

# RLC MEDIA

A Digital Marketing Agency.

Google  
Partner



**WE DO  
DIGITAL MARKETING  
BETTER.**

# WHO IS RLC MEDIA?

We pride ourselves on being one of the most advanced and respected marketing services provider in the Chicagoland area. Our multi-platform approach to the digital marketing landscape allows RLC Media to drive increased conversions and brand awareness while allowing our clients to actively compete and out-perform their competitors.



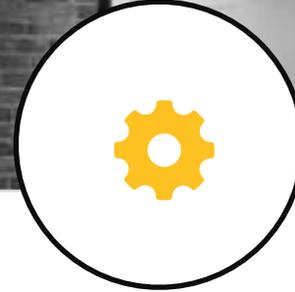
## A Trusted Partner

Google Certified Partner with Accreditations in Bing, Yahoo, Facebook, and more. Experienced in advanced concepts for creating, managing, measuring, and optimizing your business.



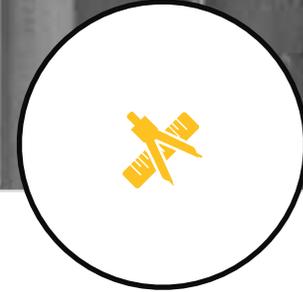
## Experience

With over 27 years combined experience in digital marketing and management, we help businesses embrace the power of digital, align around the customer, and take control of their digital future.



## Marketing Technology

Experts in Digital Marketing services for the programmatic age. Utilizing the latest technologies and advancements for digital marketing with a proprietary Intelligent Digital Marketing system.



## Client Focused

RLC Media has grown year over year due to its commitment to deliver better client ROI through leading edge tactics and utilizing the industries finest techniques and execution.

# AN END-TO-END DIGITAL MARKETING AGENCY

---

There are too many services out there to have to hire separate agencies for each one.



## Search Marketing

Let our certified experts provide the support to maximize your success



## Site Analytics

From Site Optimizations to Client Acquisition, Retention, and ROI



## Social Media

Reach your business potential with Facebook, Twitter, LinkedIn, Instagram, and more



## Creative Services

Building the foundation that drives more conversions through LPO and user experience.



# **DIGITAL MARKETING SERVICES**



# SEARCH MARKETING

Unleash your brands potential and reach ‘Ready-to-buy’ customers with Search Engine Marketing through RLC Media. Work directly with SEM thought leaders, Google Partners, and Bing Ads Accredited Professionals

---



## SEARCH

Find users and individuals further down-the-funnel and ready to purchase or convert on your site through highly targeted keywords and ad texts specific to your product . Guaranteed to drive quality visits and conversions.



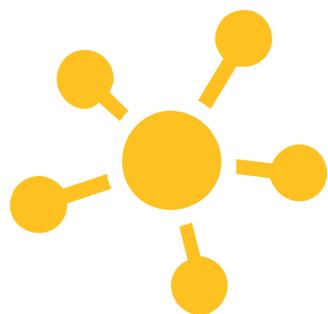
## DISPLAY

Capture your audience through display ads that are creative and enticing. Drive more traffic to your site through Topics, Interests, Keywords, Placements, and more. Great for brand awareness and low CPC's,



## REMARKETING

Our retargeting technology lets you reach out to past site visitors and bring them back to complete a conversion. Flexible segmentation, Maximum Reach, and Expert Retargeting helps your bottom line.



# SEO OPTIMIZATIONS

Maximize your business potential and drive more traffic to your business online through targeted keywords, site optimizations, directory listings, and user experience.

---



## SITE RANKING

Learn how to improve your site and rank higher compared to your competitors through our custom site analysis and optimization phase. Find where you truly stand compared to the local and national competition.



## BENCHMARKING

RLC Media is your comprehensive source for industry-based comparative mobile and website performance measurements. Learn where you are and where you need to be to compete.



