WELCOME TO
ELEMENT

HELLO

PROJECT AMPLIFY
TABLE OF CONTENTS:

ELEMENT

SECTION ONE:
COMPANY INFORMATION

YOU CANNOT YIELD THE FULL POTENTIAL OF A WEBSITE WITHOUT AN INTEGRATED MARKETING MINDSET.

REAL 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.

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.

CONTINOUS IMPROVEMENT

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

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
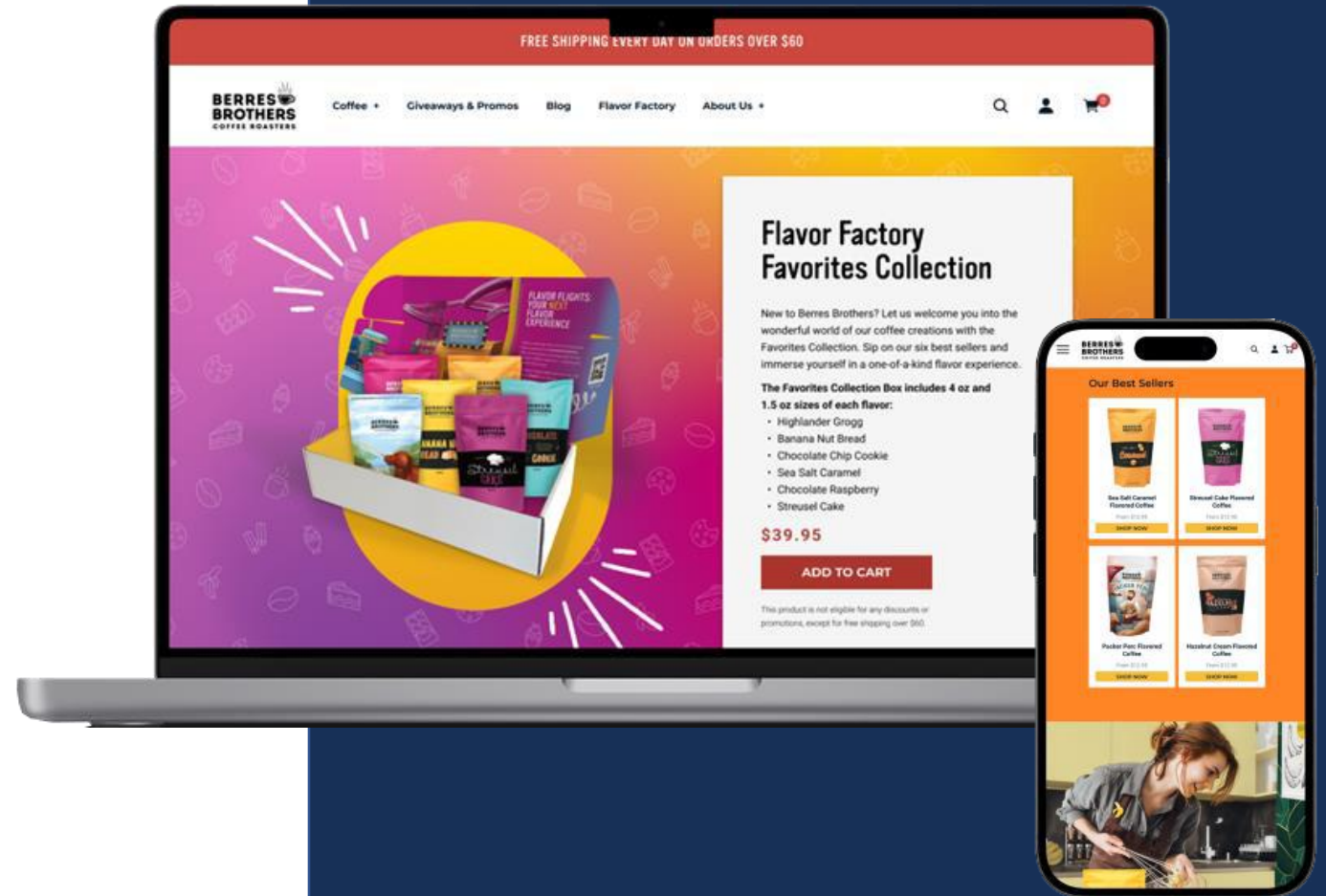- 20% Regional
- 15% Local

- 60% B2B
- 40% B2C

STRATEGIC WEBSITE APPROACH

RESULTS-DRIVEN

Like everything we do, our website development approach is rooted in results-driven **strategy**. And, our marketing team will have your website working hard to produce **results** after launch.

STRATEGIC WEBSITE APPROACH

STRATEGY THEN SOFTWARE

- Align software solutions with your business goals to reduce unnecessary costs

- Evaluate options based on the underlying reasons for their necessity.

- Make smart compromises that align with your budget.

- **Maximize the value of your investment and make your dollar go further.**

STRATEGIC WEBSITE APPROACH

OUR KEY DIFFERENCES

- Your bottom line is top-of-mind

- Enhanced user experience and SEO integration

- Our design-first mentality delivers results

- We're upfront and detailed when it comes to budget

- Forward-compatible for peace of mind

- Technology agnostic with highly-customized content management systems from WordPress to HubSpot and beyond

- Our combination of experience: industry, B2B/D2C, and eCommerce

ELEMENT

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.

FORWARD THINKING

We offer more than just websites. We can be your long-term partner, supporting not only your immediate needs by developing your website, but also creating and executing marketing efforts that activate your websites and **drive sales.**

SECTION TWO:
PROJECT APPROACH

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

PHASE ONE: STRATEGIC PLAN

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 project discovery process creates a comprehensive plan that includes strategy that aligns with your business goals, research, data analysis, wireframes, execution recommendations, and technical and design scope for project implementation.

It's a project blueprint and the key to success.

PHASE ONE:
STRATEGIC PLAN
10 BENEFITS OF AN APPLICATION DESIGN DOCUMENT

1. Clarity and Alignment: An ADD ensures that all stakeholders are on the same page regarding the project's objectives, scope, and requirements.

2. Understanding Project Scope: It helps all stakeholders understand the project's scale, timeline, complexity, and budget requirements.

3. Enhanced Communication: The process of creating an ADD fosters frequent communication and collaboration among team members, leading to better teamwork and understanding.

4. Detailed Evaluation: It provides a detailed project evaluation that can't be achieved in a short form, providing the most accurate estimate, and eliminating unwanted surprises with a finite not-to-exceed cost.

5. Risk Mitigation: By identifying potential challenges and risks early, an ADD helps mitigate these risks and avoid costly delays or rework setting clear expectations.

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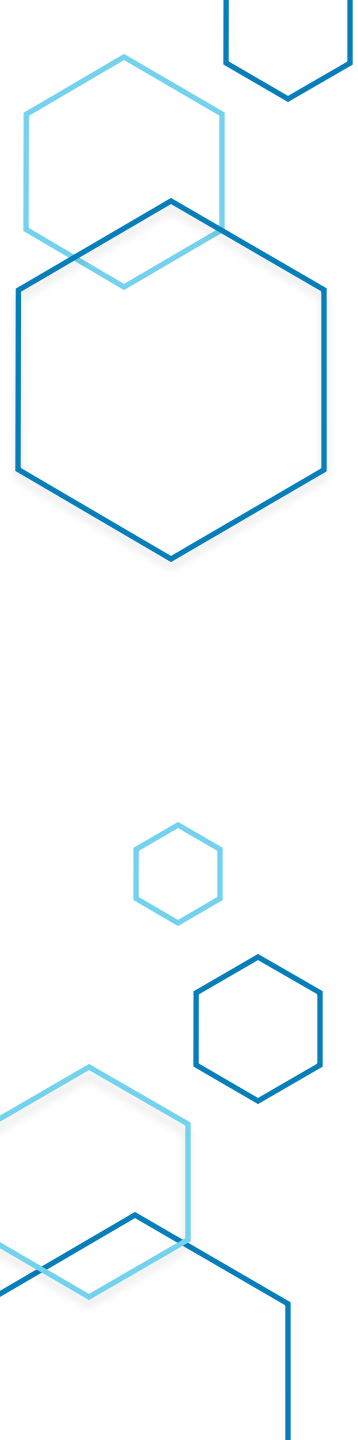
PHASE ONE: STRATEGIC PLAN

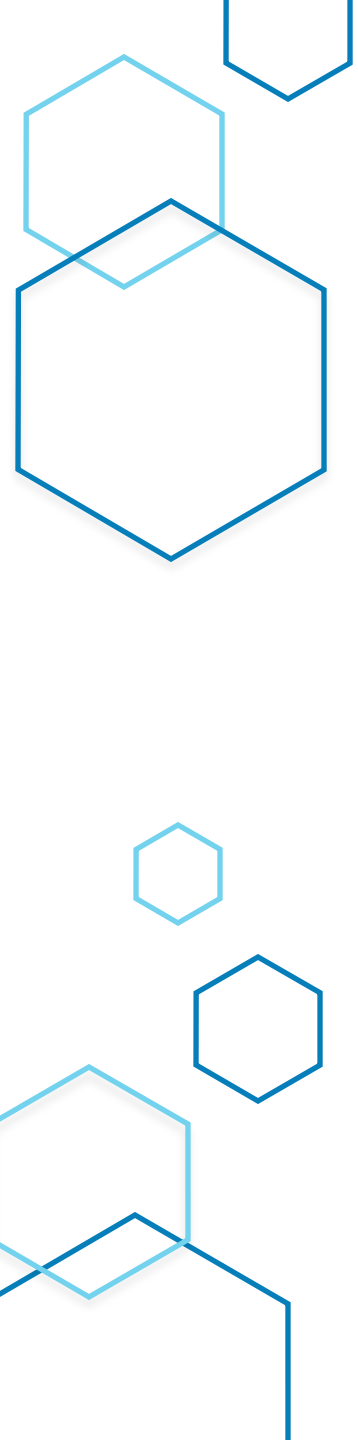## 10 BENEFITS OF AN APPLICATION DESIGN DOCUMENT

6. Resource Optimization: By clearly defining project requirements and timelines, an ADD helps optimize the allocation of resources, such as personnel, time, and technology integrations.

7. Quality Assurance: An ADD serves as a benchmark for evaluating the quality of the final deliverables, ensuring they meet the project's objectives and requirements.

8. Better Performance: A well-prepared ADD creates a structured and thoughtful approach to the project, providing a better end product.

9. Continuous Improvement: Insights gained when developing the ADD will often uncover opportunities for future enhancements, giving you a roadmap for future projects that will continue to add value to your website investment.

10. Pease of Mind: Part of our promise is to ensure our estimates are accurate upfront and that as long as the project stays within the defined scope, you will not receive a change order.

ELEMENT

PHASE ONE:
STRATEGIC PLAN

INCLUSIONS IN AN APPLICATION DESIGN DOCUMENT

- **UX/UI audit**
- **Analytics audit**
- **Design concept**
- **Site architecture**
- **Content analysis**
- **Technical research**
- **Digital implementation analysis**
- **Development recommendations**
- **Third party software evaluations & recommendations**
- **API considerations & mapping**
- **Internal enterprise systems alignment (e.g. ERP, SAP, etc.)**
- **eCommerce win-back strategy**

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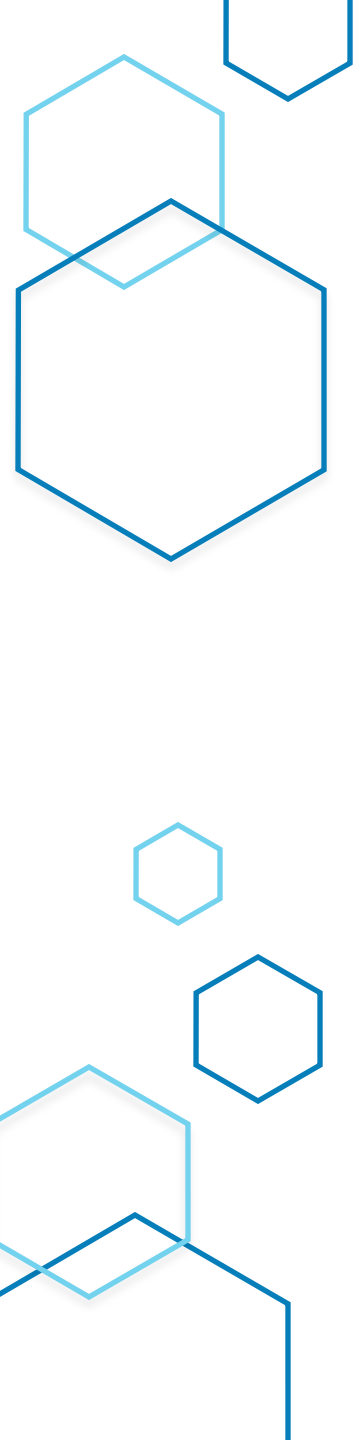
PHASE 2: WEBSITE BUILD

MODERNIZE AND AUTOMATE

We'll focus on delivering a strategic website solution that modernizes and automates your eCommerce platform while enhancing user experience, prioritizing innovation and efficiency to create tailored programming solutions.

