WELCOME TO ELEMENT

HELLO

ELEMENT

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 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.
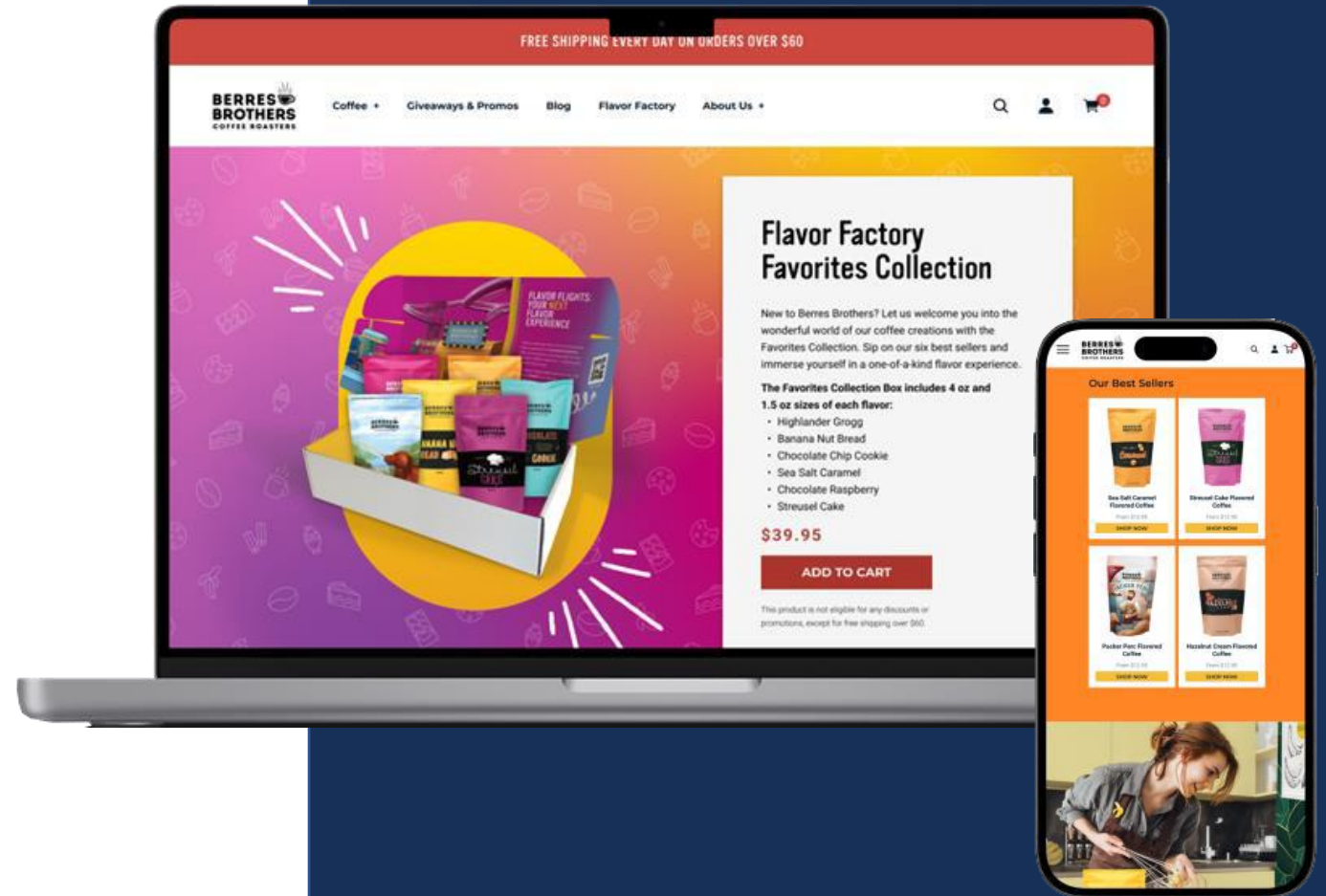
STRATEGIC WEBSITE APPROACH

OUR 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

ELEMENT

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 Gravely 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.

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 results in a comprehensive plan that aligns with your business goals and includes strategy, research, data analysis, wireframes, technical constraints based on platform capabilities, and a design blueprint to guide your development team in bringing the website vision to life.

TLDR: It's the foundation of the project and the key to success, ensuring a smooth and efficient process from start to finish.

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 communication and collaboration among team members, leading to better teamwork and understanding.

4. Detailed Evaluation: It provides a detailed project scope that can't be achieved in 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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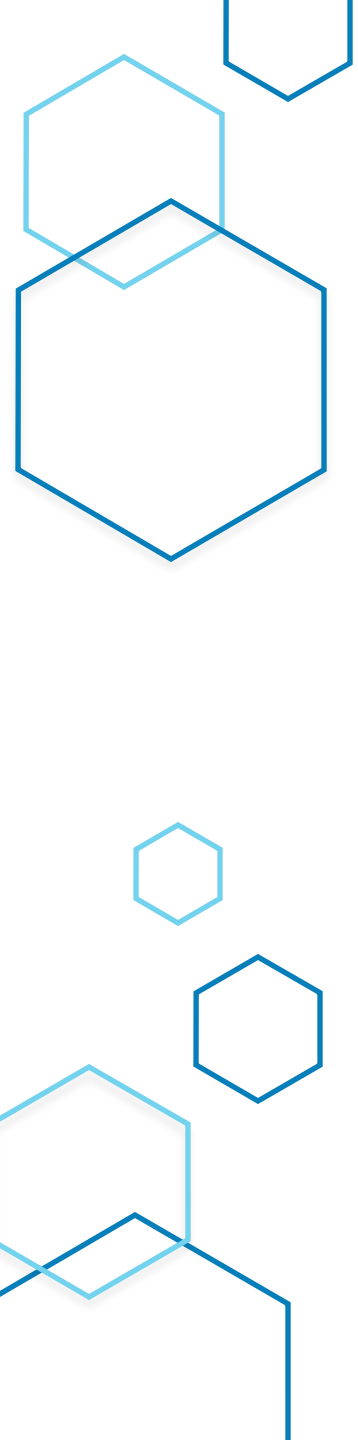
PHASE ONE:
STRATEGIC PLAN
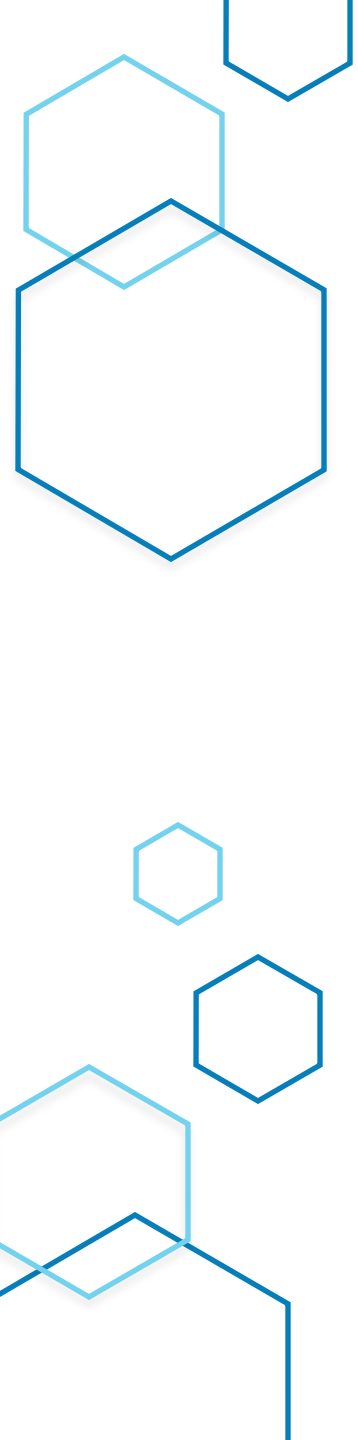## 10 BENEFITS OF AN APPLICATION DESIGN DOCUMENT