## ORGANIC RESULTS

Increase your organic listing and rank your site higher without using up your ad budget. We'll review your site for good code structure, information architect, content/copy, and backlink profile to rank you higher



# POWERFUL SITE ANALYTICS

Delivering a multitude of digital marketing services and analytics, fueled by measurable results. Through on-site analytics and measuring, you can separate the 'What-works' to the 'What-doesn't-work' to make your next dollar count.

---



## DATA ANALYSIS

Translate unique business goals into meaningful insights and actionable conversions on your site. We use data to help you make smarter marketing decisions. Start doing more marketing that works.



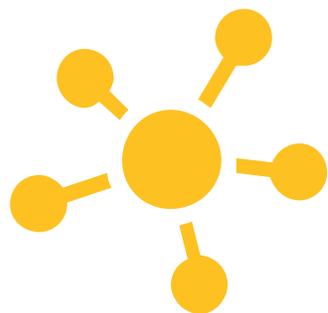
## CONVERSION & ATTRIBUTION

Understand what is working, not working, and what can be improved. We pull together the data from your site and determine your next best steps to an increase of ROI. We optimize the where, when, how, and why.



## TRENDS & FORECASTS

We utilize algorithms to provide pattern-matching and machine learning. With these capabilities, we can predict future trends using historical data from your site and conversion data. Gain insights, detect trends, and take action.



# SOCIAL MEDIA MARKETING

Creating authentic and real-time communication that engages our client's customers on carefully selected social media platforms.

---



## SOCIAL LISTENING

Discover and find who and what your audience is saying and where the conversations are happening. Easily respond to mentions as they appear in real-time and engage with your audience.



## SOCIAL AD MANAGEMENT

We offer full-service social media management services that transform your social media presence with high-quality content, daily activity, and increased followers to build your brand awareness.



## CONTENT CREATION & PUBLISHING

Save your business time and resources by utilizing RLC Media's social content department. We discover, schedule, and post content that helps build brand awareness and social activity for your business.



# CREATIVE SERVICES

With years of experience creating and developing creative ads and websites, RLC Media is the standard for innovation and creativity. Our designers create artistry built web projects, ads, collateral, and interactive apps that are equal parts impressive and innovative

---



## WEB DESIGN

We listen and learn what our clients want and deliver awe inspiring design and branding. Our focus is you, our client, and delivering a design that utilizes your brand, attracts an audience, and leaves an impression



## BRANDING

We take the time to listen and understand the drive behind our clients. Having a true understanding of where our clients stand, and what they need to grow their business, sets us apart from the competition.

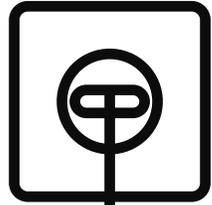


## ADVERTISING COLLATERAL

Whether you need to revamp your existing brand, creative ads, advertising, or in need of an entire branding and creative package, we take your image and launch it into the digital world.

A top-down view of a desk setup. In the center is a silver laptop with a gold-colored sticker on the lid. To its left and right are white keyboards and mice on dark mousepads. Two large white speakers are positioned on the left and right sides of the desk. A white mug sits on a dark coaster to the left of the laptop. The desk surface is light-colored wood. Various small decorative items, including figurines and coasters, are scattered around the laptop. The text "OUR PROCESS" is written in a bold, yellow, sans-serif font, centered over the laptop and keyboard area. A thin white circle is drawn around the text.

# OUR PROCESS



## DEFINE

Finding the goals of your campaign to determine which conversions and events are most important.



