



RCP MARKETING is your source for integrated marketing, strategic web development and interactive advertising & branding services. Our company was founded over 35 years ago as a full-service advertising agency. Over the years, have grown to include services above and beyond those typical of an advertising agency in order to meet the changing needs of our clients, as well as changes in the marketing industry.

Today, our agency offers a **ONE-STOP-SHOP** experience for all your marketing and advertising needs: marketing strategy, creative direction, graphic design, interactive web development, video production, digital and traditional media placement, social media management, and more.

AGENCY LEADERSHIP



Amy Atkinson
President



Jane Savidge
Vice President



Michael Davis
Vice President of Technology



Nicole Oquist
Design Director

AGENCY FACT SHEET

KEY FACTS

22 PROFESSIONAL MARKETERS

1981 FOUNDED BY RANDY A. CROW



HEADQUARTERED IN **MUSKEGON, MI**

AMI AGENCY MANAGEMENT INSTITUTE ACCREDITED AGENCY

SHARPSRING AGENCY (MARKETING AUTOMATION/LEAD GENERATION)



OFFICE LOCATIONS

Muskegon
1756 Lakeshore Drive
Muskegon, MI 49441
T 231.759.3160
F 231.755.5569

Grand Rapids
940 Monroe Ave NW #144
Grand Rapids, MI 49503
T 616.419.4255

CATEGORIES



PARTIAL CLIENT LIST

We are privileged to serve clients of all sizes throughout West Michigan and across the United States. Here's a partial list:



CAPABILITIES & SERVICES



RCP uses strategy to align you with your audience. We dig in and get to know you and your brand's points of difference. We analyze your customer's buying cycle to develop the right message to move your audience toward a desired goal.

- Marketing strategy
- Brand positioning
- Customer research
- Persona development

- Media planning and placement
- Content development
- Social media management
- Public relations

CAPABILITIES & SERVICES



DESIGN & BRANDING

Great graphic design plays an integral role in helping businesses, big and small, stand out in the ever-crowded marketplace. A properly crafted advertisement or marketing piece should educate, elicit action and provide emotional appeal. Our creative team delivers consistent branded materials to effectively reach your customers and prospects across all channels of your marketing.

- Logo design
- Brand guidelines
- Package design
- Traditional advertising
- Brochures and catalogs
- Direct mail and e-mail templates
- Digital display ads
- Point of purchase programs



WEB DEVELOPMENT

Your website is your first digital impression and you want to make sure it's a great one. It should reflect everything you want potential customers to know and remember about your business. If you want to stay in the game, you need a website that makes it easy for your visitors to learn about your company, browse your products and services, make purchases, and interact with your business. The good news is, we're here to help you attract visitors to your site, keep them there, and get them to do exactly what you want.

- Custom web development
- Website hosting
- User experience design
- E-commerce
- Mobile applications
- Landing pages and microsites
- Google analytics integration



DIGITAL MARKETING

RCP is a Google Agency Partner with certified strategists who plan, monitor, and measure the effectiveness of your campaigns. Our team analyzes the data to optimize your digital advertising campaigns to reach optimal results. We leverage the buying power of our agency and provide turnkey solutions to achieve the best return on your investment.

- Search engine optimization (SEO)
- Paid search advertising (SEM)
- Digital video advertising
- Behavioral display and retargeting
- Programmatic digital advertising
- Reputation management
- Paid social media advertising
- Conversion tracking
- Custom reporting



VIDEO & AUDIO PRODUCTION

Our full-service production studio will work with you from concept to completion to tell your story through compelling video. We have all the tools and expertise to produce high definition video for television, web, or corporate presentations. Our talented team creates a clever blend of information and entertainment to motivate and engage the viewer.

- Audio production
- HD/4K video production
- Online video marketing
- TV and radio commercial production
- Augmented reality
- Drone video and aerial photography
- Green screen production
- Motion graphics and animation
- Video pre-roll advertising

RC Productions, Inc. Family of Companies



RCP MARKETING is the oldest of the three companies that make up RC Productions, Inc. Our clients love that we can partner with these two sister companies to provide them with additional products and services to market their company and brands.

SOURCE ONE DIGITAL is a leading grand format digital printing company. Our team of professionals will help you with all your signage and graphic display needs. Backed by our experienced designers, digital printing specialists, and pre-flight engineers, we utilize the very latest printing equipment and technology to achieve brilliant, consistent color across all projects. As a signage innovator, Source One Digital has extensive experience as a reliable, top-notch graphics partner for leading national brands, retailers, and sports organizations.

- Point of purchase signage
- Retail displays
- Office interior graphics
- Sports and sponsorship signage
- Tradeshaw displays
- Outdoor signage and wayfinding
- Staging and event graphics
- Vehicle graphics

sourceonedigital.com
800.898.3022

THE GEAR GROUP is a promotional products and apparel supplier to businesses and individuals across the country. We offer low cost, high quality products that are perfect for any event, tradeshow, or business promotion. We offer reliable and customized online storefronts to help companies and organizations sell and distribute their branded products to their networks.

- Screen-printing
- Embroidery
- Branded promotional products
- Corporate gifts
- Online storefronts
- Fundraising opportunities
- Graphic design services

thegeargroup.com
231.739.8863