We'll ensure that the architecture and modern design are seamlessly integrated with your brand identity. And, our programming expertise spans a variety of platforms, from WordPress to WooCommerce to Magento, plus custom eComm solutions, allowing us to integrate essential eComm functionalities and optimize for SEO with right tools that are best suited for your business.

We'll also collaborate with your IT team so we can seamlessly integrate your core enterprise systems and APIs enabling data synchronization for inventory management and order processing.

PHASE TWO: WEBSITE BUILD

INCLUSIONS IN DEVELOPING YOUR ECOMMERCE WEBSITE

- User experience optimized (UX) homepage design and layout
- User experience optimized (UX) interior page design and layouts
- Copywriting/copyediting
- Content important from existing site where needed
- User interface optimized (UI) responsive programming
- Front-end and back-end programming including Adobe Commerce (Magento) and other relevant software as determined in phase one
- Custom programming and development, including but not limited to:
    - SAP & enterprise system integration
    - Order and credit processing functionality
    - Customer-specific pricing functionality
- Iterative testing of internal enterprise systems
- Front-end and technical SEO implementation
- ADA compliant design and programming
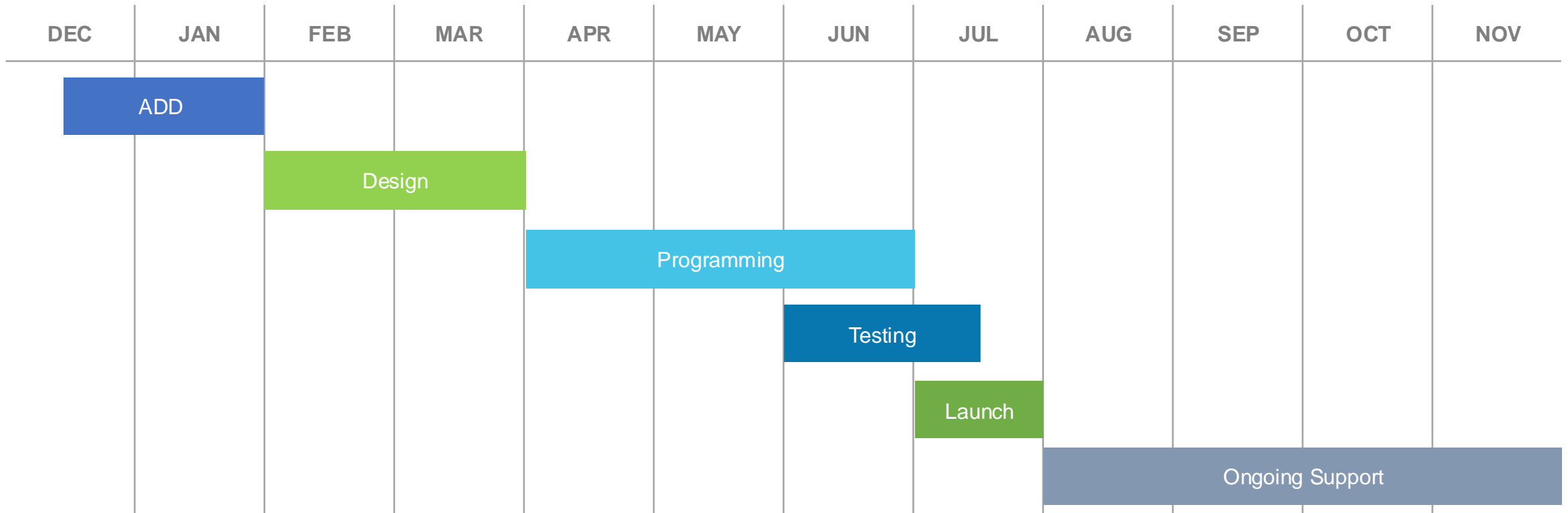
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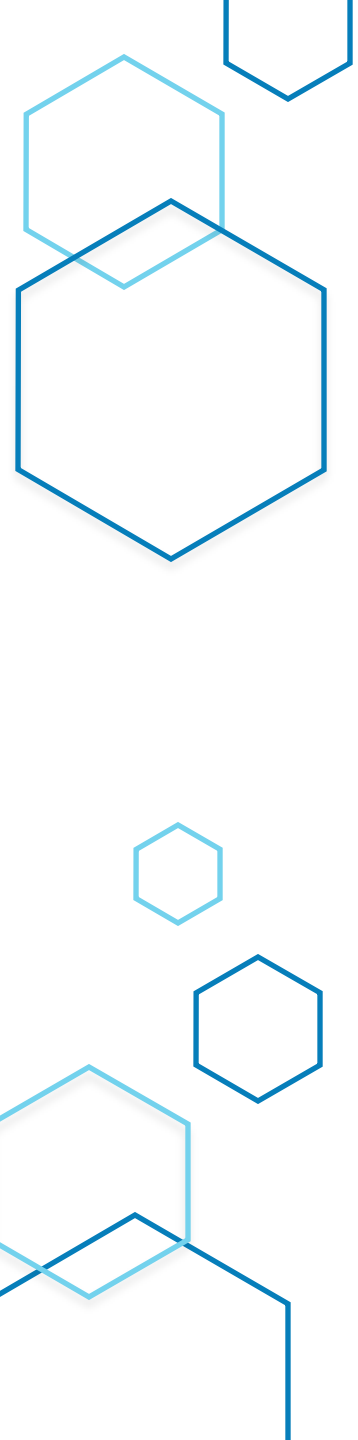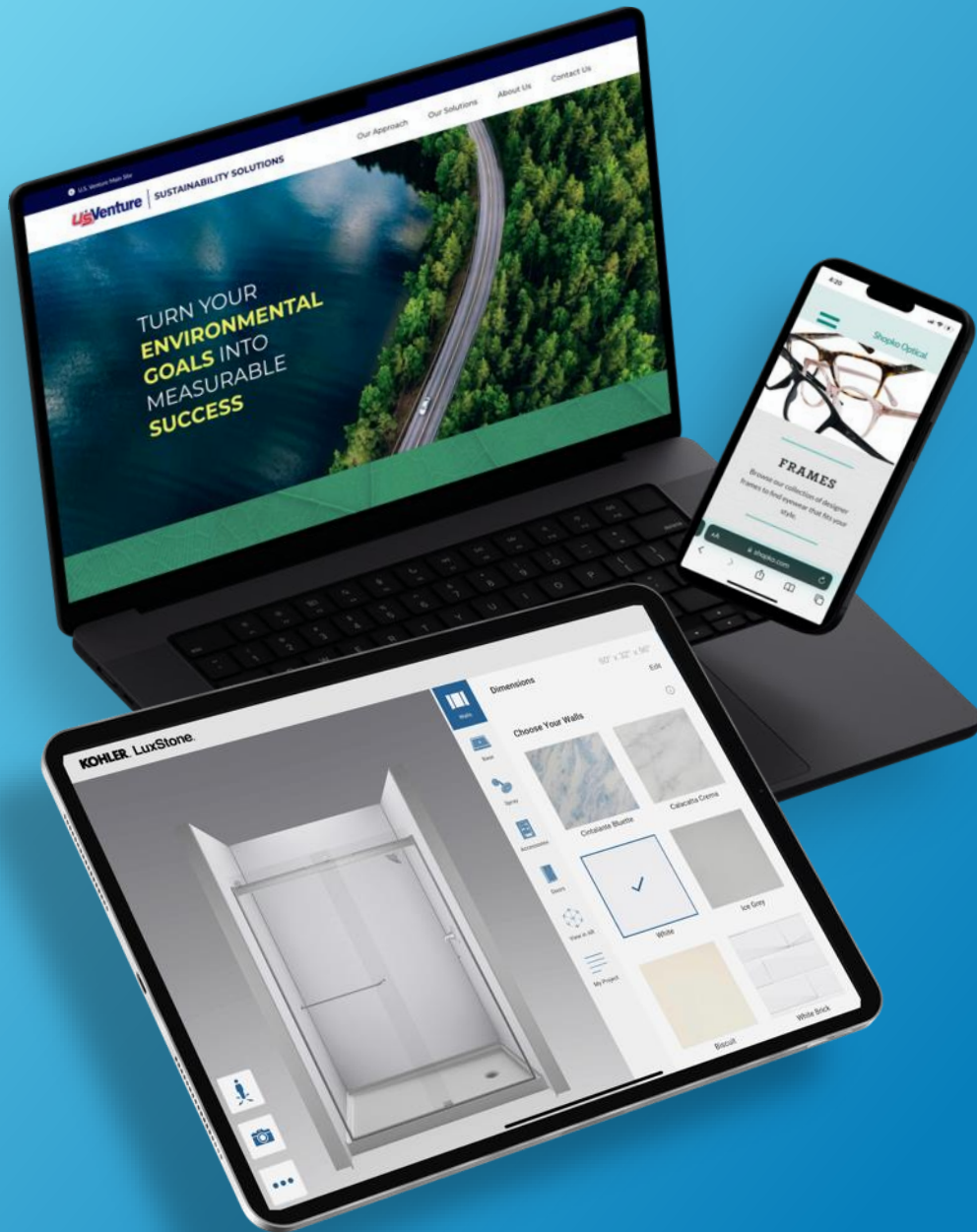
PHASE THREE: PREPARE TO LAUNCH

TESTING & QUALITY ASSURANCE

Before launch, a final beta site is delivered for review and sign-off. Post-launch, a two-week support period addresses any issues not found during prelaunch testing.

Our internal testing tools and processes review technical items such as core web vitals, external integrations, HTML structure and validation, meta tags, asset minification, schema markup, sitemap, security headers, and more.

Plus, our SEO team ensures your content is optimized for target keywords and audiences, and our design and user experience team ensure world-class content presentation.

EXECUTION PLAN

DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV

ADD (DEC–JAN)

Design (FEB–MAR)

Programming (APR–JUN)

Testing (JUN–JUL)

Launch (JUL)

Ongoing Support (AUG–NOV)

ELEMENT

SECTION THREE:
SUPPORT AND MAINTENANCE

WE'RE HERE WHEN YOU NEED US AND WE'VE GOT YOUR BACK.

MAINTAINING YOUR WEBSITE

OPTIMAL SITE HEALTH AND QUALITY

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 decades of experience building and maintaining client websites. This program first establishes your baseline, identifies areas for improvement, sets up monitoring, provides a detailed configuration report, and offers a deep audit across multiple dimensions, including security tests, technical SEO audits, accessibility, privacy compliance, and website asset analysis. (continued on next page)

MAINTAINING YOUR WEBSITE—CONT.

OPTIMAL SITE HEALTH AND QUALITY

Our maintenance and support offerings are scalable by budget and tailored to your needs. Ongoing support recommendations can include:

- **Automated monitoring**
- **Dashboards of configuration & performance metrics**
- **Ongoing site health reviews**
- **Automated updates of website software and plugins,**
- **Monitoring and remediation processes for specific alerts**
- **Regular review and maintenance of software integrations**
- **Scheduled user experience audits**

See section six of this proposal for pricing.

SECTION FOUR:
TEAM COMPOSITION

THE FIRST STEP IS ALWAYS THE HARDEST. BUT IT'S A LOT EASIER WITH SOMEONE BY YOUR SIDE.

ONE TEAM MADE FOR REAL RESULTS

ALL UNDER ONE ROOF

Element has assembled the best team of pros in all marketing disciplines, giving you the power and bandwidth you need to reach your goals.

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

Google Partner

Google Analytics
Certified Professional

Google AdWords
Certified Professional

HubSpot
CERTIFIED PARTNER

SECOND WIND
BE a Better Agency

OUR CREW

Strategy Masterminds

Killer Creatives

Content Gurus

Website Wizards

Digital Ninjas

PR Pros

Media Mavens

KEVIN HAMILTON

DIRECTOR OF TECHNOLOGY

A technical superhero with decades of experience, always ready to conquer any challenge and save the day.

