



SPARK ✨ IMAGINATION

KNOODLE CAPABILITIES

knoodle.com



20
25

We specialize in all facets of marketing

Knoodle is a people-first agency, from its employees to the communities we serve. We are a family – a family of dedicated professionals and purpose-driven clients. We pride ourselves in long term relationships.

We are women-owned, embrace diversity, and consider ourselves disruptors in our field. We approach marketing with a pragmatic and human-centric focus. It always comes back to the people first. What is the story and why does it matter? And how do we prove it?

We share our profits with our team once goals are met. We are collaborative in how we work with each other and our clients. We love challenges and opportunities that make a difference in the world. We are on point, on time and on budget. Our values are reflective of that – transparency, harmony, and joy.

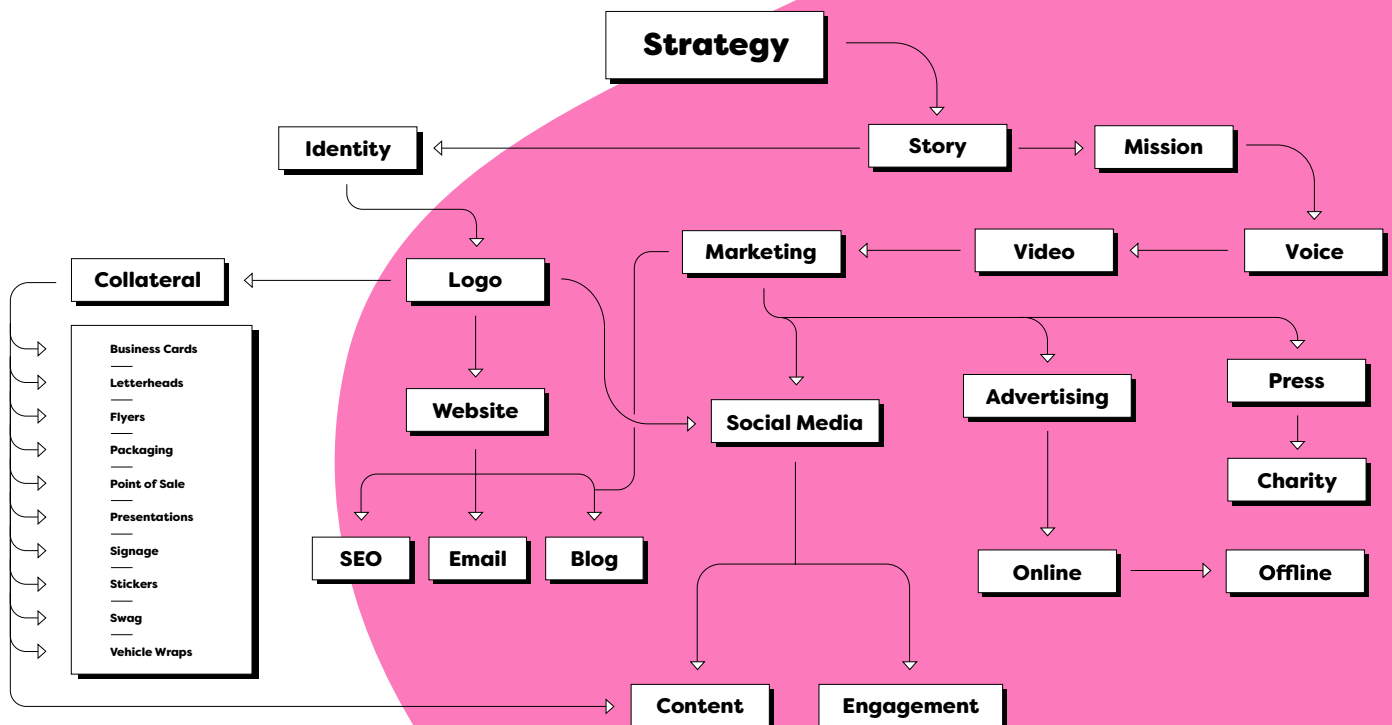
Knoodle is a strong, agile agency with top industry talent and limitless creativity. We were founded in 1999, with one client, Fulton Homes and they remain a client today. All work is done in house in order to control all the variables and stay true to our commitments. We recently acquired a film and video production company to create more synergy for our clients and deliver faster results.

