FROGTAPE™

RFP RESPONSE

WEBSITE DEVELOPMENT

LEAP AGENCY

Agency Contact:
Michael Wunsch
President
502.612.1290
mwunsch@leapagency.com

CONTENTS

LEAP AGENCY

We are a full-service digital agency that delivers transformative results. Through an integrated approach of human understanding, communication, and technology, we create authentic experiences.

LEAP GROUP

LEAP AGENCY
Full-Service Digital

LEAP SPARK
Content Production

LEAP AMP
Media | Social

LEAP MATTER
Branding

At LEAP Group, we share a common culture, POV, and values that make it easy for us to work together and create great work for our clients. By adapting to whatever combination fits your company's needs and objectives, we give you the benefits of scalability and depth of expertise from our full team.

LOUISVILLE
2500 Technology Dr.
Louisville, KY 40299
502.212.1390

CINCINNATI
214 E 8th St. Floor 2
Cincinnati, OH 45202
513.723.0290

INDIANAPOLIS
409 Massachusetts Ave. Suite 220
Indianapolis, IN 46202
317.500.4928

LEAP GROUP STATS

23
YEARS IN BUSINESS

3
LOCATIONS
CINCINNATI
LOUISVILLE
INDIANAPOLIS

39
MILLION IN CAPITALIZED BILLINGS

104
INCREDIBLE EMPLOYEES

4
LLCs
LEAP AGENCY
LEAP SPARK
LEAP AMP
LEAP MATTER

CONTACTS

Headquarters: 2500 Technology Drive, Louisville, KY 40299

Names and Titles of Principals:
Daniel Knapp, CEO
Alan Gilleo, Chief Creative Officer
Michael Wunsch, President

Key Business Contact:
Matthew Taylor, EVP Client Experience
Phone: 502-551-3363
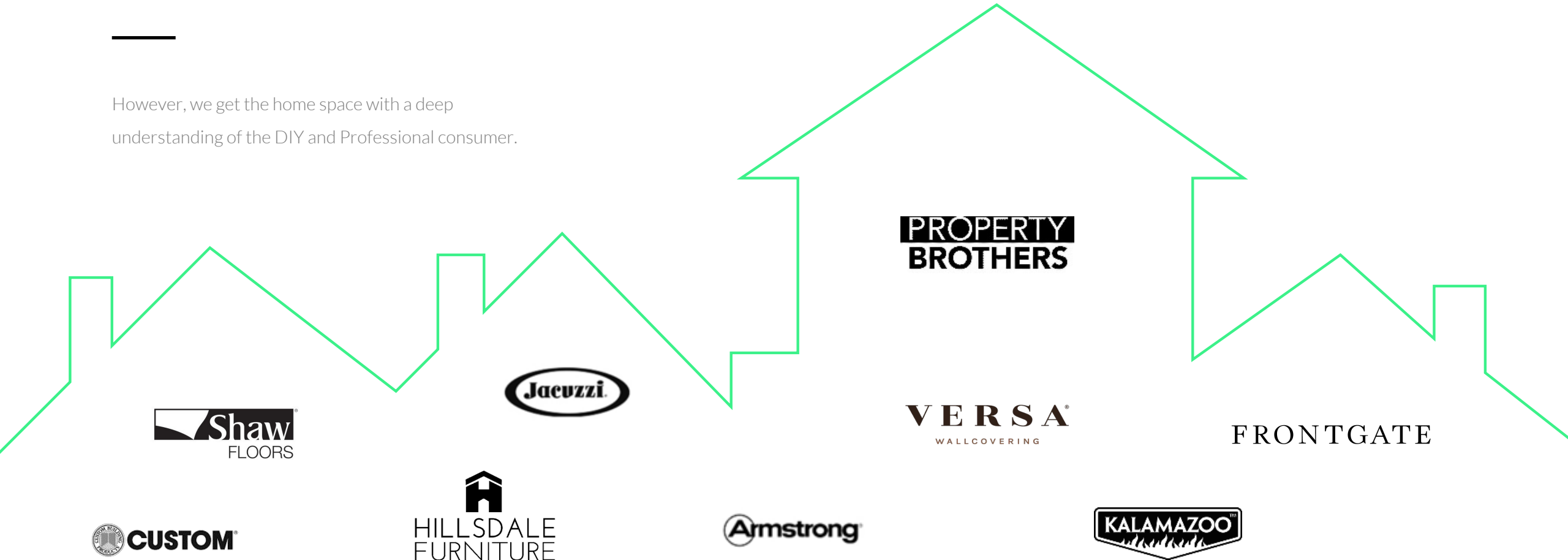Email: mtaylor@leapagency.com

Experience you can trust.

LEAP does not focus on one vertical. We apply our vast client experience across B2B and B2C to create digital experiences that **matter more.**

CUSTOM · Armstrong · AutoZone · BANFI Tuscany · FRONTGATE · P.F. CHANG'S

CareSource · Carnival · VERSA WALLCOVERING · HERSHEY'S · mentos · CINTAS READY FOR THE WORKDAY

LG&E KU PPL companies · evenflo · First Student · KALAMAZOO · FRUIT OF THE LOOM · U·PULL & ·PAY SELF-SERVE USED AUTO PARTS

HEAVEN HILL BRANDS · HPNOTIQ · Progress · Jacuzzi · JOHN FRIEDA LONDON PARIS NEW YORK · Kindred Healthcare

DJJ · Kubota · Shaw FLOORS · LUNAZUL Tequila · BURNETT'S VODKA · MERCER

Atlas Van Lines World-Class Moving · Premier Health · PROPERTY BROTHERS · HILLSDALE FURNITURE · SENCO · Malibu BOATS

TEXAS ROADHOUSE · THE Farmers Bank · ThirdFederal SAVINGS & LOAN · Tensar · University of CINCINNATI · U OF L Health

Experience you can trust.

___

However, we get the home space with a deep
understanding of the DIY and Professional consumer.

PROPERTY
BROTHERS

Jacuzzi.

VERSA
WALLCOVERING

FRONTGATE

Shaw
FLOORS

CUSTOM

HILLSDALE
FURNITURE

Armstrong

KALAMAZOO

LEAP GROUP

GROUP CAPABILITIES

LEAP MATTER
LEAP AGENCY
LEAP SPARK
LEAP AMP

AUDIENCE INTELLIGENCE

Research + Insights
Segmentation + Targeting
Persona Development
LEAP Panel

STRATEGY + CONSULTING

Digital Transformation
Brand Strategy
Technical Strategy
Business Innovation

SERVICE DESIGN

UX / UI / CX
Journey Mapping
Business Process Design
Prototyping

EXPERIENCE DESIGN

Brand Identity + Design
Web + Mobile + Wearables
E-Commerce Design
In-Store + Physical

TECHNOLOGY

Road Mapping
Platform Evaluation
Integration Services
Data Engineering

WEB + MOBILE

Website Development
Mobile App Development
Augmented Reality
CMS Integration

CONTENT

Content Audits
Themes + Strategy
Content Optimization
Copywriting

SEARCH

Paid Search
Search Engine Optimization
Local Search
Listings Management

EXPERIENTIAL

DOOH + Installations
Museum + Trade Exhibits
Retail Environment
Event Marketing

ANALYTICS + MEASUREMENT

Integrated Analytics
Performance Analytics
Reports + Dashboards
Data-Driven Insights

SECURITY + IT

Hosting + Infrastructure
Cloud Engineering
Managed Security
Compliance

E-COMMERCE MARKETING

Marketplace Strategy
E-Comm Management
Marketplace Search
Store Optimization

BRANDING

Positioning
Messaging
Personality Archetypes
Brand Identity

CAMPAIGNS + ADVERTISING

Media Planning + Buying
Digital Channels
Print + Outdoor
Audio, Video, Interactive

AMPLIFICATION+ MEDIA

Programmatic
Digital Media
Connected TV
Paid Social

SOCIAL

Strategy + Insights
Community Management
Influencer Engagement
Paid Social Campaigns

MARKET LESS. MATTER MORE.

We're all unified by one core belief.

While we all have different areas of expertise, we're all unified by one core belief.

Today's most successful brands aren't focused on marketing. Instead, they're working hard to matter to their customers—to connect on a deeper, more enduring level.

You don't grow your business by marketing. You grow by mattering. When you work with LEAP, our people and ideas make you **matter more.**

What makes LEAP different. No, really!

LEAP Agency's data-first approach to digital marketing is represented in our research, creative, development, marketing, and reporting.

But our difference: We turn all those data points into a clear story with real-time optimization recommendations and budget pacing insights.

Human Insight

You want 100-page reports? We've got you covered! But none of it makes you matter more unless the human insight is mined and acted upon.

Data-First Approach

Data drives our culture. We are in a relentless pursuit of the digital truth. It's our passion and something you will feel from the first meeting.

LEAP GROUP

Who we want to work with.

Brands that:

- have a point of view, and want to change the world

- create a quality, reputable product

- are serious about progress and aren't afraid to embrace change and innovation

- value big ideas and creative thinking

- are open, engaging, and truthful

- value critical thinking, research, insights, and perspective

- care about people

MEET YOUR TEAM

THE FrogTape WEB TEAM

CHRIS STARK
Director of Client Experience

ROBERT YOUNG
PMO Director

MATT TAYLOR
EVP Client Experience

A highly-experienced liaison between client and agency offering 30+ years of account strategy. Chris holds a BA from the University of Louisville and uses her finesse to serve clients on their layered needs, partnering with clients such as GE Appliances, Churchill Downs, Mercer and Lennox International.

The steward of every project's massive ship. Robert holds an M.B.A. in Executive Management and a B.A. in Public Relations. With more than 17 years in the business, Robert uses his organizational dexterity and calm demeanor to guide projects for clients like Kalamazoo Outdoor Gourmet, INDCO Mixers, and Kubota USA.

With more than 25 years of experience, Matthew is a leader in client services. Holding an advertising degree from the University of Kentucky, he has used his background in media planning, strategy development and budget management to steer clients like DIRECTV, Chrysler, Schneider Electric and more toward their print and digital goals.

THE FrogTape WEB TEAM

TODD LIPSCOMB
Creative Director

MICHAEL JESTER
Senior Copywriter

JAKE ZASTROW
UX Designer

A creative journeyman who'll go to find ideas in the wilderness. Todd holds a degree in visual communication from Gateway Community College and has used his 16 years in advertising to dream up award-winning campaigns for clients like HondaJet, Kellogg's, Tate & Lyle, Lunazul Tequila, US Bank and more.

A wielder of pens and keyboards. Michael holds a B.A in Digital Communication from the University of Louisville and has nine years of experience as a writer. He uses his knack for language to craft award-winning copy for clients like The Kentucky Derby, Heaven Hill Brands and The Hershey Company.

An award-winning creative. Jake holds a B.F.A. in Visual Communication Design from Northern Kentucky University. He uses his unique perspective to create user experiences and designs for clients like U Pull & Pay, Heaven Hill, Atlas Van Lines, The Property Brothers and more.

THE FrogTape WEB TEAM

WILL BROWNING
Senior Software Architect

GRIFFIN MCCHESNEY
Senior Software Engineer

REENA TRIVEDI
Software Engineer

The Swiss Army Knife of software engineering. Will holds a B.S. in Computer Science from Eastern Kentucky University and has over 16 years of software architecture and engineering experience. He holds certifications in several languages and systems and has architected and developed for clients like Kindred Healthcare, LG&E, Fruit of the Loom and Kalamazoo Outdoor Grills.

The master of making the complex understandable. Griffin holds degrees in Business Administration, and Finance. He is certified in Sitefinity and Kentico with over 15 years' experience working with clients such as Kindred, Kubota, Fruit of the Loom, SENCO and Texas Roadhouse.

The coder who always gets it right the first time. Reena holds a B.S. in Computer Engineering from South Gujarat University with certifications in Sitefinity and Kentico and uses her 10 years of experience to build websites for clients like iLendingDIRECT, UofL Health and Heaven Hill Brands.

THE FrogTape WEB TEAM

TIMOTHY SAUER PH.D.
Director of Research

RASHMI HURST
Director of Analytics

MARCUS LIVERS
Director of IT

The man you want nosing around your business. Timothy holds a Ph.D. in Research Methods and Statistical Analysis from the University of Louisville and comes certified in Google Analytics and Tag Manager. He uses his curiosity to identify solutions for a variety of clients like UofL, Atlas Van Lines and First Transit.

The voice of consumers everywhere. Rashmi holds a B.A. in both Public Policy and Communication from the University of North Carolina at Chapel Hill and is certified in the full Google Marketing suite. She uses her digital listening skills to find solutions for brands like Gillette, Eli Lilly, P.F. Chang's and Kindred Healthcare.

The man behind the proverbial tech curtain. Marcus holds a B.S. in Telecommunications Systems from Murray State University and has over 13 years of hosting infrastructure and security experience. He uses his eye for detail to keep websites and systems running for clients like the Kindred Healthcare, UofL Health, Third Federal Bank and more.

PROJECT MANAGEMENT/ACCOUNT MANAGEMENT

Project Management

Our project management office work with the variety of teams involved in daily production on our clients' behalf. They drive resource allocation, planning and scheduling to keep projects and campaigns on track.

