



# WHITEBOX

MARKETING

**Our Introduction as a Marketing Partner to  
Premier Group Members**  
*Distributors & Suppliers*

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Strategic. Creative. Effective.

[www.WhiteBox.Marketing](http://www.WhiteBox.Marketing)

## Who We Are

WhiteBox Marketing creates customized solutions for each individual client. You'll get the charm of a smaller agency with the talent of a large-scale firm.

## What We Do

Our capabilities have come naturally to us, and were carefully selected based on the needs we've seen arise as the marketing industry has evolved.

*Strategic Marketing • Branding & Logo Design • Creative Campaign Development • Website Development • Digital Marketing • Social Media • Graphic Design • Content Writing • Media Planning & Buying • Photography & Video • SEO Campaigns • Strategy Management • Branded Spaces*

## How We Do It

As smart marketers, we know that the work is more about the client than anything else. So we set out with the mission to give everyone a blank canvas to start from. This is where the personality of a company can really come into their own, and find a genuine spot in the marketplace.

## Why We Do It

For us, it's about the magic of people—genuine partnerships that last, keeping the marketing momentum going, and celebrating successes together.



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# FULL-SERVICE CAPABILITIES

As a full-service agency, WhiteBox Marketing is equipped to complete nearly every aspect of comprehensive marketing and creative work in house. We are fortunate to have a well-rounded team of marketing strategists, account managers, project coordinators, a creative director, content writers, graphic designers for both print and digital, Google-certified digital marketers, custom website developers, photographers and videographers, and social media experts. We have also built up a proven relationship with trusted partners to extend our team when necessary. They strategically share our same values and adhere to our strict level of quality, representing our core team well. WhiteBox Marketing bills at an agency hourly rate of \$150 per hour—*discounted at 20% for PG Members*—providing custom estimates prior to beginning work.



**Strategic Marketing**



**Social Media**



**Website Development**



**Creative Campaigns**



**Graphic Design**



**Digital Marketing**



**Brand & Logo Development**



**Content Writing**



**Photography & Video**

# Why WhiteBox?

Agency Culture & Principles

## Mission

We are a strategic marketing partner who provides comprehensive solutions and purpose-driven results for all clients. We are simply good people doing good things.

## Vision

To grow as a trusted marketing agency, we are committed to positively impacting the communities we serve while empowering other businesses to further their vision.

## Values

We are here to demonstrate honesty, trust, accountability, community, transparency, innovation and creativity. We aim to be good stewards to our communities while embracing diversity in all senses of the word.

## What Makes Us Unique

— In Summary —

We are a full-service marketing agency who purposefully offers the full scope of marketing services to the clients we serve. We are careful to represent all cultures and demographics in the work that we do, and routinely work with clients of all sizes and industries. We specialize in offering a customized marketing experience with strategic planning, creative ideas, and effective results.

# Valued Partnerships & Select Featured Work

(to name a few!)



## St. Cloud Orthopedics

Partners for 18 years  
100+ Employees  
2 Locations



## Farmers & Merchants State Bank

Partners for 8 years  
75+ Employees  
3 Locations



## Minnesota Business Finance Corporation

Partners for 6 years  
20 Employees  
3 Locations



## Ear, Nose & Throat Specialty Care

Partners for 6 years  
250+ Employees  
15 Locations



## Stearns History Museum

Partners for 4 years  
15 Employees



## St. Cloud State University

Partners for 4 years  
500+ Employees  
Multiple Colleges & Departments

# St. Cloud Orthopedics

StCloudOrthopedics.com

- Comprehensive Yearly Creative Campaign
- Website, eNewsletters, and Digital Marketing
- Billboards, Print Ads, Radio, and Other Media
- Monthly Professional Social Media, Multiple Platforms

Ask for **ST CLOUD ORTHOPEDICS**

**RECLAIM YOUR GAME**

Games are all about precision, and so are we. That's why at St. Cloud Orthopedics, our specialty surgeons are able to use innovative robotic-assisted technology to ensure you get the best outcome possible. All to get you back to doing what you love. Your care is your choice—ask for St. Cloud Orthopedics.