Our Capabilities Include

- **Strategy**
- **Branding**
- **Positioning**
- **Video**
- **Animation**
- **Collateral Design**
- **Package Design**
- **Websites**
- **UI/UX**
- **SEO**
- **Paid Search**
- **Public Relations**
- **Content**
- **Media Relations**
- **Social Media**
- **Reputation Management**

Knoodle's Team is all In-House

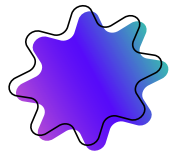
- A Creative Team
- A Production Company
- A Content Team
- Social Media Expertise
- Cause Marketing & Media Buying Capabilities
- A Digital Team



A Look at the Knoodle Process

GETTING TO GREAT WORK

Process Makes Perfect



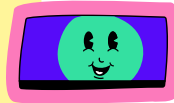
Discovery

We learn your goals, your why, how you source your revenue, where you want to be in six, twelve and eighteen months. We also dig deep into how you define success within these time periods.



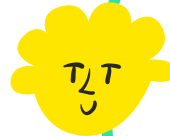
Brand Spark

We develop your market position, your "insight" or the reason your consumers or clients would choose you over your competitors. This is a three to six week process that includes extensive research, focus groups, data on your brand, the consumer, competitive arena, and the culture that surrounds it. We interpret the data, evaluate it and create insights. Insights are basic, indisputable truths, that haven't been tested in the client's competitive arena and can be used to catapult a brand into profitability.



Recommendations

The brand spark gives us a strategic rendering of the brand. The recommendations are the road map that gets you to your goals. We dig deep into our bag of tricks. We do so many things in-house: branding, creative, video, cinematography, editing, public relations, content, social media, digital strategy, SEO, email campaigns, digital display, paid search and media buying.



Scope, Scheduling, & Timetables

We collaborate with you to create the plan and lay it out for you clearly with deliverables, investments and timetables. We line out expectations, metrics and key performance indicators.



Strategy Never Sleeps

We are constantly fine tuning, and adjusting strategy to market conditions, your business needs and changes in your industry.



