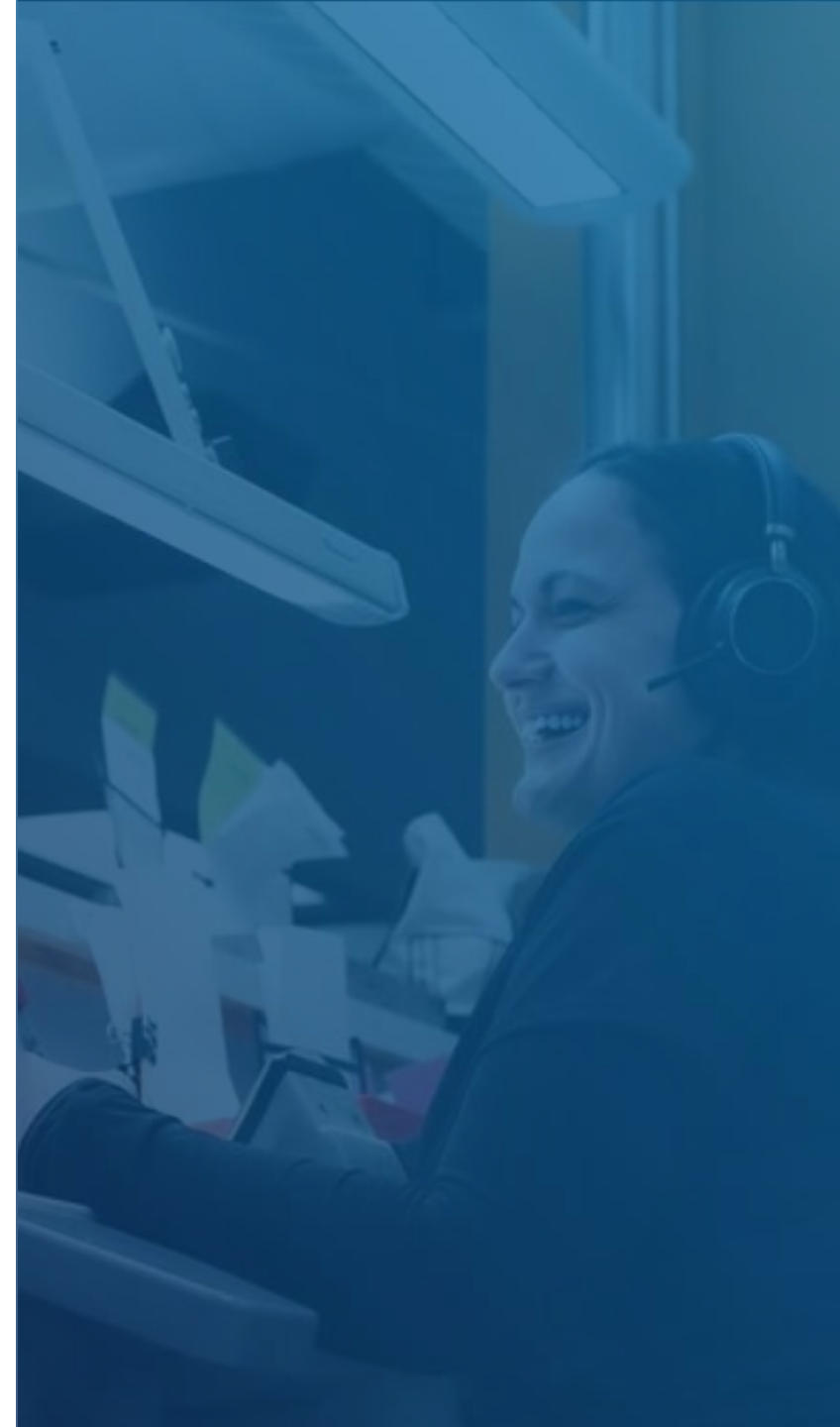


PHASE ONE | PART 1:

DISCOVERY & STRATEGY

The foundation of a successful website is a data-driven audit. Our process uncovers opportunities and ensures a smooth, efficient project from day one. Your discovery will include:

- SEO/GEO audit to evaluate performance and optimization opportunities
- CMS assessment to determine the best platform for your team and goals
- Competitor research to analyze websites for benchmarks and opportunities
- Team and goal alignment to understand priorities and requirements
- Structured content architecture and navigation plan for optimal UX
- Visual direction for user interface design
- Opportunities for ongoing improvements to make the most of your investment





PHASE ONE | PART 2:

CONTENT & DESIGN

Now it's time to bring the strategy to life. This phase focuses on shaping content and visuals that engage your audience, reflect your brand, and work seamlessly across devices. Your content and design phase will include:

- Refined content to engage users, support SEO, and align with business goals
- Execution of user interface design, reflecting your brand and prioritizing usability
- Responsive and mobile-first design for seamless experiences across devices
- Collaborative iteration with your team through review cycles to ensure goals are met
- Alignment with development to make designs practical and streamline implementation
- Homepage-first approach, with shared page template designs to follow, for a consistent, scalable design that can grow with your business

PHASE ONE | PART 3:

PROGRAMMING

With designs finalized, our development team transforms your website into a fully functional, scalable, and user-friendly experience. This phase includes:

- Custom development to build a responsive, fully-functional website tailored to your designs and business needs
- CMS integration and customization that empowers your team to manage content easily and efficiently
- Interactive and dynamic features, including custom modules, forms, and engagement tools
- Implementation of accessibility best practices (ADA) and data compliance standards (GDPR) to ensure an inclusive and secure experience for all users
- Migration of content based on the provided content migration map
- Quality assurance and testing across devices, browsers, and use cases
- Ongoing collaboration with your team and ours to ensure alignment and a smooth website launch



PHASE ONE | PART 4:

LAUNCH & POST-LAUNCH SUPPORT

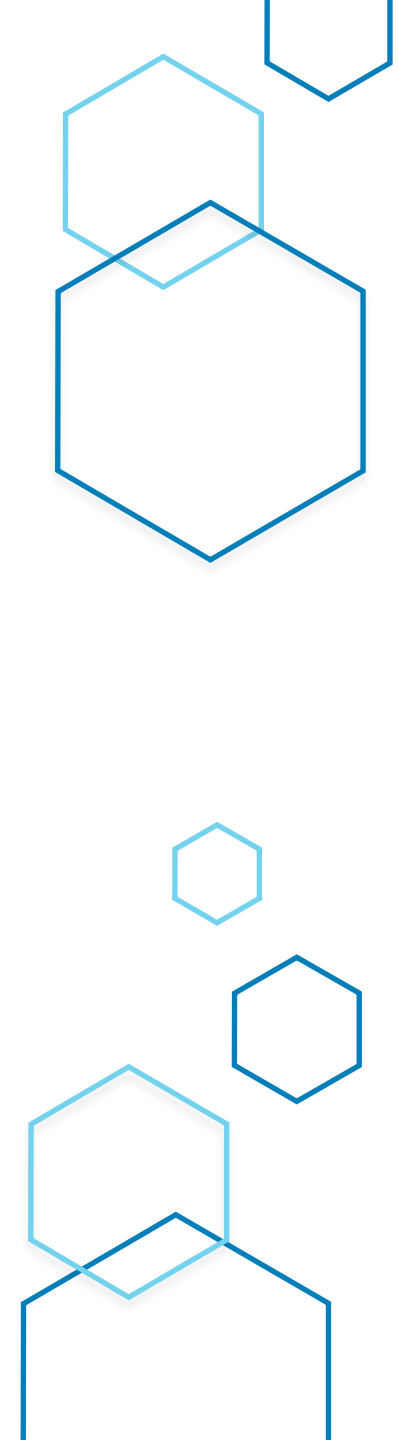
Once development is complete, we guide your website through a smooth launch and provide ongoing support to ensure it performs at its best. This phase will include:

- Coordinated launch planning to ensure timing and deployment are seamless
- Final testing and validation across devices, browsers, and use cases
- Monitoring performance, traffic, and user interactions to quickly identify opportunities or issues
- CMS training and documentation to empower your team to manage website content
- An initial period of ongoing support and maintenance to address any issues