320-259-4100  
StCloudOrthopedics.com  
South St. Cloud & Sartell

**#LiveBetter**

MINNESOTA'S *Best* 2021 GOLD WINNER

Ask for **ST CLOUD ORTHOPEDICS**

**RECLAIM YOUR GAME**

MINNESOTA'S *Best* 2021 GOLD WINNER

**#LiveBetter**

**TALENT WINS GAMES. TEAMWORK WINS CHAMPIONSHIPS.**

**#PlayBetter**

ST CLOUD ORTHOPEDICS  
StCloudOrthopedics.com

320-259-4100  
1151 Commercial Ave. S. | Sartell, MN 56387

MINNESOTA'S *Best* 2021 GOLD WINNER

ST CLOUD ORTHOPEDICS

PATIENT PORTAL | REFERRALS | CAREERS | CONTACT US | 320.259.4100 | SEARCH

TELEHEALTH VISITS | YOUR CARE | OUR SPECIALISTS | OUR LOCATIONS | HEALTH NEWS | ABOUT US | INJURY CLINIC

ORTHODIRECT

**LiveBetter**

MINNESOTA'S *Best* 2021 GOLD WINNER

Welcome to St. Cloud Orthopedics, where you'll find advanced surgical and non-surgical treatment for every bone and joint in the body, all under one roof. The focus of our collaborative staff—which includes 20 orthopedic specialists and a full team of sports medicine doctors and physical therapists—is on

Ask for **ST CLOUD ORTHOPEDICS**

**GET BACK ON TRACK**

MINNESOTA'S *Best* 2021 GOLD WINNER

**#LiveBetter**

Ask for **ST CLOUD ORTHOPEDICS**

**RENEW YOUR VIEW**

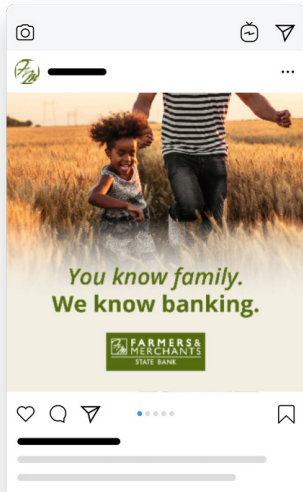
MINNESOTA'S *Best* 2021 GOLD WINNER

**#LiveBetter**

# Farmers & Merchants State Bank

FMPierz.com

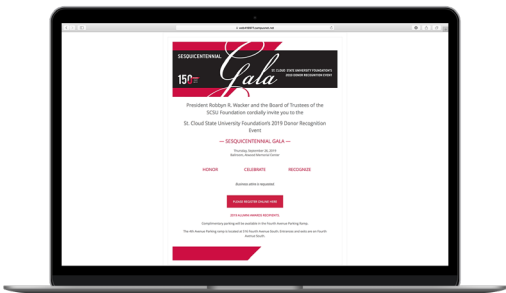
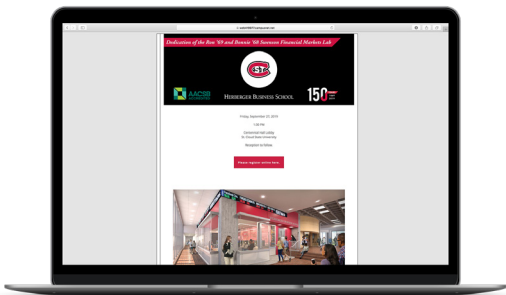
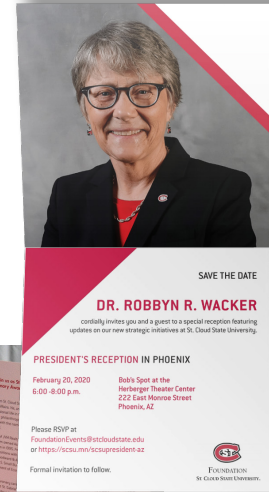
- Website
- Professional Social Media Management
- Creative Campaign & Strategic Marketing Plan
- Video Production & TV Commercials
- Billboards, Print Ads, Digital Ads, Radio, and Other Media



# St. Cloud State University

- Invitation Design
- Landing Pages
- Communication Materials
- Event Materials

We've partnered consistently with St. Cloud State University's Herberger's School of Business to promote various high-end donor events, including the launch of their newest campaign. Our goal when working with them was to give them a fresh design for their promotional materials, and also to offer recommendations for ensuring the best donor turnout.