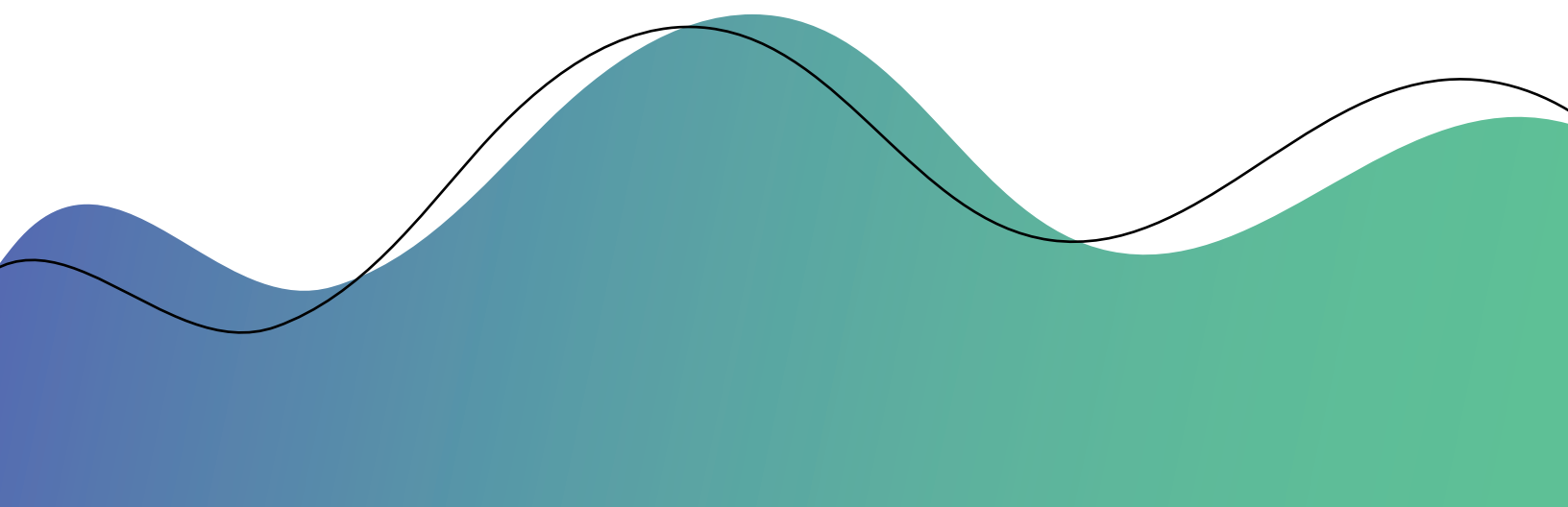
Communication & Collaboration

We develop a regular meeting schedule for continuous communication and adjustments either in person or virtually.



One Point of Contact

You will have one person that will be your dedicated strategist and account manager. In addition, you will have access to the department heads of every discipline: Creative, Public Relations, Film & Production, Digital, and Media.



KNOODLE SOLUTIONS **TO**

Client Challenges

FULTON
HOMES

Homebuilding

Fulton Homes was founded in 1976 by Ira Fulton. When Knoodle began working with then marketing director Doug Fulton (who is now CEO) in 1999, Fulton Homes was relatively an unknown East Valley homebuilder in the Phoenix area, selling a small quantity of homes with a handful of communities each year.

GOALS

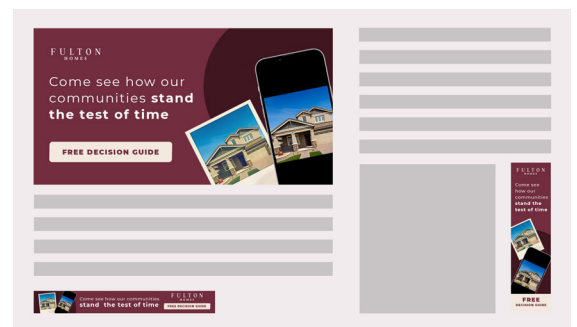
Fulton Homes had greater aspirations. As the young marketing director wanted to make his mark, he wanted to go Valley wide and build a recognizable brand that would center around family, community and a company with purpose.

STRATEGIES ⚡

- **Craft a consistent marketing campaign that added to their newspaper only media and elevated awareness with radio, TV, and outdoor.**
- **Develop creative that spoke to the times and became recognizable for its emphasis on not the homes itself, but the communities and the families that became raving fans of the brand.**
- **Target appointment TV programming like the Super Bowl, Academy Awards, playoff games and other prime opportunities on a regular basis for high reach of the market.**
- **Create title opportunities for over 250 cause marketing campaigns in the areas that their homebuyers care most about: education, water safety, patriotism/veteran programs, pet safety, and first responders' recognition.**
- **Generate exposure and credibility with a regular public relations and social media effort.**

RESULTS

- **Fulton Homes is one of the top privately homebuilders in the country and listed in the top ten homebuilders in Arizona.**
- **Fulton Homes builds over 1,200 homes per year and the most recognizable brands in the industry.**
- **Fulton Homes sells to generations of homebuilders and develops all of their own master planned communities.**
- **Knoodle reduced Fulton Homes' digital ad cost per click to 1/10th the industry average for homebuilders through aggressive A/B Testing.**
- **Knoodle's scientific approach to continually improving ad performance enabled Fulton Homes' digital ads get 4x the number of clicks as the industry average, getting more clicks for lower cost, and generating 10x more leads.**



KNOODLE SOLUTIONS **TO**

Client Challenges



Non-Profit

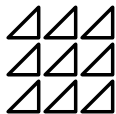
United Cerebral Palsy of Central Arizona has a seventy-year history in the disability community and yet, many people do not know exactly who the organization serves or what diagnoses other than cerebral palsy they treat.