6. Resource Optimization: By clearly defining project requirements and timelines, an ADD helps optimize the allocation of resources, such as personnel, time, and functionality 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**
- **Content analysis**
- **Competitive analysis**
- **Digital implementation analysis**
- **User journey mapping**
- **Site architecture**
- **Brand alignment with mobile-first design strategy**
- **Design concept**
- **Functionality/design alignment** (model comparisons, suggested products, product showcase, find a dealer, etc.)
- **Wireframes**
- **SEO considerations**
- **Accessibility guidelines**

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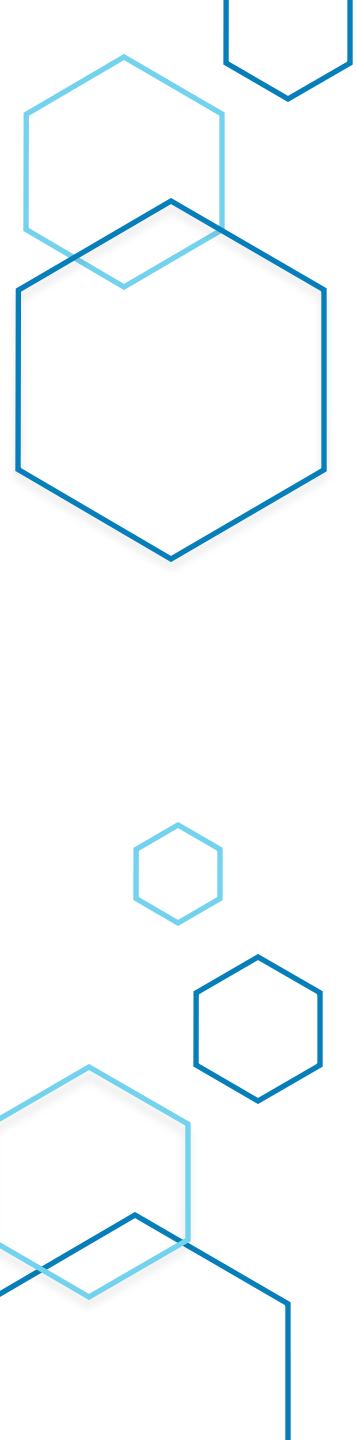
PHASE 2:
WEBSITE DESIGN

USER-FRIENDLY + PURPOSE-DRIVEN

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

By addressing key challenges like mobile responsiveness, navigation, and load times, we'll create a platform that meets the unique needs of your audience while showcasing the brand's legacy of commercial excellence. Together, we'll build a digital experience that drives engagement, supports sales, and reinforces Gravely's leadership in the industry.

PHASE TWO: WEBSITE BUILD

INCLUSIONS IN DEVELOPING YOUR WEBSITE DESIGN

- User experience optimized (UX) homepage and interior pages design and layout, provided in three sizes: mobile width, tablet width, and desktop width
- ADA compliant design for accessibility
- Content hierarchy and alignment to ensure easy navigation and readability
- User interface optimized (UI) with a fully responsive blueprint for the development team
- Front-end SEO alignment for search engine optimization
- Model comparison functionality and integration
- Suggested accessories and related product integration
- Video content integration with seamless playback across devices
- Clear and intuitive product component showcasing
- Robust and user-friendly navigation structure
- Interactive and engaging call-to-action (CTA) elements
- Visual consistency with brand identity and guidelines
- Prototypes for key page layouts and interactions with detailed style guide for consistent UI elements
- Mobile-first design with seamless user experience across devices
- High-performance design with fast load times and optimized assets
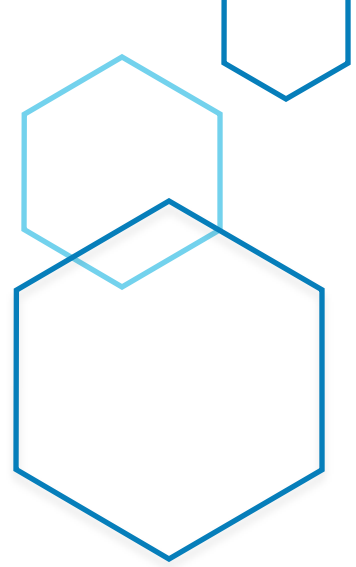
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PHASE THREE: IMPLEMENTATION SUPPORT

COLLABORATIVE PARTNERSHIP

As the Gravely team begins programming the site, we remain fully engaged to ensure smooth execution. **We're here to guide and support the development team, ensuring your vision is flawlessly brought to life.**

- **Provide ongoing design support** and answer any design-related questions to ensure accurate implementation.

- **Assist with design modifications** and address any necessary adjustments to meet technical requirements or enhance the user experience..

- **Optimize design functionality** to help adapt designs to ensure optimal performance across devices and platforms.

SECTION THREE:
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.

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 FT/ FAITH TECHNOLOGIES INCORPORATED MARION

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:

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.

BRANDS HE'S WORKED WITH:

CHARTER STEEL   US Venture   OH SNAP! pickling co.

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 FOUR:
BUDGET PROPOSAL

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

PROPOSAL BUDGET

PROJECT COST: $120,750 (+/- 10%)

NEXT STEPS:

- Proposal approval

- Onboarding (and celebration!)

- Element to provide a detailed scope of work and finalized timeline based on proposal approval date

- Phase one kickoff

Authorized Signature: _____ Date: _____
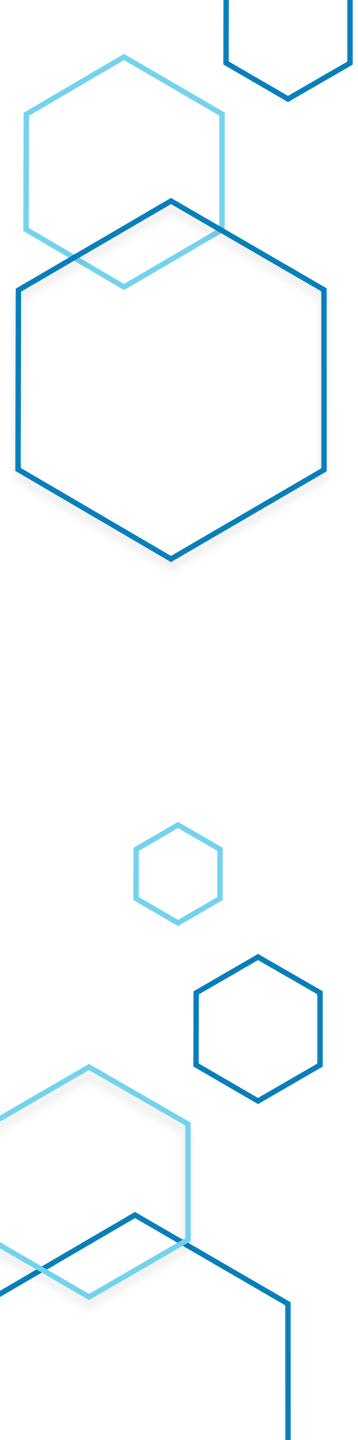
ELEMENT

