



**COLLABORATIVE  
CONCEPTS**

# FRUSTRATED WITH MARKETERS THAT DON'T UNDERSTAND WHAT YOU OFFER ?

WE ARE TECHNICAL MARKETING  
SPECIALISTS & COME WITH AN  
EXTENSIVE REFERRAL DATABASE AND  
NETWORK.

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- CONSTRUCTION
- ENGINEERING
- FABRICATION
- INDUSTRIAL
- LOGISTICS
- MANUFACTURING

- SAFETY PROTOCOLS
- PROTECT PROPRIETARY INFO
- ECOMMERCE
- DISTRIBUTION





OUR CLIENTS GET **A PARTNER...**  
NOT A VENDOR.

Not just a marketer—I'm a 4x business owner, real estate investor, and **former construction business owner 2x**. That experience means I get it. Profit margins, P&L, hiring struggles, and sales cycles. My team looks at your business holistically, ensuring your marketing aligns with real sales growth goals.

Lalena "Lily" Kotasek  
Founder & Fractional CMO

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[lily@collaborativeconcepts.net](mailto:lily@collaborativeconcepts.net)  
(936) 249-6443



JUST SOME OF THE BRANDS WE HAVE SERVED





## OUR SERVICES



## FRACTIONAL CMO

Need C Level Marketing Expertise AT A FRACTION OF THE COST? We can help



## DIGITAL MARKETING

Web Design, SEO, AIO, PPC...E-I-E-O?...we make marketing make sense for you & YOUR business



## ECOMMERCE

Published, expert level, eCommerce services that lead to your online store growth



## WEBSITE DESIGN

Your website should work as hard as you do. We make sure it does



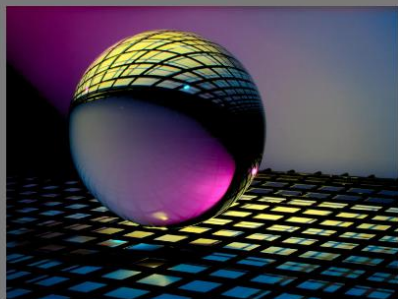
## DIGITAL ADVERTISING

**Google Ads. Meta Ads. Strategic Growth.** Paid Media Advertising That Converts



## SEO

Search Engine Optimization so you get found and found above or in the AI chat bots



## AIO

Another confusing marketing acronym? We break them down into understandable terms



## EMAIL AND TEXT MARKETING

Getting your business in front of the customer where everyone lives with strategic email and text campaigns



## SOCIAL MEDIA MARKETING

Authentic and genuine social media marketing content that truly reflects your offerings in a strategic way



## PHOTOGRAPHY



## DRONE PHOTOGRAPHY &amp; VIDEOGRAPHY



## VIDEO PRODUCTION



### PUBLIC RELATIONS

Press Release & Public Relations Management Services



### PROMOTIONAL ITEMS

Branded Promo Items to Trade Show Booth Displays & Signage



### CRM IMPLEMENTATION & OPTIMIZATION

Customer Retention Management System Implementation & Optimization

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FOOD & ENTERTAINMENT OCTOBER 28, 2025

# Houston's Most Inspiring Stories




LOCAL STORIES






SHARE

TWEET

PIN




HIDDEN GEMS: LOCAL BUSINESSES & CREATIVES YOU SHOULD KNOW




Every neighborhood in Houston has its own vibe, style, culture and history, but what consistently amazes us is not what differentiates the various neighborhoods but rather what they all have in common. From the Fourth Ward to Sugar Land (and everywhere in between) we've been blown away by how many creative and talented people call Houston home. Check out some of the inspiring stories we've discovered throughout the city.


POPULAR




HOUSTON'S MOST INSPIRING STORIES




HIDDEN GEMS: LOCAL BUSINESSES & CREATIVES YOU SHOULD KNOW



HIGHLIGHTING LOCAL GEMS



PORTRAITS OF HOUSTON



LOCAL STORIES OCTOBER 28, 2025

## Inspiring Conversations with Lalena Kotasek of Collaborative Concepts Marketing LLC



LOCAL STORIES

SHARE

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POPULAR



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HIDDEN GEMS: LOCAL BUSINESSES & CREATIVES YOU SHOULD KNOW



HIGHLIGHTING LOCAL GEMS



PORTRAITS OF HOUSTON



READ MORE

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# PUBLISHED IN EXPERT PANEL INTERVIEWS



## E-Customer Service: If You Build It, Will They Come?

IMARK member executives share their perspectives on how to best market your company's e-commerce capabilities—intently and externally.  
Summer 2020 | FEATURE | Susan Bloom



Given the fact that there are more than 1.2 billion people in the world, it's estimated 2.2 billion by 2020—some 26% of the world's population will be living in urban areas.

SUMMER 2020 | LATEST ISSUE | ARCHIVE

## E-COMMERCE MOVES TO THE FOREFRONT

*E-commerce professionals credit flexibility, robust self-service options and strong customer relationships with helping them to weather the COVID-19 crisis*

SUMMER 2020 | FEATURE | SUSAN BLOOM

### OUR EXPERT PANEL:

Kevin Kalish	Lalena Kotasek	Scott Lepsky	Mike Raygor
director of customer technology, Sunrise Electric Supply	manager, e-commerce marketing and IT, Blazer Electric Supply	marketing manager, F.D. Lawrence Electric Co.	marketing director, Echo Electric Supply

**IMARK Electrical News:** What was the biggest challenge with your e-commerce as a result of the pandemic?

**Kevin Kalish, Sunrise Electric Supply (Addison, Illinois):** The biggest challenge our e-commerce team faced during this time was embracing our customers' demands for increased efficiencies, instantly. Pre-pandemic, our focus was on analyzing our customers' existing business process and implementing technology solutions to reduce their operational costs while embedding our company as a value-added partner in their workflow. Our customers' unique needs became "instant needs" as a large percentage of their personnel quickly adapted to a remote work environment. We also encountered an increased demand for electronic solutions for the field and streamlined workflow from procurement to our office, etc. Many of our customers are now looking to "do more with less" due to the uncertainties of future business. This is allowing us to have conversations focused around shifting their personnel from redundant administrative tasks to more revenue generating activities, which were tougher conversations to initiate in the past.

**Lalena Kotasek, Blazer Electric Supply (Colorado Springs, Colorado):** We'd been optimizing our website for two years when the COVID-19 pandemic hit, so the challenges that confronted us actually allowed for new customer attention to be focused on our e-commerce initiative. When we were forced to limit customer interaction because of quarantine protocols mandated in Colorado, we experienced a surge in our online sales and logins. Similar to the increased demand for online ordering experienced by such businesses as Amazon, Home Depot, Lowe's and others, Blazer

*"It's essential that we operate with increased efficiency, superior customer-focused technology and a manner to stay relationship-focused no matter what the future looks like."*  
—Kevin Kalish, director of customer technology, Sunrise Electric Supply





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**SCHEDULE YOUR FREE WEBSITE ANALYSIS TODAY !**