Years of Experience: 20+

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

BRANDS I'VE WORKED WITH:

PRESTO GEOSYSTEMS

KOHLER.

HAMMERHEAD TRENCHLESS

ELEMENT

JODY BENNETT

DIRECTOR OF BRAND STRATEGY

Her creative genius paired with website strategy crafts captivating user experiences that are UXtraordinary.

Years of Experience: 12

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

BRANDS SHE'S WORKED WITH:

Foot Locker   adidas   CHAMPS SPORTS

ELEMENT

KURT SIEVERT

CREATIVE DIRECTOR

He leads campaign vision and direction, ensuring powerful storytelling, while developing creative solutions that are visually engaging and strategically aligned.

Years of Experience: 20+

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

BRANDS HE'S WORKED WITH:

Ferrari   ATLANTIS   xfinity
PARADISE ISLAND BAHAMAS

ELEMENT

JAMIE MITCHELL

ACCOUNT EXECUTIVE

She's got a knack for building solid client relationships and an eComm MVP, ensuring every campaign clicks!

Years of Experience: 15

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

BRANDS SHE'S WORKED WITH:

Foth   TDS   Action FLOOR SYSTEMS

ELEMENT

DEREK BLASZAK

DIRECTOR OF DIGITAL MARKETING

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

Years of Experience: 16

"

Marketing without data is like driving with your eyes closed.

FUN FACT
Derek spends a lot of time in Lake Mills enjoying Rock Lake and Tyranena!

BRANDS HE'S WORKED WITH:

ELEMENT

PASSION

INTEGRITY

PARTNERSHIP

AUTHENTICITY

FULL-TEAM SUPPORT

LIKE HAVING A RELIABLE TEAMMATE (OR 45 OF THEM)

Beyond those featured, you'll also have access to experts in strategy, programming, UX design, copywriting, digital marketing, data analytics and more.

Our depth of expertise and fluid internal structure allow us to scale resources based on the evolution of your needs. If a campaign requires additional creative development, or if we need to ramp up digital support based on market dynamics, we can quickly adjust our team composition to ensure we're supporting you effectively.

SECTION FIVE:
SECURITY REQUIREMENTS

YOU'RE IN GOOD HANDS WITH A PARTNER THAT IS COMMITTED TO YOUR SECURITY.

SECURITY & LEGAL REQUIREMENTS

YOUR PARTNER IN PEACE OF MIND

With a high-quality development partner (that's us!), proper maintenance, and adherence to basic security practices, a website security breach is exceptionally rare. In 15 years of building and maintaining hundreds of websites, we have encountered very few security incidents, with none in the last five years. While we expect the best, we plan for the worst by having a reliable backup and remediation plan in place. We partner with managed hosting providers (if this service is needed) offering 24/7 service, automated full nightly backups, one-click restores, and multiple environments to separate production, staging, and development.

Security controls are provided to prevent and monitor changes to application files, detect malicious network activity, require unique and complex passwords, support 2FA, prevent modification or deletion of backups, and offer access to third-party incident response specialists if needed. Element tracks all CMS application code changes in a version control system, keeping a clean reference copy of your website application code and page templates to detect and remediate unauthorized changes. This version control system is maintained outside of, and without any direct links or connections to your website, protecting its integrity should your web-host security be compromised.

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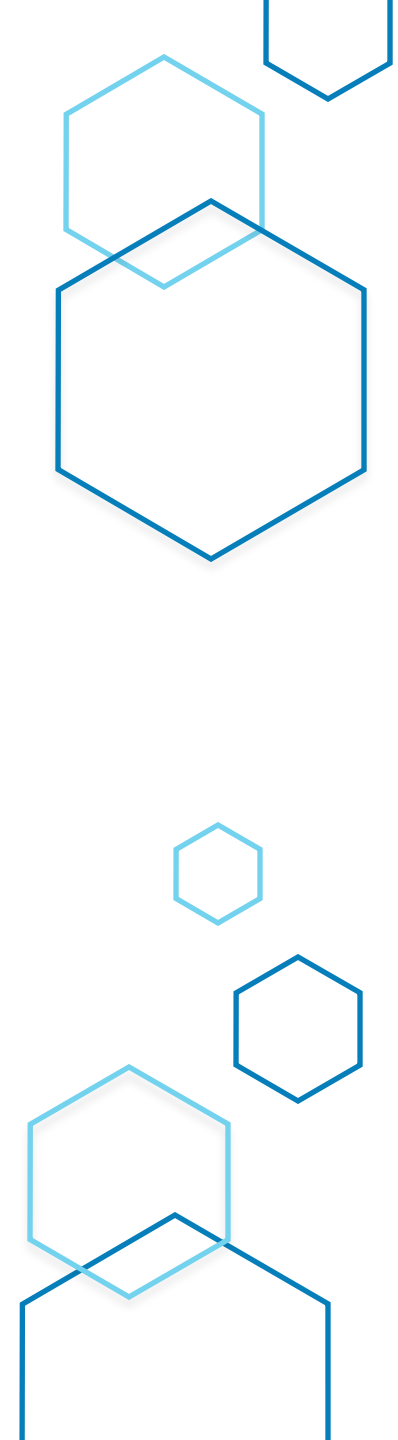
SECTION SIX:
BUDGET PROPOSAL

EVERY DOLLAR INVESTED SHOULD DRIVE IMPACT——WE'LL MAKE SURE IT DOES.

PROPOSAL BUDGET
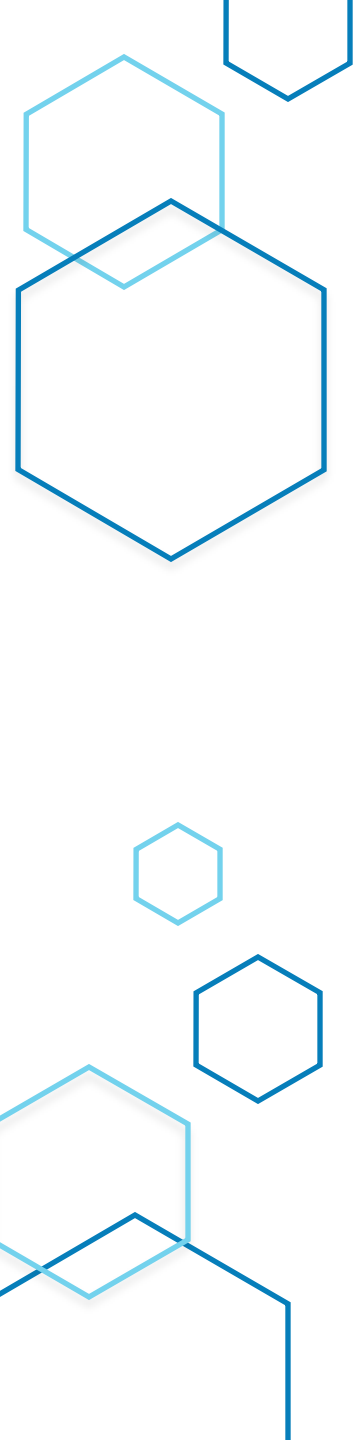
PROJECT COST: $119,750 (+/- 10%)

PROACTIVE MAINTENNCE & SUPPORT: Starting at $14,500 annually

NEXT STEPS:

- Proposal approval

- Onboarding (and celebration!)

- Detailed scope of work and finalized timeline

- Phase one kickoff

Authorized Signature: _____ Date: _____

ELEMENT

BUDGET BREAKDOWN

Application Design Document (see page 18 for inclusions)	$9,250
UX Graphic Design & Layout (homepage and interior pages)	$10,500
Programming, User Interface Optimization and API Integrations	$36,250
Responsive Planning & Programming	$5,750
Custom SAP & Enterprise System Integration	$21,750
Order and Credit Processing Functionality Programming	$13,250
Customer-Specific Pricing Functionality Programming	$7,500
Final Testing & Launch	$5,500
Training & Manual	$1,500
Search Engine Optimization	$6,000
Post-Launch Support	$2,500
Account Management	No additional cost
TOTAL	**$119,750**

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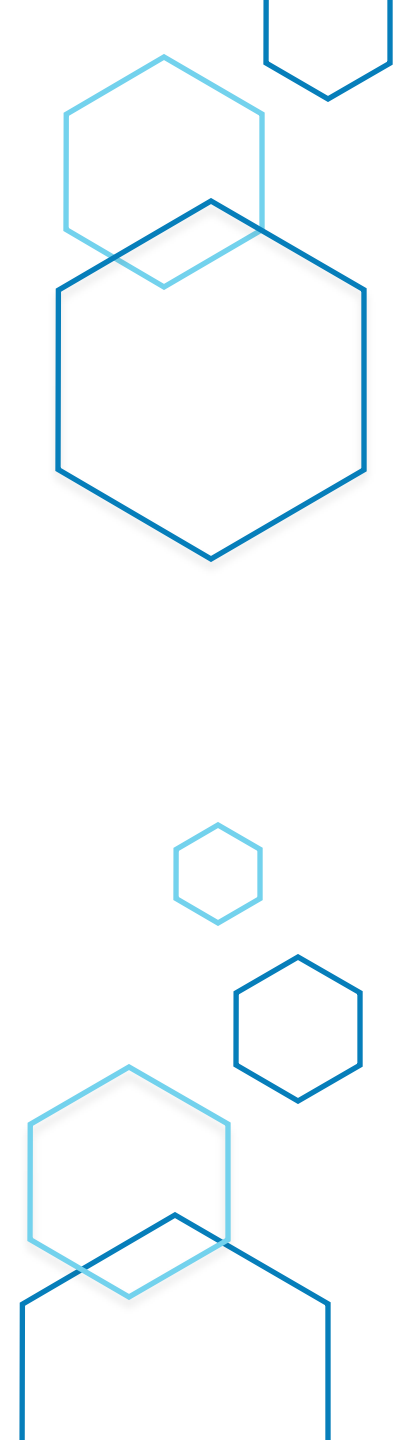
SECTION SEVEN:
REFERENCES

PROVEN SUCCESS, SUPPORTED BY PARTNERS WHO TRUST US.

REFERENCES

Nicolet National Bank

Jeff Gahnz
Nicolet National Bank
Marketing
920.430.7344
jgahnz@NicoletBank.co

JBS Foods

Zandalee Van Nieuwenhuizen
JBS Foods
Senior Brand Manager
970.506.8000
zandalee.vannieuwenhuizen@jbssa.com

AK Crust

Nick Charles
AK Crust
President
920.562.1071
ncharles@akcrust.com

ELEMENT

SECTION EIGHT:
ASSUMPTIONS & CLARITY

WE TURN UNCERTAINTY INTO CONFIDENCE WITH THE RIGHT PLAN.

ASSUMPTIONS AND CLARITY

A FEW ADDITIONAL DETAILS

RESPONSE TIME & COMMUNICATION

Our standard response time for customer inquiries is within 24 hours, with urgent issues addressed more promptly. We provide regular updates to our clients about the status of their inquiries and any actions being taken to address them. We keep you informed throughout the resolution process.

ISSUE TRACKING

Our project management system for tracking and managing customer requests assigns priority levels to issues based on their severity and impact on the customer experience.

PROACTIVE SUPPORT

We monitor websites proactively to identify and address potential issues before they impact the customer experience. This can include monitoring website performance, security, and user feedback.