SECTION FIVE:
OUR WORK

CASE STUDIES

DEMONSTRATING OUR EXPERTISE IN DEVELOPING INNOVATIVE WEBSITE 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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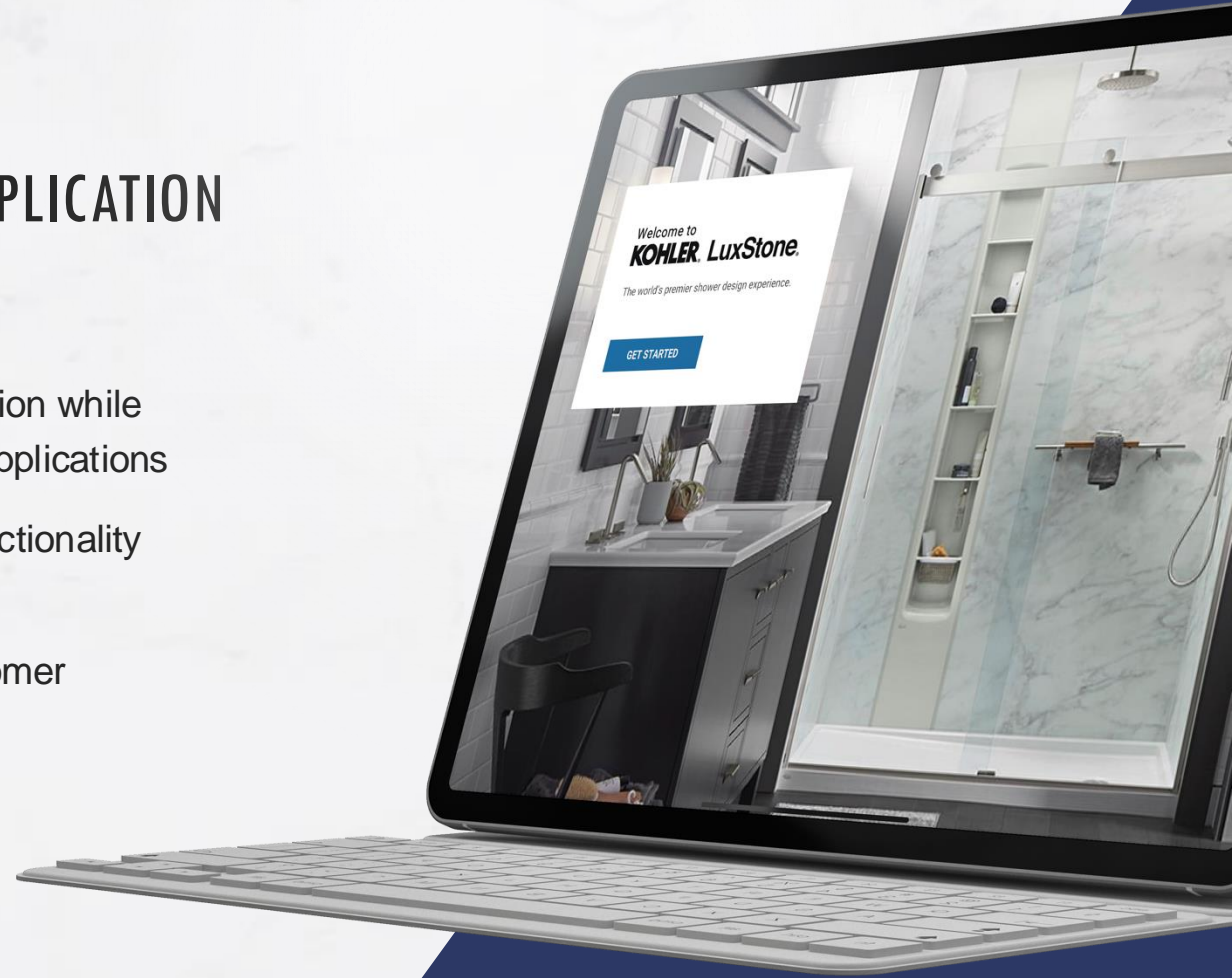
THE STRATEGY
A CONNECTED EXPERIENCE

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.

ELEMENT

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.
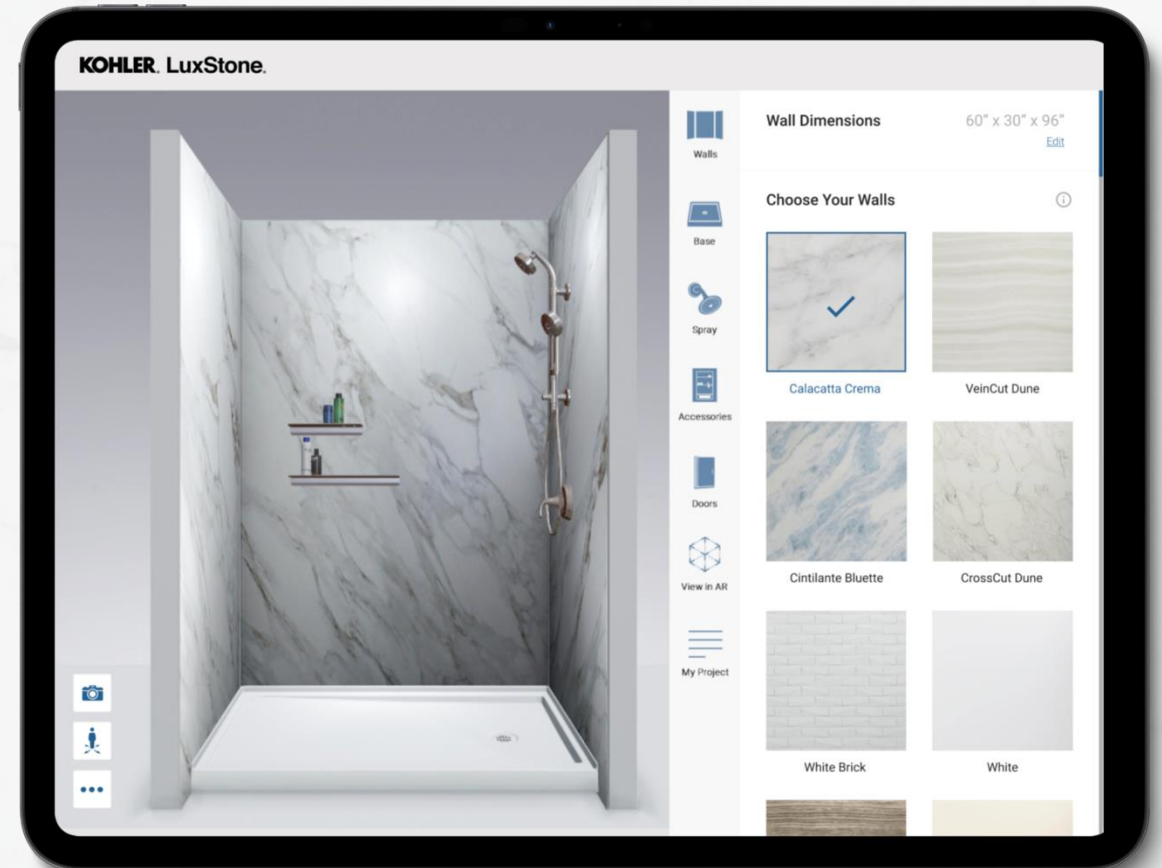
BRINGING BATH SPACES TO LIFE