INTEGRATIONS

DCN's website will interact with a variety of third-party platforms and internal systems. As part of this engagement, integrations will be approached in a phased and practical manner, balancing user experience, technical feasibility, and project scope. Integrations are categorized as follows:

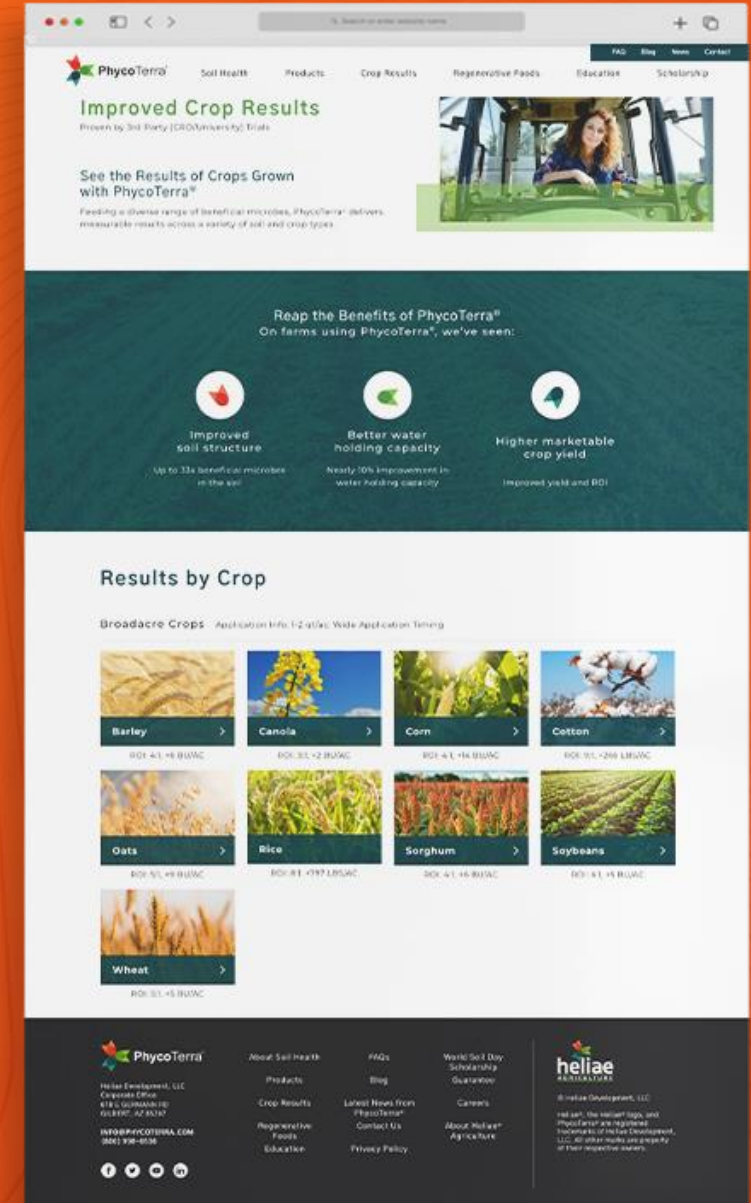
- **Existing External Services:** Certain systems will be linked to or accessed from the website, rather than directly integrated (e.g., Paylocity, Microsoft Bookings, Labtrac)
- **Out-of-Scope Integrations:** Some integrations require deeper technical discovery, custom development, or alignment with internal systems (e.g., CT scan scheduling, single sign-on and Labtrac integration); these are not included in phase one and will be revisited as part of phase two or additional projects
- **Third-Party Embedded Solutions:** For select functionality, we will identify and enable third-party tools that can be embedded into the website to meet business needs efficiently (e.g., real-time chat, UPS label generation, large file uploads)



