



## TURN AD DOLLARS INTO REVENUE DOLLARS!

RMC Marketing is the ultimate in efficiency. All the strongest aspects of the often-chaotic print & advertising industries - print brokering, digital offset color printing, promotional items, customized direct marketing - gathered under one roof for maximum ROI.

We balance on the cutting edge to satisfy all your present and future needs...be they a short run of top-quality color trade show flyers you needed yesterday, or a well-grounded sales consultation that gives your marketing efforts a shot in the arm. Not sure how effective we can be? See the Consulting page for a valuable free offer.

Is your marketing getting the results you want? Do you need a print run done fast & affordably? Got a trade show to go to, without something to promote your business with? Let RMC Marketing put those marketing & advertising dollars back in your pocket as well-earned revenue.

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## Services

*Si Habla Espanol*

Mike Martin has long been an upstanding member of the Hispanic community, including service on the Advisory Board of the National Hispanic University in San Jose, CA. Do you need to, or just prefer to conduct business in Spanish? Mike will be happy to speak with you!

### Licensed Mortgage Broker

Mike now offers his services as a licensed mortgage broker. He will personally assist you along every step of the mortgage process.

### Discount Benefits Programs

Mike Martin announces the addition of AmeriPlan benefits programs to his repertoire. These plans offer savings of up to 80% on such health necessities as dental services, prescription drug plans, vision plans and chiropractic care. Contact him today for information on these money-saving plans.



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Endless meetings. Hundreds of pages. Accounting mishaps. Resource procurement tangles. HR issues. Communication errors. Dozens of hours spent overtime. Looming QA questions.

And that's all for just ONE project!

Projects are the oil that keeps companies running. But their management is the hand that pours that oil, and if the hand isn't sure, steady, and practiced, you can wind up splattering oil all over the whole engine. In terms of ROI, in terms of time saved, and in terms of strong direction, a knowledgeable and confident project manager is more than a bonus to company projects. It's a necessity.

RMC Marketing operates as a consulting firm that will manage your project from creation to completion. You need what we all need in business - a manager who has the experience, knows how to run an efficient project, and will deliver the best results with the most cost-efficiency.

We're experts at pouring oil.

## **Consulting**

Consulting helps companies bring in the help they need, when they need it. RMC Marketing offers our clients the benefit of 30 years experience and a sharp eye for efficiency. We have both marketing and advertising programs available, to further hone the focus of our efforts - and your effectiveness.

What's the best way to establish a good working relationship between a consulting firm and their partners? Sitting down and talking, of course. RMC Marketing offers a half-hour consultation to all prospective & new clients, free of charge. It gives you a chance to talk about your business, and gives us a chance to talk about how we can help you with it. You may have a budget for your projects in place; we may need to create one. Not to worry - we will work step-by-step to ensure maximum value from every marketing dollar spent.

RMC Marketing is here to make your business life easier by offering expert help, no matter the quandary. All companies have marketing & advertising to do - make sure yours put you ahead of your competition.

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## Products

Most people see this term and one word comes to mind - "pens". While customized pens are indeed a very popular promotional item, they are not by any stretch the ONLY item. Here's just a partial list of other popular promotional items:

- Apparel (caps, t-shirts)
- Bags & Hip Packs
- Buttons & Lanyards
- Calculators
- Clocks, Watches
- Coffee Mugs or Thermoses
- Computer Accessories (mousepads, monitor stickers)
- Desktop Items (pen holder, letter rack)
- Food & Drink
- Golf Accessories (tees, club covers)
- Keychains
- Outdoors & Sports
- Paper Products (pre-printed postcards, Post-It Notes)
- Portfolio Cases
- Travel Items (passport covers, luggage tags)



And that's just a partial list. There are dozens of other items you can customize to promote your business with at trade shows, mixers, and seminars. RMC Marketing has the connections and the innovation to find just the right promotional item for you.

### **BRAND RECOGNITION and MESSAGE RETENTION**

You want your customers to remember who you are, right? When they're stuck on a problem, the day's running late, and they need some help NOW, who are they going to think of? Someone who makes themselves easily visible to them. Someone with whom they feel familiar enough to trust to handle their problems.

This is called 'message retention'. Promotional items are excellent for message retention - they repeat essential information about your business over and over enough to stick in your customers' minds. A well-designed promotional product is the tangible equivalent of standing across the room, waving your arms, and screaming, "OVER HERE!"

Make sure all your customers are no more than an arm's reach away from your promotions. Trust RMC Marketing to give you the best match between a promotional item and effective marketing.



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## About RMC

"I have been providing practical, problem-solving solutions for the day-to-day challenges of our industry for over 30 years. I am committed to the same principles of honesty and integrity which you have come to expect from us throughout those years."

*--Mike Martin, Owner, RMC Marketing*

Mike Martin started his career in the US Navy, graduating in the top 1% of his class and serving as an officer for his tour of duty. Following that, he spent his next 30 years in the professional printing industry, working with some of the most respected Fortune 500 companies in our nation. He has run RMC Marketing as Owner since 1991, providing direct marketing, print brokering, and promotional items to the Greater Central California region.

Mike's business sense is solid enough to turn a loss situation into a profitable one...and come out with higher profits than originally expected! He's the ideal professional for your next creative project.

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# Print Brokering

What is a print broker? A print broker is the manager of a specific printing project for their client. They are the go-between for their client, purchasing equipment & materials, managing the project's production as specified by the client.

Print brokers are a much more cost-effective way of managing projects than contracting a commercial printing company. Why? The printing company is out to sell their product line; the print broker is working directly for the client by calling on all the industry expertise.

Project types a print broker can help with include

- Annual Reports
- Brochures
- Company Profiles
- Direct Mail
- Documentation
- Newsletters
- Photo Albums
- Postcards
- Product Sheets



In this breakneck-racing economy, the rules change almost overnight. Print runs become shorter. Turnaround is faster. Companies need vibrant graphics, engaging copy, and top-notch printing to engage in modern competition. At RMC Marketing, we have the answer - digital color printing. We specialize in developing unique, customized programs with digital color printing that boosts both response & close rates.

Consider this fact: in direct mail, the average response rate is 1-2%. That's for just a standard form-letter piece. Adding digital capabilities to customize the run piece by piece, personalizing each letter or postcard, kicks the response up 1500 to 2000%! That's an incredible jump in response, all from personalizing your direct mail. What have you got to lose by going digital with RMC Marketing? Just more business.

RMC Marketing is proud to act as your print broker. We have over 30 years of experience with the print industry. Our relationships with top-name printing corporations, including the latest digital printing presses, bring our clients the best quality print jobs for the best price in the industry.

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