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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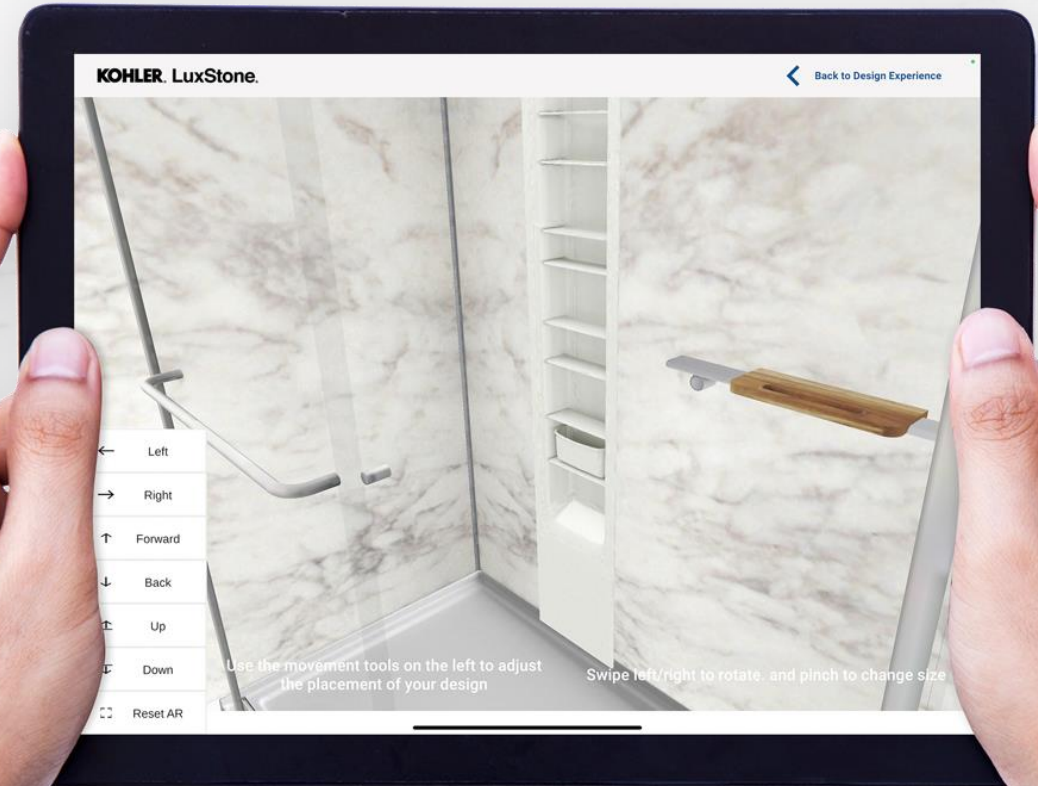
STREAMLINING THE PURCHASE PROCESS

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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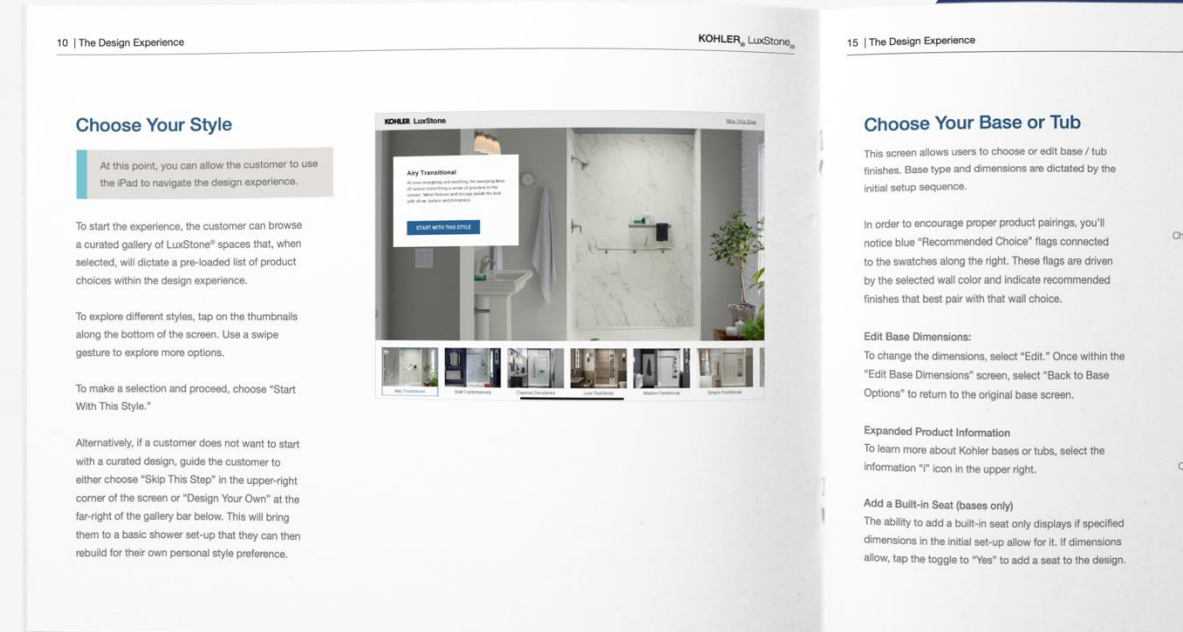
FROM IN-HOME TO ONLINE