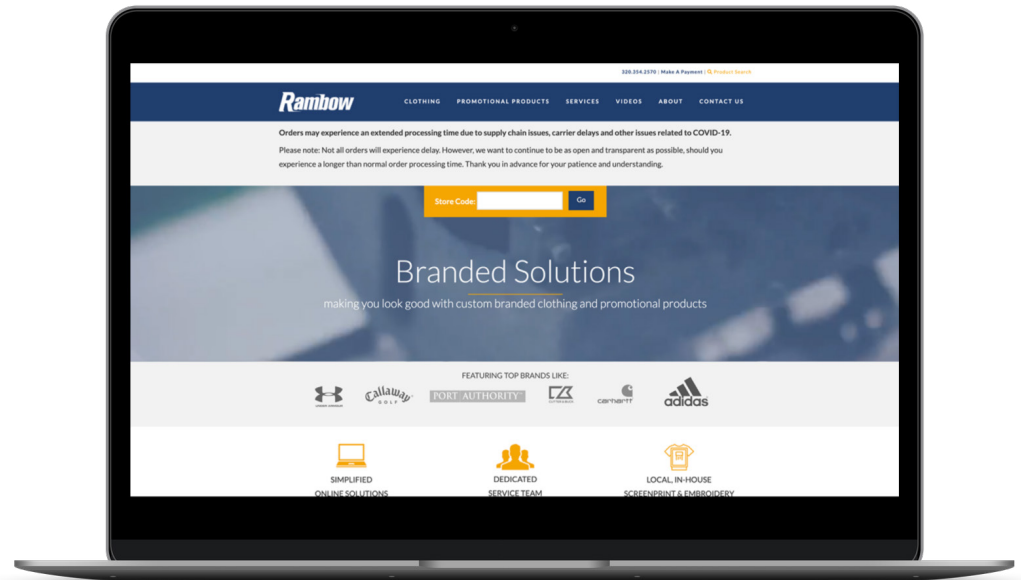




# Rambow

Rambow.com

- Website Refresh
- Custom Video
- eNewsletters, Blogs, and Digital Marketing
- Monthly Professional Social Media, Multiple Platforms



## Let's Start from the Beginning: Steve's Story



The year was 1979, but the idea was timeless. Steve Rambow, our founder, had a vision to start a company that would serve customers with branded solutions and quality service. At the time, he was employed as a local school teacher and assistant football coach, so after-hours moonlighting it was.

Like most dreams, this part-time "decorated clothing" business would start small—in Steve's basement, where he spent each night preparing sales letters on his Royal Typewriter. But it took off big time. For every 100 letters sent, he got two or more in-person meetings, and those face-to-face interactions were extremely successful. This is where Steve's story differs from most others.

All of these original employees (with the exception of today, helping to lead our team of more than 50 talented professionals) "They happen to be my brother and my son, but JR is



## Welcome to Our Official eNewsletter

Hello from all of us at Rambow! As a valued partner, we wanted you to be among the first to receive our official company eNewsletter, which we'll send about once each quarter. The purpose of it is to keep you informed of the quality branding solutions we offer, share our story with you, and keep the lines of communication open between yourself and us. As a fun start, we're going way back to 1979 when Rambow, Inc. was nothing more than a dream come-to-life for a teacher on a budget. After that blast from the past, keep reading to see what's new, what's featured, and how else you can stay connected to the dedicated Rambow team. We sure hope you enjoy!

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Before long, Steve was investing in large-scale embroidery equipment, some of the first computers on the market, and employees he could trust. Among the first on his team were his brother JR, JR's college roommate Jon Austvold, local high school graduate Jamie Iverson, and Dana Anderson, local high school graduate



"Matt and the Rambow team did an awesome job from early design, setting up an online store, and getting our order to us by a tight deadline for our ski team photo day!"