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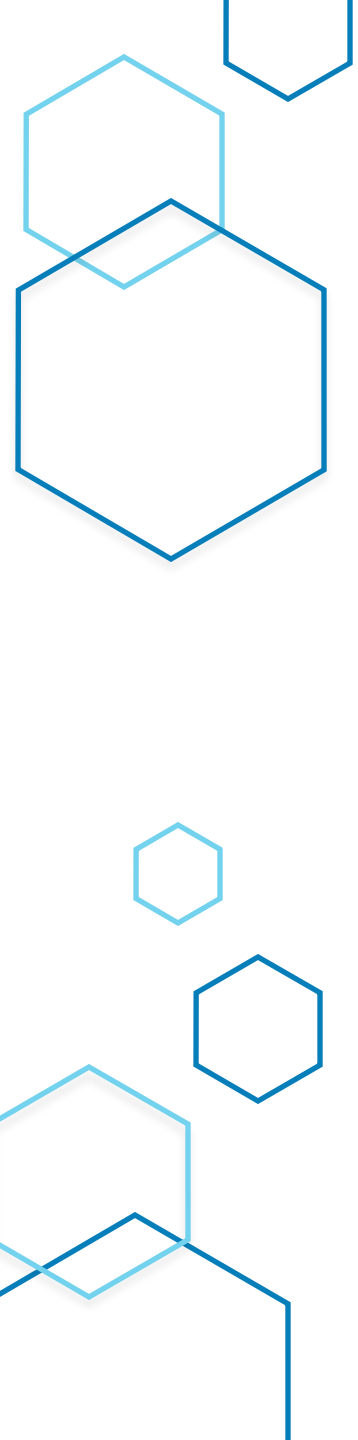
ASSUMPTIONS AND CLARITY

A FEW ADDITIONAL DETAILS

UX DESIGN & LAYOUT

We will create a fully responsive homepage design that reflows and works on mobile and desktop devices, following available brand standards **in alignment with ADA compliance**. After homepage approval, accompanying interior pages will be executed. Homepage can include advanced graphic and page scrolling animation. Ambient interior page basic micro animations are also included. Two rounds of revisions are included for the homepage layout. Two rounds of revisions are included for interior pages.

CONTENT

We will review the existing website copy and visual assets to determine what content can be repurposed for the new website, based on quality and the new navigation plan. From there, we will develop engaging and activating on-page copy leveraging your value propositions/differentiators, SEO keyword research, and existing website copy.

ELEMENT

ASSUMPTIONS AND CLARITY

A FEW ADDITIONAL DETAILS

SEARCH ENGINE OPTIMIZATION

We utilize a foundation of enhancement procedures that are combined with strategies to reach a targeted visitor, generating quality traffic that produces true sales leads. Utilizing research into the industry and the competitive landscape of keywords, we will integrate keywords into custom written page descriptions, title tags, link anchor tags, image alt tags, URLs, and other structural components for key landing pages. Appropriate SEO plugin(s) will also be integrated for ongoing management and iteration/optimization.

A URL redirect document will also be created and executed, as this helps transfer any search engine authority from the old site(s) to the new site. We align your website with the latest guidelines, including Google's Core Vitals. And, we include updating Google Search Console, submitting the site to search engines for re-indexing, load speed testing, and perform a 3-day and 30-day SERP (search engine results page) review to notify you of any discrepancies, advancements, and provide actionable insights and recommendations to continue growing your online search authority.

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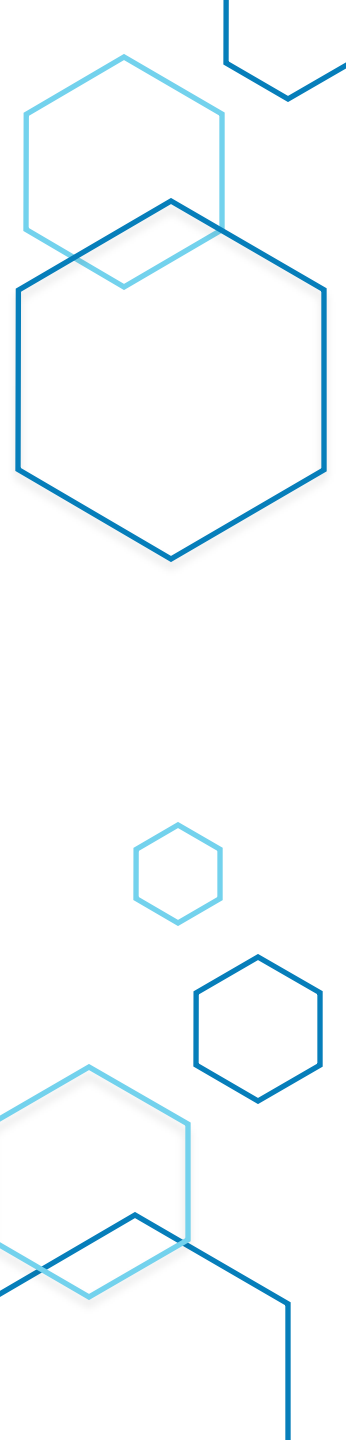
ASSUMPTIONS AND CLARITY

A FEW ADDITIONAL DETAILS

TESTING

Testing of our work to an internal quality assurance process and a beta testing period before launch. Our testing includes navigating the website at multiple display sizes on both Windows and Mac operating systems. We limit our testing to the latest version of Firefox, Chrome, and Safari unless any older browser versions have been specifically called out in the estimate. Because of the complexity of modern websites and the variability of hardware and software used to view websites, defects can and do sometimes escape our attention during the development and QA process. We strongly encourage you to thoroughly proof and test your site during the beta testing period, and we provide a support period for defects discovered post-launch.

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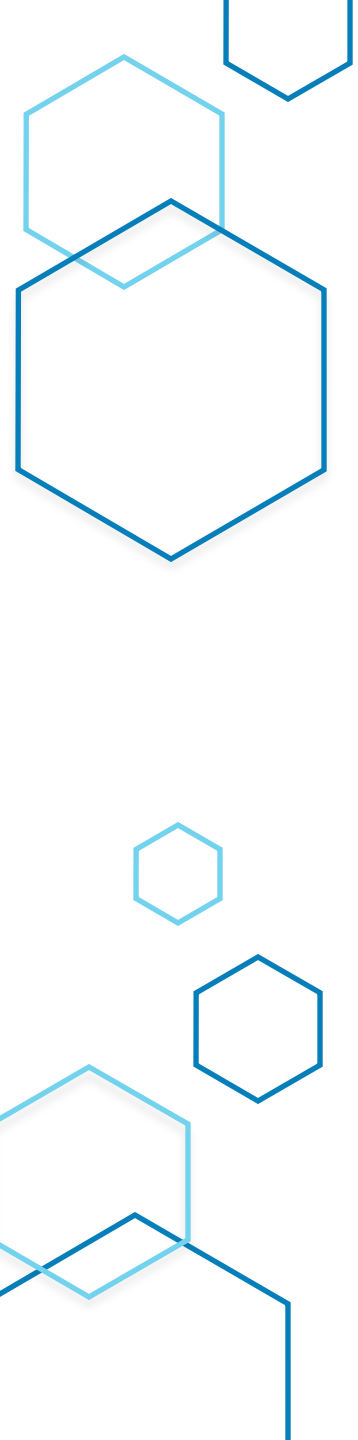
ASSUMPTIONS AND CLARITY

A FEW ADDITIONAL DETAILS

DEVICES AND HARDWARE

Unless specified in the ADD, websites are not guaranteed to display or function flawlessly on all devices including, but not limited to, mobile devices, TVs, readers, or tablets. When applicable, mobile websites and applications are tested under conditions that can be controlled in a simulator. We test in the latest version of iOS and Android unless any older mobile O/S versions have been specifically called out in the estimate. When testing mobile rendering, there are countless possible screen sizes; we limit our testing to aspect ratios - 5:3 (e.g. 1280x768 some Androids), 3:2 (e.g. 640x960 iPhone4s), 16:9 (e.g. 640x1136 iPhone5 and later and most Androids), and 4:3 (e.g. 1536x2048 iPad). Device hardware malfunctions and device-specific problems that we cannot troubleshoot in simulation are not included in this estimate.

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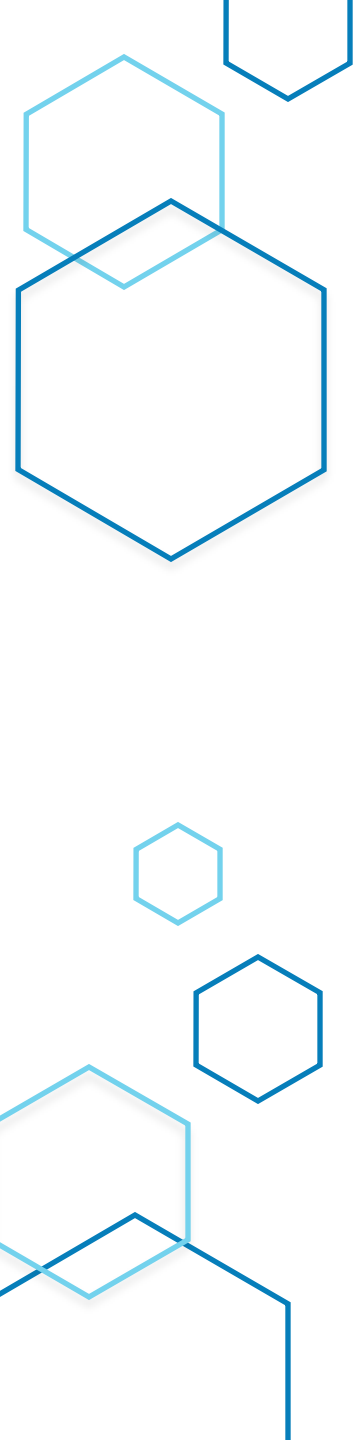
ASSUMPTIONS AND CLARITY

A FEW ADDITIONAL DETAILS

ADA COMPLIANCE

We understand the importance of ADA Compliance and will develop your site with this in mind. There is not a be-all-end-all list of requirements. There are, however, best standards for these types of regulations. Information provided by the W3C Web Accessibility Initiative provides guidelines for Web Content Accessibility, some of those items include:

- Text and images must have a contrast ratio of at least 4.5:1
- Adjusted color schemes or alternatives offered. For example, if a graphic uses colors to convey meaning, like a map with a key and color-coded region, there are other ways to understand the information besides the coloring.
- Text enlargement software accessible. For example, text must be able to be resized up to 200% without loss of functionality.
- All functionality is possible using a keyboard interface for individual keystrokes.
- Alternatives for audio content. For example, the audio cannot contain background sounds or the background sounds can be turned off.
- Moving graphics or elements like flashing lights do not occur more than three times to avoid triggering photosensitive epilepsy.
- Mechanisms can access any abbreviations within text to expand their form and assign meaning.

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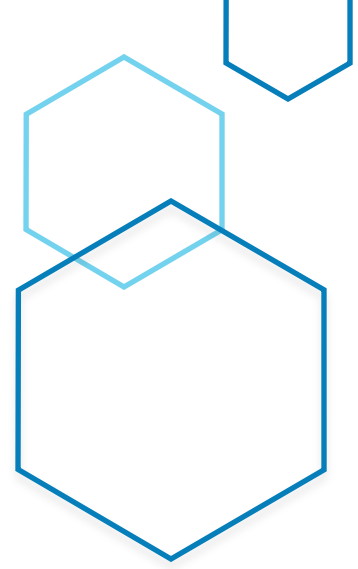
ASSUMPTIONS AND CLARITY
A FEW ADDITIONAL DETAILS

LAUNCH

The website will be transferred from a beta server to a live server. This process can take up to four hours and can potentially disrupt functions of the website. We will closely monitor this process and conduct a site-wide review immediately following launch. Because the duration of this process can be lengthy and should be monitored, we do not launch websites after 3pm Monday through Thursday or after 12pm on Fridays.

SCOPE OF WORK

A detailed scope of work with timeline will be provided upon RFP approval. Proposal budget is +/- 10%. Please note that this proposal was created based on the needs provided in the RFP and that the Site Navigation/Content Architecture may reveal additional opportunities not outline within this estimate.
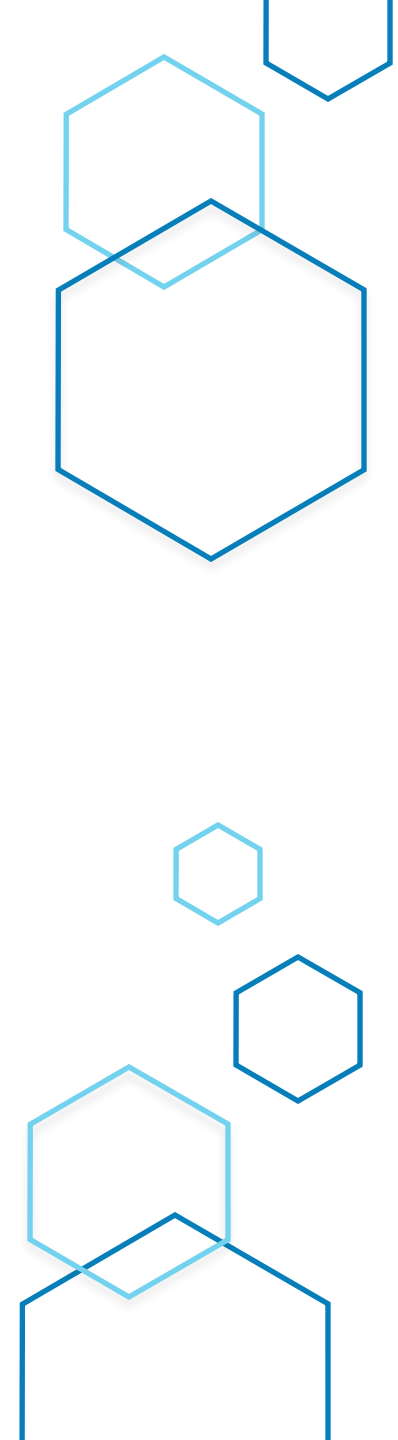
ELEMENT

GREAT WORK. BOTTOM LINE.