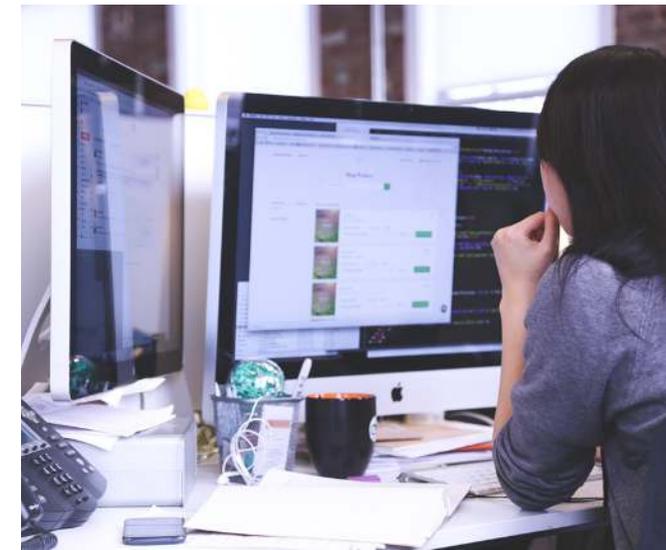
## DESIGN

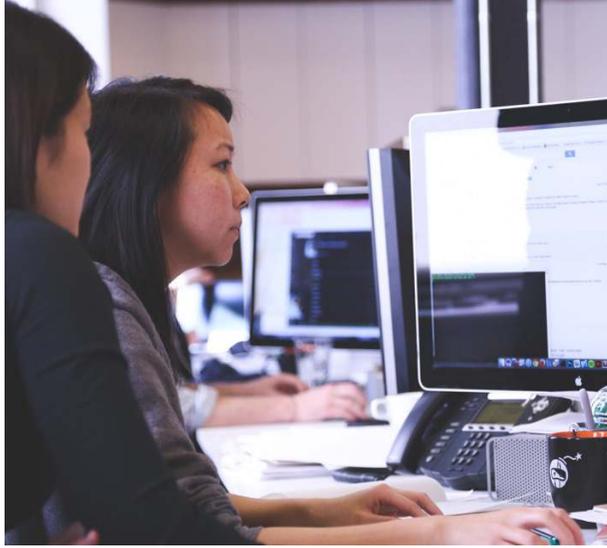
Creating advertisements and marketing collateral that appeals to your audience and drives interaction



## SEGMENT

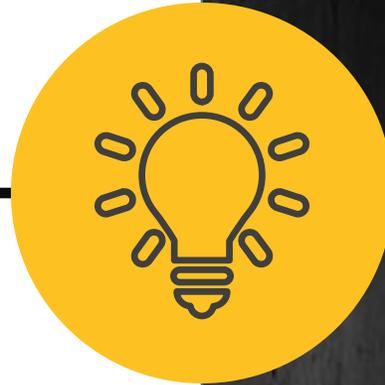
Audience and Geographic segmenting to deliver results to a highly targeted audience at the right time and place for your business goals.





## GENERATE LEADS

Continuously monitor and optimize our marketing efforts and page metrics to drive the highest conversions at the most cost effective price for our clients.



# RLC MEDIA

## LEADING YOU TO SUCCESS

RLC Media has the ability to offer end-to-end customer acquisition, support, and retention, both online and offline, through services and technology, in one integrated package.

The experience and breadth of our service offerings offer our clients the ability to discover and capture customers at every stage of the purchase funnel.

A group of five office workers are gathered around a large, curved wooden table in a modern office setting. They appear to be in a meeting, with some looking at laptops and others engaged in conversation. The office is filled with desks, computers, and papers, creating a busy professional atmosphere. A white triangle is overlaid on the image, framing the central text.

# THE FINER DETAILS

# SEARCH MARKETING

## TARGETED

Target only your specific terms and keywords you want to show your ad for. Optimize for