SERVING YOU



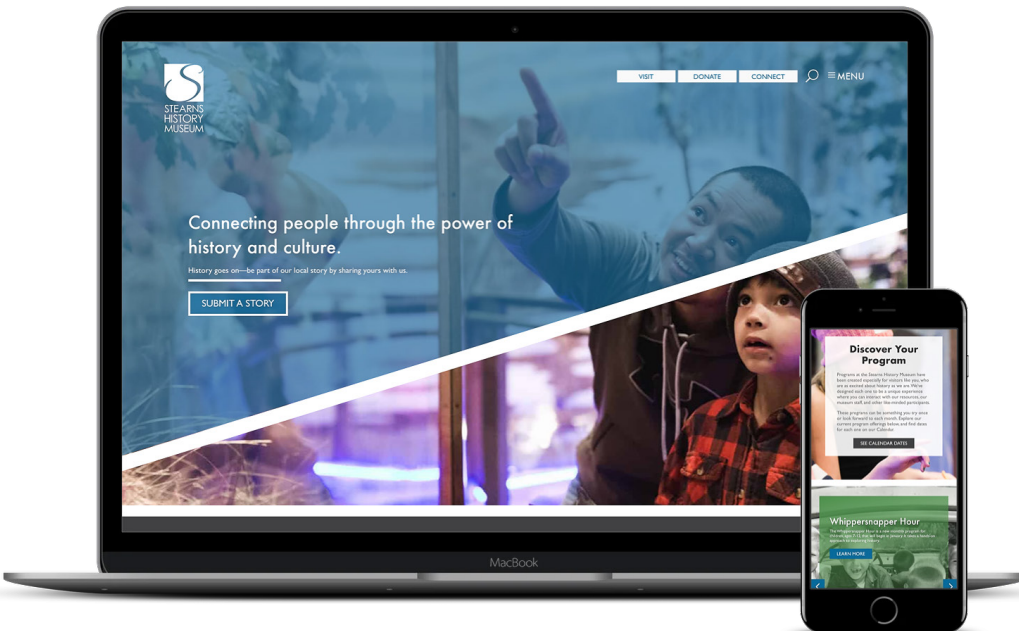
Embroidery Process

Rambow

# Stearns History Museum

StearnsHistoryMuseum.org

- Website
- Digital Marketing
- Professional Social Media Management
- Billboards, Event Signage, and Collateral Material



# Hemker Park & Zoo

HemkerZoo.com

- Website
- Digital Marketing
- Professional Photography/Videography
- Professional Social Media Management
- Billboards, Event Signage, and Collateral Material



# Iron Street Distillery

IronStreetDistillery.com

- Logo & Tagline Development
- Label Design
- Temporary Web landing page  
*Website (in-development)*

# IRON Street

## DISTILLERY

Engineers of Great Spirits



# Premier Group Network

- 25th Anniversary Ad
- Conference Materials
- #PremierGroupie Concept



**WHERE DISTRIBUTORS & SUPPLIERS SUCCEED TOGETHER**

When the best distributors and suppliers in the promotional products industry join forces, success comes naturally. That's why Premier Network Group has been thriving for **25 YEARS**. More than a membership alliance, it's a strategic partnership that allows opportunities to flourish, businesses to succeed, and customer loyalty to outshine the competition—all while maintaining your unique company culture. See what a membership with Premier Group Network can do for your success.

Learn more at [premiergroupnetwork.com](http://premiergroupnetwork.com)

**DISTRIBUTOR PRINCIPAL**  
**THINK TANK**

premiergroup NETWORK

GENEROUSLY DONATED BY Showdown

**SUPPLIER**  
**TREND SESSIONS**

premiergroup NETWORK

GENEROUSLY DONATED BY Showdown

**TREND PAVILION**

premiergroup NETWORK

GENEROUSLY DONATED BY Showdown

**ANNUAL MEETING**  
**WELCOME**

premiergroup NETWORK

GENEROUSLY DONATED BY Showdown

# EXCLUSIVELY FOR PG MEMBERS

**We are excited to partner with Premier Group Network to offer a reduced partnership package of 20% off all agency services for distributors and suppliers alike.**

We bring value to our clients by aligning a strategy based on our client's goals, developing key messages, and layering that cohesively through a pro-active strategy plan customized for you. We are excited to bring that same expertise to the members of Premier Group Network, at an exclusive discounted rate as an extension of your member benefits. Our clients say they appreciate having a solid partner that gets to know their business and who can handle and manage all their needs, ultimately saving time and money and gaining a better successful plan of marketing.