LEAP uses a combination of intranet-based time and resource tracking tools, live communication with clients both virtual and in-person, structured internal meetings, processes and milestones to ensure your advertising partner operates in a smooth, efficient and productive manner

Account Management

Our management process includes designated account managers serving as the agency liaison with clients. Account managers communicate with clients to ensure work is on track, on schedule and strategically on target. Account managers also communicate initiatives with project managers, creative staff, programmatic resources and our digital performance team to ensure the continuity that a single point of contact can provide.

LEAP GROUP

WHAT DO WE ASK FROM OUR CLIENTS?

A partnership is a two-way street. Here are client characteristics we find in our best relationships.

Timely communication and honest feedback.

Just as we promise to be open with you, all processes run more smoothly when clients provide feedback that keeps projects on track. Related to that is honest feedback. We know that not all news is good news. And that's ok. If you're able to be honest, we're able to course correct and be the partner you love working with.

Excited by new ideas.

New ideas can dramatically improve business results. Our goal is to bring ideas that will challenge the status quo without overturning the apple cart. (Ok, sometimes an apple cart needs tipping.) You don't have to approve – or even like – every idea we bring you. But let's agree to challenge each other and grow together.

LEAP GROUP

CASE STUDIES

BUSINESS CHALLENGE

In 1996, Kalamazoo Sheet Metal introduced a stainless-steel line of grills under The Kalamazoo Grill brand, culminating in the 1998 invention of the highest performance gas grill on the market. The Kalamazoo Dual-Fuel Grill not only featured unparalleled quality, but also the integrated ability to cook with charcoal and wood. This revolutionary product set a new standard for outdoor cooking possibilities.

...Cut to today, when the Porsche of grills had a website worthy of a used car lot. No integrations existed and the user experience was well below industry standards.

Enter LEAP.
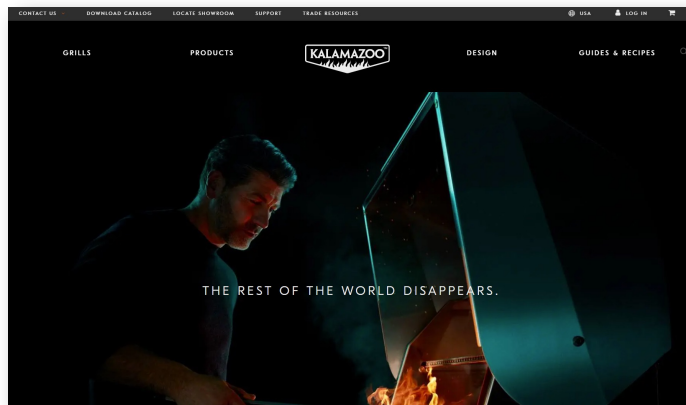
THE SOLUTION

LEAP developed a new website based on best-in-class UX/UI with integrations into the existing ERP and payment gateways.

A new CMS was chosen as the hub for all website and digital marketing operations.

SERVICES

- Primary and secondary research
- Content strategy
- Taxonomy development
- UX/UI

- Design
- Development
- Content personalization
- Search engine optimization

Kentico

LEAP brought in several partners to conduct demos and help Kalamazoo explore options.

With the need for a CMS that provided a best-in-class workspace, marketing tools and an ecommerce platform that could be customized and integrated – Kentico became the obvious choice.

LEAP AGENCY
CMS Platform Comparison
Scale: 1 to 5

	Progress Sitefinity	SITECORE	Kentico	WordPress	
Multi-site Capable	5	5	5	5	
Shared Content	5	5	3	3	
Sync all changes at once	4	1	3	3	Syncing
Sync all changes to only one Website	4	1	3	3	
Sync changes to a specific page	4	1	3	3	
Photo viewer	5	2	3	5	
Video player (support embedded YouTube)	5	2	3	5	Out-of-box Widgets
Social Sharing	5	2	3	3	
News Feed	5	2	3	5	
Forms (i.e., Contact Us, Subscribe)	5	5	5	3	
Configurable page layouts (i.e., multiple columns)	5	2	5	5	
Fully configurable way of authorizing by user and/or group	5	5	5	3	
Personalized content (based on visitor demographics, etc.)	5	5	5	3	CMS Features
Preview changes without publishing	5	3	5	3	
Schedule content and page changes to site	5	5	5	5	

Kalamazoo Outdoor Gourmet won Kentico Site of the Year!

Kentico
SITE OF THE YEAR

#siteoftheyear2019
The Consumer Goods winner is...
Kalamazoo by Leap Agency (dev) and Young & Laramore (design)

SOTY Industry Award.
Winner 2019

ENHANCED SITE SEARCH

Site Search filters allow users to search by a wide variety of choices. Each filter is configurable within Kentico and instantly indexed.

CONFIGURATOR

The product configurator takes the user from grill style through gas options to customized grates.

The configurator results in full specs where the purchase can be completed online.

Specs can be saved into projects where consumers, Architects and the KOG Team can collaborate.

KITCHEN PLANNER

Currently in production, the Kitchen Planner will allow users to visualize and spec their outdoor kitchen then send detailed plans to the KOG Team and the Architect.

ORACLE NETSUITE
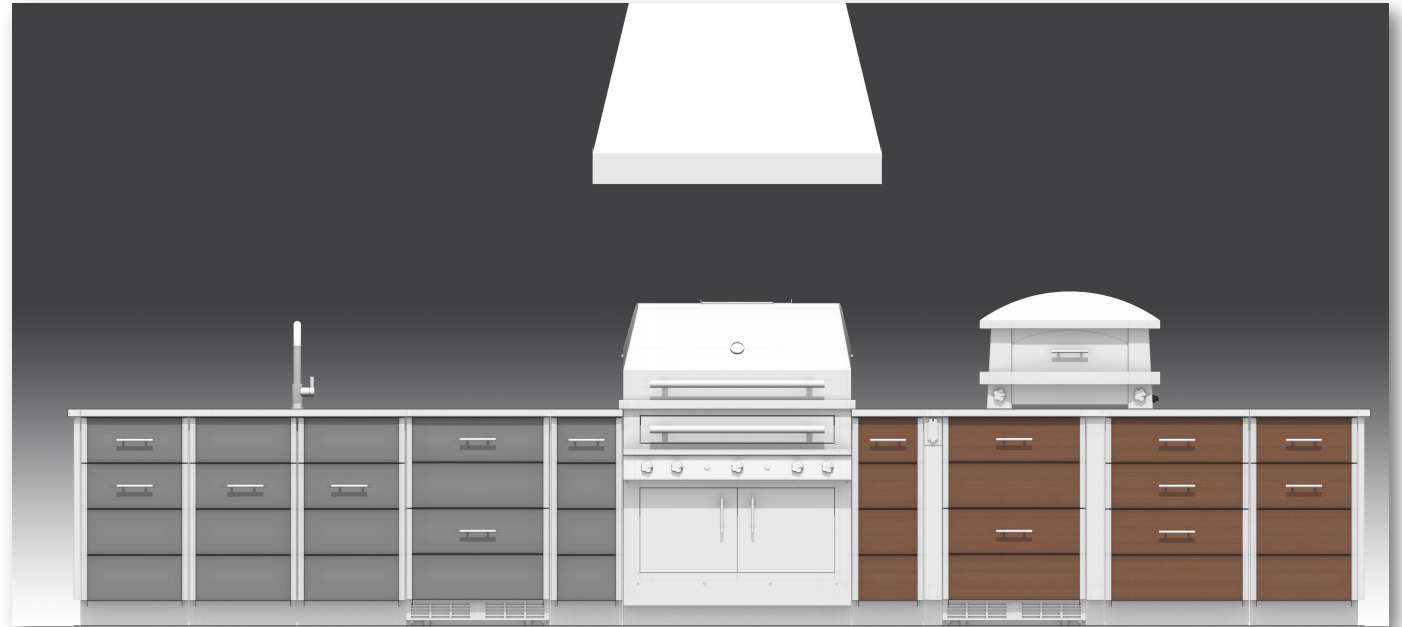
Among the many integrations is a key integration from Kentico to NetSuite. Inventory is managed and updated in real-time. All customer data is available in both systems and projects are saved back and forth to create a fully integrated platform.

MERCHANTE

{ forte }
a CSG Company

Avalara

31%
Increase in transactions

34%
Increase in conversion rate

179%
Increase in organic search revenue

Record sales year during a pandemic

126,349	162,659	457,585	2.81
Users	Sessions	Pageviews	Pages / Session
▲ 39.76%	▲ 37.22%	▲ 42.70%	▲ 3.99%

2:02	58.05%	78,054	47.92%
Avg. Session Duration	Bounce Rate	Conversions	Conversion Rate
▲ 1.21%	▼ -6.77%	▲ 45.88%	▲ 6.63%

How we made
SENCO
Matter More

SENCO, a leader in high-quality, professional fastening solutions came to LEAP as they prepared to completely overhaul their website for its first-ever international e-commerce solution. LEAP created a user-centric, easy-to-use (and award-winning) destination for tools, parts and industry content.

50 WIREFRAMES FOR MAXIMUM DETAIL

Answering the various needs of stakeholders and professional consumers, LEAP created 50 unique wireframes. Research dictated an approach that was flexible and detailed enough to show product details, product in use, and all associated parts and accessories.
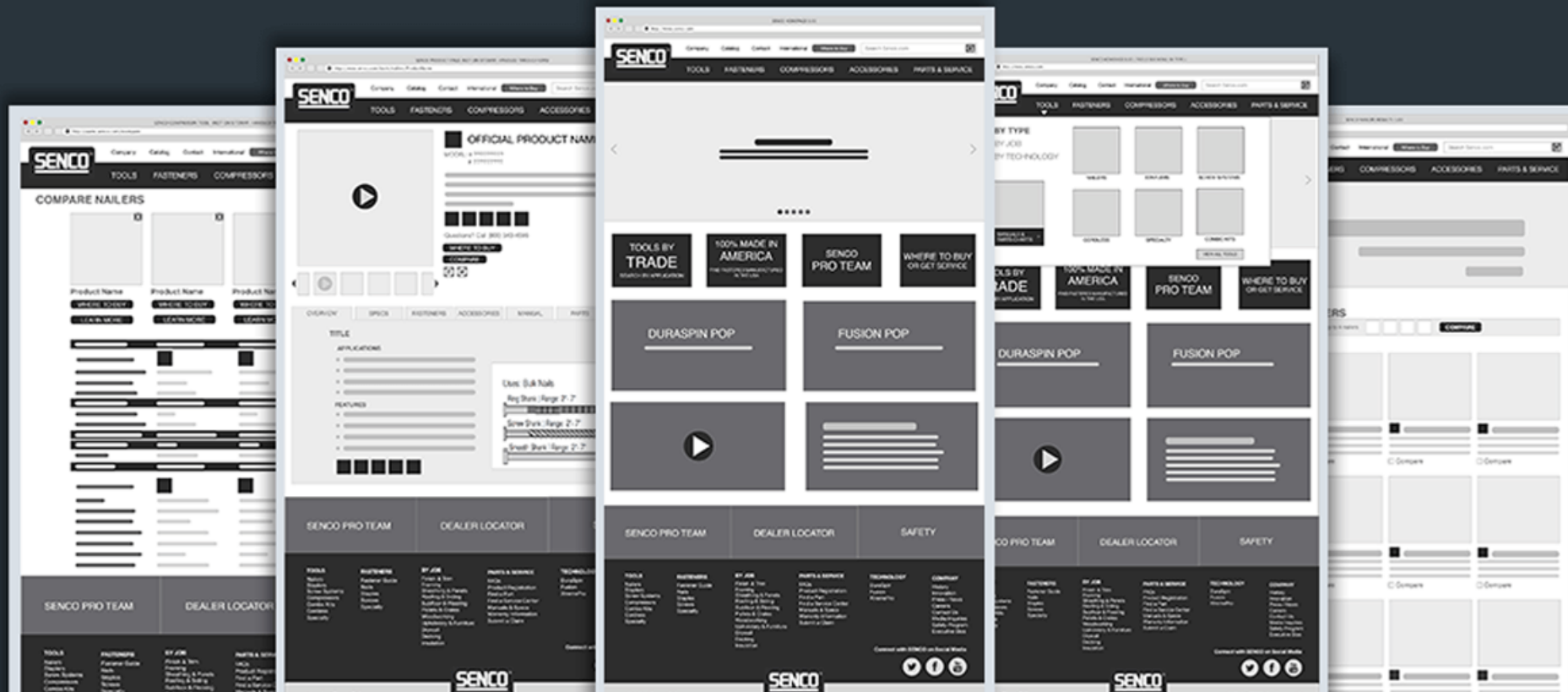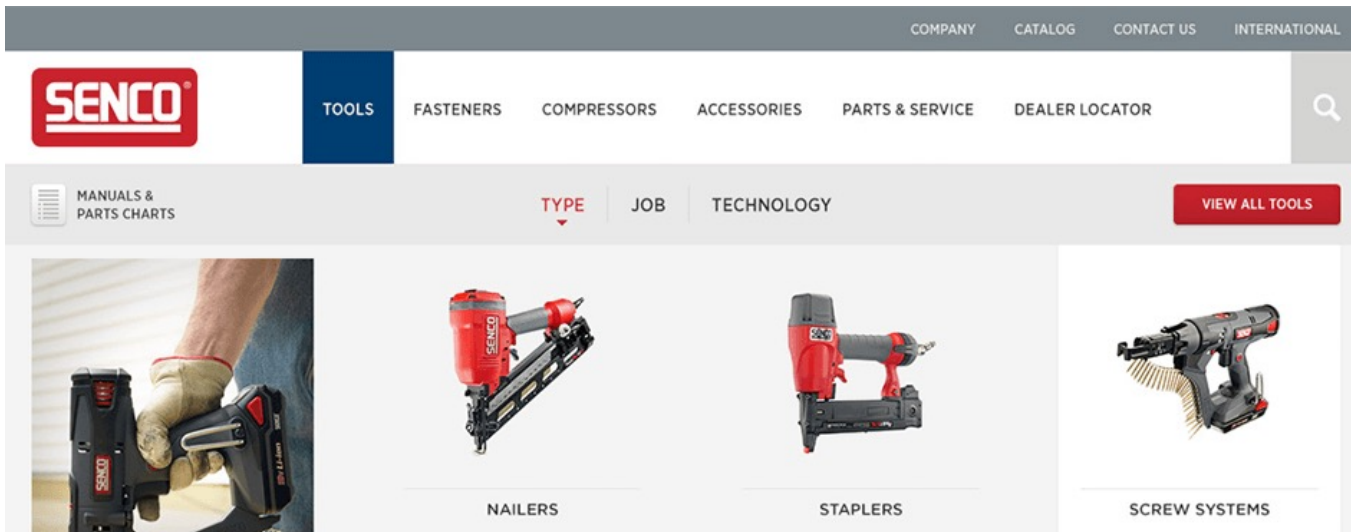
SOPHISTICATED PRODUCT SORTING DRIVES UX

Focus groups with dealers and customers revealed that users wanted to sort products by tool type, application or technology. These three categories became the foundation for product visibility and UX.