## SPECIFIC

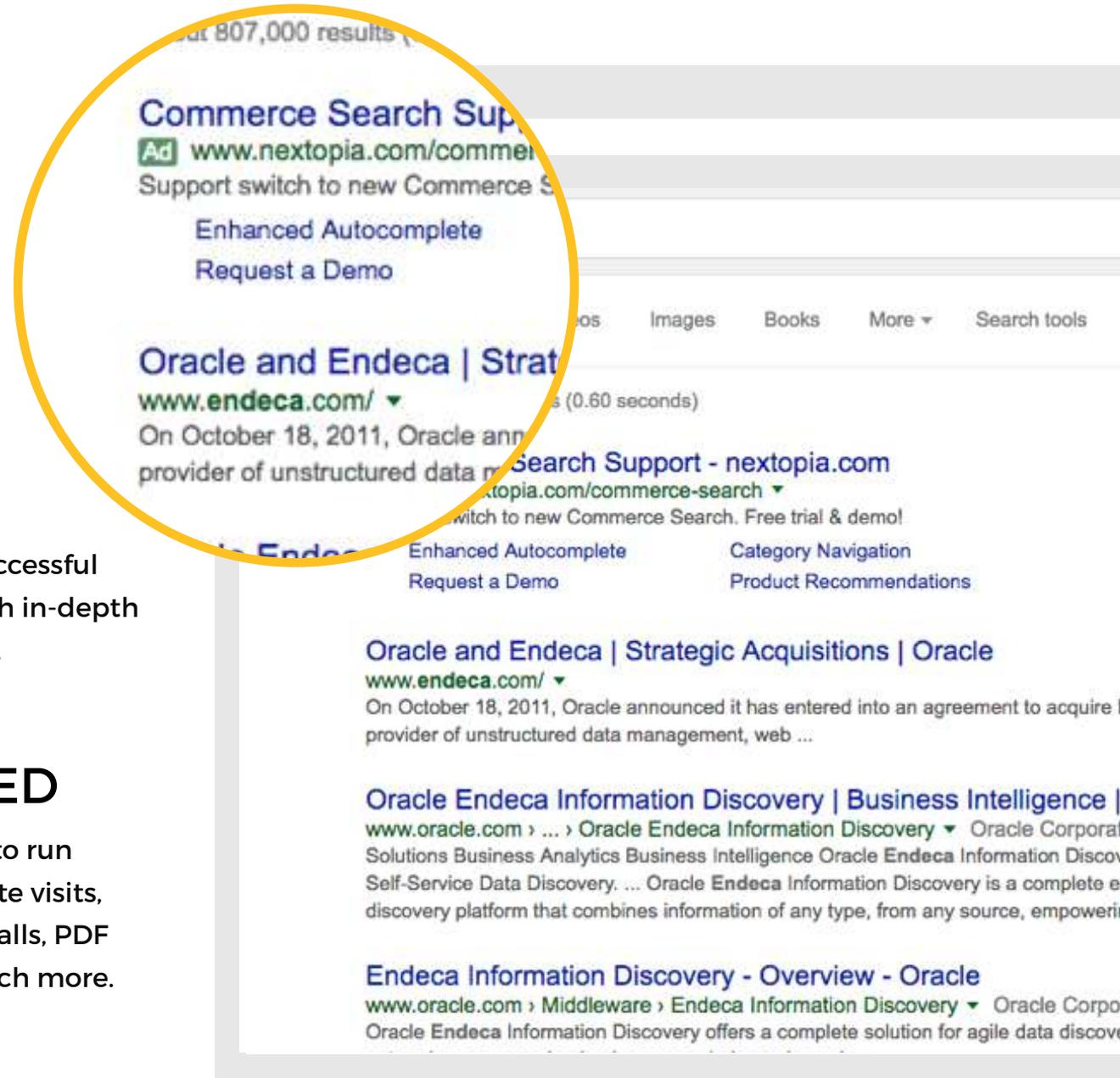
Keyword and time specific, Search Ads only run when its best for your business. Target individuals that are looking specifically for your product or service

## MEASURABLE

Measure and Track how successful your campaign really is with in-depth data insights and analytics.