LET'S GET STARTED.

APPENDIX

CASE STUDIES

DEMONSTRATING OUR EXPERTISE IN DEVELOPING INNOVATIVE PROGRAMMING SOLUTIONS TO SOLVE BUSINESS CHALLENGES

ELEMENT

ELEMENT CASE STUDY
CREATING LUXURY BATH EXPERIENCES

Learn how a global leader in bath design enhanced their sales with an interactive augmented reality application that helped customers bring their dream shower and bath spaces to life.

KOHLER.

THE SITUATION

Facing upcoming product launches, an evolving salesforce, growing competition in the marketplace, and a global pandemic, Kohler® sought Element's expertise to enhance their in-home sales tools for their LuxStone® and Walk-In Bath brands. They needed to transform their sales process into a sleek, user-friendly, digital experience … and fast.

ELEMENT

THE SOLUTION
A FULLY CUSTOMIZED BATH AND SHOWER DESIGN APPLICATION

This tailor-made, industry-leading digital sales tool was made to:

- Integrate existing sales materials, presentations, and documentation while making the experience seamless across a variety of teams and applications

- Inspire customers to purchase through build-your-own design functionality and augmented reality (AR)

- Capture and consolidate data while integrating with existing customer management systems, dealer software, and tools

- Seamlessly evolve into a consumer-led, online effort that engages customers beyond the in-home sales process

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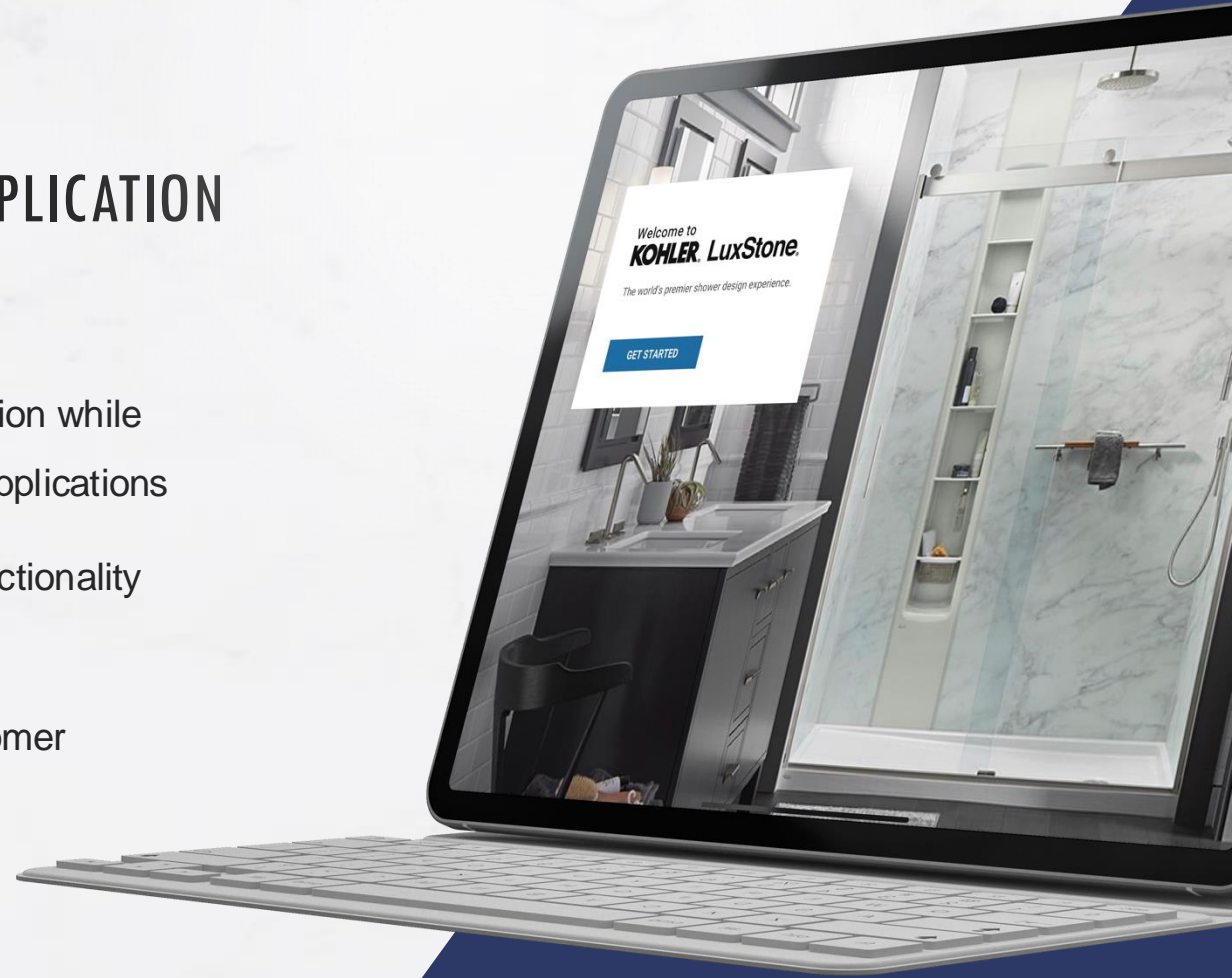
THE STRATEGY
A CONNECTED EXPERIENCE

Utilizing research and a thorough understanding of Kohler's existing sales processes, we strategized a connected experience centered around the sales application. This strategy aimed to seamlessly integrate the customer journey across channels while positioning the sales tool for future growth and expansion.

HOW WE HELPED

User Experience and User Interface (UI/UX) Strategy and Design, Custom App Development, Augmented Reality

Walk-In Bath Website

Dealer Websites & Tools

LuxStone Website

In-Home Sales Experience

Kohler Website

Kohler Install Services

Sales App

Consumer App

Integrated Technology & User Data

ELEMENT

REMODELING THE SALES EXPERIENCE

We interviewed dealers and led discovery sessions with Kohler's sales, marketing, and technology teams to immerse ourselves in their processes, tools, needs, and pain points while building a robust knowledge of their internal technology stack to streamline integration.

From there, we created a strategic roadmap to develop and promote the app as a multi-platform tool which was later used to secure executive approval for a multi-million-dollar pilot program to transform the company's entire sales strategy.

BUILDING CUSTOMIZED DESIGNS

With an ongoing pandemic making digital spaces essential, Kohler customers needed a way to craft and envision projects online.

We prioritized the design-your-own experience, allowing customers to work with the sales team in real-time to create their space in 3D with custom measurements, finishes, and features. This enabled the combination of 400 product options into over 1.5 billion configurations, giving customers full control over their bath or shower design.
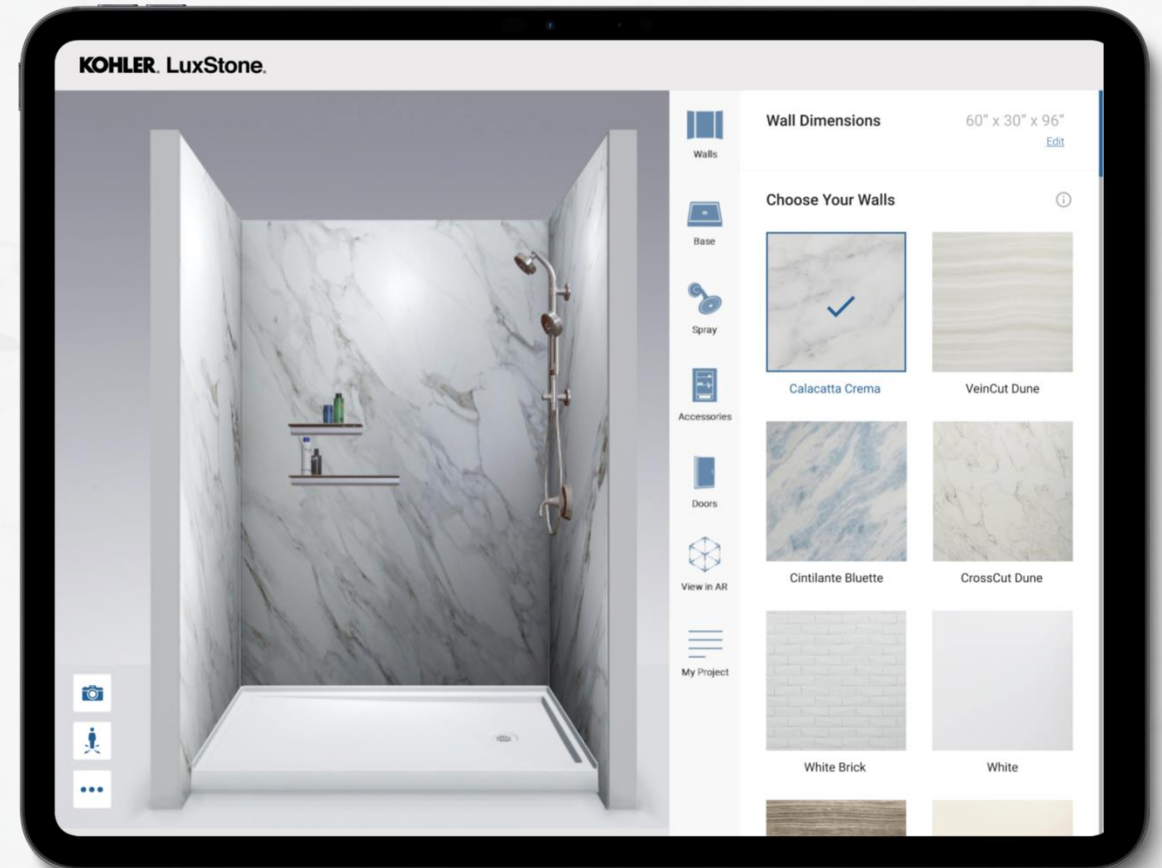
BRINGING BATH SPACES TO LIFE

Once designed, customers could then leverage AR functionality to place each design in their own space at scale. They could interact with their shower or bath design from every angle— even inside the shower or bath itself.

This empowered the sales team to create meaningful connections with customers while positively influencing their purchase decisions.

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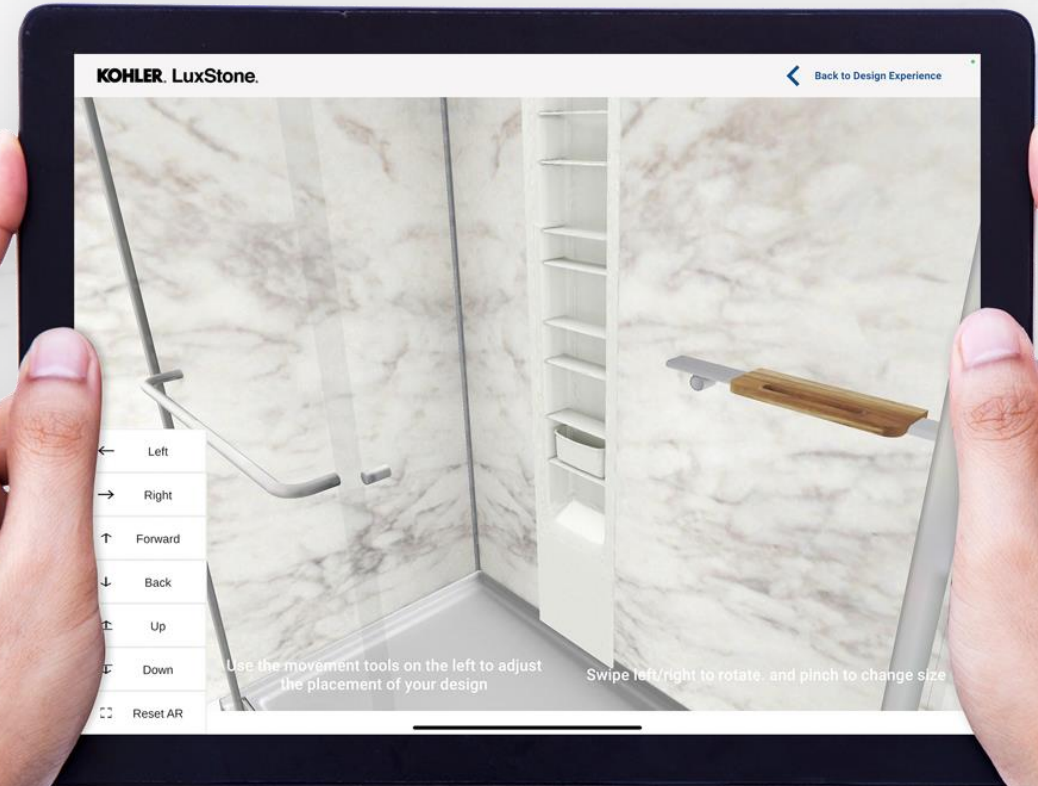
STREAMLINING THE PURCHASE PROCESS

The perks of this fresh design tool didn't stop there. It also allowed customers to save their designs and assigned them customer profiles for easy future reference—and marketing opportunities!