## Agency Contact Info & Points of Contact

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**Hello@WhiteBox.Marketing | 320.270.0722 | [www.WhiteBox.Marketing](http://www.WhiteBox.Marketing)**

1501 W St Germain St, St Cloud, MN 56301 | 729 N Washington Ave, Minneapolis, MN 55413



**Carrie Karki**  
Founder & President



**Tia Anderson**  
Marketing Strategist



**Madelyn Thompson**  
Marketing Strategist



**Karley Lieser**  
Project Coordinator

## INITIAL MARKETING REVIEW PACKAGE

### **Includes Marketing Analysis, Review, & Initial Recommendations (estimated separately)**

*We know that marketing isn't a one-size-fits-all. That's why we'll take the time to get to know your business and make recommendations after doing a thorough review of your goals and what you've done in the past.*

#### ■ **Marketing Review & Analysis**

*This is where WhiteBox Marketing will meet with you in a consultative role, learn about your business, review past and current marketing tactics, and make estimates for initial recommendations based on your goals, target audience, and current results. This will ensure all marketing going forward remains consistent and is executed effectively.*

#### ■ **Branding Review**

*We will take a look at your current logo, tagline, and brand colors and hear from you on if what you have now reflects who you are as a company. We'll also see if you have the appropriate branding assets and a brand style guide to ensure cohesiveness and consistency among all applications.*

#### ■ **Website & Digital Marketing Review & Audit**

*We will take a look at your current website, its analytics, and SEO status. This will allow us to make recommendations for how to enhance your website performance and traffic via SEO, content optimization, mobile responsiveness, and web design recommendations. We will also consider the best digital marketing approach for your current business objectives.*

#### ■ **Google Business Profile, Analytics, & Campaign Review**

*We will take a look at foundational search elements, such as your Google Business Profile (formerly known as Google My Business) and Google Analytics. This includes verifying the business profile exists, reviewing information to ensure accuracy, checking for Google Analytics, and understanding any current and/or previous Google search and display campaigns to make ongoing recommendations.*

#### ■ **Social Media Review**

*We will review your professional business profiles on Facebook, Instagram, and LinkedIn platforms (if applicable), review analytics and past content to gain an understanding of posts with the best performance. We will also consider your overall marketing objectives as we make recommendations related to social media, and review with you any current or past "paid" social media advertising that you've done and how it has performed.*

**TOTAL: \$2,800\***

*\* Price reflects 20% discount for PG members.*

## **SAMPLE NEXT STEPS: ONGOING MARKETING OPTIONS**

### **Includes Multiple Touchpoints with the Client in our Partnership Marketing Approach**

**Recommended after Phase 1: Initial Marketing Review is completed. Pricing will be customized to you at the PG discounted rate!**

*Based on the results of the Initial Marketing Review Package, your initial recommendations might include some of the following sample next steps, or others, depending on your unique goals. Because of the customized nature of these materials, estimates will be formulated for each individual client.*

#### **■ Trade Show Materials**

*If tradeshows or conventions are a big part of your business, we recommend taking a look at your branded pieces—everything from tradeshow displays and backdrops to banners, selfie posters, floor stickers, handouts, and any customer-engagement opportunities.*

#### **■ Electronic Communication Setup & Support**

*We will setup, design, create content, deliver, and provide post-delivery analytics for electronic communication, such as eNewsletters, eBlasts, and lead generation campaigns.*

#### **■ Monthly Social Media Management or Support—Sample Packages Shown**

*We have many clients who rely on us for monthly professional social media management, while a few simply prefer to receive support in the way of content and graphics. Others may choose to run paid social media advertising campaigns, which can be estimated separately.*

##### **Standard Package | \$600/mo\***

- 8-10 posts per month
- Quarterly reports
- Basic engagement
- End of the year review
- Includes \$25/mo boosting

##### **Premium Package | \$750/mo\***

- 12-14 posts per month
- Bi-monthly reports
- Proactive engagement
- End of the year review
- Includes \$50/mo boosting