## GOAL ORIENTED

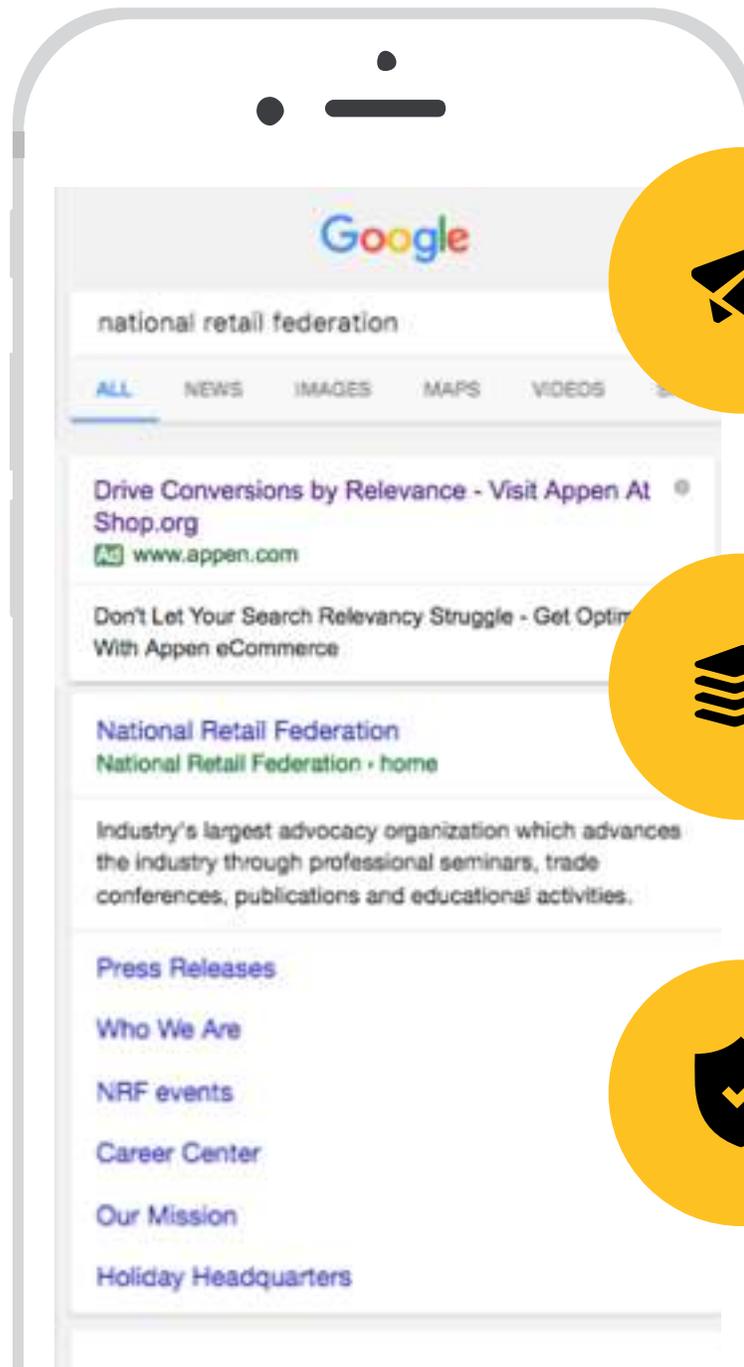
Optimize your campaigns to run specifically goals such as site visits, form submissions, app installs, PDF downloads, and much, much more.



# MOBILE MARKETING

Mobile has forever changed what we expect of brands. It's fractured the consumer journey into hundreds of real-time, intent-driven micro-moments. Each is a critical opportunity for brands to shape our decisions and preferences. After analyzing data, researching and talking to real people, we drive interaction through what matters most: mobile.

---



## LOCAL RESULTS

Appear to those that matter. We offer Local, Regional, Nationwide, and Global marketing strategies. We create the perfect campaign to fit your needs.

## HIGHER SEARCH RESULTS

80% of Searches are done on a mobile device. Mobile advertising is the easiest way to reach your next potential customer while they're on-the-go.

