



**element212**



*a higher degree of branding*

# WHAT ELEMENT<sub>212</sub> DOES

---



As a full service strategic marketing firm we deliver one specific brand promise – To help our clients attract, engage, and retain their ideal customer through uncovering the passion & differentiators of the business and telling that story in a way that matters to their clients.

Our sole focus is to develop Leads To Loyalty.

We were founded in 2008 and are based in Anderson, In.

# OUR TEAM

---



**Todd Rimer**, *CEO*

**Cheyenne Toombs**, *Brand Strategist*

**Victoria Williams**, *Digital Strategist*

**Erika Hersberger**, *Visual Comm. Designer*

**Kaylie Schlagel**, *Project & Website Strategist*

**Tammy Coleman**, *President*

**Kyle Burke**, *Brand Strategist*

**Jordan Hobbs**, *UX/SEO*

**Lexi Mazzola**, *Visual Comm. Designer*

**JooRi Choi**, *Content Strategist*

**[More about our team is available Here](#)**

# WHY ELEMENT212

---



Whether working on a single project or with a retainer client our approach, care, and quality are always the same.



## RESEARCH

Before any work begins we are sure to understand the goals, the audience, the client sales process, and how we are to measure success.



## CREATIVE

CreativeALL of our work is custom designed and developed by our team members. No work is ever outsourced.



## METRICS

KPIs are set up before the work even begins, so efficacy and ROI is clear to both our team and yours.

# OUR CAPABILITIES

---



We custom design each strategy, platform, and budget for our diverse list of clients. With end-to-end agile services, our capabilities support any type and size of business.



**Brand Insights**



**Digital Advertising**



**Design**



**Automation**



**Website  
Development**



**Video  
Production**



**Search Engine  
Optimization**

# BRAND INSIGHTS

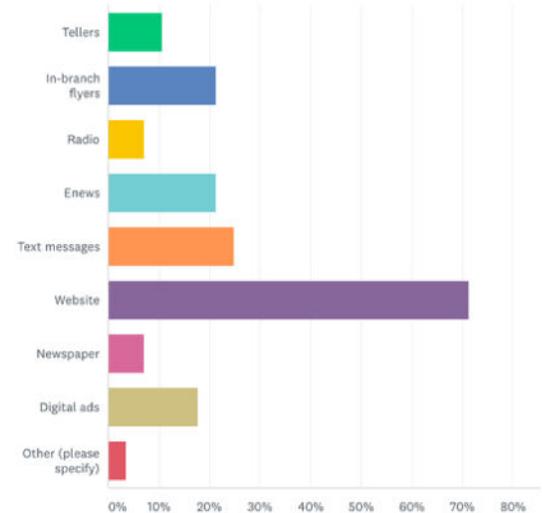


A custom approach to bridging the gap between your organization and your customers. Some deliverables include:

- Company S.W.O.T
- Defining Goals
- Uncovering Customer Expectations
- Identifying Customer Buyer's Journey
- Developing Targeted Strategies
- Creating On-Point Messaging

How would you like to learn about new products offered

Answered: 28 Skipped: 1



# DIGITAL ADVERTISING

---



Element212 takes an agile approach to advertising strategy, providing performance-based ad strategy with flexibility to change based on performance, opportunity, competition, etc.

- Facebook
- AdWords
- Display Network
- YouTube
- LinkedIn
- LeadAds



# DESIGN

Our designers are experts in developing consistent branding campaigns that will showcase the true culture and personality of your business.



- Print
- Digital
- Tradeshows
- Car Wraps
- Collateral
- Billboard
- Video
- Direct Mail



# VIDEO PRODUCTION

---



Our team develops engaging videos to help tell our clients stories and to aid in advertising efforts.

- HD Video Production
- Script Writing
- Storyboarding
- Drone Capabilities
- Green Screen
- Voice Over
- Full Graphic Videos
- Talent Recruiting



# WEBSITE DEVELOPMENT

---



Our team develops high end websites that support your sales and marketing efforts through lead nurturing strategies, engaging calls to action, and a better user experience.

- Mobile Responsive
- Optimized for Conversion
- CRM Integration
- Conversion Tracking & Analytics
- Visual Composure
- Creative Content
- Professional Imagery
- Custom Built (No Themes)



# EMAIL & AUTOMATION MARKETING

---



Our automation strategies support your lead nurturing efforts to help move your intended audience into loyal customers.