MULTIPLE PRODUCT VIEWS AID PURCHASE DECISION

Revamped product pages displayed seven different views of each SENCO product. These views were user-tested for maximum usability and customer satisfaction.
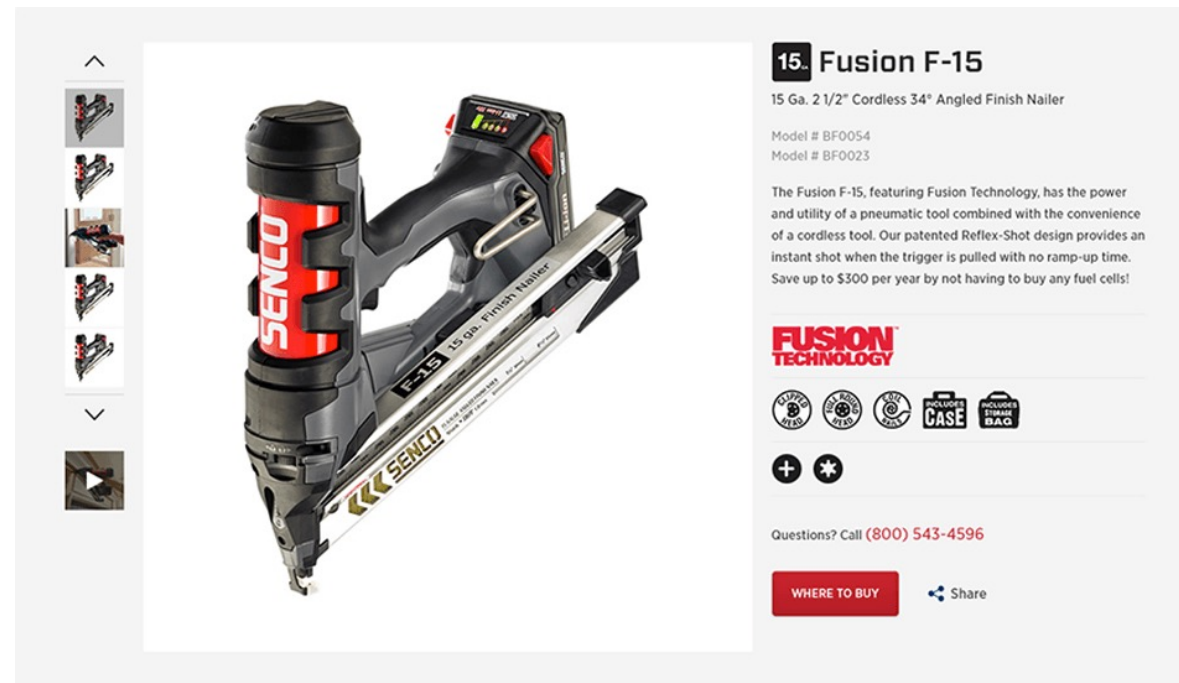
PRODUCT COMPARISONS MAKE INSTANT SALES IMPACT

One major insight we gleaned from audience research was the need for side-by-side comparisons for up to four tools at a time. This new functionality immediately increased sales and was an instant advantage over competitors' websites.
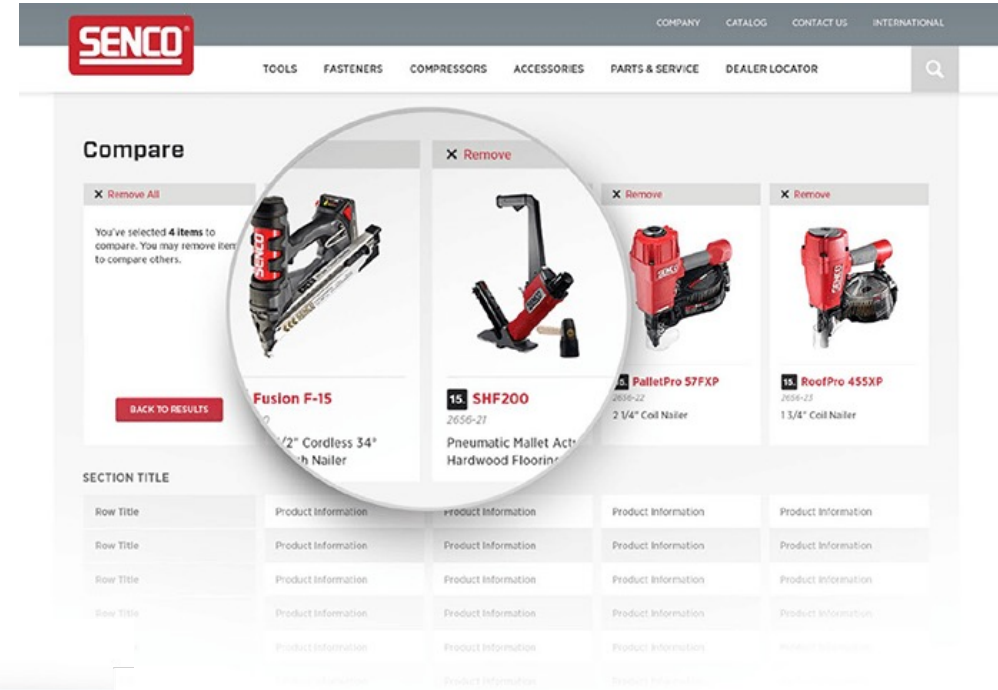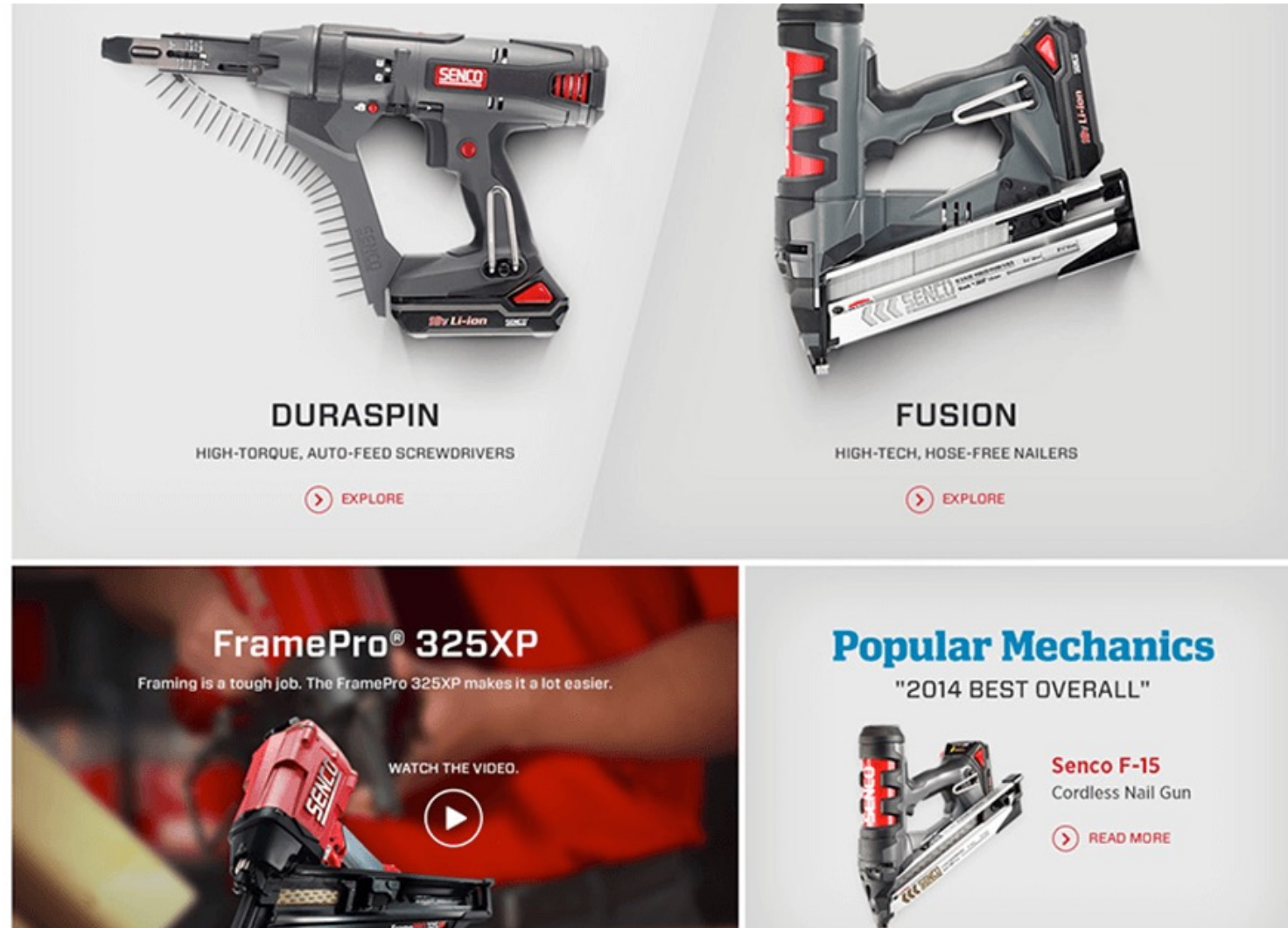
ALWAYS TWO CLICKS AWAY FROM A DEALER

A primary business objective of the site was to drive more traffic to dealers/distributors. LEAP created a global dealer locator interface, allowing customers to find SENCO service locations or distributors with only two clicks, from anywhere on the site.