##### **Elite Package | \$900/mo\***

- 16-18 posts per month
- Monthly reports
- Extensive engagement
- End of the year review
- Includes \$100/mo boosting

#### **■ Website Refresh/Support & Digital Marketing Efforts**

*Depending on your website needs (for everything from a new website build to monthly website update support, we will provide a personalized timeline and estimate to keep us on track. We'll also determine which digital marketing efforts will best complement your website and online presence—to be quoted separately from the website itself.*



# WORK PROCESS

Our onboarding process is fairly simple, but an important piece of forming our partnership. Here is how we typically approach getting to know new clients and also, getting to work!

## Shake Hands

We hope to earn the opportunity to work with you, and if awarded the work, we'll sign off together on our partnership to get things started.

## Custom Recommendations

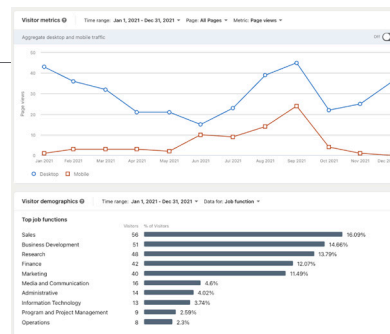
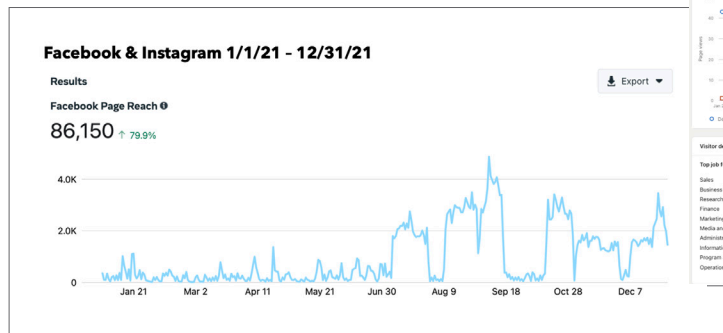
Our team takes the time to really get to know you and your needs. We'll also do our part in researching what others have done, and how to help you stand out from the competition by supporting your mission, vision, and values. We will do this through a series of meetings and by connecting with your team to learn more about you and your goals, and refining our list of initial recommendations based on your feedback.

## Work Begins

Once the plan is approved by all parties, we'll begin outlining a specific promotional strategy to create a unifying consistent brand message across all platforms. These strategies that we create are very well thought out, and include a detailed spreadsheet of dates and budgets to keep everyone informed and on track.

## Stay Connected

On a routine basis, we will provide metrics, reporting and analysis of how things are progressing. We will make changes along the way based on the information we learn from the data - ie. Change digital campaign elements if an area is not performing as we had expected. We are always looking for ways to optimize your marketing plan and get positive results!



**Recap:** In 2021 we increased the Facebook reach (Reach is the number of people who saw your post at least once. Reach is different from impressions, which may include multiple views of your post by the same people.) for Farmers & Merchants State Bank by 79.9%. Our Instagram reach decreased by 51.5%—we see this as an opportunity to investigate hashtag optimization and boosting. Facebook is our leading platform for generating results. We accomplished these results by creating consistent content, sharing banking and community news, and boosting content through paid social media advertising and targeted campaigns to extend our reach. Our social media posts, boosting dollars, and targeted campaigns generated 3,755 link clicks to view the FMB website.

The average CPC (Cost Per Click for the banking, finance, and insurance industry is \$3.77. The targeted ads that we placed for FMB were very successful as they ran at an average of \$1.99 CPC, which is well below the industry's average.

# THANK YOU.

We want to take a moment to express our appreciation for the opportunity to work with Premier Group Network and its members. We understand it's important to ensure the success of your initiatives with effective, strategic, and creative marketing.

**Next Steps:** We would like to schedule a follow-up meeting to discuss the outlined phases and recommendations.

**We can't wait to get started!**

***Let's Keep the Conversation Going!***

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**Hello@WhiteBox.Marketing • 320.270.0722 • [www.WhiteBox.Marketing](http://www.WhiteBox.Marketing)**