



RCP MARKETING is your source for integrated marketing, strategic web development, and interactive advertising & branding services. Our company was founded 40 years ago as a full-service advertising agency. Over the years, we have grown to include services above and beyond those typical of an advertising agency in order to meet all the needs of our clients, as well as changes in technology and consumer behavior.

Today, our agency offers **A ONE-STOP-SHOP EXPERIENCE** for all your marketing and advertising needs, including: marketing strategy, research, graphic design, branding, web development, video production, digital and traditional media placement, social media management, packaging, 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

20 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
3044 Glade Street
Muskegon, MI 49444
T 231-759-3160
F 231-755-5569

Grand Rapids
940 Monroe Ave NW #144
Grand Rapids, MI 49503
T 616-419-4255

CATEGORIES



**FOODSERVICE
& BEVERAGE**



EDUCATION



**FINANCIAL
SERVICES**



**HEALTH &
WELLNESS**



AUTOMOTIVE



HORTICULTURE



**RETAIL &
MULTI-UNIT**



NON-PROFIT



**BUSINESS-
TO-BUSINESS**

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



**STRATEGIC PLANNING &
MARKETING CONSULTATION**

We dig in and get to know you and your brand's points of difference. Analyzing your customer's buying cycle, we develop the targeted content and recommend the best avenues, both traditional and digital, to convey your message and move your customers toward your desired action.

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

- Traditional and digital media planning and placement
- Content development
- Social media management
- Public relations

CAPABILITIES & SERVICES



DESIGN & BRANDING

Great 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 email templates
- Digital display ads
- Point-of-purchase programs



DIGITAL MARKETING

RCP is a certified Google Agency Partner with experienced integrated marketing strategists who plan, monitor, and measure the effectiveness of your campaigns. Our team analyzes the data to optimize your advertising campaigns to reach desired results. We leverage the buying power of our agency for you, and prescription solutions to achieve the best return on your investment.

- Search engine optimization (SEO)
- Paid search advertising (SEM)
- Digital video advertising
- Behavioral display and retargeting
- Email marketing and automation
- Reputation management
- Social media advertising
- Conversion tracking and lead generation
- Custom reporting



WEB DEVELOPMENT

Your website is often your customer's first impression of your company 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.

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



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, and/or corporate presentations. Our talented team creates a clever blend of information and entertainment to motivate and engage the viewer.

- Radio/TV commercials
- On-location 4K video production
- Augmented reality
- Drone video and aerial photography
- Green screen production
- Motion graphics and animation
- Video pre-roll advertising



RCP MARKETING is the oldest of the divisions that make up RC Productions, Inc. Our clients love that we can partner with these 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. Their team of professionals will help you with all your signage and graphic display needs. Backed by their experienced designers, digital printing specialists, and pre-flight engineers, they 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 and decor
- Sports and sponsorship signage
- Trade show displays
- Outdoor signage and wayfinding
- Staging and event graphics
- Vehicle graphics

sourceonedigital.com
800-898-3022

TROPHY HOUSE is a promotional products and apparel supplier to teams, businesses, and individuals across the country. Together, they offer low cost, high quality products that are perfect for any event, tradeshow, or business promotion. Clients also love their reliable and customized online storefronts to help distribute their branded products to their networks.

- Screen-printing
- Embroidery
- Engraving
- Branded promotional products
- Corporate gifts
- Online storefronts
- Fundraising opportunities

trophyhousebrands.com
231-755-3096