LEAP GROUP
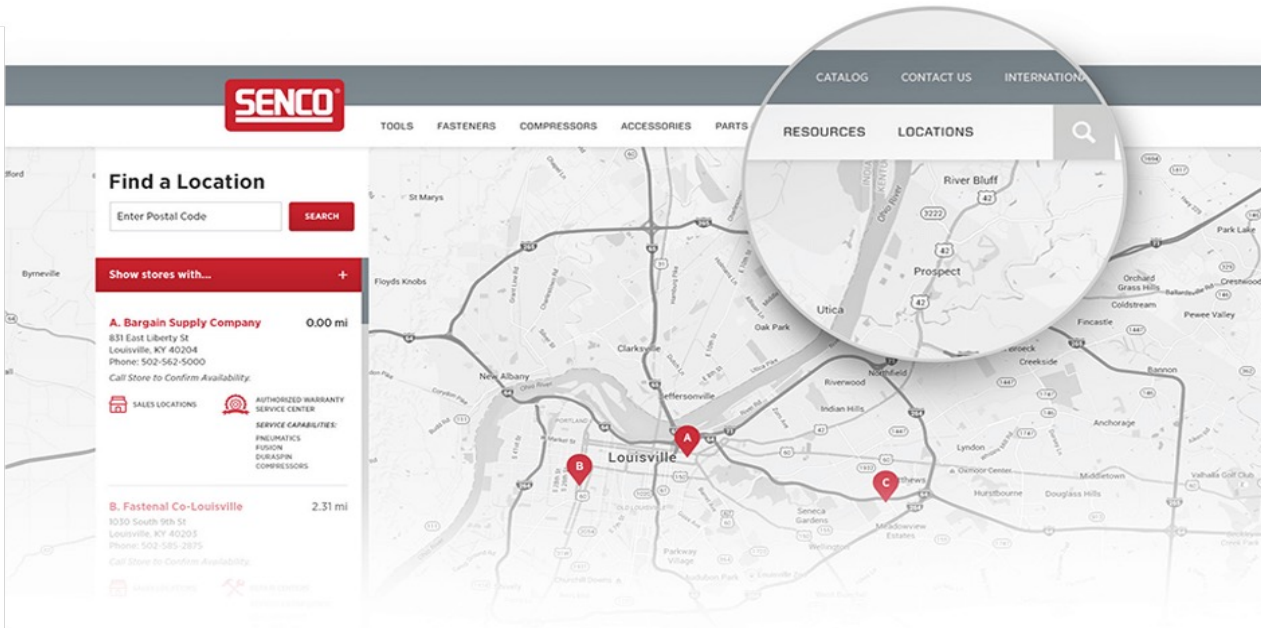
CONTENT STRATEGY GIVES ALL THE DETAILS

Product detail is incredibly important to potential customers. A new content strategy led to the creation of listings and information for over 200 individual products, each with a full range of specs, demos, related products and supporting parts.
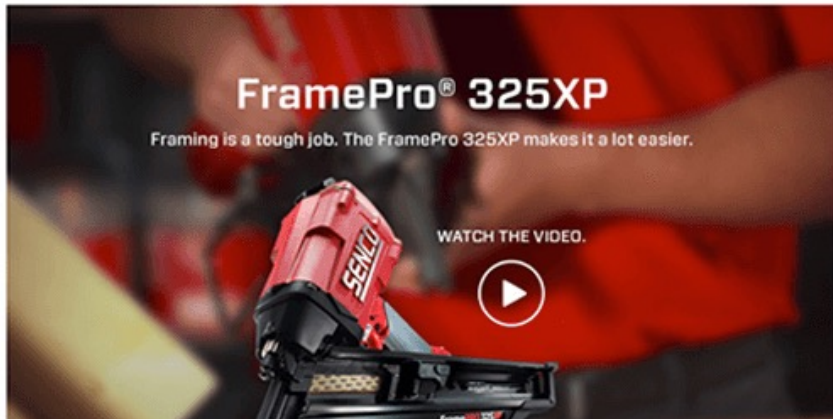
DURASPIN
HIGH-TORQUE, AUTO-FEED SCREWDRIVERS
EXPLORE

FUSION
HIGH-TECH, HOSE-FREE NAILERS
EXPLORE

FramePro® 325XP
Framing is a tough job. The FramePro 325XP makes it a lot easier.
WATCH THE VIDEO.

Popular Mechanics
"2014 BEST OVERALL"
Senco F-15
Cordless Nail Gun
READ MORE

LEAP GROUP

SERVICES PROVIDED

DIGITAL STRATEGY

WEBSITE STRATEGY

CONTENT STRATEGY + DEVELOPMENT

UX / CX

VISUAL DESIGN

WEBSITE DEVELOPMENT

CMS EVALUATION + IMPLEMENTATION

E-COMMERCE IMPLEMENTATION

PRODUCT DATA STRUCTURE + MANAGEMENT

SEO

SEM

HOSTING + SECURITY

ERP INTEGRATION

SALESFORCE INTEGRATION

MICROSITE DESIGN + DEVELOPMENT

CRO

EMAIL MARKETING

SOCIAL + PR

RESULTS THAT MATTER MORE

Six months following the launch of the new website, content indicators were skyrocketing with a three times lift in time on site.

34%
REDUCTION IN
BOUNCE RATE

115%
DEALER LOCATOR
USE INCREASED

Six-month survey results showed an overwhelming positive response to the new website with reports showing that product and parts were easy to find, and consumers and contractors loved the new mobile website.
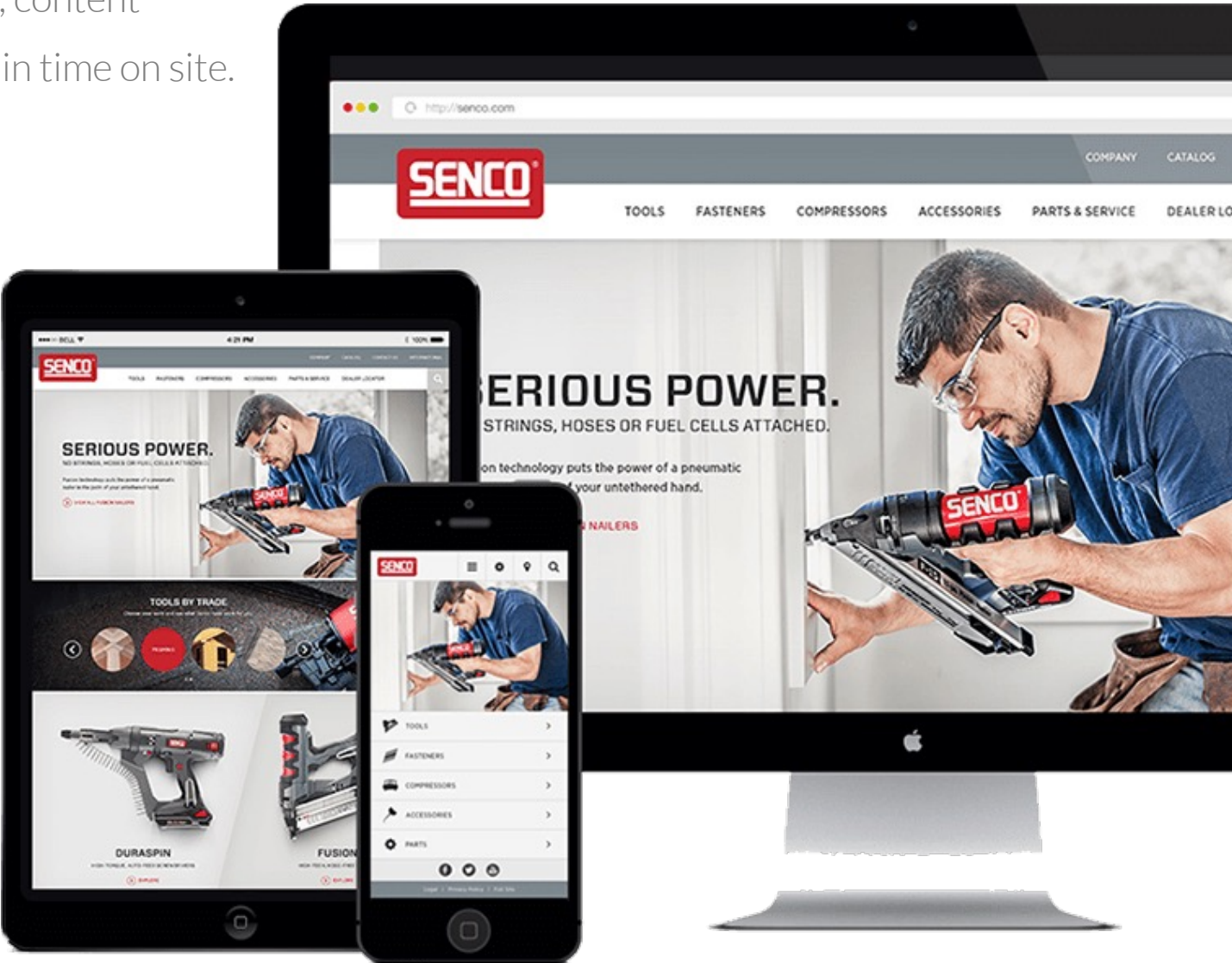
CONTENT MANAGEMENT

Mattering more means taking your CMS from manual to automatic.

LEAP believes a successful website experience begins with an enterprise CMS that makes your life easier.

As the foundation, the right CMS will drive the right experience for your Teams while providing an optimal user experience.

LEAP GROUP

Xperience.
by Kentico

Kentico Xperience is an award-winning DXP (digital experience platform) that combines content management, digital marketing, and commerce on-premises or in the cloud.

With what we know now, this would be our recommendation.

LEAP GROUP

Xperience.
by Kentico

Commerce

Includes commerce support that can be leveraged to organize and display products with variants on the site. And we'll be ready if and when we are ready to sell product direct to consumer.

Automation

Marketing Automation provides a way to design the journey for a visitor as they interact with the site using a visual drag and drop interface. Many out of the box triggers can be used to detect when visitors submit forms, interact with pages, view marketing emails, as well as custom triggers.
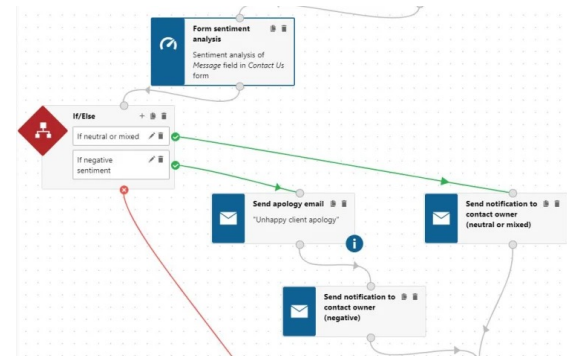
PageBuilder

PageBuilder allows pages to be visually constructed and customized with widgets and page sections built specifically for FrogTape®. This gives you full control to create new pages, reorder the widgets within pages, add / edit / remove widgets within a page, and more.

LEAP GROUP
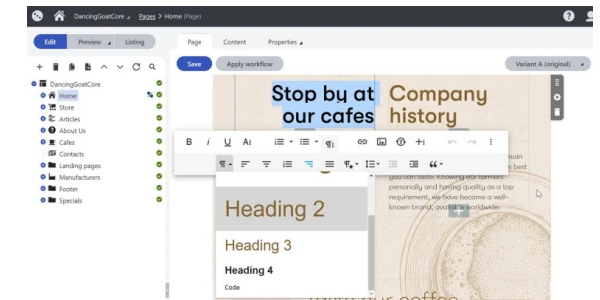
Xperience.
by Kentico

Personalization

Content personalization allows visitors to be segmented using a variety of out of the box rules that can be combined to provide a custom website experience.
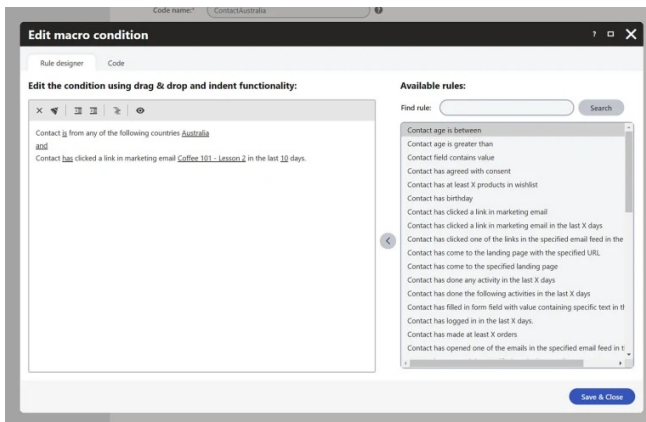
Integration

Integration Bus allows the CMS to synchronize content like product data from external systems as the changes occur.
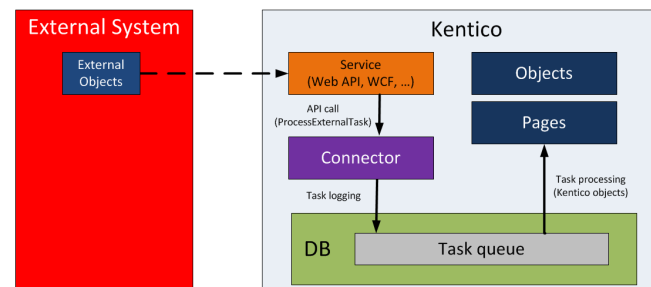
Multilingual

Supports multisite and multilingual sites and page variations allowing content authors to manage multiple sites and languages all from one platform.

LEAP GROUP
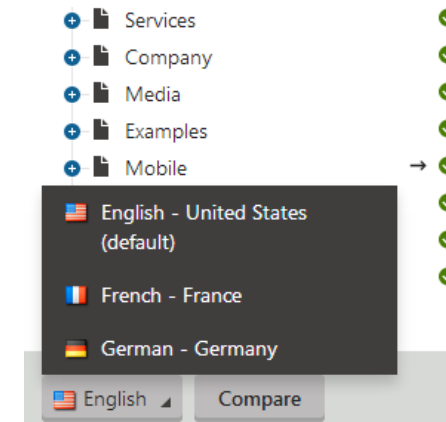
Xperience.
by Kentico

BARRIER	SOLUTION
Craft CMS is not synced with Salsify and requires them to manually update products on the site.	LEAP builds an integration between Kentico Xperience and Salsify to automatically sync changes using the Kentico Integration Bus.
Templates are limited.	LEAP builds reusable templates, widgets, and layouts in Kentico that support Kentico Xperience's Page Builder feature allowing connect authors to restructure pages using simple but configurable drag & drop widgets.

LEAP GROUP

Xperience.
by Kentico

BARRIER	SOLUTION
Website is not responsive.	LEAP designs and implements responsive templates that automatically adjusts the layout of content to be most optimal for the device viewing the site.
Can't make changes in real-time as needed.	LEAP implements an infrastructure to include authoring, staging and production to allow for real-time changes as needed.