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.
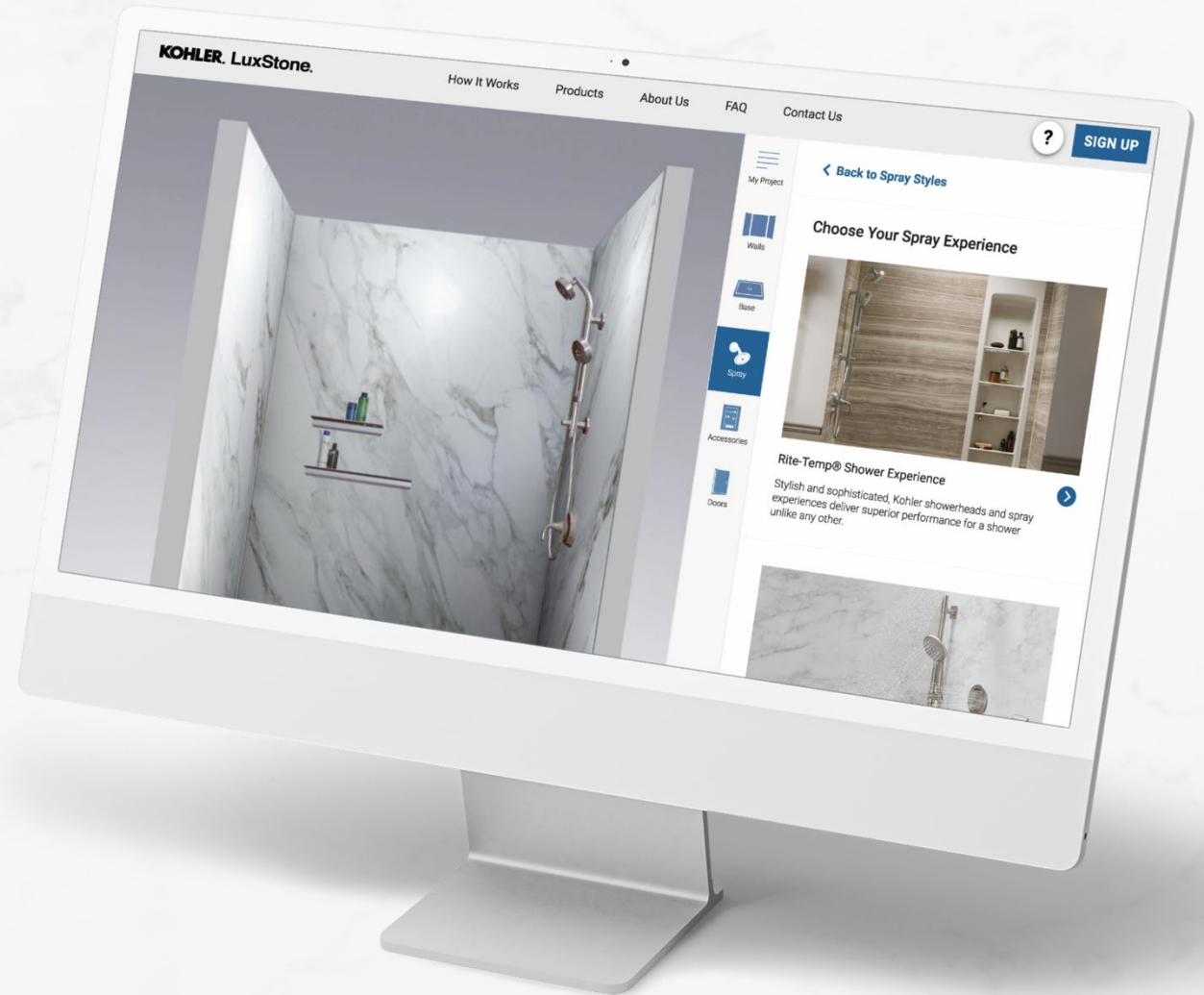
ELEMENT

○ E L E M E N T

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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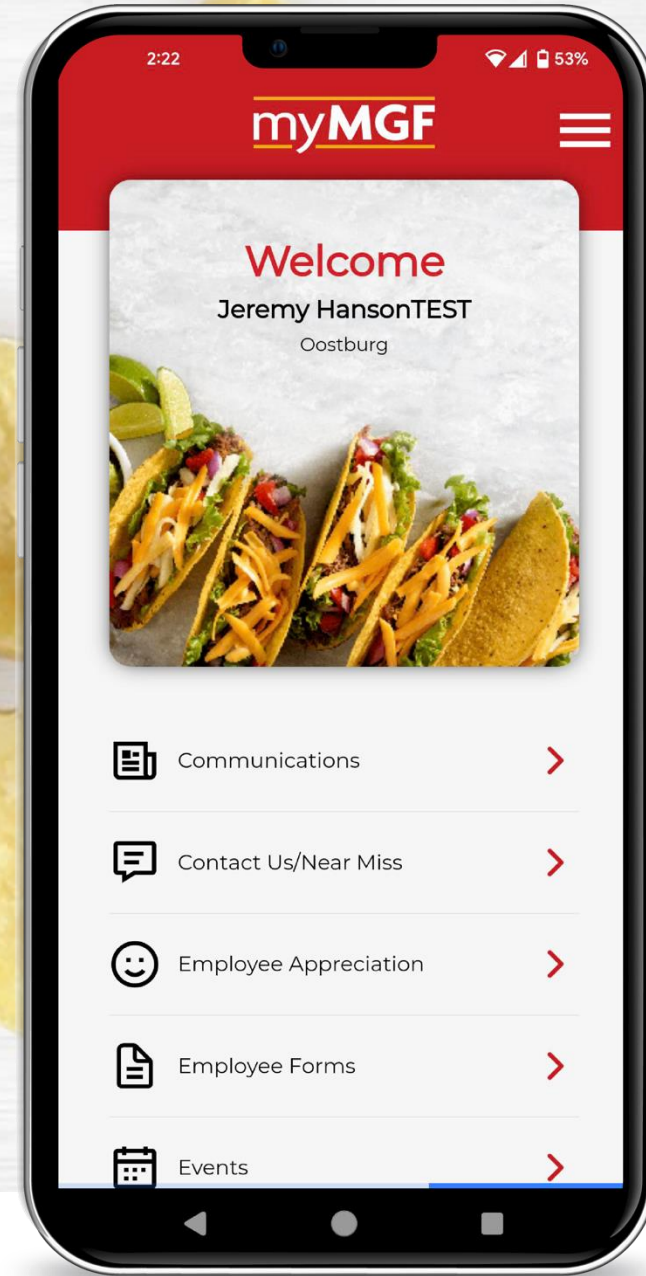
THE SOLUTION

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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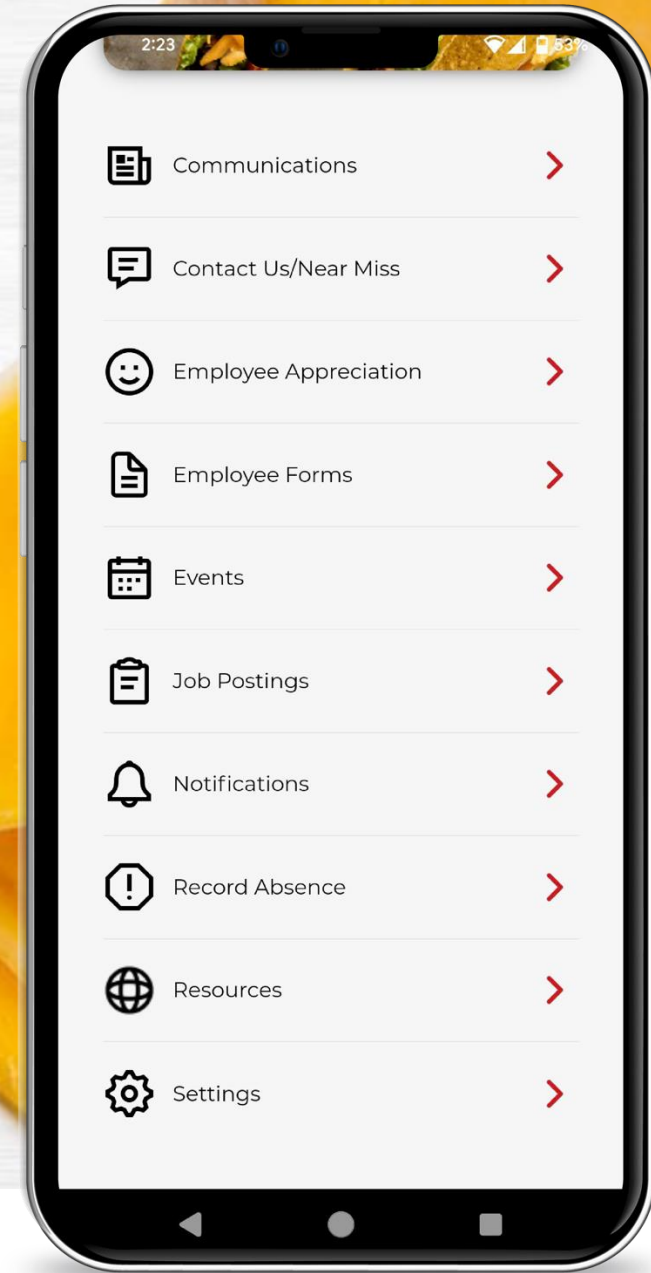
THE STRATEGY
BUILD FOR LONG-TERM SUCCESS