ADD-ON PROGRAM

WEBSITE MAINTENANCE

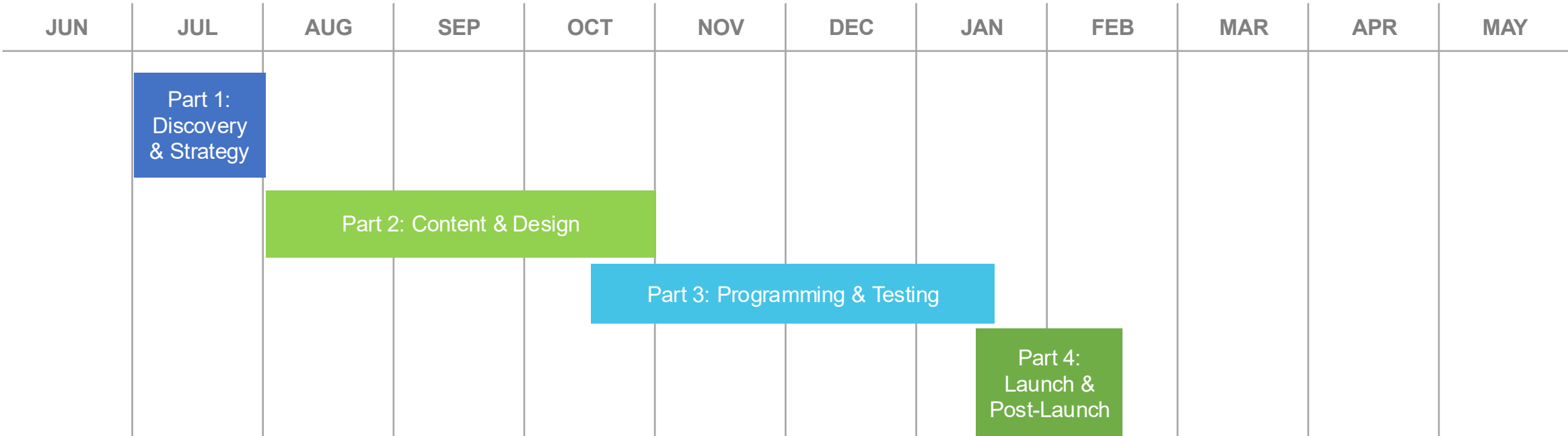
Website maintenance is crucial for realizing the long-term value of your website investment. To that end, Element has developed a **Continuous Improvement and Monitoring Program** drawing from our experience building and maintaining client websites. This program establishes your baseline, sets up monitoring, provides a detailed configuration report, and offers deep monitoring across multiple dimensions, including security tests, technical SEO audits, accessibility, privacy compliance, and website asset analysis. It also includes dedicated hours to implement high-value fixes and improvements identified during our monitoring, ensuring your site stays secure, optimized, and performing at its best.



SECTION FIVE: PROJECT TIMELINE



PHASE ONE EXECUTION PLAN



Part 1:

- Project kickoff meeting
- Complete website audits
- Refine site architecture and navigation

Part 2:

- Optimize content for SEO
- Deliver page designs based on defined page templates
- Design and copy must be approved before entering programming

Part 3:

- CMS setup and page development
- Content migration
- Beta site ready for testing
- Resolve issues and QA
- Beta site approved by client prior to launch

Part 4:

- Site launch
- Post-launch monitoring
- Conduct team training
- Deliver final training docs
- Activate continuous support plan

SECTION SIX: PRICING



PROPOSED BUDGET

Phase One Full Website Build: \$125,000 (+/- 10%)

The total investment for phase one reflects the scope required to design and develop a fully unified website that consolidates DCN's existing properties into a single platform, including the creation of a scalable design system, up to (14) page templates, build out of up to (91) pages, CMS implementation, foundational SEO/GEO setup, and implementation of defined business requirements. Your final estimate will include a $\pm 10\%$ contingency, like when building a house, to accommodate small shifts in scope or adjustments along the way.

Our recommended phased approach allows DCN to prioritize foundational capabilities within this investment, while maintaining flexibility to expand functionality, integrations, and enhancements in future phases based on evolving needs and priorities.

Phase Two: Starting at \$35,000

Because these initiatives (outlined on pages 25-26) require deeper technical discovery and alignment with internal systems, final phase two pricing will be developed based on defined requirements at that time. We recommend a collaborative planning session following the launch of phase one to prioritize next steps and establish an accurate estimate.



GREAT WORK. BOTTOM LINE.

LET'S GET STARTED.



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