Xperience.
by Kentico

BARRIER	SOLUTION
CMS updates hindering progress.	LEAP subscribes to CMS patches and major upgrades to all CMSs we build on top of and test and schedule updates as they release.
Site navigation is limited and doesn't target different audiences.	LEAP creates a new site taxonomy to address differing audiences.

LEAP GROUP

Kentico + LEAP:
A TRUE PARTNERSHIP

LEAP has partnered with Kentico for many years. We have four certified Kentico developers and are highly active in the developer community.

LEAP vets CMS partners on an annual basis to ensure we are bringing our clients only best-in-class solutions.

Kentico
Gold Partner

LEAP GROUP

LEAP GROUP

HOW WE GET IT DONE

FrogTape® Objective

―――

Help FrogTape® connect their audiences to retailers and distributors to purchase products by:

- Streamlining the website updating process with CMS solution that is powerful and easy to use.

- Improving the overall user-experience of the site for two distinct audiences.

- Delivering content that connects innovation to purchase intent.

USER EXPERIENCE

OUR PHILOSOPHY

Achieving business goals are at the heart of everything we do in UI and UX. Every decision we make is to streamline the user experience and direct the user to conversion points.

Instinctive UX is at the core of LEAP's creative team. In our world, great design should be experienced and not seen. We leverage research and analytics to surface the most important content for our users exactly where they need it, without having to work for it.

UX DESIGN

No two businesses are the same, so an effective customer experience must be tailor-made.

A consumer interacts with brands through design. And UX directly influences that consumer's experience. Combining insights, design and innovation, we create digital experiences that not only communicate your brand's values but are also created specifically for your target audience.

UX design is driven by data and crafted for humans. In today's marketing landscape excellent customer experience is no longer nice to have, it's necessary for a brand's survival.

GATHER + PLAN

CREATE

DEVELOP + EXECUTE

TEST + VALIDATE
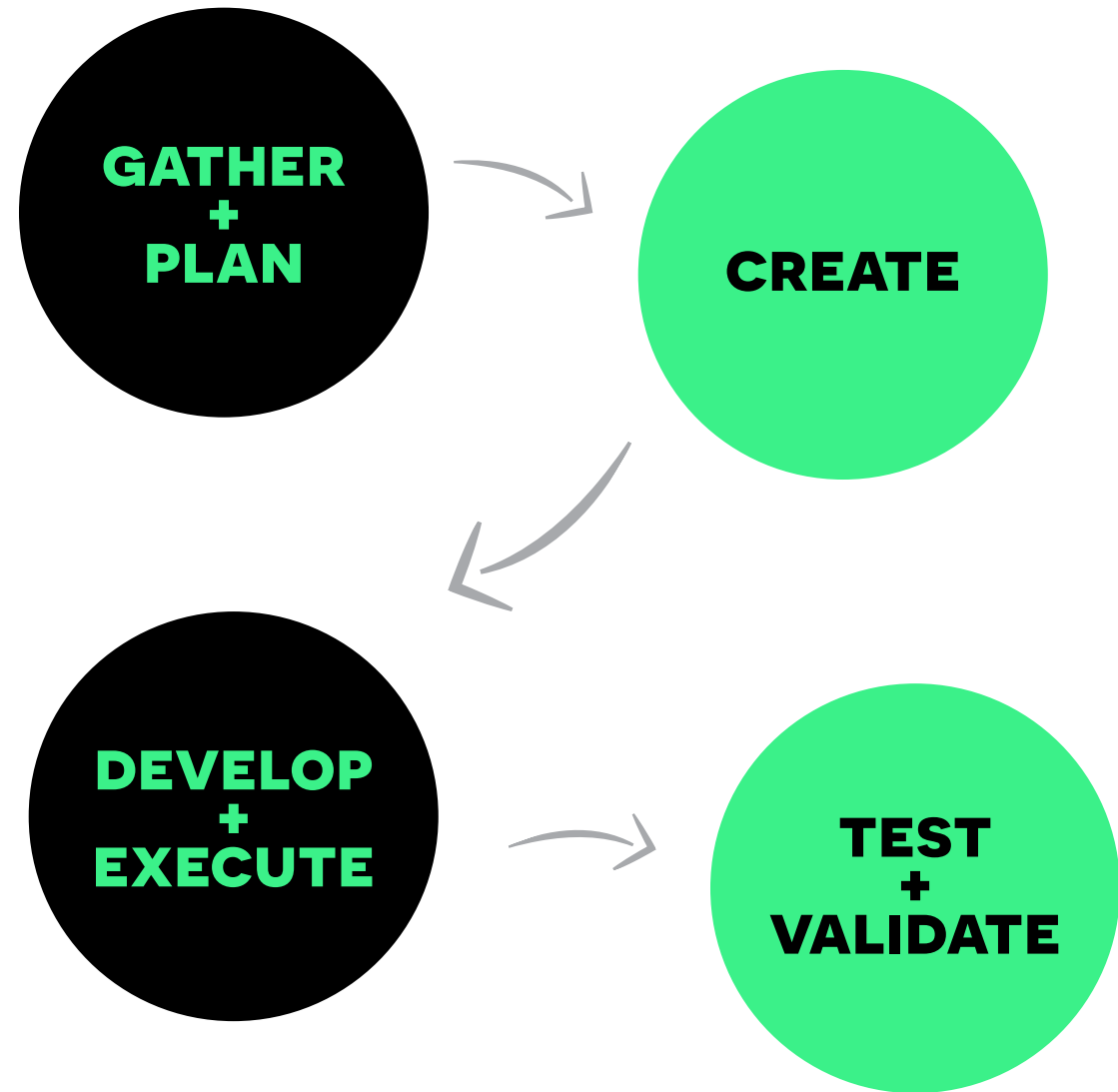
Connecting our audience to retailers and distributors is the center of our FrogTape Objective, especially when it comes to user-experience.
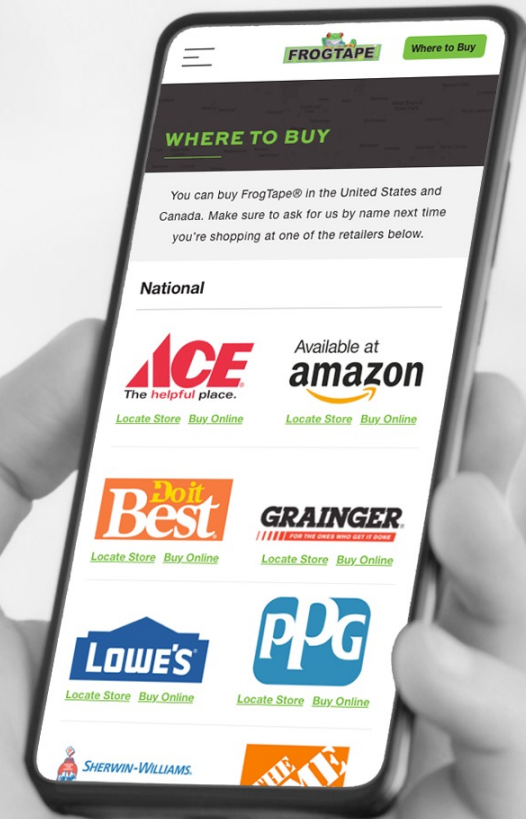
Observations Through the Eyes of UX

1. Global Nav - Opportunity for streamlined information architecture

2. Paintover Challenge - This can be paired with DIY content instead of in a utility bar

3. Opportunity in hero space to highlight DIY content, Contractor content, new products, and PaintBlock

4. Where To Buy – Currently this button is positioned in a utility bar. Can help conversion if more prominent.

LEAP GROUP
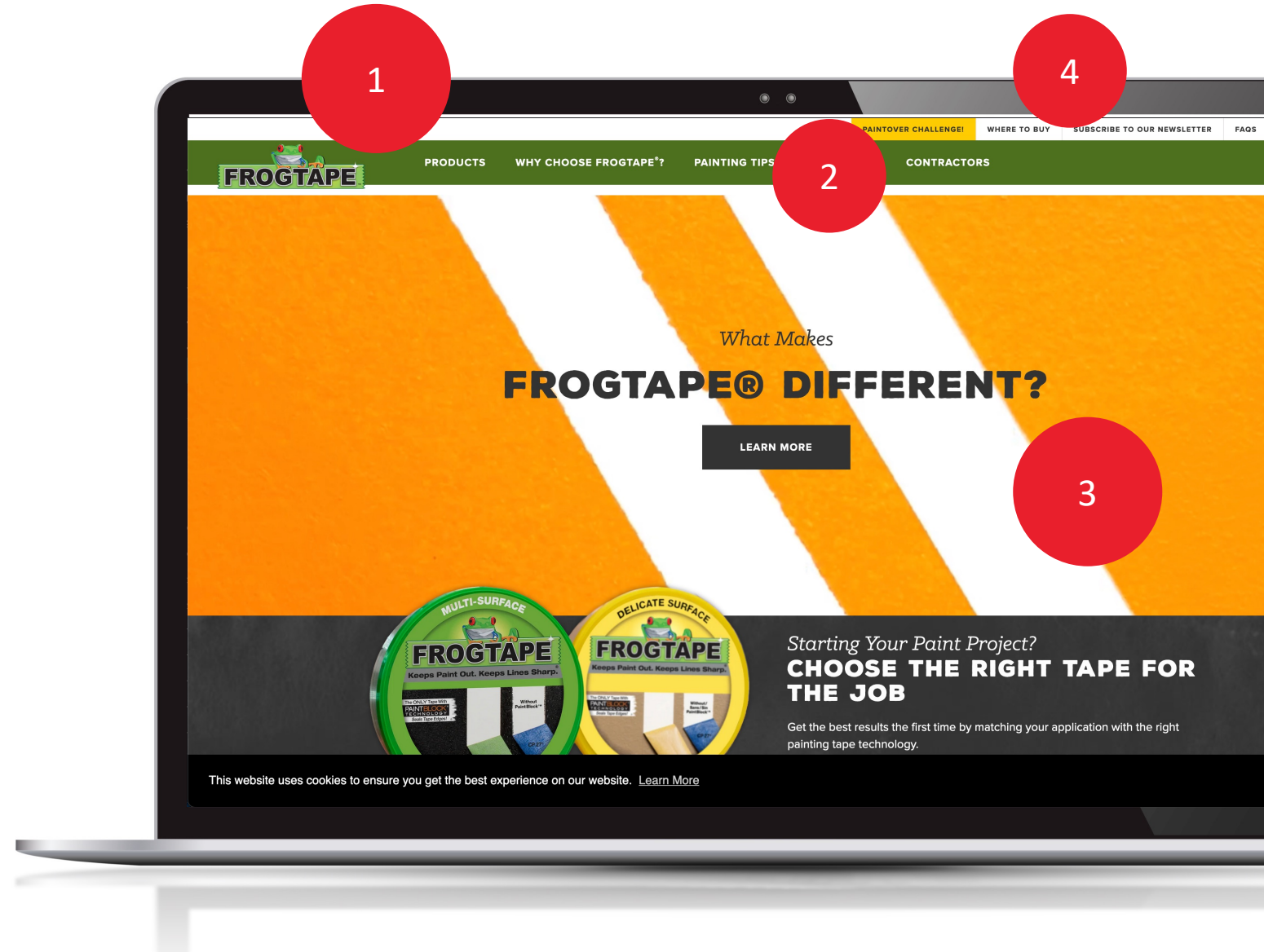
Demonstration

1. More high-priority navigation touchpoints on the home page.

2. Streamlined Information Architecture with distinct resource centers for both contractors and DIY'ers.

3. Consolidating all products into the products section with CTAs to the respective product categories from DIY'ers and Contractors.

4. Design Trends and Design Ideas consolidated into "Inspiration" page.

LEAP GROUP

Home Page
Wireframe

1. Hero-space carousel presents opportunities to highlight:

   - DIY Content
   - Contractor Content
   - New Products
   - Point of Difference
   - Paintover Challenge

2. Optimized Information Architecture to minimize amounts of Navigation items in main nav to streamline the user experience.