If a customer did decide to make a purchase, the tool seamlessly generated a bill of materials based on the custom design. That list integrated directly into sales systems to streamline ordering and installation.

Your design has been saved.

Email to johndoe@gmail.com

ELEMENT

LAUNCH SUPPORT & TRAINING

With advanced technological features and an evolving sales process, a thorough launch plan was essential to encourage app adoption while supporting Kohler's sales force. We:

- Launched beta testing to integrate feedback and enhance the experience before a full company rollout

- Developed training materials and conducted virtual sessions to train all sales and customer service teams

- Provided ongoing support and service for the app during and post-launch to address issues, answer questions, and more

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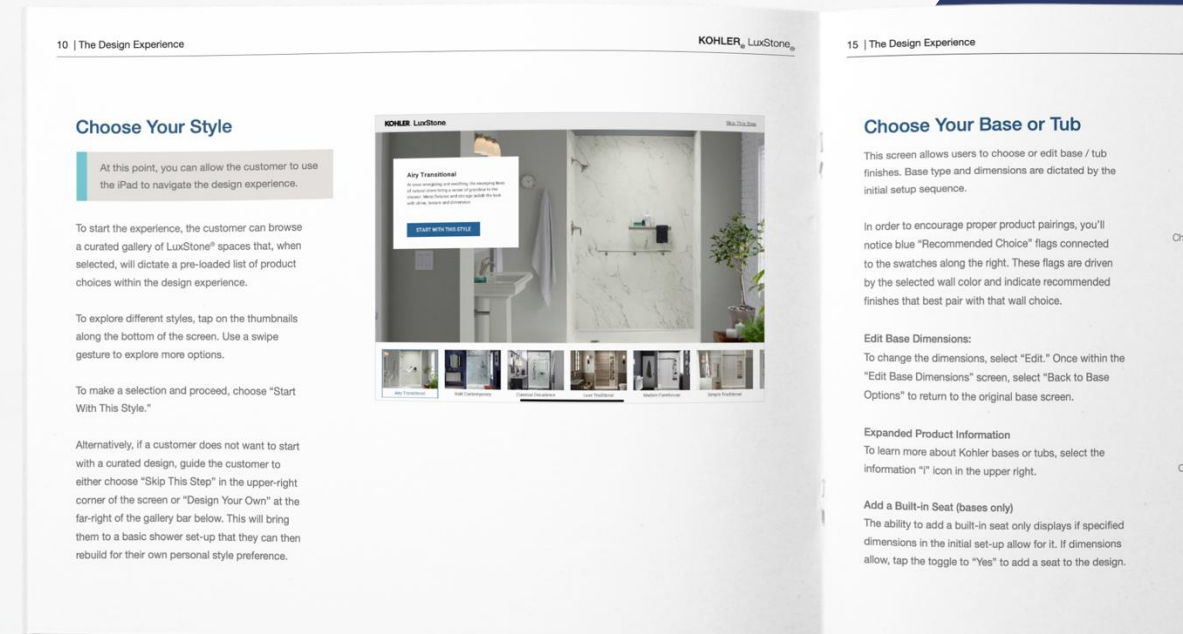
FROM IN-HOME TO ONLINE

With the sales app in the market and positive results rolling in, we swiftly collaborated with Kohler to develop a self-service design experience for browsers, tablets, and mobile to generate and capture leads.

Using the same features of the design experience, we built in additional e-commerce content and functionality to provide detailed product information, pricing, and tutorials. These added features allowed customers to build their designs without requiring any sales support.
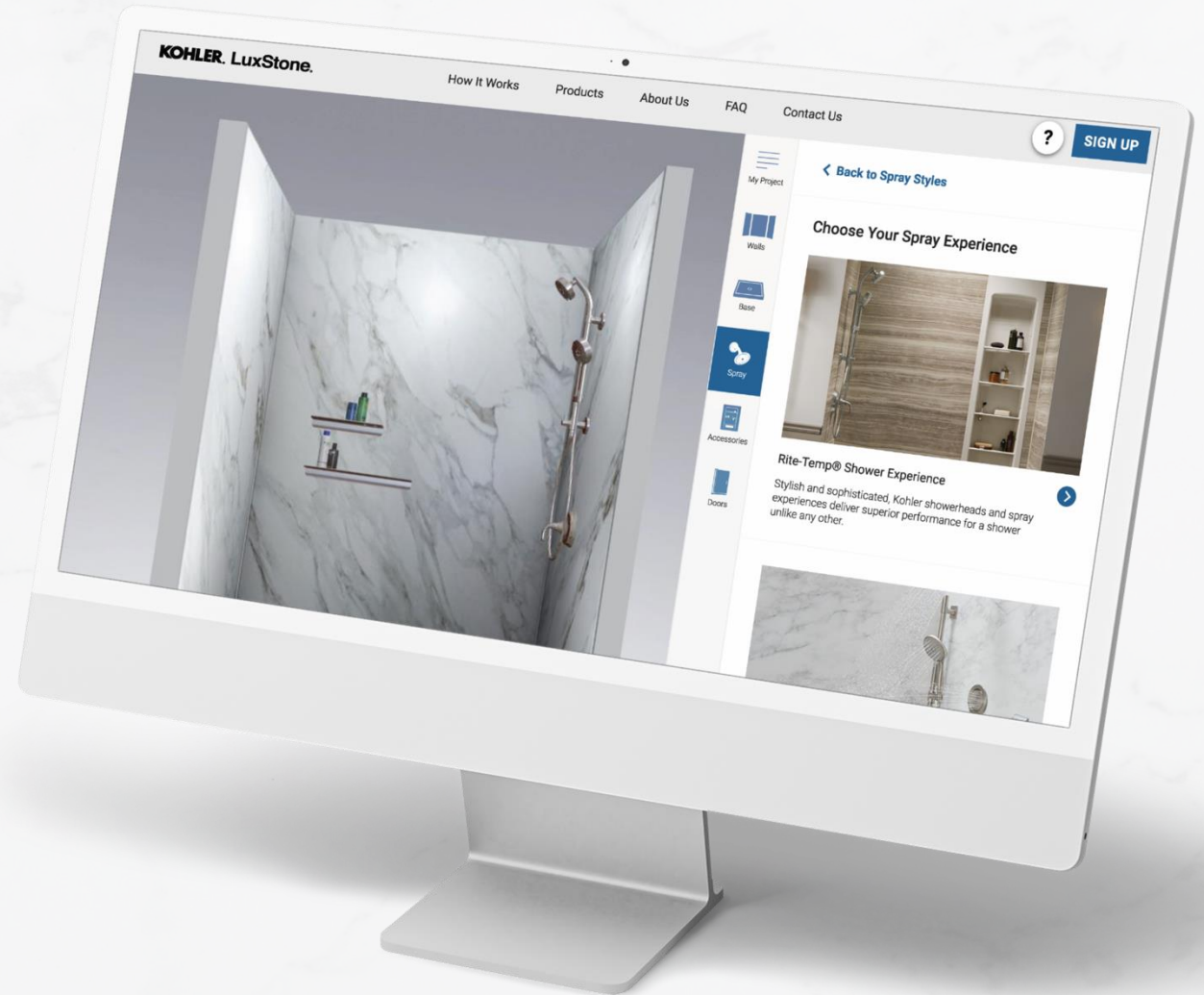
ELEMENT

ELEMENT CASE STUDY

EMPLOYEE ENGAGEMENT: THERE'S AN APP FOR THAT

Learn how a master cheesemaker delivered a tailor-made tech tool that empowered their people to stay connected and informed.

THE SITUATION

When Masters Gallery Foods came to us, they already had an HR-centric app, but it fell short with its limited functionality and ability to adapt to their evolving needs. We immediately saw why they were experiencing a less than 30% employee interaction rate, so we set off with specific goals to create a fully customizable app to better equip them to:

- Reach a new, younger audience

- Boost employee engagement by 50%

- Provide access to important, time-sensitive updates

- Increase cross-location communication and staff retention

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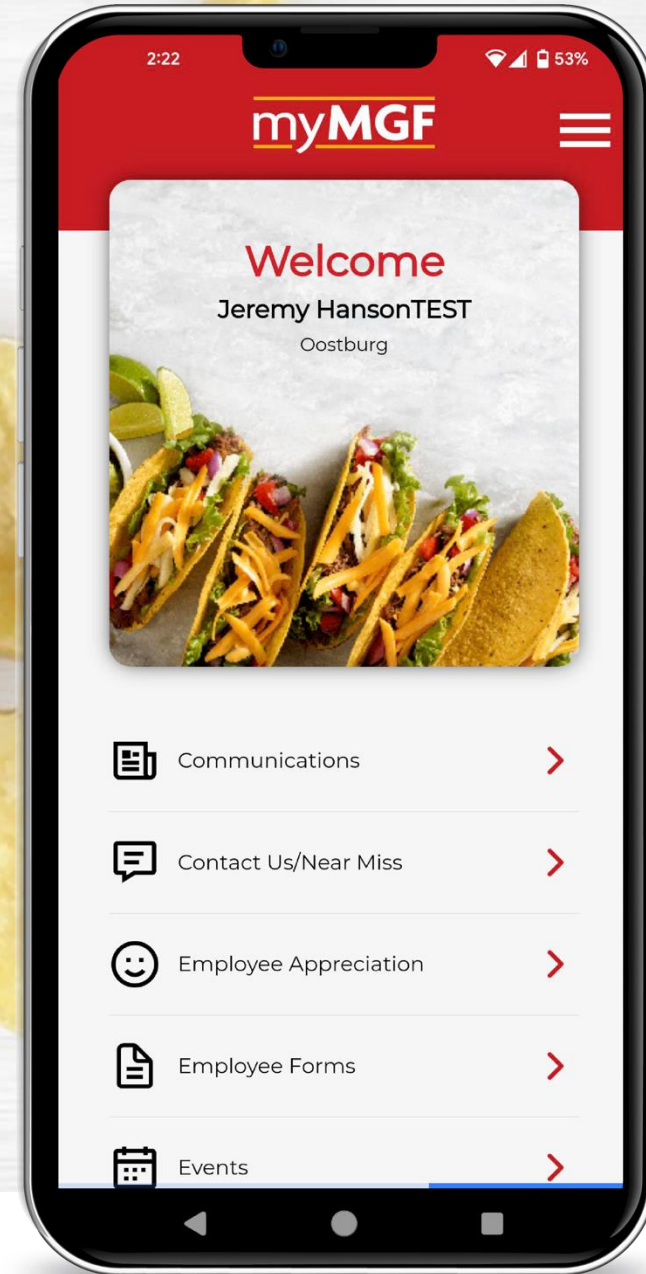
THE SOLUTION

SPREADING THE WORD THROUGH SIMPLE, STREAMLINED COMMUNICATION

Create a more user-friendly, cross-platform intranet app to be available for Android and Apple smartphones that employees and leaders alike can use.