GOALS

Create a campaign focused on stronger brand recognition to increase donations and communicate the numerous diagnosis they serve.

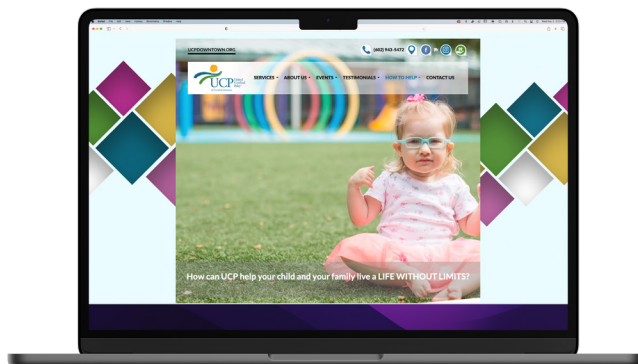
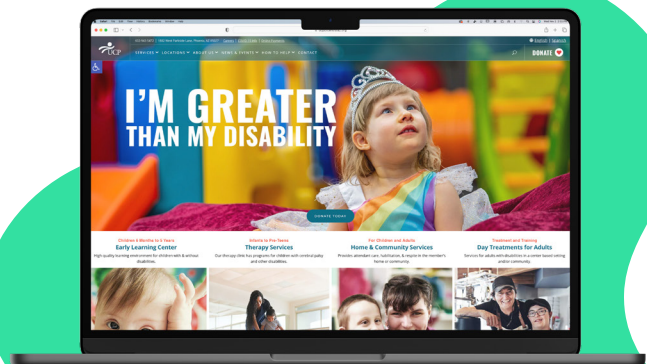
CHALLENGES

- Crowded Market
- Post-Pandemic Economy
- New Donor Market
- Brand Recognition



STRATEGIES ⚡

- Craft new messaging that targets donor market.
- Educate potential donors on what UCP does.
- Create a campaign around the tagline "Possibilities realized".
- Create a brand-new website.
- Design a digital dashboard to view analytics in real-time.
- Improve UCP name recognition through a creative outdoor and digital campaign.

**OLD****NEW**



OUTDOOR



RESULTS

79%

Increase in Individual Donations

2x

Website Traffic

266%

Spanish Speaking Website
Visitors Increase

88.7%

Facebook page reach Increase
(185,914 Followers)

2x

Accessibility Scores Doubled



KNOODLE SOLUTIONS **TO**

Client Challenges



55+ Senior Living Communities

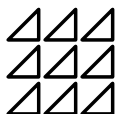
With a solid reputation as an innovative, quality-driven industry leader, for more than two decades Cal-Am Properties manages communities and Resorts in Arizona, California, Florida, Minnesota, Nevada, Ohio, Oregon, and Washington. Cal-Am Resorts features snowbird destinations for 55+ adults who want to stay active and build new relationships. For this dynamic company, it's always been about creating unparalleled experiences for both residents and guests.

GOALS

Raise awareness of the Cal-Am brand as they begin to expand.

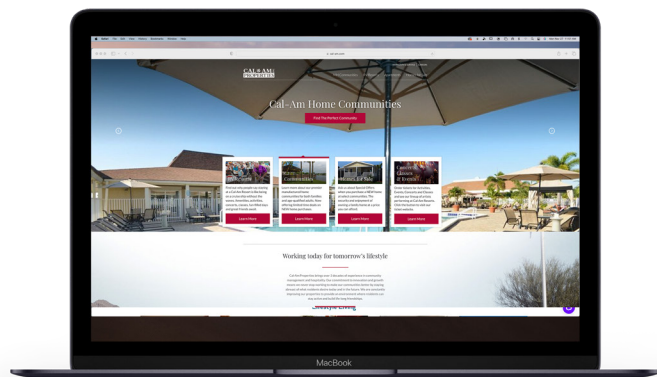
CHALLENGES

- Crowded Market
- Attract Out-of-State Markets
- Brand Recognition
- Introduce new "Discovery" Program