- **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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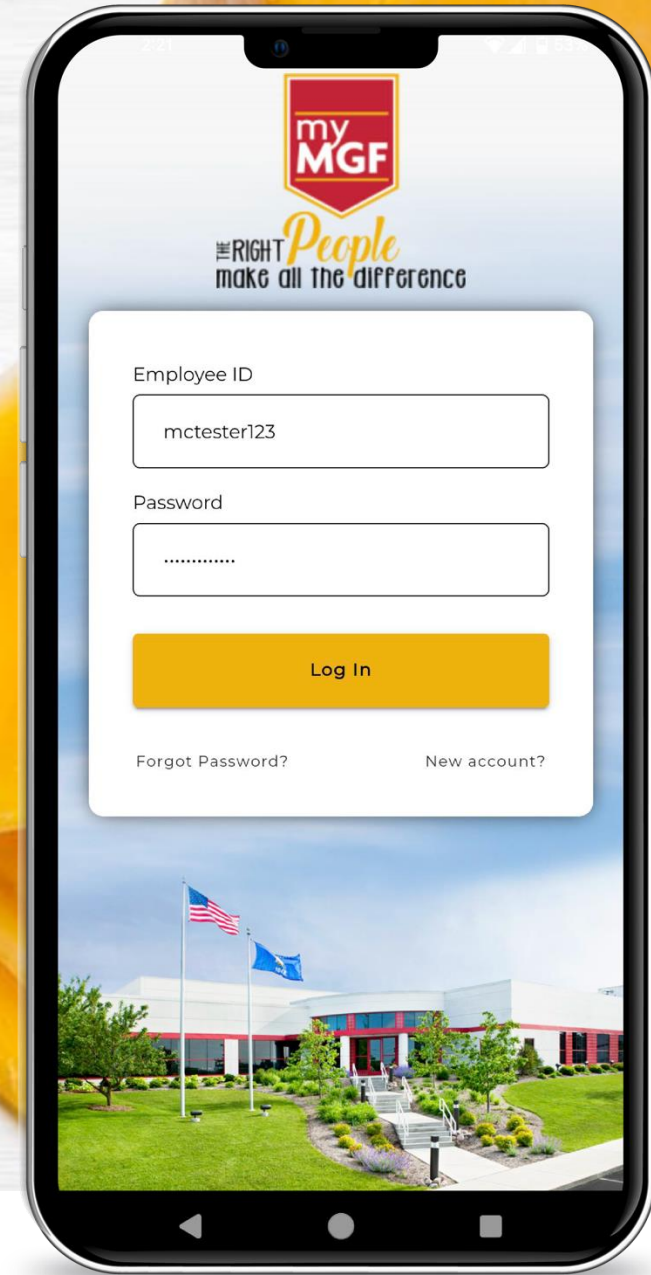
IMPROVE COMMUNICATION

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.
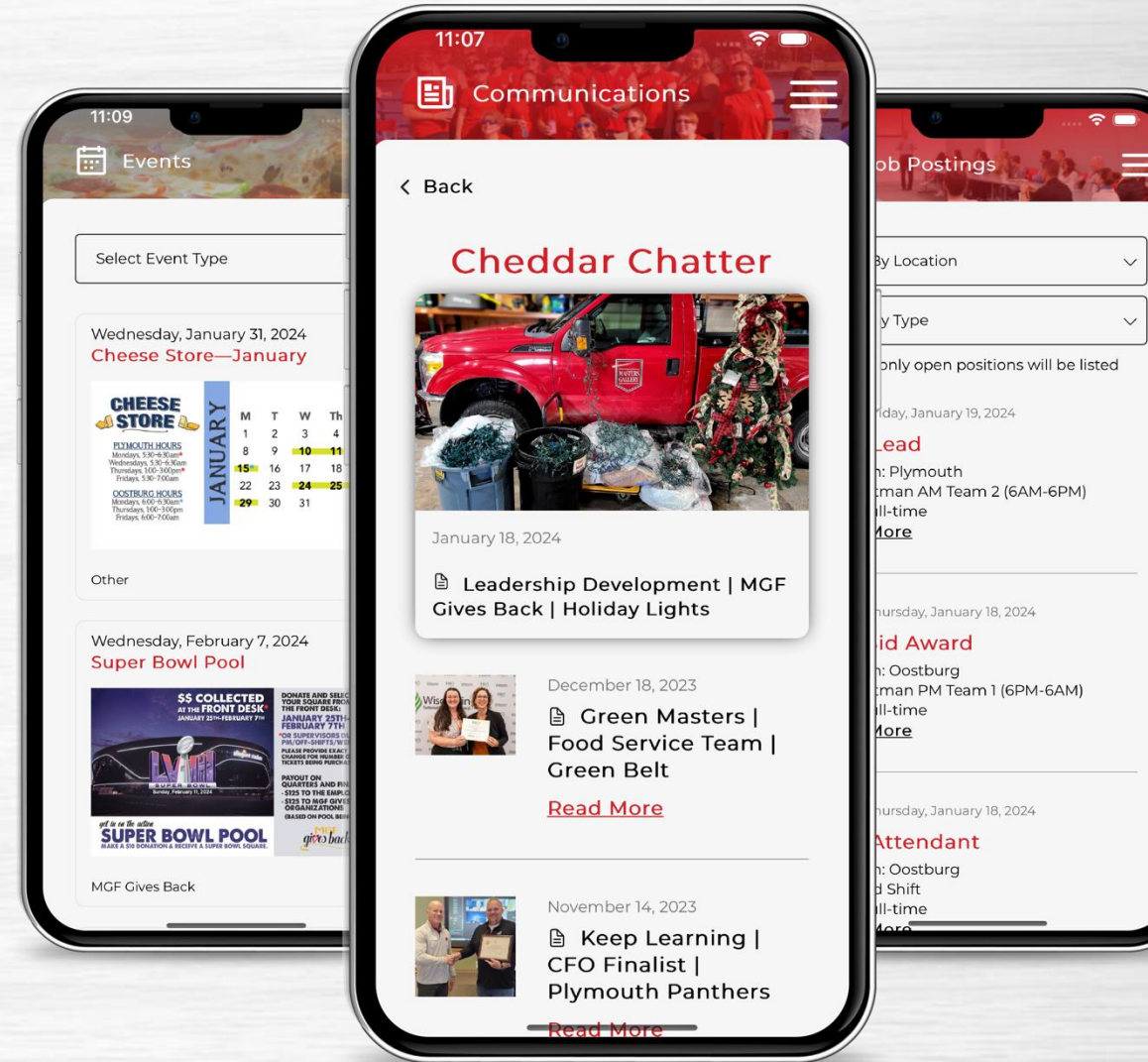
ELEMENT

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.