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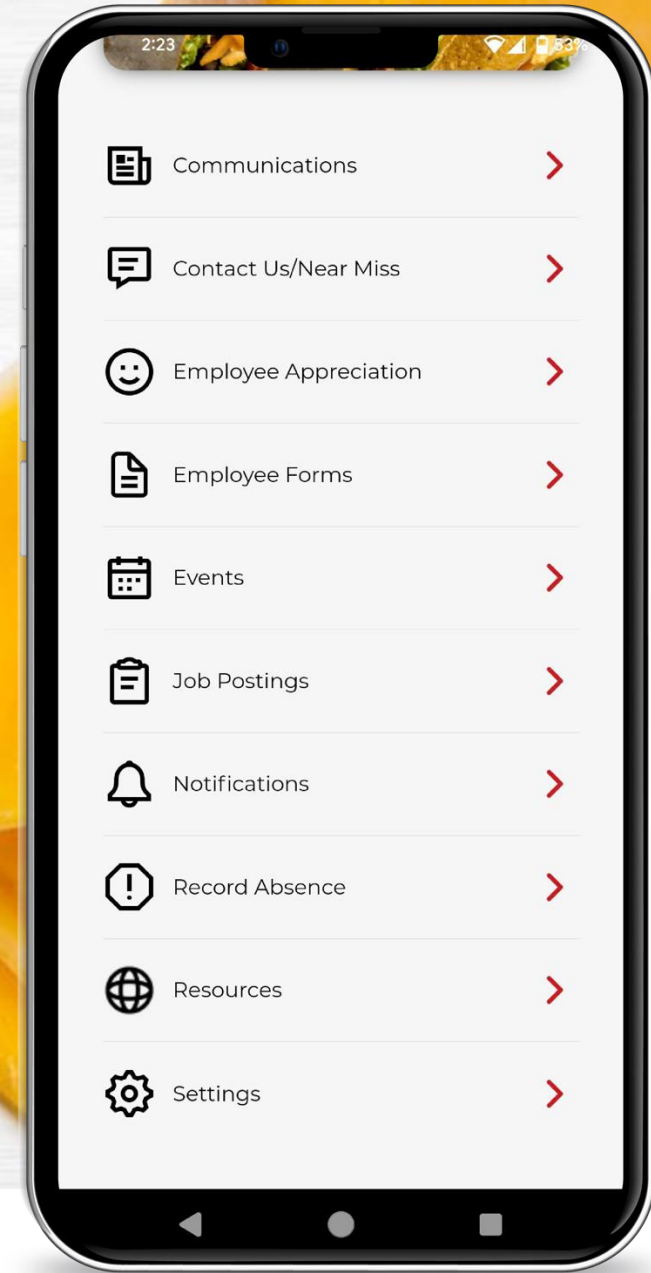
THE STRATEGY
BUILD FOR LONG-TERM SUCCESS

- **Fully-Customized:** Our team ensured the new Masters Gallery app was completely tailored to their needs, offering significant improvements over its predecessor.

- **Future-Ready Design:** We prioritized not only meeting current business needs but also establishing flexibility for the seamless integration of future updates.

- **Enhanced Functionality:** Prioritized a streamlined HR experience with the app acting as a comprehensive one-stop shop for all employee needs.

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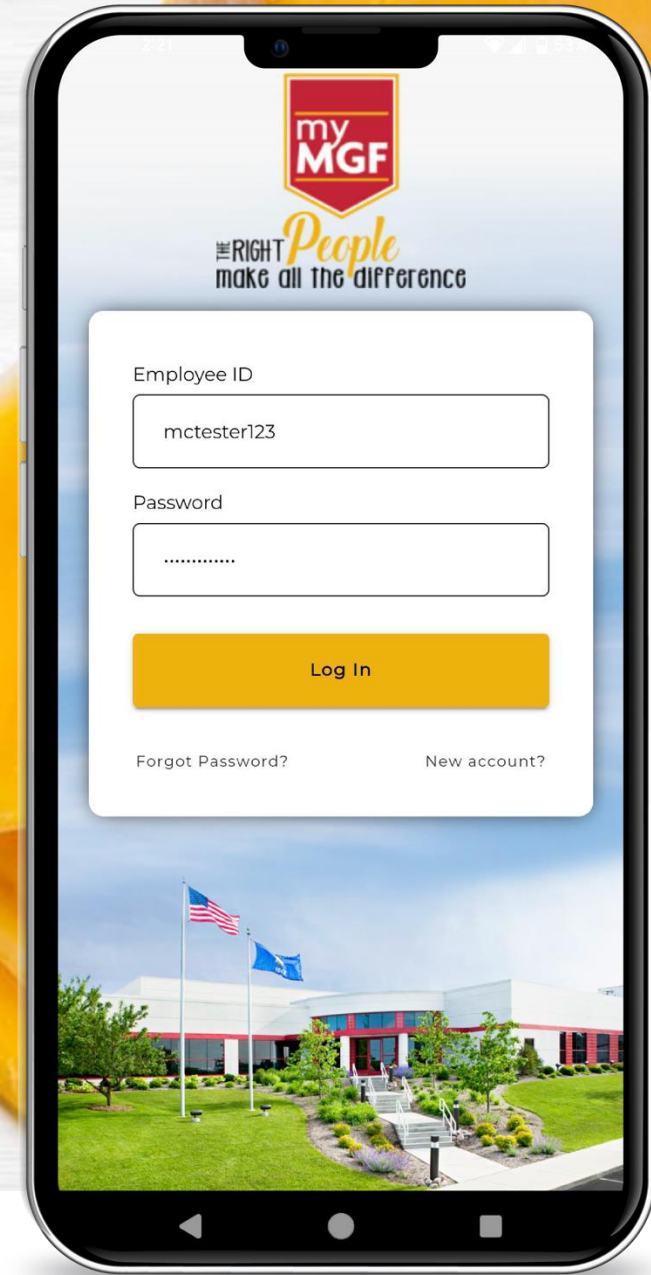
IMPROVE COMMUNICATION

In a diverse workplace with varying shifts and locations, communication is key. Yet, staying connected and consistent can be challenging. To bridge this gap, we leveraged the app to:

- Centralize and optimize communication channels throughout the organization, enhancing efficiency and cohesion.

- Foster ongoing employee engagement and awareness by frequently sharing real-time updates such as shift changes, policy modifications, safety protocols, new job opportunities, and more.
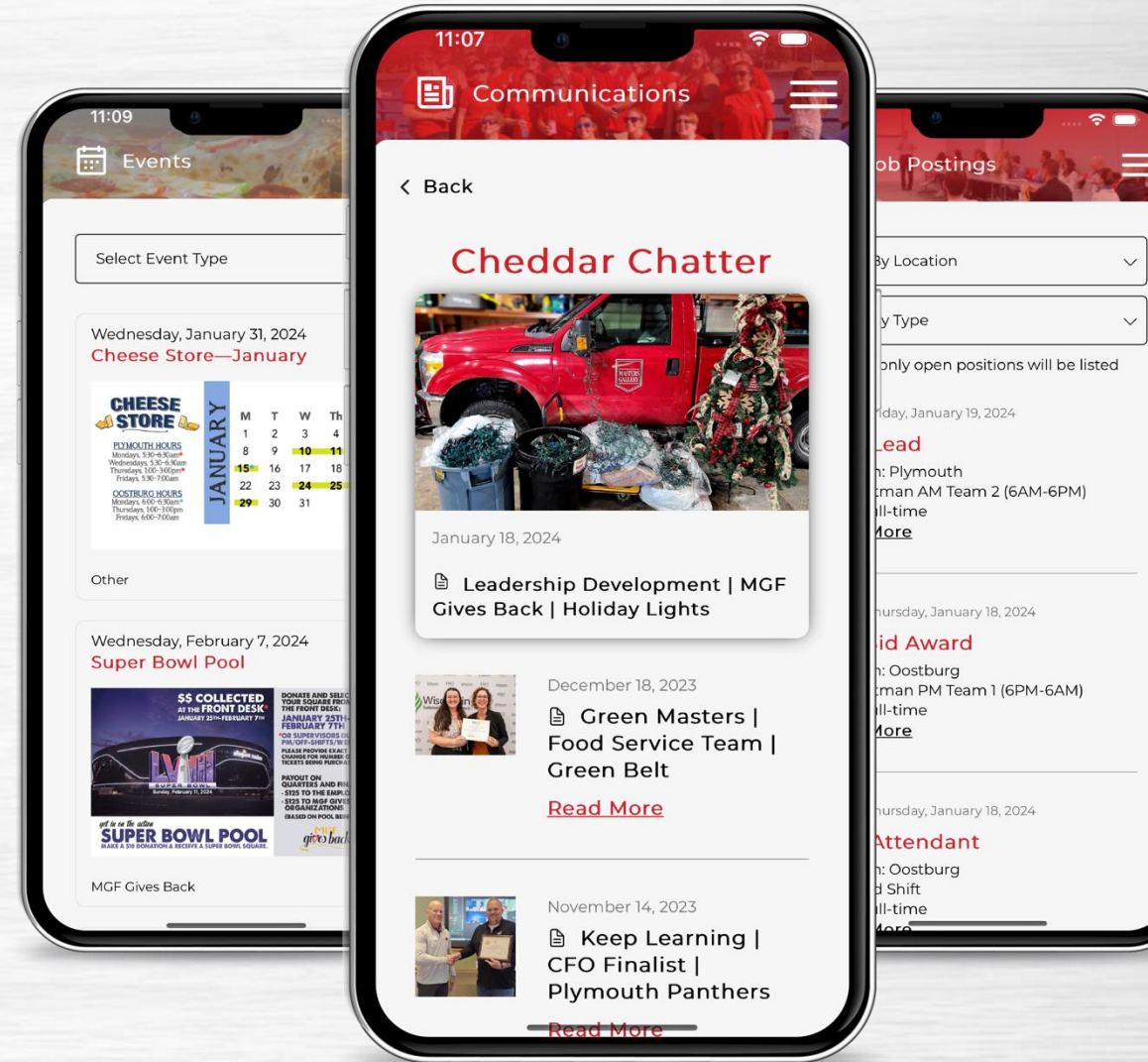
ELEMENT

INCREASE APP ADOPTION

Recognizing the low adoption rates of Master's original app, we implemented strategic measures to bolster its use.

- By consolidating all employee-related content into a single platform, team members were increasingly likely to engage with it and do so often.

- Making it mandatory to submit PTO requests via the app also went a long way in incentivizing early adoption for employees while simplifying the approval and tracking process for management.

ELEMENT

CREATE STRONGER CONNECTIONS

The app also served as a powerful tool for fostering a sense of community across company locations, with a focus on increasing employee retention. By leveraging the platform to share milestones, events, news, and other relevant updates, we not only kept employees informed by also made them feel valued and connected to the larger organization culture.

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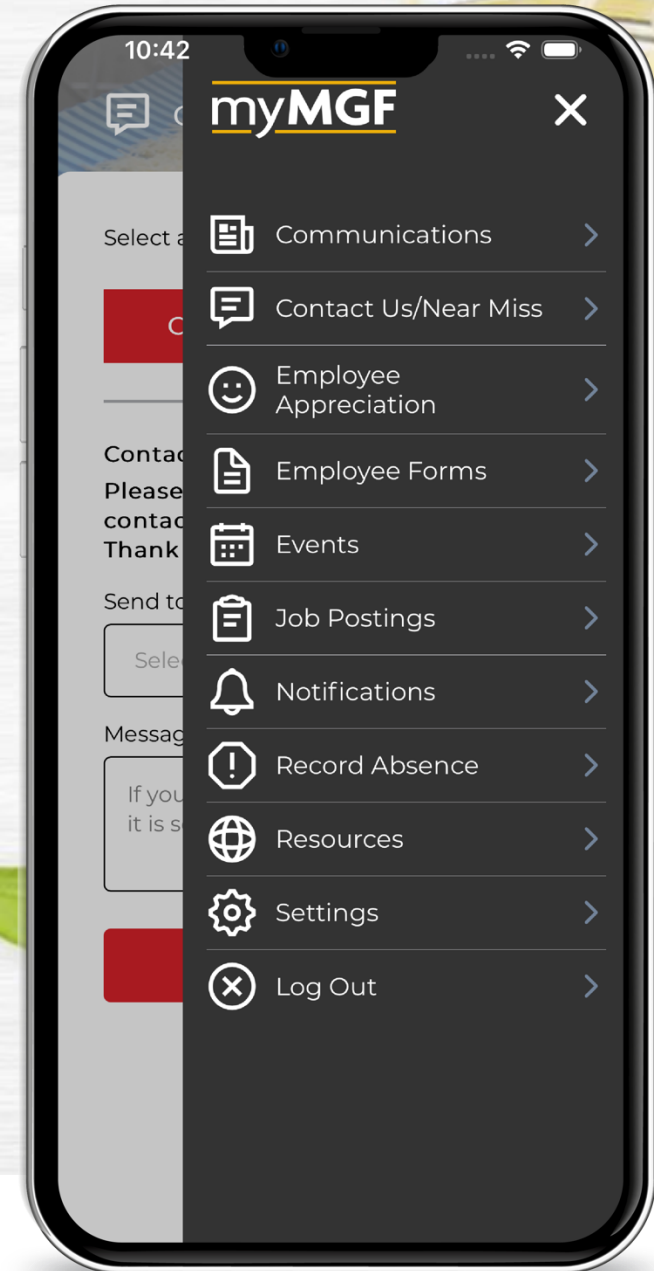
THE SUCCESS

By creating a hub for meaningful content and connection, employees saw more valuable updates, recognition, and celebrations that, in turn, made them feel more valued. The app we built inspired team members to stay informed and ultimately stay with the company.