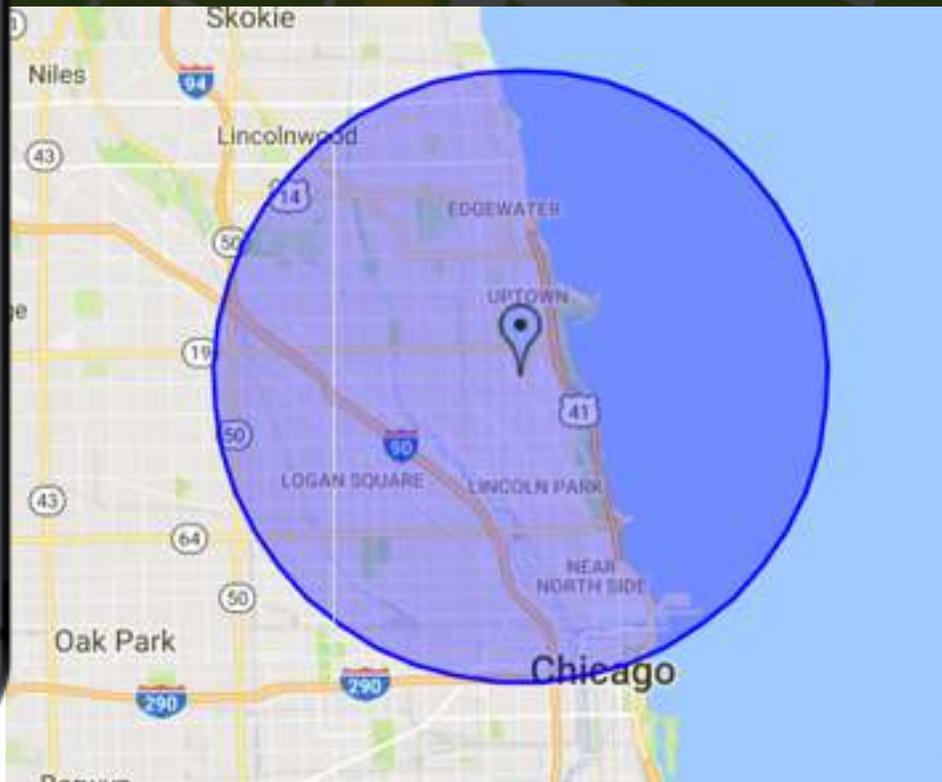
## MORE WEBSITE VISITS

More Visits = More Paying Customers. Maximize your website lists and drive more customer conversions.



# MOBILE GEOFENCING

Attract the attention of local customers and clients through targeted mobile advertising. Drive customers to your location using **Geo-fencing** and **targeted audience** metrics with text and display based ads. Drive more in-store and online conversions that specifically target **YOUR** market.





eCommerce Dashboard

Howdy Shop.org,  
Maximize Conversions  
With Better Search

The biggest eCommerce sites in  
the world struggle with serving  
relevant results to their visitors