- Inbound Drip Campaigns
- Creative Content
- Incentive Designs
- Up- and Cross-Selling Strategies
- Automated Responses
- CRM Integration
- Conversion Tracking
- A/B Testing



# SEARCH ENGINE OPTIMIZATION



Our SEO strategies help you connect with ready to buy customers through organic search.

- Local & National Strategies
- GMB Listings
- Keyword Research
- Content Writing
- Map Pack Strategies
- Backlinks
- Citations
- Call Tracking
- Quarterly Reporting

The screenshot shows a Google search for "nurseries indianapolis". The search results include a map of Indianapolis with several nurseries marked. Below the map, there is a list of three nurseries:

Nursery Name	Rating	Address	Phone	Hours
Eagle Creek Nursery & Landscape	4.7	35.3 mi - Indianapolis, IN	(317) 793-3993	Open until 6:00 PM
Paradise Landscape & Nursery	4.8	22.5 mi - Indianapolis, IN	(317) 823-9023	Open until 6:00 PM
Rosie's Gardens and Hughes Landscape	4.8	26.6 mi - Indianapolis, IN	(317) 844-6157	Open until 6:00 PM

The Best 10 Nurseries & Gardening in Indianapolis, IN - Yelp  
<https://www.yelp.com> › ... › Shopping › Home & Garden › Nurseries & Gardening



# LAMPACO FEDERAL CREDIT UNION

## CASE STUDY



Lampco Federal Credit Union is a full-service, non-profit institution that offers best-in-class banking services.

- Digital Advertising
- Lead Nurturing
- Email Marketing
- Blogging
- Landing Page Development
- Print design
- Ongoing Strategy & Research

[\*\*\*View Case Study with Testimonial Here\*\*\*](#)

## RESULTS

Through our marketing strategies, Lampco Federal Credit Union has seen tremendous growth in their online banking account, acquiring over 30 new members monthly. Their monthly enews gets great engagement with an open rate that exceeds 20% and a click through rate that exceeds 15%. Their customer acquisition cost has dropped over 50% through our multi-channel marketing strategies.



# GENERAL SUPPLY **CASE STUDY**



General Supply, Inc. (GSI) is a mobile and modular home parts store with retail and wholesale services.

- Digital Advertising
- Email Automation
- SEO
- Website Design
- Content Strategy

[\*\*View Case Study Here\*\*](#)

## **RESULTS**

After the new website launched, GSI experienced exponential growth in their business. In addition to much improved functionality of the site, the number of top three ranking keywords in Google increased by 226% due to the newly implemented SEO strategies. With the website now converting visitors into buyers, GSI had the confidence to begin digital advertising, which helped their sales increase even more.



# MODERN TRAILER SALES CASE STUDY



Serving as their outsourced marketing partner since 2012, MTS has expanded their facility and experienced record-selling years. Our solutions include:

- Research/Focus Groups/Surveying
- Digital Advertising
- Social Organic
- Email Marketing
- Blogging
- Website Design
- Print design
- Trade Show Marketing

[\*\*\*View Case Study and Testimonial Here\*\*\*](#)

## RESULTS

Modern Trailer Sales allowed us to completely re-develop their brand after 60 years of service. After conducting focus groups and surveys with their customers, we developed a new logo, tag line, and brand promise for MTS.

Modern Trailer sales understands the value of digital advertising in a highly competitive market and has increased their spend over 125% over the last 3 years.

Their sales have steadily increased over the past 4 years as they have moved away from a culture of transaction to a culture of relationship.

Our team was the driving force in redeveloping their company story and continues to share their story today.



# ATTORNEY JOSH F. BROWN

## CASE STUDY



Josh F. Brown needed a modern brand identity to better represent their progressive and creative approach to Franchise Law. Our team developed their new digital presence that would resonate with their target audience.

- Brand Identity
- Website Design
- Logo Design
- Email Automation

[\*\*\*View Case Study with Testimonial Here\*\*\*](#)

## RESULTS

Through the brand identity and website re-design project, Josh's company is equipped with a cohesive, timeless, and easily recognizable brand. From business cards to a website, Josh now has a consistent brand identity that communicates his values and resonates with his clients.