



# Content Marketing Solutions

September 2017

# CONNECT! WITH YOUR TARGET AUDIENCE

VIA CUSTOM CONTENT THAT BUILDS  
BRAND CREDIBILITY & AWARENESS



Elemental Green is a digital media company providing the ultimate resource for green home building and renovation.

Our **high-quality, targeted content** inspires, educates, and empowers readers.

We create the **conduit for brands** to reach homeowners, builders, designers, architects, at the moment that they are looking for a solution.

*“Content Marketing is all the Marketing that’s left.” ~ Seth Godin*

Globally,  
the green  
building sector  
is doubling every  
3 years!

**Demand for green homes is growing  
and consumers are searching for  
products and services like yours.**

Resources such as Elemental Green provide  
the compelling, trusted recommendations  
that they are seeking.

Our content not only sells your brand, it's  
strategically optimized to help your ideal  
customer find you in search –  
generating far better ROI than  
traditional ads provide.

# HOW ARE WE UNIQUE?

## **#1 WE WORK TO UNDERSTAND YOUR MARKETING GOALS**

Are you looking to build brand awareness? Launch a new product?  
Celebrate your sustainable focus? All of the above?

## **#2 WE CUSTOMIZE THE CAMPAIGN TO YOUR GOALS**

Everything is tailored to the desired results –  
duration, channels, content-type, ...

Your message will never be just a boring one liner or a button on our site.

## **#3 WE SPECIALIZE IN ORGANIC REACH**

Elemental Green will boost your credibility, visibility and follow-up.

## **#4 OUR SITE IS ON BRAND AND ON MESSAGE**

Your brand is incorporated into quality content.  
No clickbait or off-topic ads allowed!