FROGTAPE

Products ⌄   Why FrogTape®   DIY'ers ⌄   Contractors ⌄   Where to Buy

Inspiration
Project Tutorials
Painting Tips

Make the First Try the **Best One.**

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Learn More

LEAP GROUP
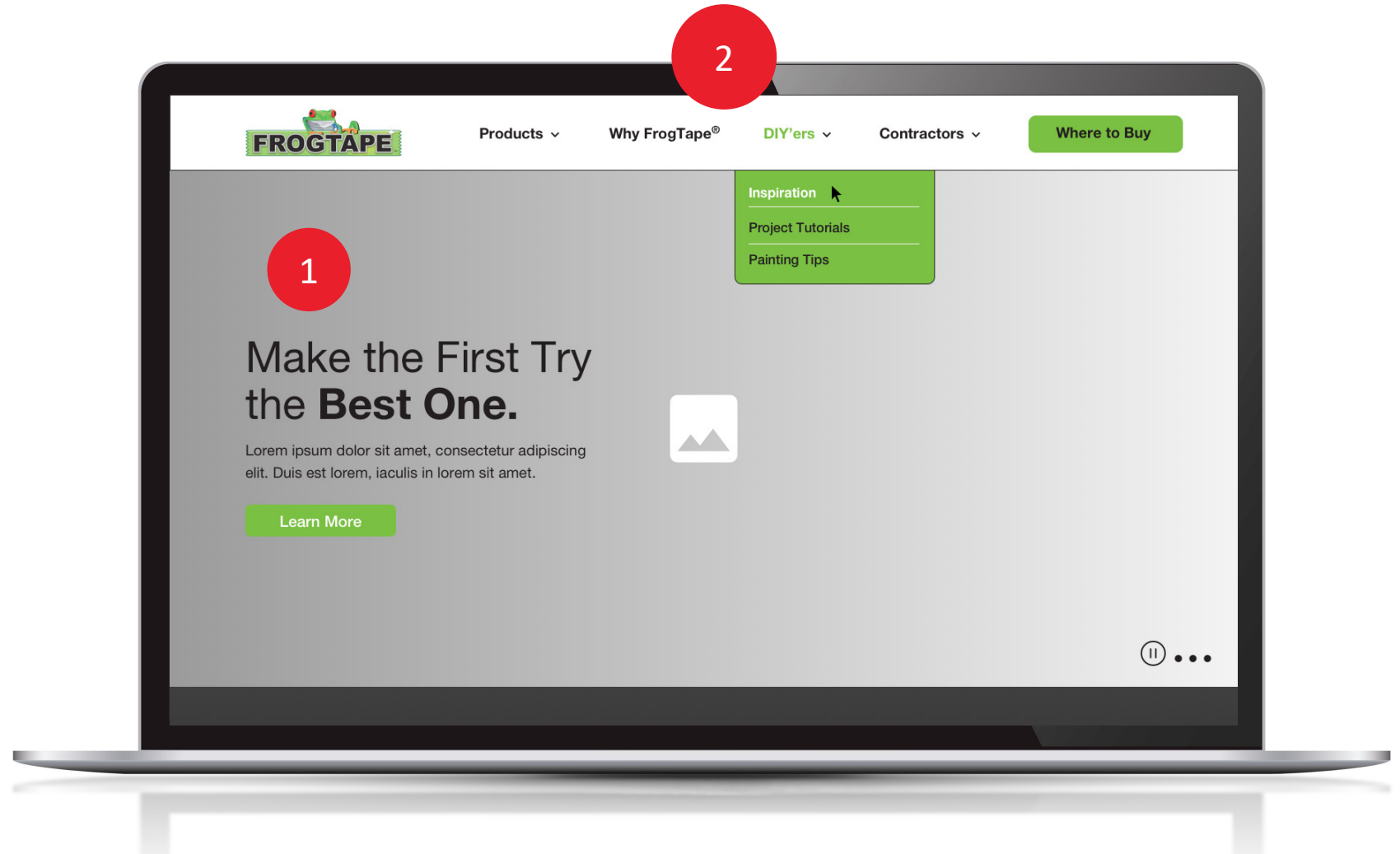
Home Page
Wireframe

1. Ability to give a high-level description of who FrogTape is in the "About" section.

2. Where to Buy CTA brought to higher prominence in the global navigation.

3. Longer scroll home page gives user more options to access high-priority nav elements and increases the CSS/HTML ratio.

4. More important content on the home page increases the SEO value.

2

FROGTAPE

Products ⌄   Why FrogTape®   DIY'ers ⌄   Contractors ⌄   Where to Buy

Inspiration
Project Tutorials
Painting Tips

Make the First Try
the **Best One.**

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Learn More

1

About FrogTape®

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Why Choose FrogTape®

Home Page
Wireframe

1. Highlighting our point of difference (PaintBlocker) on the home page with a description to drive users to the "Why Choose FrogTape" page.

2. High-level links to give the user the ability to choose which educational/ inspirational pathway is right for them.

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1

Why Choose FrogTape®

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Learn More

What Type of Painter Are You?

Let us know whether you're a diy'er or a contractor to learn more about which specific FrogTape® products to use for your projects, get pro painting tips, and more.

2

DIY'ERS

CONTRACTORS

Home Page
Wireframe

1. Bringing in testimonials to back up the product and point of difference with existing users' voice.

2. Highlighting design trends and ideas to give users an additional pathway into DIY content if they are looking for inspiration.

1

Testimonials

BEST TAPE TO CREATE CRISP LINES!

In painting our great room, kitchen, dining and hallway we have come to love what Frogtape can do in making our paint job PERFECT! Using this tape is a great way to get crisp lines where the ceiling meets the walls and for all our white painted trim!

★★★★★

Design Trends & Ideas

2

EMBRACE
Embrace all that is good in your life.

EXPLORE THIS TREND

LOOKING FOR OUR PRODUCTS?
Curabitur eget condimentum dolor. Proin eget orci nec lorem condimentum ullamcorper. Fusce pharetra augue.

WHERE TO BUY

JOIN OUR NEWSLETTER
Curabitur eget condimentum dolor. Proin eget orci nec lorem condimentum ullamcorper. Fusce pharetra augue.

Email Address

SUBMIT

Home Page
Wireframe

1. Global template links above footer to highlight our important CTA's of "Where to Buy" and "Newsletter Sign Up".

EMBRACE

Embrace all that is good in your life.

EXPLORE THIS TREND

(1)

LOOKING FOR OUR PRODUCTS?

Curabitur eget condimentum dolor. Proin eget orci nec lorem condimentum ullamcorper. Fusce pharetra augue.

WHERE TO BUY

JOIN OUR NEWSLETTER

Curabitur eget condimentum dolor. Proin eget orci nec lorem condimentum ullamcorper. Fusce pharetra augue.

Email Address

SUBMIT

FROGTAPE

NEWS & PRESS

CONTACT US

FOLLOW US

ABOUT US

NEWSLETTER SIGN-UP

NOT JUST

Beautiful.

But smart.

Compelling content in the right places,
starts with strategy and fuels the buyer journey.

Creative Strategy

How your brand emotionally connects its offerings and benefits to the distinct needs and expectations of your audience.

CLIENT

MARKET LESS.

KEY MESSAGE

MORE.

BRIEF STATEMENT

SUMMARY ELEVATOR STATEMENT. MUST FIT IN THIS BOX AT 10pt TYPE

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LEAP

MARKET LESS. MATTER MORE.

After research, our briefs are our single most important creative driver. They seek to uncover problems, not answers, and demand curious insights that steer smart solutions.

EFFICIENCY

FROGTAPE

Products ⌄   Why FrogTape®   DIY'ers ⌄   Contractors ⌄   **Where to Buy**

FrogTape®.
An edge above
the rest.

TRY IT NEAR YOU
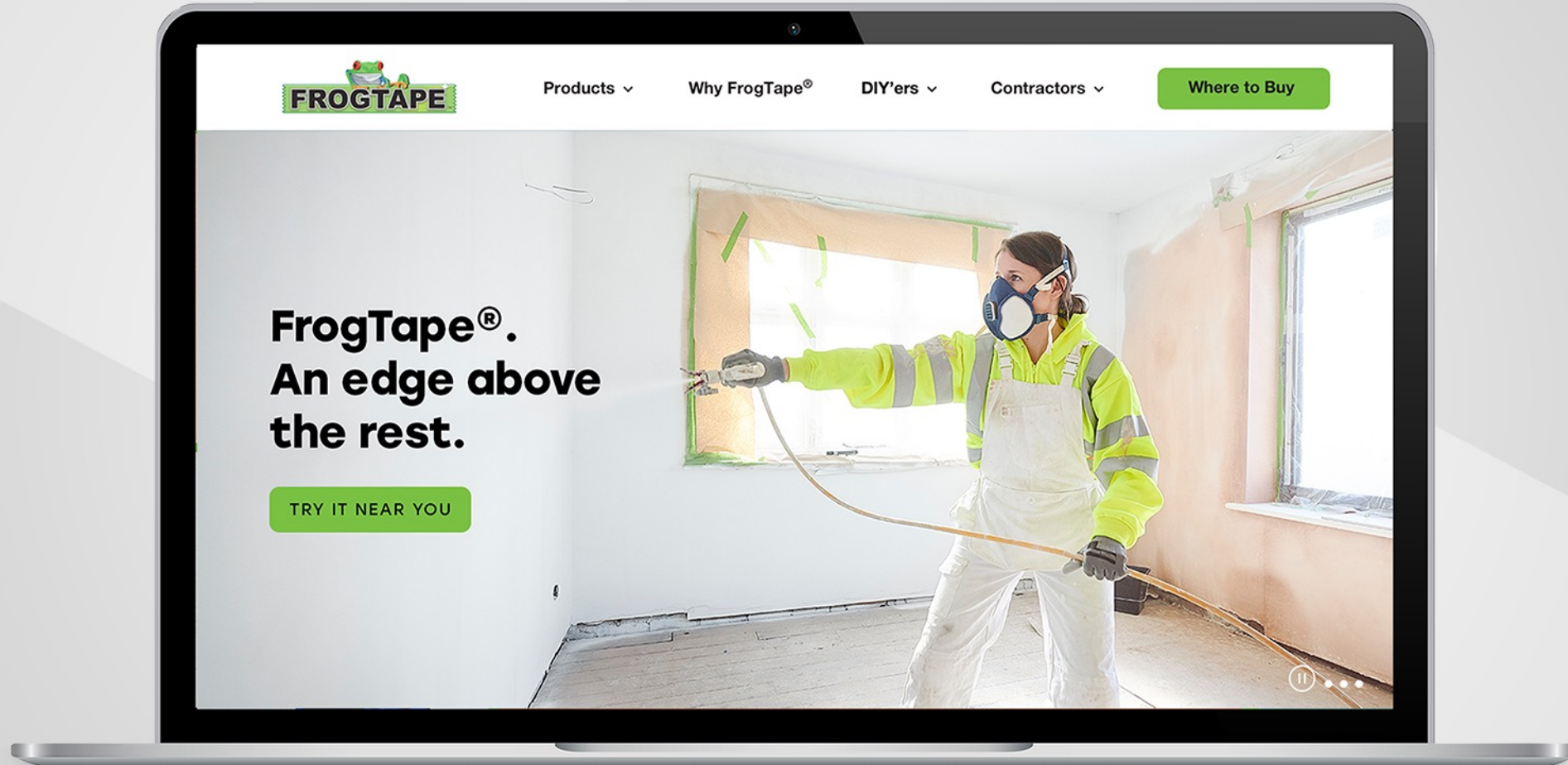
MARKET LESS. SAVE MONEY MORE.