48

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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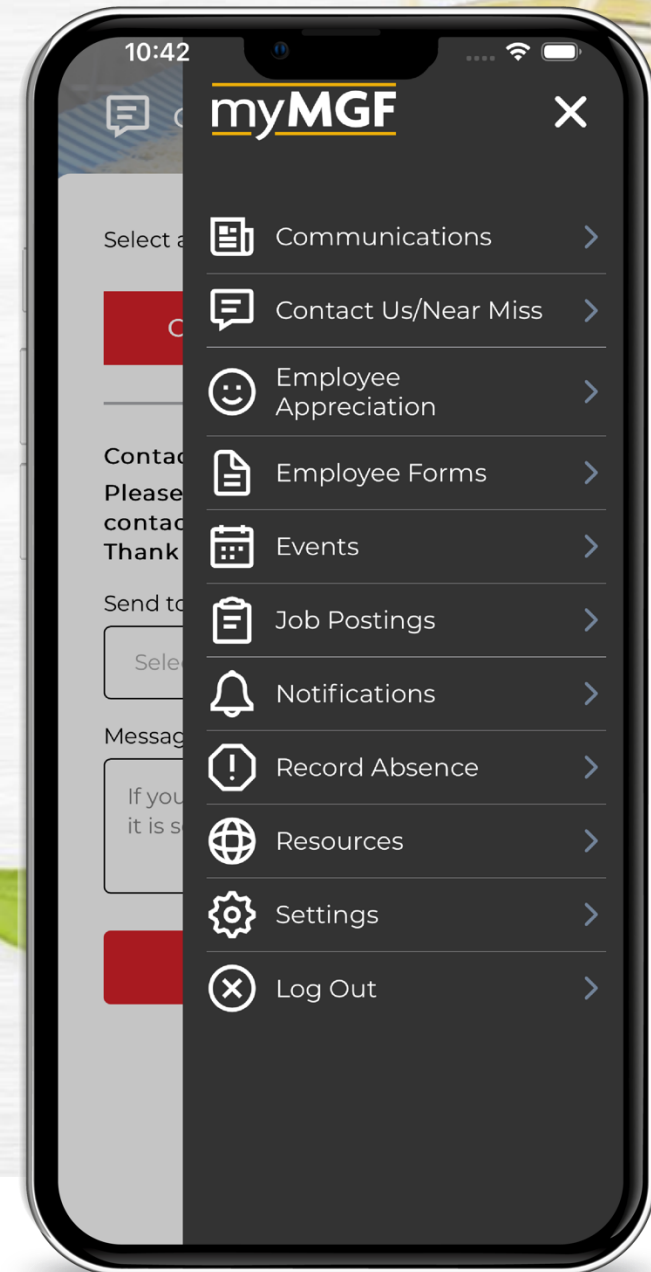
THE SUCCESS

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.
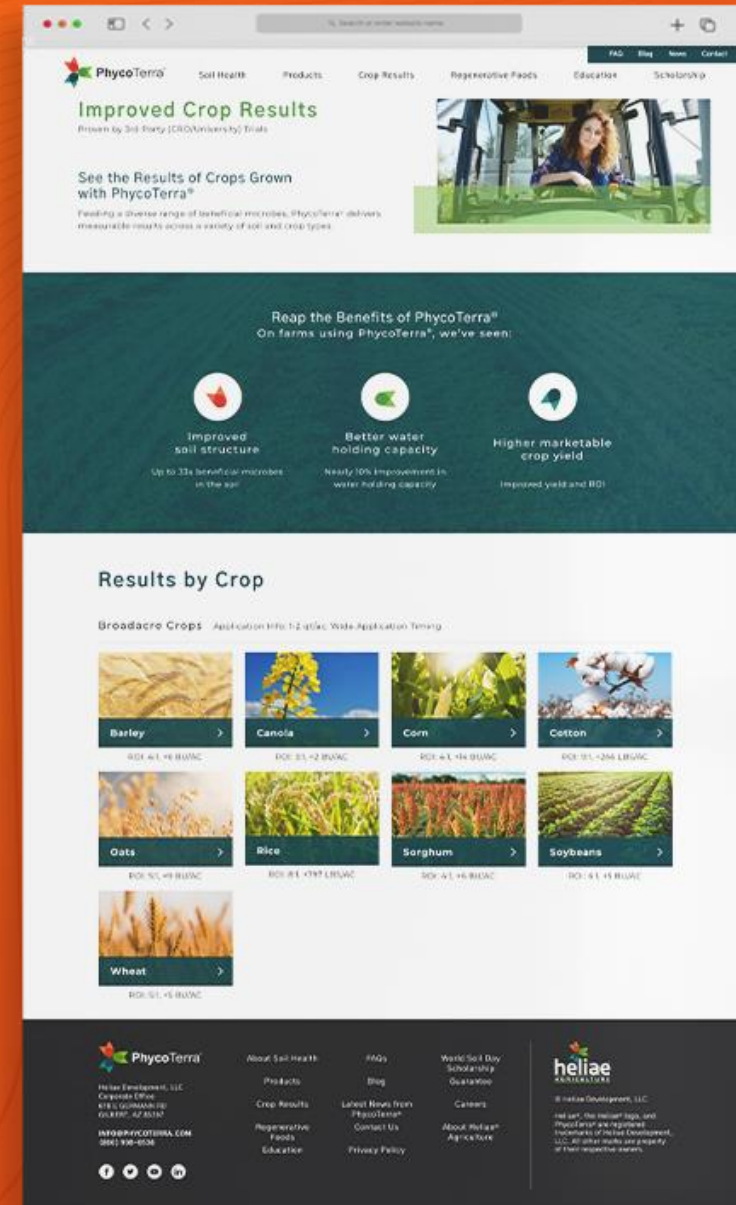
ELEMENT