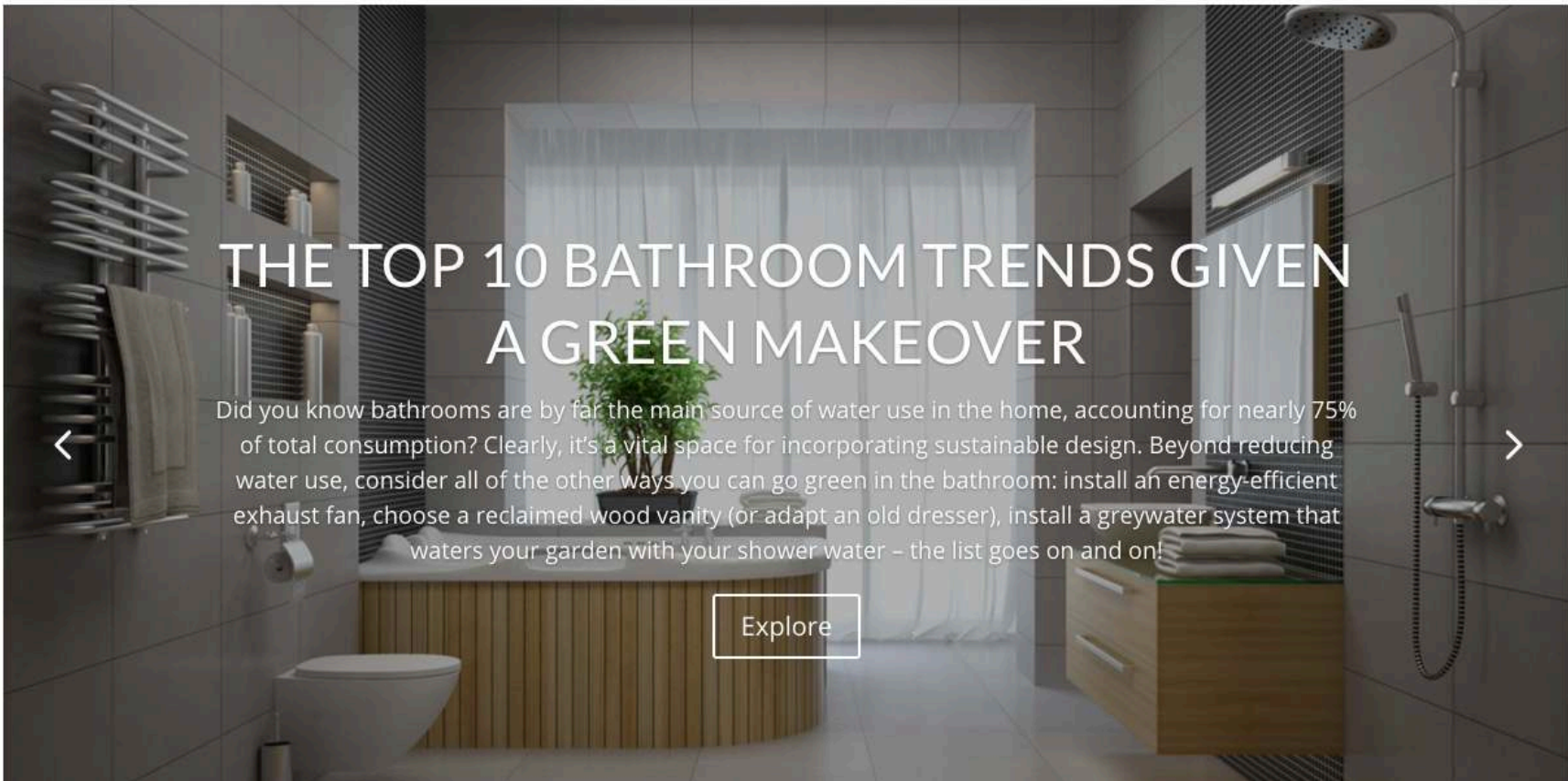


## YOUR ULTIMATE RESOURCE FOR GREEN HOME BUILDING AND RENOVATION

# THE TOP 10 BATHROOM TRENDS GIVEN A GREEN MAKEOVER

Did you know bathrooms are by far the main source of water use in the home, accounting for nearly 75% of total consumption? Clearly, it's a vital space for incorporating sustainable design. Beyond reducing water use, consider all of the other ways you can go green in the bathroom: install an energy-efficient exhaust fan, choose a reclaimed wood vanity (or adapt an old dresser), install a greywater system that waters your garden with your shower water – the list goes on and on!

Explore



Click through  
rates for display  
ads are less  
than 1%.

We don't do what  
is easy, we do  
what works.

## BREAK THROUGH THE NOISE

84% of Elemental Green traffic  
comes from organic search

43% of traffic is mobile

We get your message in front of  
people who are actively looking  
for sustainable solutions.

# TOOLS TO MEET YOUR GOALS



**VIDEO**

**SOCIAL MEDIA**

**MARKETPLACE**

**PODCAST**

**SPONSORED HUB**

**FEATURED ARTICLE**

**eLEARNING**

**EGUIDE**

**NEWSLETTER**

**HOME SHOWCASE**

**YOU CAN HAVE IT ALL.**

**ElementalGreen**

**BEST OF DESIGN & CONSTRUCTION WEEK 2017!**

Over 2,000 manufacturers exhibited their best new products at this year's International Builders Show (IBS) and Kitchen and Bath Industry Show (KBIS) which together make up Design and Construction Week. ElementalGreen traveled to Orlando, Florida to find the hottest sustainable solutions. After all of the products, we think of our favorite ones.

**LUXURY ECO KITCHEN**

**BATHROOM BEAUTY**

**Dacor Heritage Refrigerator**

Recipient of the 2017 E-Builder Emerging Technology Award from the EPA for utilizing R602a, a refrigerant with 2/3rd the carbon footprint of R600a.

**Kohler Reel Bath**

Enjoy a summer vacation in your shower and save water, too. In regular mode, this award-winning innovative feature complies with CAGI's Green & WaterSense.

**VIRTUOUS LIFECYCLE**

**ECO by Cosentino**

**INNOVATION ALERT**

**AquaRoy Pro II**

**THE WHOLE STORY**

With water-gained by intercepting 1.1 million gallons of rainwater, this award-winning sustainable home in the heart of Phoenix, Arizona, is a true green building success story. It's not just a house, it's a lifestyle.

**PROJECT NAME:** Award 700,000 Price

**LOCATION:** Phoenix, AZ

**COST:** \$650,000 (Total)

**TIME:** 18 Months (not including permitting)

**YEAR OF COMPLETION:** 2012

**SPECS:** \$240 per sq. ft.

**MORE ABOUT THE SOWELL NET ZERO ENERGY HOUSE**

## CAMPAIGNS ARE CUSTOMIZED TO YOUR GOALS

MONTH 1	MONTH 2	MONTH 3
Establish Goals Existing Asset Review Content Calendar Link Strategy Content Creation	Featured Article Newsletter Feature Social Outreach	“Products We Love” Featured Video Social Outreach
MONTH 4	MONTH 5	MONTH 6
Category Sponsorship Sponsored eLearning or eGuide Social Outreach Hosted Video	Product Giveaway Brand Hub/Market Pro Outreach Social Outreach Hosted Video	Theme Tie-in Newsletter Feature Social Outreach Hosted Video

**SAMPLE 6 MONTH ROLLOUT**



# YOUR SUCCESS IS OUR MISSION



Elemental Green was founded to introduce the world to great, green companies and products.

We look forward to supporting your brand.

[marketing@elemental.green](mailto:marketing@elemental.green)