LEAP GROUP
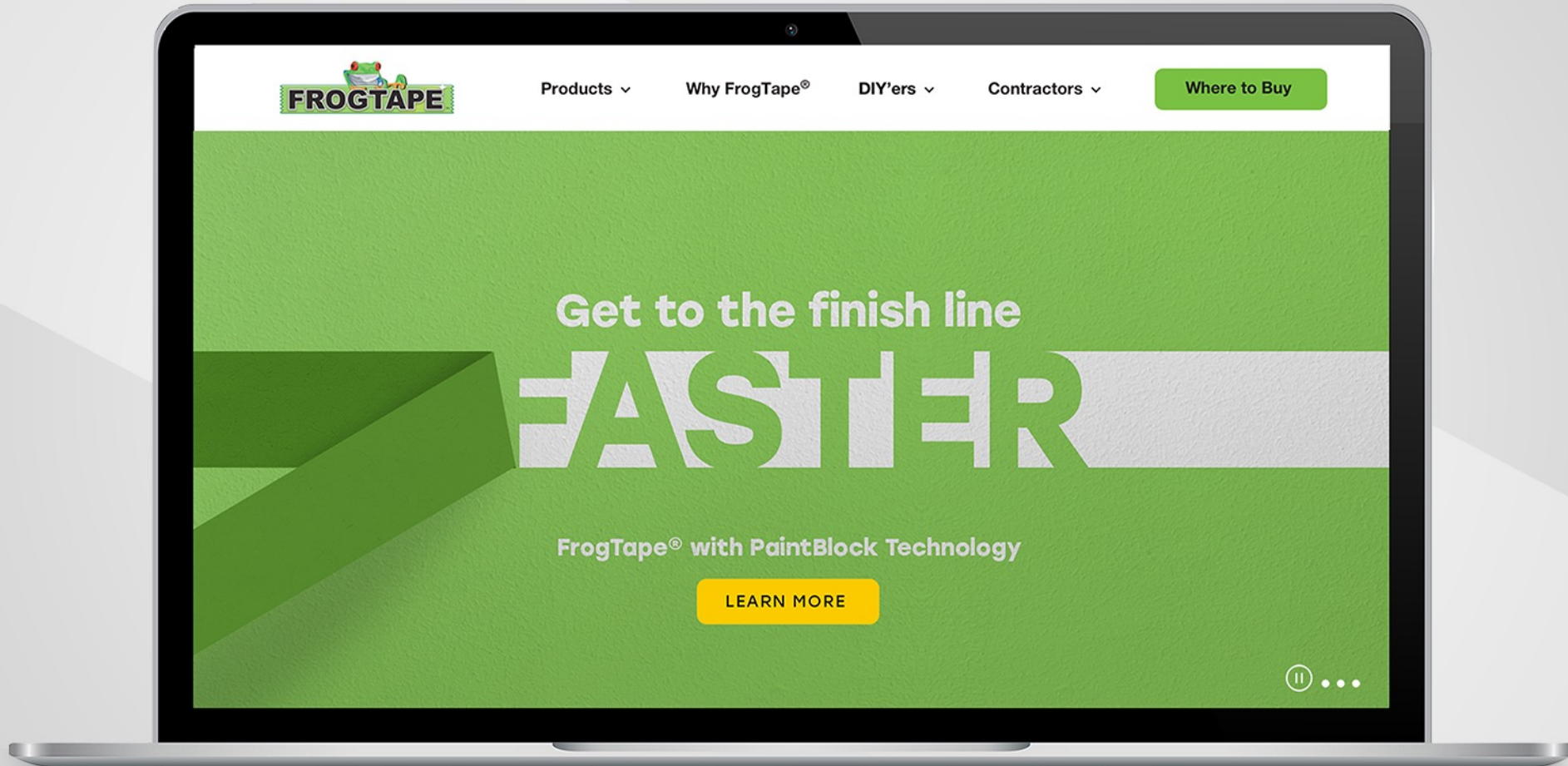
CREATIVITY
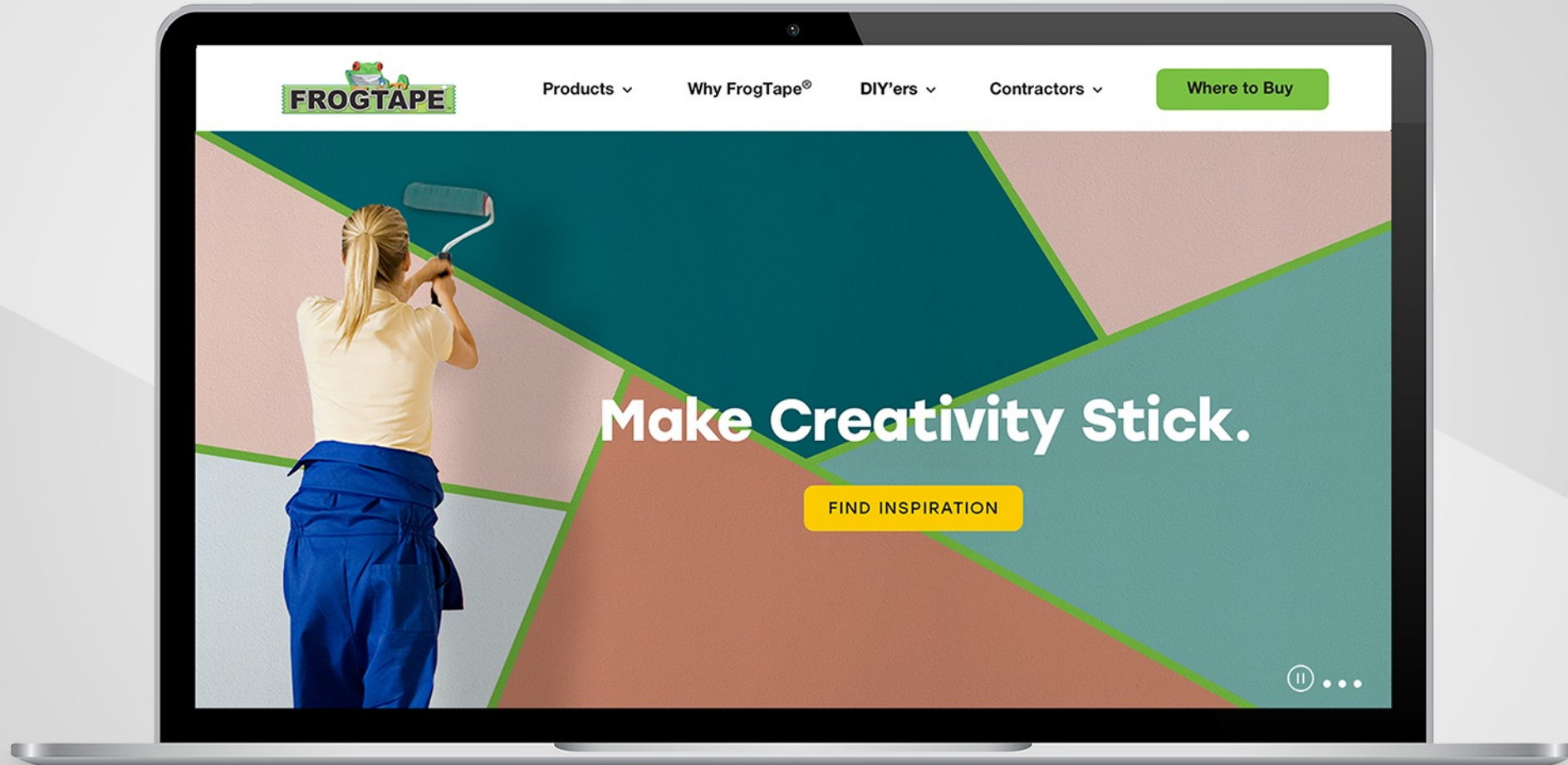
MARKET LESS. INSPIRE MORE.

LEAP GROUP

LEAP'S WEBSITE PROCESS

LEAP'S WEBSITE PROCESS

06 QUALITY ASSURANCE

01 RESEARCH + AUDIENCE UNDERSTANDING

02 STRATEGY + PLANNING

03 ARCHITECTURE + UX

04 DESIGN + CONTENT CREATION

05 DEVELOPMENT + INTEGRATIONS
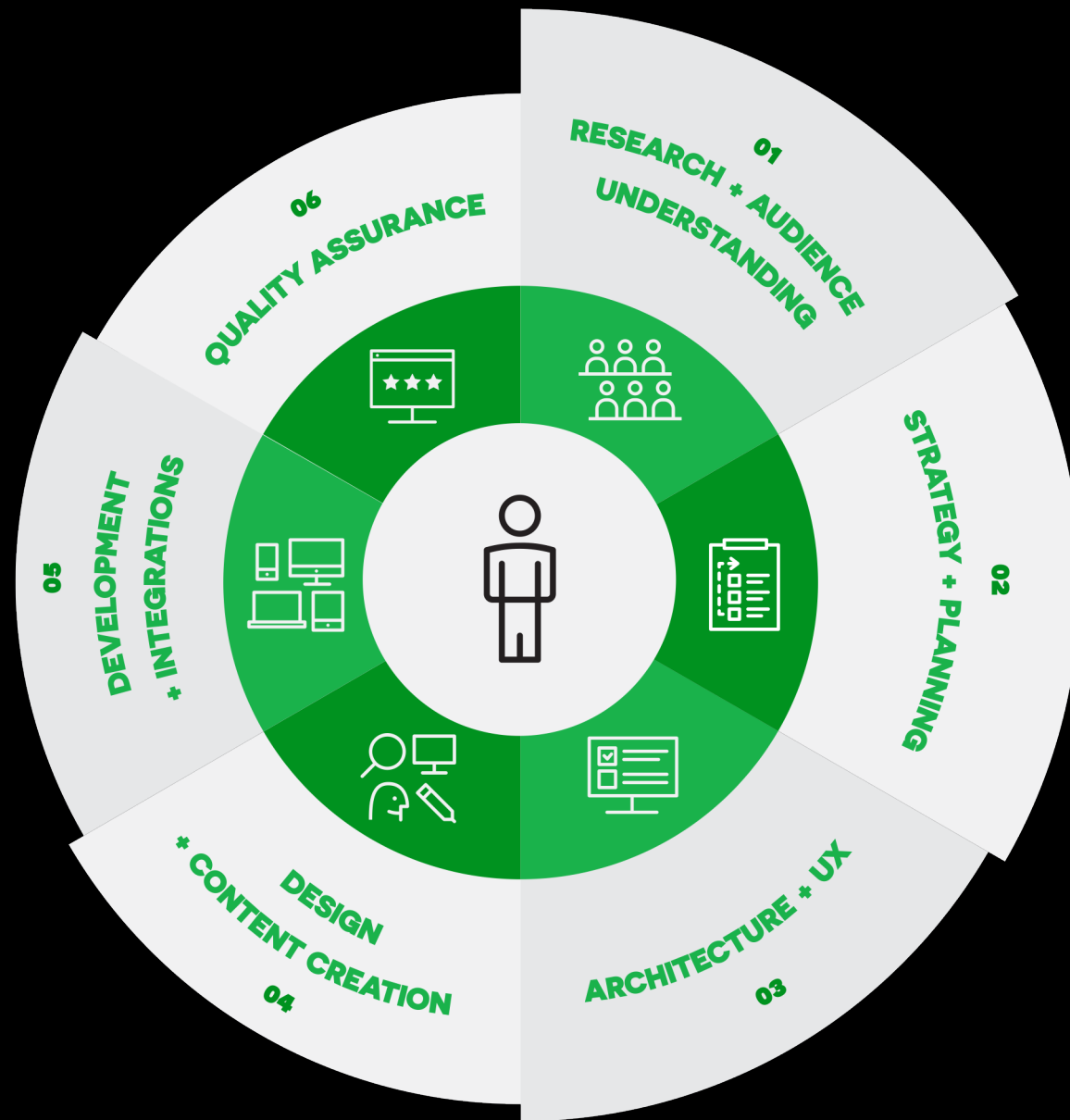
RESEARCH + AUDIENCE UNDERSTANDING

Our journey begins with the question "Who are you trying to connect with and what is important to them?" Discovering those answers allows your brand to achieve what we believe is the most powerful outcome of any digital program: Mattering more.

We start with stakeholder interviews and audience research to understand what matters to you and your customers. This can take the form of focus groups, 1:1s, and surveys.

Nothing is left to chance – the research, data and insights gathered during the discovery phase drive nearly everything moving forward, from creating personas and journey maps, crafting UX and designs, to writing content and calls to action…truly everything.

STRATEGY + PLANNING

In the strategy and planning phase, we use information gathered in phase one to create the overall website strategy. This includes some – or all – of the functional requirements outlined on this page, depending on your needs. This is a "living, breathing" document in that it will be referred to and updated throughout the project.

A full data exploration also occurs during this phase to help determine any gaps in data integration. This leads to the decision on what technologies will be implemented, such as the appropriate content management system (CMS) for your business needs.

SAMPLE BUSINESS REQUIREMENTS DOCUMENT
- Business Goals + Objectives
- Audience Personas + Insights
- Journey Maps
- Features + Functions to Be Incorporated Into the Project
- UX + UI Objectives
- Data Integrations
- SEO Goals + Supporting Tactics
- Primary Analytics + Tracking Objectives
- Brand Fundamentals
    - Communication / Messaging Objectives
    - Brand Differentiators
    - Visual + Design Objectives + Requirements
- Summary of Audits
    - Competitor Audit
    - Search Audit
    - Social Audit
    - Current Website Traffic Audit
    - Data Audit

03.

ARCHITECTURE + UX

The third phase builds upon the business requirements document with the addition of the full website taxonomy / sitemap. We build wireframes with the complete user experience at the forefront of our thinking, ensuring the user path ultimately delivers on your business objectives.

This phase also includes any content strategy or matrix creation needed for content personalization.

Here, we'll make decisions on how to fulfill on data architecture and any third-party integrations needed.

04.
DESIGN + CONTENT CREATION

The fourth phase of our website process is merging form with function.

In an age where people have less time and more distractions, a well-designed website contributes to a successful business and future growth. Design helps customers find what they're looking for quickly and efficiently. It holds their hand and guides them down a path, answering pertinent questions as they go. In the end, design makes doing business with you easy, enjoyable and repeatable.

When it comes to writing and content creation, we embrace our core belief of "market less, matter more." If you give your visitors the information and education they need, they'll see you as a helpful expert – not as a salesperson.

LEAP GROUP

05.

DEVELOPMENT + INTEGRATIONS

By the time we arrive at phase five in the website development process, we have the blueprint for the site. At this stage our development teams code, build APIs, test and repeat. Our technology and engineering teams understand both technology AND marketing. Because of that, we build the right roadmap for your business.

A major benefit of working with LEAP is that we don't outsource. Our developers consistently uphold the vision of the project working directly with designers, copywriters and SEO specialists.

Our technology and engineering teams are certified partners with over several major CMS and DXP platforms, so we know the benefits and loopholes that allow us to recommend the best solution for your project.

LEAP GROUP

QUALITY ASSURANCE

Once the code is clean, phase six begins. This phase is all about testing. Our teams put your site through the ringer, looking for every possible issue. Does it feel good? Does it look right? Is it loading fast enough? You get the idea. This is also the time when an analytics plan and a redirect plan (if necessary) are implemented. This process is commonly referred to as Alpha testing.

Successful Alpha testing relies on great communication between all teams: Design, Developers and Digital Performance. Because LEAP is dedicated to keeping our talent in-house and not outsourcing, we're able to uphold the integrity of the site, leaving nothing lost in translation.

LEAP GROUP

DEPLOYMENT PROCESS

Our deployment process follows best practices and ensures seamless, bug-free deployments.

1

Develop in Separate Branches

Each feature or modification to be deployed is implemented in a separate branch in source control.

2

Create a Pull Request

A "pull request" that shows the differences between the code in each branch and currently deployed code is created and is peer-reviewed by one or more developers.