ELEMENT

THE SITUATION

STREAMLINE PROCESSES TO INCREASE PRODUCTIVITY AND DEMONSTRATE RESULTS

PhycoTerra® had a large database with three years of trial data across 19 different crop varieties that needed to be more easily accessed by the sales team, customers, and end users. Our goal was to drive product awareness, trust, and adoption in a highly competitive, saturated market.

We also aimed to reduce the need for the sales team to engage in repetitive tasks, like creating custom presentations, to free up their time to focus on more strategic activities.
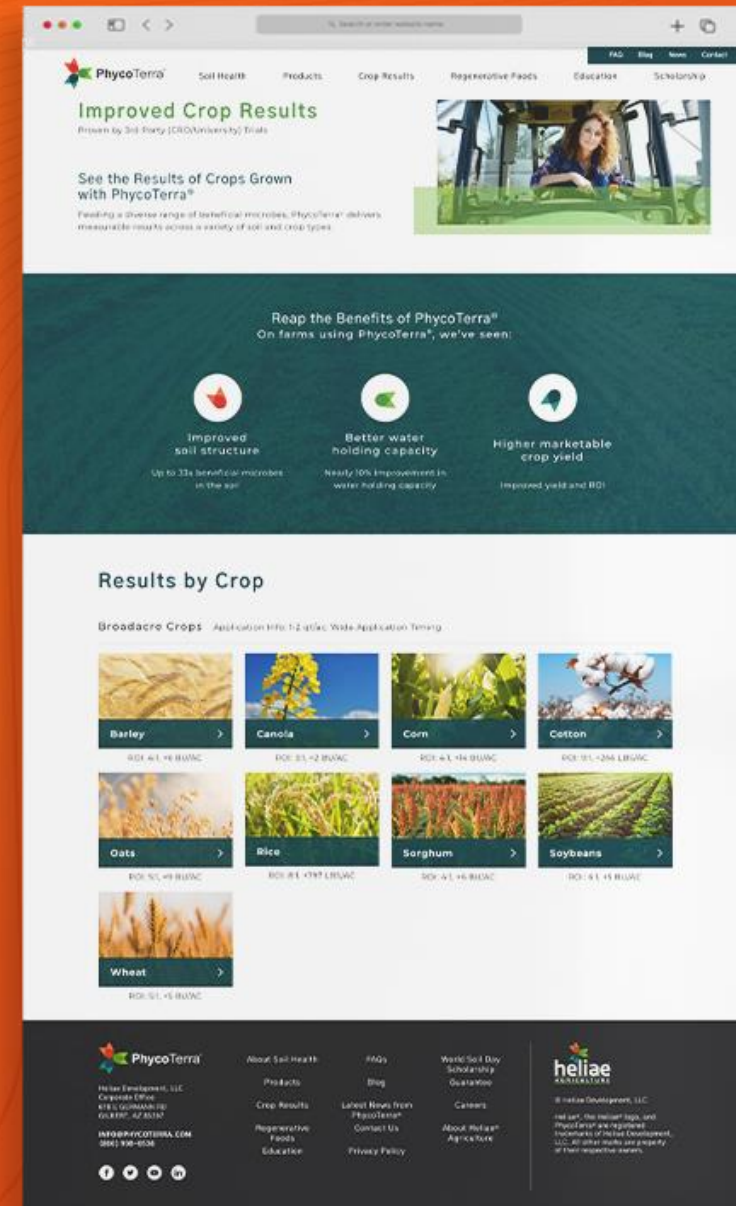
ELEMENT

THE STRATEGY

DEVELOP A PUBLIC, EASY-TO-USE SOURCE FOR ALL TRIAL DATA

In collaboration with the client, Element developed a custom online tool to provide easy access to all historical performance data. It offers instant, transparent data, allowing users to sort information and create visual dashboards that provide application recommendations. It categorizes recommendations based on a variety of inputs and filters, which allows users to make quicker, more informed decisions.

HOW WE HELPED

Strategy, Design, Interactive Web Development

![PhycoTerra®]

THE SUCCESS

AN INTERACTIVE CROP TRIAL TOOL WAS LAUNCHED, AIDING SALES

PhycoTerra® has been able to abandon the time-consuming tasks of updating PDFs and PowerPoints that quickly became obsolete.

Instead, the client can now use a real-time tool and provide a user-friendly experience for sales teams, customers, and farmers that instills trust, boosts awareness, and encourages trial.

367%
INCREASE IN SITE TRAFFIC

240+
HOURS SAVED PER YEAR

The PhycoTerra® commercial team has been utilizing our online crop dashboard to easily and effectively communicate our products' performance data across the US and Canada. This tool has been critical in providing transparency between our research trials and our customers, which has allowed for building relationships and validity for our brand.

Cassidy Million, VP of Ag Science

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OUR DIGITAL SERVICES

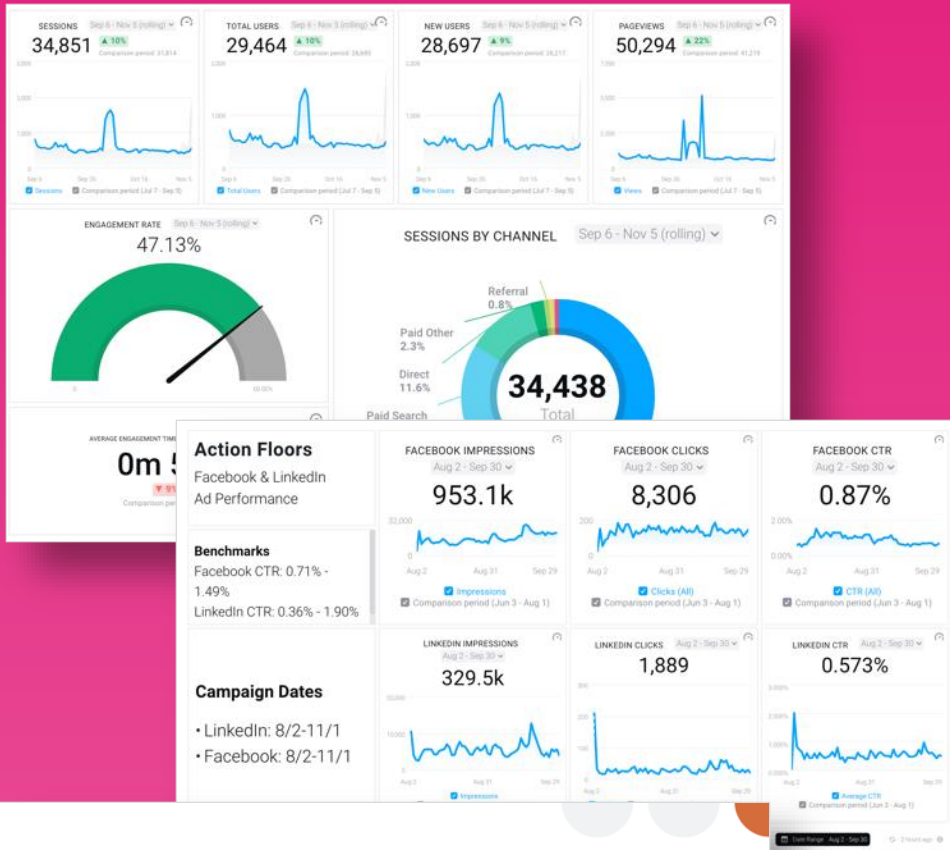## PSST… THIS IS NOT INCLUSIVE OF ALL OUR SERVICES
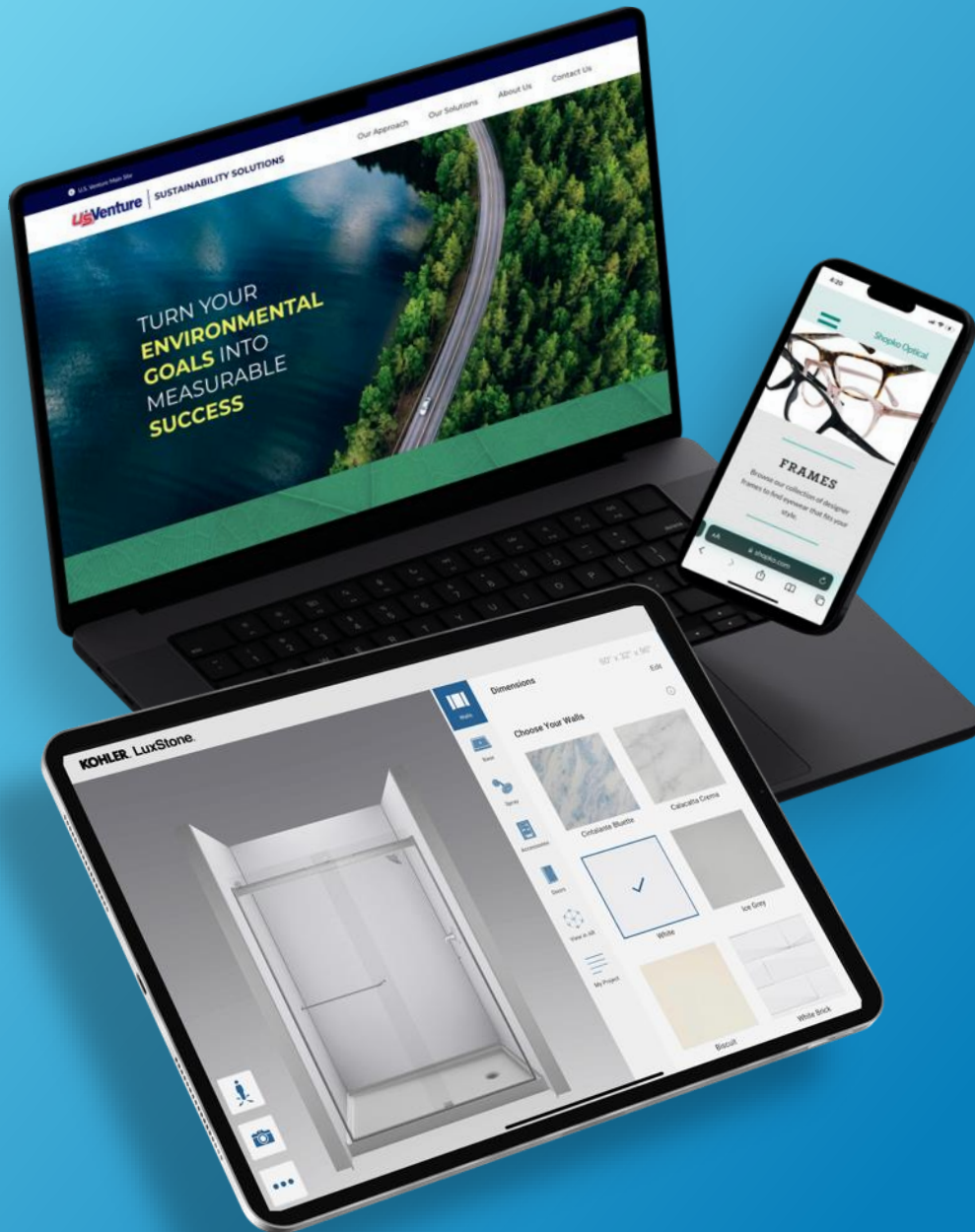
WEBSITES AND MOBILE APPS

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

- California Consumer Privacy Act (CCPA) 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

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)

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ELEMENT