Sign up F

Name\*

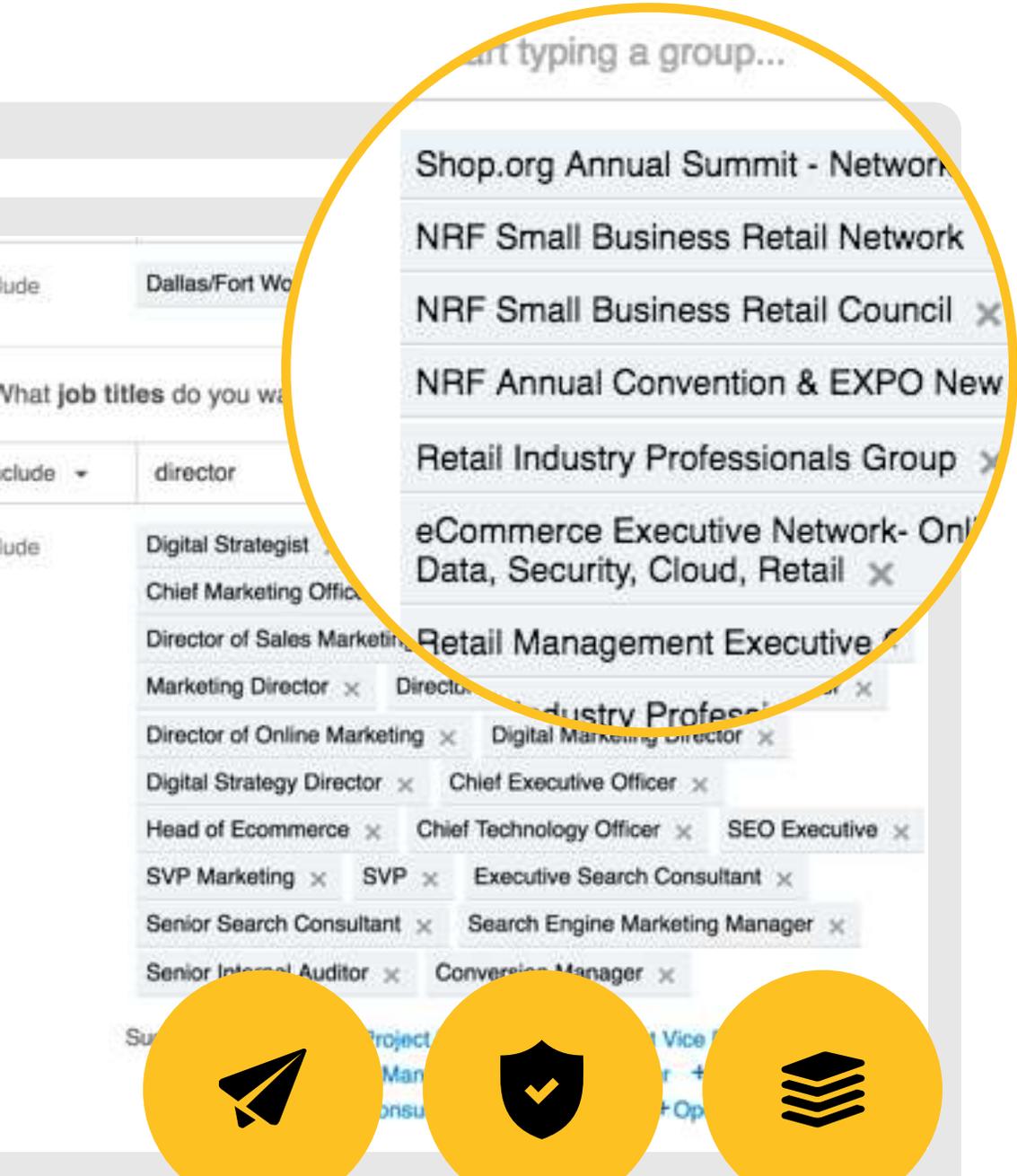
Title

Email Address\*

# DYNAMIC LANDING PAGES

Drive a personalized landing page experience specific to your audience members' location through dynamic landing page optimizations. Maximize exposure and inquiries through A/B testing and responsive landing page design targeting a radius around your business.





# SEGMENTATION + TARGETING

LinkedIn

Bing

Ads

Google

## DECISION MAKERS

Targeting only those that are critical to the success of your business and the bottom line.

## PLACEMENTS

Driving ad placement and results on sites related to your product, services, and/or Brand across our Display Network within a geo-targeted location of your business.

## AUDIENCE POOLS

Targeting specific in-market and affinity audiences online that are specific to your target audience

## INTERESTS

Driving impressions and advertising to decision makers and individuals through related interests and historical search queries.