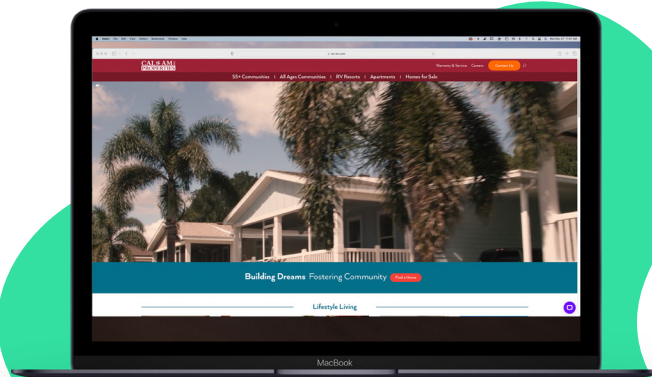


STRATEGIES ⚡

- Conduct research and gathered stakeholder insights.
- Produce video content that painted the picture of what living at Cal-Am would be like.
- A/B split test messaging
- Design a digital dashboard to view analytics in real-time.
- Design and build a conversion-optimized website



OLD



NEW



Flyers



Photography

RESULTS

55%

Increase in Organic Search

346%

Increased Traffic to Website

3.5x

Improved Conversions

3x

Decreased Cost Per Lead

4,711

Digital Inquiries Generated

453,615

New Users since 2020



AARP Magazine Ad





OUR EXPERIENCE

Senior Living

- Encore Communities
 - + Laurel Cove
 - + Country Meadows
 - + Clearbrook Inn
 - + Northwoods Lodge
 - + The Ridge
- Santé Health
- Grande Vita
- Dolce Vita
- Montesa

Non-Profits

- Arizona Burn Foundation
- Arizona Hemophilia Association
- Arizona Kidney Foundation
- Better Business Bureau
- Boys Hope Girls Hope
- Care Fund
- Honoring America's Veterans
- Nature Conservancy
- National Association of Women Business Owners
- Native American Connections
- Nature Conservancy
- Phoenix Children's Hospital
- St. Mary's Food Bank
- United Cerebral Palsy of Central Arizona
- United Food Bank



OUR EXPERIENCE

Homebuilders

- Fulton Homes
- Architerra Homes
- Empire Communities
- Cornerstone Communities
- Empire Group
- Timber Sky
- Encore Communities
- Grande Vita
- Dolce vita
- Montesa

Commercial Real Estate

- RED Development
- W.M. Grace
- Evergreen Development
- Urman Enterprises
- UTAZ Commercial
- El Pedregal

Homebuilder and Real Estate Related Businesses

- Plant Solutions
- Chas Roberts HVAC & Plumbing
- VW Digg
- Efficient Attic Systems
- Fulton Homes Design Center
- Eppix Interiors



OUR EXPERIENCE

Home Related Businesses

- Before & After Plumbing
- American Roofing & Waterproofing
- Shasta Pools
- Granite Transformation
- Midwest Disposal
- Janiking
- Etnico

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- Before & After Plumbing
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Hospitality

- Hilton Sedona
- Hilton Squaw Peak
- The Boulders
- The Saguaro

Retail

- Citrine
- Cow Creek Apparel
- Cupcheck
- Foojin
- Queen Creek Olive Mill
- Red, White & Chew
- Torden Brands
- TruInfusion



OUR EXPERIENCE

Restaurant

- Bill Johnson's Big Apple
- Cheba Hut
- Collins Irish Pub
- Distrito
- El Cajon Brewery
- El Sol Foods
- Flancers
- Modern Margarita
- Raising Canes
- Schreiners Sausage
- Shamrock Foods

Technology

- Bushtex
- BusyKid
- DLZP Group
- MJS Designs
- MoxyDox
- Oppty Unlimited

Health Care

- Alanté Health
- Aleca Home Health & Hospice
- Alumus
- Cain Health
- Encore Communities
- HealthX
- IPC Well
- Phoenix Children's Hospital
- Remus Repta, MD
- Santé
- Stem Cell Pros



OUR EXPERIENCE

Automotive/Aviation

- Arrowhead Honda
- Arrowhead VW
- Express Auto
- Knight Transportation
- Total Aviation

Utilities

- Central Arizona Project (CAP)

Legal

- Lloyd Law Group
- Petersen Johnson
- Schiffman Law Office

Financial

- Arizona Financial Credit Union
- Busy Kid
- Cain Financial
- First Credit Union
- Touchstone Wealth
- Pacific Western Bank

FAQs

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What Makes Knoodle Different?

They are fully staffed with very little turnover, work in-office together and really like what they do. They can control the quality of what they deliver since the work is done in-house with one point of contact.

What Kind of Marketing Efforts Do You Provide?

Strategy, branding, videography, editing, TV spots, radio, websites, email marketing, SEO, content, public relations, publicity, social media, media planning and media buying. In short, Knoodle can do a full campaign using a combination of services that best fit the client needs or a project in any of these areas.

Do You Specialize in Certain Categories of Business?

Knoodle specializes in marketing, and marketing campaigns, in particular, that meet client objectives.

Knoodle has extensive experience in these categories:

Senior Living

Encore Communities, Sante' Health,
Grande Vita, Dolce Vita, Montesa

Healthcare

Aleca, IPC Well, Cain Health, Alante,
Dr Remus Repta, Cardon Health, Stem
Cell Pro, Dr. Jay Schwartz, MediServe

Baby Boomer Travel
& Lifestyle

CAL-AM, Neighborhood Comedy Theater,
Scottsdale Rodeo, Fountain Hills Festivals,
Arizona Salsa Festival, Fort McDowell
Adventures, Lantern Festival, Saguaro
Hotel, Sedona Hilton

Homebuilding
& Multifamily

Fulton Homes, Architerra, Robson Communities, Alexander Homes, Chaffey Homes, Empire Homes, Cornerstone Homes, District @ Biltmore, Citrine, Empire Group, Presidential Pools, Shasta Pools, VW Digg, Timber Sky, Midwest Disposal, Granite Transformations

Commercial Building

Red Development, WM Grace, Evergreen, Urman, Plant Solutions, UTAZ Commercial, El Pedregal, JaniKing

Roofing Companies

American Roofing & Waterproofing, Efficient Attic Systems

HVAC/Plumbing

Chas Roberts A/C & Heating, Before & After

Food

Shamrock Foods, Bill Johnson's Big Apple, Flancers, Cheba Hut, Dine4AZ, Harrah's Ak Chin, Distrito

Non-Profits

United Cerebral Palsy, National Association of Women Business Owners, Heroes to Heroes, Arizona Kidney Foundation, United Food Bank, A New Leaf, Arizona Hemophilia Association, Pappas Foundation, Family Promise, BBB, AZ Burn Foundation, Cannabis Chamber, Nature Conservancy

International

Etnico Trade Co.

Retail	Prestige Cleaners, El Sol Salsa, Wash Club, Tru Infusion, Torden, Queen Creek Olive Mill, Full Life, Got Vape, CupCheck, CASA, Chinery Palmer Jeweler
B2B	PMO Squad, Bushtex
Schools	Arizona Culinary Institute, Penrose Academy, Gilbert Christian Academy
Personal Services	Petersen Johnson, Schiffman Law, MJS Designs, Lloyd Law, Homie, Foojin, DLZP, 401k Advisors, DFG Financial, AZ Federal Credit, TTR Business Consulting
Media	Desert Valley Media Group, CBS Radio, The Edge
Utility	C.A.P. -Central Arizona Project