3

Build & Deploy Codebase

Code, including CSS and JavaScript, is built and deployed (using automated tools such as Azure DevOps, AppVeyor, Bamboo/Octopus, etc.) to a standby app service slot or virtual machine.

4

Warm Up the Servers

Standby app service or virtual machine is warmed up.

5

UAT Smoke Test

Changes are tested on the standby app service slot or virtual machine by both development team and client.

6

Swap to Production

When changes pass QA and UAT, the standby app service or virtual machine is swapped to replace the currently live app service or virtual machine, creating a seamless experience for visitors.

LEAP GROUP

WORKING TOGETHER

Here are the tools we use to deliver world-class websites:

Project Management

workfront

UX & Design

slickplan   Sketch

Development

ZEPLIN   Azure DevOps
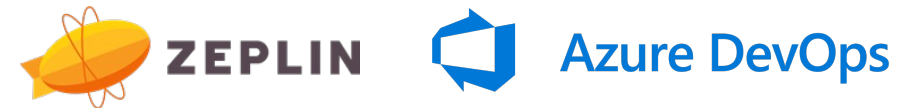
PROJECT TECH STACK

LEAP ANALYTICS

MEASUREMENT

LEAP's full funnel approach to marketing is represented in our reporting as well – synthesizing data collected from multi-touch attribution modeling, enhanced tracking, on-site and off-site behavior into a clear story with real-time optimization recommendations and budget pacing insights.

We work closely with clients to determine how to evaluate ROI to ensure we stay focused on primary business objectives as the work develops. ROI summits will be held with key stakeholders to fully understand objectives, align planned activities to those priorities and create KPIs that measure progress.
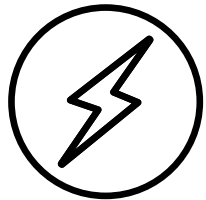
Optimize Landing
Pages + Widgets

Hold Website/Workflows
Accountable

Continually Measure
Marketing Efficacy

Marketing Data and
Analytics Reports

LEAP HAS A WELL-DEFINED PROCESS FOR MEASURING NEW VS. OLD.

BENCHMARKING FOR SUCCESS

Our path to measuring success of a website redesign is paved well before the new site launches. Early in the discovery process, we begin with a comprehensive review of the quality of your existing data, channel attribution, key conversion points and implementation of tracking code – identifying areas for improvement and actionable recommendations to increase website ROI. From there, LEAP implements heatmapping and scroll tracking to the homepage and key interior pages to visually uncover page-level opportunities by session-level dimensions such as traffic source, user type, device type, etc., and any gaps/pain points in user experience. All the findings from the analytics audit, heatmapping and scroll tracking are communicated to our designers and UX specialists to ensure that your website is redesigned with your users' site behavior in mind.

Once the new website is launched, LEAP creates a custom benchmark report to closely monitor the following:

- Conversion Rate.
- Traffic and Engagement Metrics.
- Bounce Rate and Page Load Speed.
- Content Grouping.
- Sales Funnel.

LEAP GROUP

TAKE YOUR CMS TO THE NEXT LEVEL

TRACK TOUCHPOINTS. MEASURE LIFT.

LEAP profiles and understands your audience and the customer journey to create impactful personalized content to achieve your desired business outcomes. Sitefinity Insight integrates web site tracking across all data sources, providing data-driven insights which suggest how to optimize the end-to-end customer experience, driving both short-term and long-term business and marketing goals.
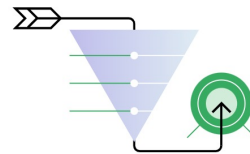
Conversion optimization
Track and measure attribution of touchpoints. Identify touchpoints with highest impact on conversions. Define campaigns to increase conversion rates.
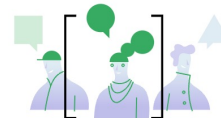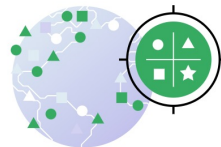
Personalization
Deliver tailored experiences to visitors, both anonymous and existing customers. Get insights on personalized versions by segment and conversion.
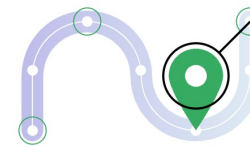
A/B testing
Experiment with page variations to validate content or design changes. Set up goals and measure completion rates.

Audience segmentation
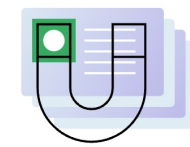Define user segments based on behavioral, demographic, and personal characteristics. Target segments with relevant content in the right context.

Journey analysis
Analyze user journey data and identify patterns and opportunities to optimize conversions.

Lead capture
Capture user data, generate leads and enrich profiles by using Sitefinity CMS forms and Insight.

LEAP GROUP

UNDERSTAND CUSTOMER BEHAVIOR IN REAL TIME.

LEAP ANALYTICS

The measurement strategy provides the framework for all future reporting activity, defining the client business objectives, communication objectives, key performance metrics and reporting schedule. The business objective sits at the forefront of all reporting activity, with measurement centered on micro and macro-conversions that can be equated to business success.

The LEAP Marketing Team is certified in Google Analytics and creates custom real-time dashboards for each client in various platforms including Adobe Omniture, NinjaCat, and Tableau.

LEAP reports metrics on a weekly basis, KPIs and analysis monthly, and a deep-dive approach on quarterly reviews.

LEAP GROUP

POST-LAUNCH PROMISE

CONGRATULATIONS!

Your new site is live and looking great! Naturally, there are things that will need to be tweaked, especially in beginning. That's why we offer these special terms after your site launches. We want you to be more than just happy, we want you to be delighted.

HIGH-PERFORMANCE LAUNCH. GUARANTEED.

NO BUGS OR FUNCTIONALITY ERRORS.

Did any bugs slip through the cracks during Alpha and Beta testing? No worries! We'll make those corrections for a full year at no charge whatsoever.

YOU'RE READY TO GO FOR SEO.

When LEAP creates a site, it's search ready. At launch, we guarantee SEO readiness as determined by WooRank or a similar industry-standard SEO tool. If the score falls short, we'll correct it at no charge whatsoever.

YOUR NEW SITE WILL BE ADA COMPLIANT.

Upon launch of your site, we'll conduct a scan to ensure it meets WCAG Level AA requirements. If anything needs updating, LEAP will make any corrections at no charge whatsoever.

LEAP GROUP

FLEXIBILITY AND UPDATES. GUARANTEED.
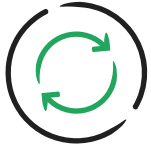
SITE UPDATES...BECAUSE BUSINESS CHANGES QUICKLY.

Things can change from the time you plan your site to the time you launch it. Hire a new member of senior leadership? Got a new product or service? LEAP offers the first 100 hours of any site updates at a 50% discount.

LICENSED SOFTWARE UPDATES? WE GOT YOU!

If any third-party software, widget, app, CMS, etc. gets updated during the first year of your site launch, we'll give you the first 50 hours to make the updates at no charge whatsoever.

CMS TRAINING SO YOU CAN MANAGE AND UPDATE YOUR SITE.

We know you'll want to take the wheel, so we'll provide up to four CMS training sessions (two hours each) at no charge whatsoever.

LEAP GROUP

LAUNCH STRONG, STAY STRONG. GUARANTEED.

MONTHLY ANALYTICS + RECOMMENDATIONS FOR MAXIMUM OPTIMIZATION.

What's working as planned and what could be better? We'll let you know and offer recommendations for six months at no charge whatsoever.

MONTHLY TECHNICAL AND SECURITY REPORTING FOR A SAFE ENVIRONMENT.

We want your website, data and customers safe and sound. That's why we provide monthly security, efficiency and technical reporting and improvement recommendations for six months after launch at no charge whatsoever.

LAUNCH STRONG, STAY STRONG. GUARANTEED.

MONTHLY ANALYTICS + RECOMMENDATIONS FOR MAXIMUM OPTIMIZATION.

What's working as planned and what could be better? We'll let you know and offer recommendations for six months at no charge whatsoever.

MONTHLY TECHNICAL AND SECURITY REPORTING FOR A SAFE ENVIRONMENT.

We want your website, data and customers safe and sound. So we provide monthly security, efficiency and technical reporting and improvement recommendations for six months after launch at no charge whatsoever.

FREE RECOMMENDATION IMPLEMENTATION.

Want to implement any of our recommendations from our monthly monitoring and analyses? We'll complete the first 50 hours of work at no charge whatsoever.
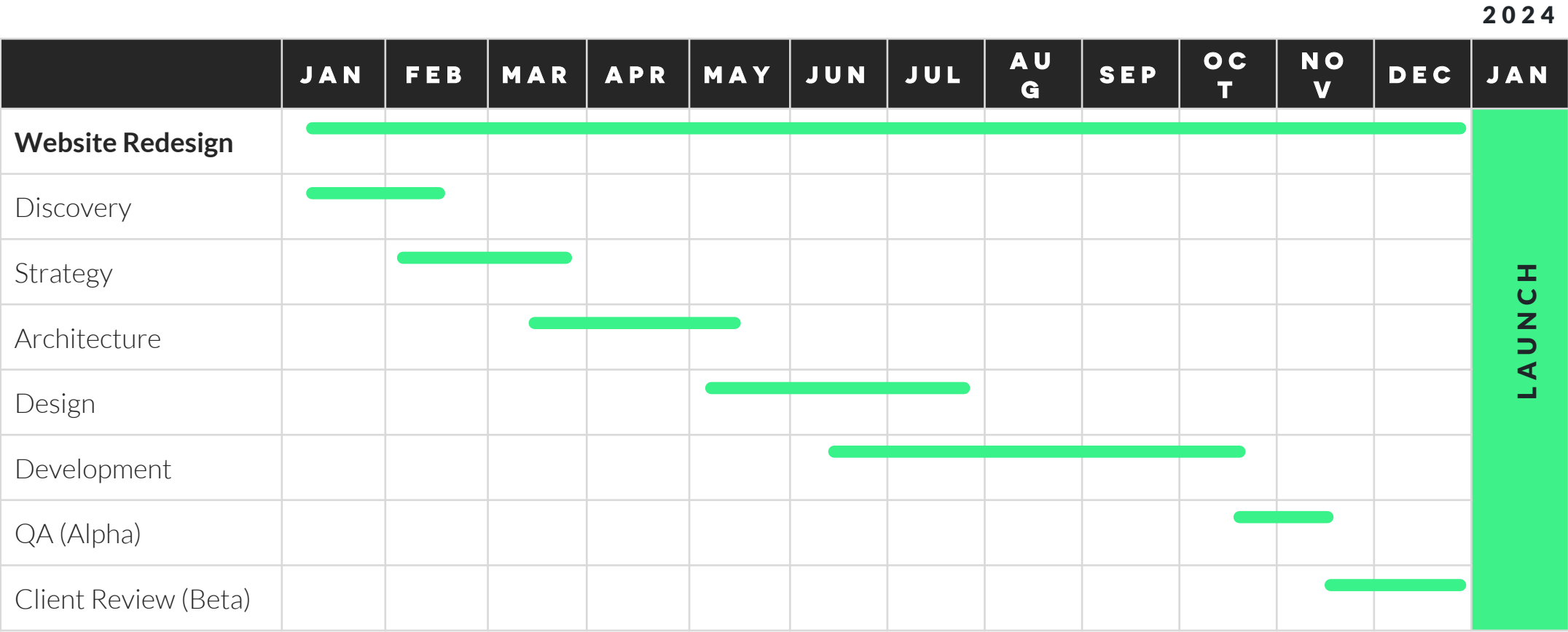
MONTHLY ADA SCANS TO ENSURE ONGOING COMPLIANCE.

Your website was compliant at launch, and we'll help it stay that way. We scan your entire site to make sure everything is still up to ADA standards. If we find an issue, we'll make recommendations on how to address it. We do this for six months at no charge whatsoever.

LEAP GROUP

ESTIMATED TIMELINE

ESTIMATED HIGH-LEVEL PROJECT TIMELINE – 12 months

2024

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN
Website Redesign	████	████	████	████	████	████	████	████	████	████	████	████	LAUNCH
Discovery	████	████											
Strategy		████	████										
Architecture			████	████									
Design					████	████	████						
Development						████	████	████	████	████			
QA (Alpha)										████			
Client Review (Beta)											████	████	

LEAP GROUP

TEAM REFERENCES

MIKE BALZ

Kindred Healthcare
Director, Web Marketing
mike.balz@kindred.com

502-596-7624
680 S. Fourth St.
Louisville, Ky 40202

Tenure: 11 years
Services: Website
development, hosting, CMS,
analytics, maintenance

MARK HENNIS

INDCO
President
mhennis@indco.com

800-942-4383
4040 Earnings Way
New Albany, IN 47150

Tenure: 10 years
Services: Website development,
hosting, CMS, e-Commerce,
analytics, maintenance

STEVE ROTH

Third Federal Savings and Loan
Senior Vice President of Marketing
steve.roth@thirdfederal.com

800-844-7333
7007 Broadway Avenue
Cleveland. OH 44105

Tenure: 9 years
Services: Website
development, hosting, CMS
analytics, maintenance

LEAP GROUP

THANK YOU

FOR

CONSIDERING US