# AUDIENCE TARGETING

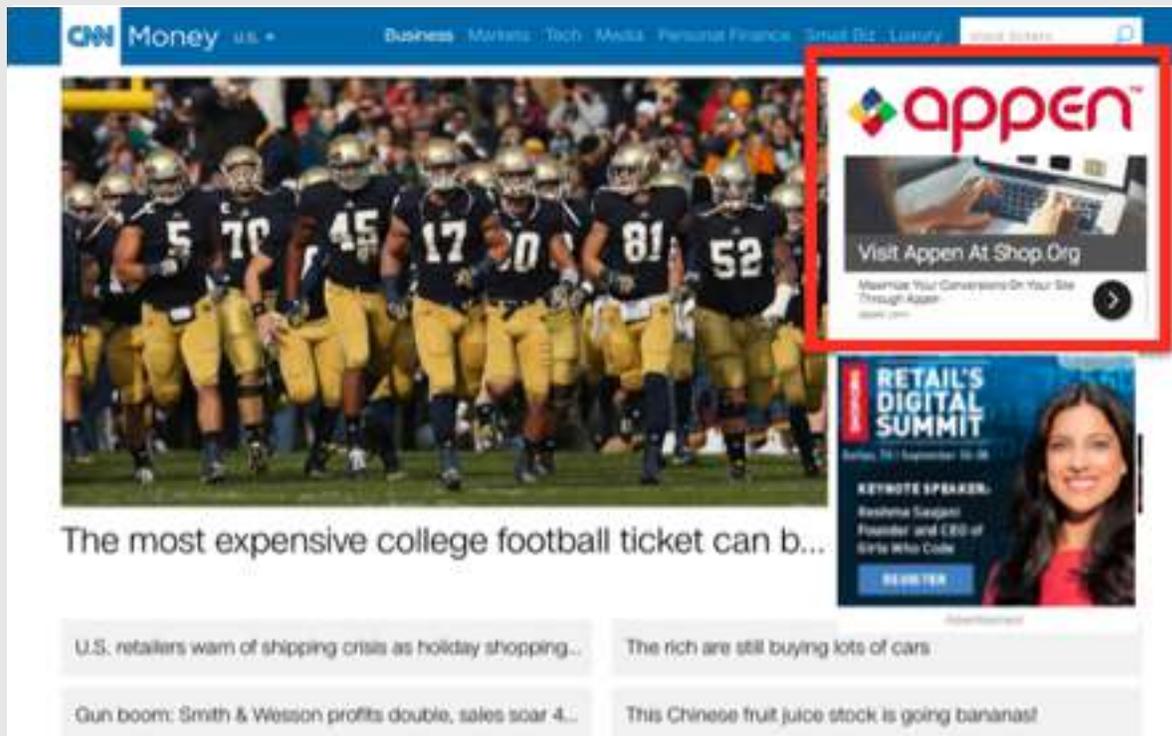
Our integrated technology platform allows us to track, serve, and measure the effectiveness of online campaigns and results. Through leading edge tactics and utilizing the industries finest techniques and proven processes, we deliver your message at the highest standards leading to a solid ROI and consumer interest.

## VIEWABILITY

Representing your business on all relevant and partner websites and placement categories through display ads.

## GEOGRAPHIC

Optimizing ad spend by only targeting a highly focused, small radius around your product, service, or store front.



The image shows a screenshot of a CNN Money website. The main content area features a photograph of a college football team in black jerseys and yellow pants. Below the photo is the headline "The most expensive college football ticket can b...". To the right of the photo is a dynamic display ad for Appen, which includes the Appen logo, a photo of a person using a laptop, and the text "Visit Appen At Shop.Org" and "Maximize Your Conversions On Your Site Through Appen". Below the main content area are several news snippets with headlines like "U.S. retailers warn of shipping crisis as holiday shopping...", "The rich are still buying lots of cars", "Gun boom: Smith & Wesson profits double, sales soar 4...", and "This Chinese fruit juice stock is going bananas!".

## DYNAMIC CREATIVE

Creative Display ads that are specific to current events as well as geographic locations.

## SEQUENTIAL MESSAGING

Providing a seamless and integrated drip campaign allowing for our audience to experience the best message at the right time.



# BRING IT HOME WITH #Social

## Cross Device Retargeting

Gain incremental reach and drive conversions across mobile, desktop, and tablet with an ongoing remarketing campaign re-engaging your potential customers through display.

Retargeting those individuals who have expressed interest in your product/service on multiple social media platforms and devices.

# RLC MEDIA

YOUR DIGITAL MARKETING AGENCY.

Partners:

