

Marketing businesses in **heavy hitting industries** like **construction, engineering, industrial, logistics, and manufacturing.**

- Fractional CMO services for companies **needing a Chief Marketing Officer without the full time cost.**
- We are **eCommerce specialists.**



**DIGITAL
MARKETING**

**COLLABORATIVE
CONCEPTS** 

(936) 249-6443
collaborativeconcepts.net
info@collaborativeconcepts.net

 **Conroe
Lake Conroe
Chamber**

COLLABORATIVE STRATEGIES, **REAL RESULTS.**

Full Service Digital Marketing Agency
Serving Clients Nationwide

COLLABORATIVE CONCEPTS



PUBLISHED IN EXPERT PANEL
INTERVIEWS



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

8488 member voices share their perspectives on how to best market your company's e-commerce capabilities internally and externally
Summer 2020 | 19.4.20 | Susan Bloom



Given the fact that there are more than 17 billion global digital buyers today, a number that will grow to an estimated 23 billion by 2022—some 20% of the world's

BOARD MEMBER & MARKETING SPONSOR



SUMMER 2020 | FEATURE | SUSAN BLOOM

OUR EXPERT PANEL:



Kevin Kalish
director of customer technology, Sunrise Electric Supply



Lalena Kotasek
manager, e-commerce marketing and IT, Blazer Electric Supply



Scott Lepsky
marketing manager, F.D. Lawrence Electric Co.



Mike Raygor
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 activities, which were tougher conversations to have around shifting their personnel from redundant administrative tasks to more revenue generating.

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 means to stay relationship-focused no matter what the future holds."
—Kevin Kalish, director of customer technology, Sunrise Electric Supply

COLLABORATIVE CONCEPTS



JUST SOME OF THE BRANDS WE
HAVE SERVED



DIGITAL MARKETING | ECOMMERCE | FRACTIONAL CMO | PROMOTIONAL PRODUCTS

Collaborative Concepts Marketing was founded because **we've been in your shoes as business owners.**

We've sat on your side of the table, listened to every marketing pitch imaginable — **most of it felt like a bunch of fluff.**

Too many digital marketing agencies are run by people who've never owned a business, sold to a real customer, or built a brand from the ground up. **Did they take your money and push you off to a junior level account manager ?**

At Collaborative Concepts Marketing, we cut through the noise and deliver strategies that actually support your business goals — especially the one that matters most: **growing your bottom line.**



**TELL YOUR
STORY.
BUILD YOUR
BRAND.
GET NOTICED.**

PRESS RELEASES &
PUBLIC RELATIONS
SERVICES

WWW.COLLABORATIVECONCEPTSMARKETING.COM

B2B NICHE EXPERTISE

PRESS RELEASE

COLLABORATIVE CONCEPTS



FOR IMMEDIATE RELEASE

Collaborative Concepts Marketing Establishes Permanent Office in Montgomery/Lake Conroe, TX, Expanding Commitment to Local Business Growth

Montgomery, TX – August 2025 – Collaborative Concepts Marketing, a full service digital marketing agency led by Founder & CEO Lalena Kotasek, is proud to announce the opening of its permanent office in the Montgomery/Lake Conroe area. Members of the Conroe Lake Conroe Chamber, this move reinforces the company's long-standing commitment to helping local businesses thrive through innovative marketing strategies.

With more than 15 years of experience in digital and traditional marketing, Collaborative Concepts Marketing offers a full suite of services, including social media management, SEO, PPC, web design, and branding. The agency has built its reputation on delivering measurable results, personal attention, and a deep understanding of what it takes for local businesses to succeed in a competitive marketplace.

"After years of traveling nationwide to support project-based marketing and M&A initiatives, we're thrilled to establish our permanent office on Lake Conroe in Montgomery, TX," said Lalena Kotasek, Founder & CEO of Collaborative Concepts Marketing. "Being rooted in this community allows us to be more accessible to the businesses we proudly serve. Our mission has always been to help local companies grow, and this milestone strengthens our ability to expand that impact through deeper partnerships and community support."

Collaborative Concepts Marketing combines local services expertise with a strong B2B niche. Our team has successfully marketed businesses across high-impact industries—including construction, engineering, industrial, logistics, and manufacturing—both locally and nationwide.

"Our Clients get a PARTNER, not a vendor. 4x business owner, not just a marketer. 2x construction business owner and real estate investor. That perspective gives you an edge—I understand profit margins, P&L, hiring pains, and sales cycles—so my marketing advice aligns with real business goals. My team will look at your company from a holistic level," said Ms. Kotasek. She provides a wide range of overall business strategy experience including:

- Three decades of traditional marketing experience.
- 14+ years of digital marketing expertise.
- Prior VP at United Van Lines.
- Published eCommerce strategist.
- Fractional CMO, for companies needing a Chief Marketing Officer without the full time cost.

For more information, visit www.collaborativeconcepts.net

Media Contact
Lalena Kotasek
Founder & CEO | [Connect on LinkedIn](#)
Collaborative Concepts Marketing



Serving Montgomery, Greater Houston, &
Nationwide Clientele Since 2011
(936) 249-6443

info@collaborativeconcepts.net
collaborativeconcepts.net

PREMIER

Google
Partner



Ranking #1
on Google
<30 days



LOCAL SERVICES MARKETING SPECIALISTS



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



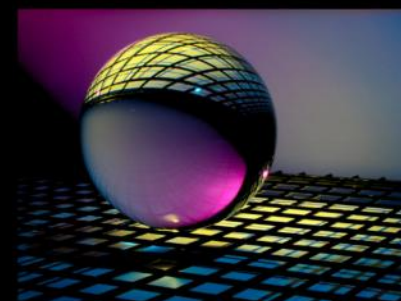
DIGITAL ADVERTISING

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

SERVICES



DRONE PHOTOGRAPHY & VIDEO PRODUCTION



PHOTOGRAPHY & VIDEO PRODUCTION



SOCIAL MEDIA CONTENT CREATION & MANAGEMENT



JOE DUNHAM, SENIOR MEDIA MANAGER & DRONE-OLOGIST



DRONE PHOTOGRAPHY & VIDEOGRAPHY PACKAGES

REALTORS

WALDEN SPECIAL: \$250 EXTERIOR & INTERIOR - 30 minutes of onsite footage capture

WALDEN SPECIAL: \$450 EXTERIOR & INTERIOR - 60 minutes of onsite footage capture

TRAVEL UP TO 20 MILES FROM 77356: \$500 - 30 minutes onsite

TRAVEL 20-40 MILES FROM 77356: \$700 - 30 minutes onsite

TRAVEL 40 MILES+ FROM 77356: call for a custom quote

JOBSITE OR FACILITIES

WALDEN SPECIAL: \$250 EXTERIOR & INTERIOR - 30 minutes of onsite footage capture

WALDEN SPECIAL: \$450 EXTERIOR & INTERIOR - 60 minutes of onsite footage capture

TRAVEL UP TO 20 MILES FROM 77356: \$500 - 30 minutes onsite

TRAVEL 20-40 MILES FROM 77356: \$700 - 30 minutes onsite

TRAVEL 40 MILES+ FROM 77356: call for a custom quote

EVENTS & PROMOTIONS

call for a custom quote



*Rev 7/25 subject to change



COME FLY THROUGH OUR BACKYARD
WITH US



JOE DUNHAM, SENIOR MEDIA MANAGER & DRONE-OLOGIST

Apparel: Branded Shirts, Polos, Tshirts,
Jackets, Hoodies, Vests

Hats: Branded Richardson's, Ballcaps,
Beanies, Visors, Bucket Hats

Drinkware: Branded Cups, Mugs,
Tumblers, Water Bottles, & more.

Gifts, Tradeshow Collateral, Printed
Materials, Business Cards, & more.



10x20

10x10



COLLABORATIVE STRATEGIES, **REAL RESULTS.**



COLLABORATIVE CONCEPTS

COLLABORATIVECONCEPTS.NET

(936) 249-6443 | INFO@COLLABORATIVECONCEPTS.NET