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
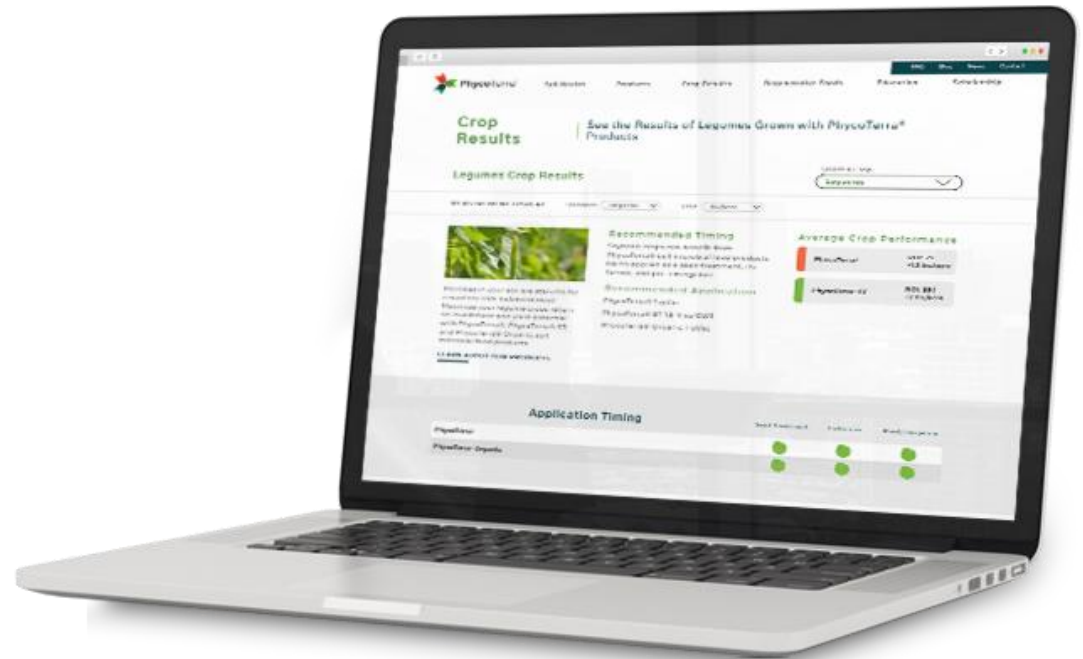
Trial Data for Corn

| Country ⌄ | State/Province ⌄ | Trial Year ⌄ | Product ⌄ | Application Type ⌄ |

2022 ✕   CLEAR FILTERS ✕

2022 | USA
Cedar Hill, TN

Products
PhycoTerra® ST
PhycoTerra®
PhycoTerra® FX

OPEN TRIAL DATA

2022 | USA
Whitewater, WI

Products
PhycoTerra® ST
PhycoTerra®
PhycoTerra® FX

OPEN TRIAL DATA

2022 | USA
Denver, IA

Products
PhycoTerra® ST
PhycoTerra®
PhycoTerra® FX

OPEN TRIAL DATA

ELEMENT

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

E L E M E N T

WEBSITE EXAMPLES

WE SPECIALIZE IN CREATING BOTH B2B AND B2C SOLUTIONS THAT ENGAGE AND CONNECT WITH THE RIGHT AUDIENCE

WEBSITE EXAMPLES

Marion Body Works: https://www.marionbody.com/

Marion had a well-established brand that needed to be elevated for digital properties, along with a unique look and feel for each of their individual services.

Fresh-Lock: https://fresh-lock.com/

The Fresh-Lock website structure was created with two B2B audiences in mind: those that knew about packaging and what they were looking for and those that were new to the flexible packaging industry and needed education along the way to become a viable lead. Knowing how complex and technical their packaging solutions can be, the site strategically mixes top of funnel education with the right bottom of funnel details, creating a qualified lead generation platform.

Solvare: https://www.solvarellc.com/

Solvare is a partnership between two of Wisconsin's largest companies and they needed a very simple, but impactful website to establish the brand.

Additional Websites

We've worked with hundreds of brands to create websites that drive growth in both commercial and consumer markets. Many of our product-focused strategies are designed to increase distribution and generate consumer demand, much like Gravely's goal of driving commercial business while creating a "halo" effect on residential sales.

- https://www.actionfloors.com/
- https://www.laclarefamilycreamery.com/
- https://www.shopko.com/
- https://wowlogistics.com/
- https://www.providerdispensers.com/
- https://jadin-jones.com/
- https://herefordfoods.com/

More examples are available upon request.

PRODUCT-FOCUSED WEBSITES

OUR EXPERIENCE IN THIS AREA HAS DELIVERED TANGIBLE RESULTS

RESULTS SUMMARY

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 that **maintained 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.

OUR DIGITAL SERVICES

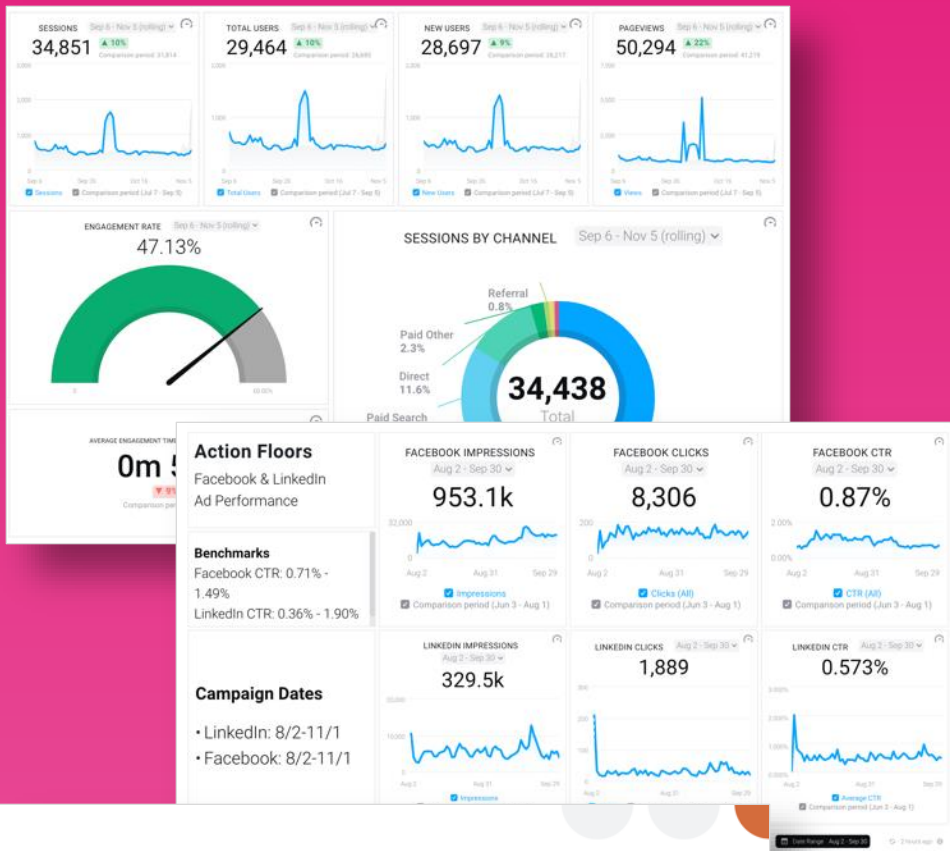## PSST… THIS IS NOT INCLUSIVE OF ALL OUR SERVICES

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)

GREAT WORK. BOTTOM LINE.

LET'S GET STARTED.

goelement.com

2081 Profit Place
De Pere, WI 54115
920.983.9700

Derek Blaszak
Director of Business Development
Derek@goelement.com

ELEMENT