### About Us.

We aim to be different at HeyRCG – With years of experience building brands, businesses and sales, in Australia, Bali, and abroad, we have developed a distinct hands-on approach. So, our preference is to act as an extension of your business, not just as a consultant or advisor. As business builders, our vision begins with focus on the bottom line – increased views, clicks, profile enhancement and branding. We then use these mechanisms to strive beyond the ordinary, with increased profitable sales for your business being our ultimate aim.

We're dedicated to helping you thrive in the ever-evolving digital landscape. Through our comprehensive range of services, we leverage performance marketing techniques, create captivating content, build robust development solutions, harness the power of influencers, optimise SEO strategies, and ensure efficient wholesale distribution.

Our resources and knowledge of sales relationships means we can open doors, not just generate clicks or visitors. Our experience building start-ups into mature businesses means we also understand the impact that logistics, inventory management, capital, and a well reasoned - measured approach can have on success.

Let us help you grow your business to new heights.

We grow businesses through our six service offerings. Marketing, Content Creation, Influencer Marketing, SEO, Development & Wholesale Distribution.

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"It's not what you sell that matters as much as how you sell it!"

- Brian Halligan, CEO & Co-Founder, HubSpot

# Our Team: Experts Driving Results

Behind HeyRCG's success is a team of experienced professionals who are passionate about driving tangible results. Our talented marketers, content creators, developers, and strategists work closely together to understand your unique business needs and craft tailored strategies that deliver real growth and success.

#### **Our Business**

🗫 Ripe Co.

Performance marketing at it's best Everything from Google to TikTok PRCG.

∤ Stilkk

Bringing your concepts to life with 2c and 3d designs

#### **Our Departments**

∯ JO9HUV

The Power of user-generated content and elevate your social media presence

ALDER

Enhance your website's visibility on organic searches.

SEQUOIA

Building smarter websites to increase



Grow your business to a mass-scale on marketplaces and stores

HeyRCG Marketing and Consulting Group

#### PRCG.

### Ripe MARKETING

Ripe Brands, your trusted performance marketing agency, unlocks the true potential of your brand. Experience a partnership that fuels the growth of your brand.

Enabling data-driven strategies and cuttingedge insights, Ripe empowers brands to achieve peak performance across leading platforms, maximising your marketing ROI and driving tangible results.

We'll continuously fine-tune strategies, ensuring your campaigns are optimised and aligned with the latest industry trends and algorithm updates.

Stay ahead of the competition.

### Stilkk CREATIVE

Our team of creative pros will work to build your brand and captivate the crowd by turning your ideas into a visual reality. Our animation and creative studio captures attention with high quality visuals using illustration, typography and motion graphics to increase viewer interaction.

Stilkk designs for the long-haul.

Our design team chases the 'new'.
We project concepts into the future to keep your brand one step ahead of the competition. We'll work to create a new identity, attract attention and differentiate you within your niche.

### Joshua INFLUENCER

Harness the power of influencers with Joshua. Our curated roster of top-tier influencers seamlessly integrates your brand into their captivating content, allowing you to reach a wider audience and expand your brand's visibility.

With Joshua's data-driven approach, we analyse and optimise every aspect of your campaign for maximum impact. Our experts constantly monitor performance metrics, ensuring optimal results and success for your brand

Elevate your brand presence to new heights.

## Alder **SEO**

SEO with Alder is your opportunity to build awareness, relationships, prospects and trust for your brand. We'll improve your searchability and reachability to take your brand to the next level. As Google loves language, we'll be your ultimate solution to success, bringing you the most efficient SEO strategies to top your search engine competitors.

#### Sequoia DEVELOPMENT

Sequoia is a powerhouse in the world of web/UX & UI development, specialising in creating electrifying ecommerce experiences, captivating app development, and crafting custom solutions that propel brands to new heights.

energise your brands online presence with our cutting edge e-commerce development services. From seamless transitions to visually stunning interfaces, our expertise ensures an engaging and user friendly digital storefront that drives conversions and leaves lasting impressions on your customers.

### Aspen WHOLESALE

Bridge the gap between business and wholesaler, with Aspen.

You can spend a fortune on ads, target every distributor under the sun and still never tap the markets that Aspen wholesale can deliver. We work hard to grow your brand to a mass-scale, enabling overall business growth for clients to expand their range, offerings, and accessibility on a larger scale.

With Aspen Wholesale you can travel nationally without moving. Maximise your brand exposure and generate leads within the wholesale market.

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### **Our Team**



"Master the topic, the message, and the delivery."

PRCG.

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### Case Studies.

We understand the challenges our customers face within and across a number of industries. Explore our case studies to see how RIPE helps our clients scale.

All aggregated data shown is loosely rounded for client privacy.



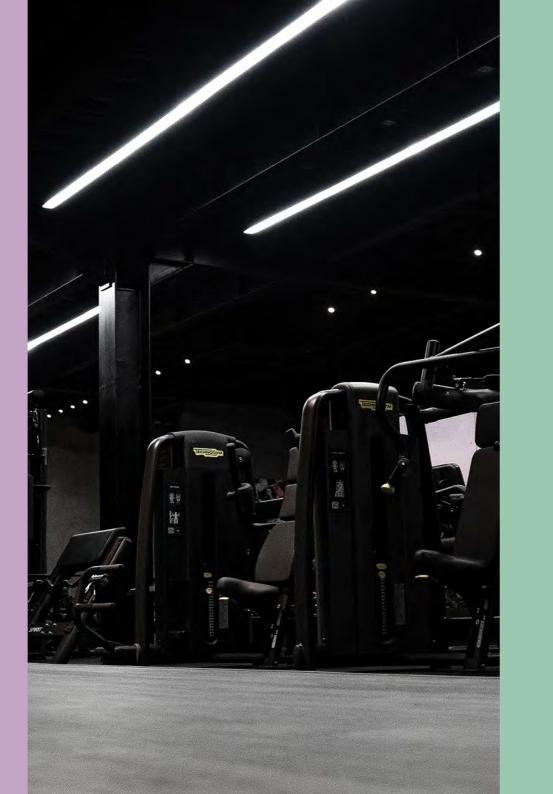
## Australia's Premier Home Scenting

- Bootstrapped a home fragrance business from \$7k per month to \$200k per month in 3 years.
- Reduced marketing spend to 5% and saw monthly ROI increase to +8x
- Created a loyalty program contributing 30% to monthly revenue and boosting customer retention by 45%.
- Developed subscription strategy to secure future revenue streams & scope predicability in the business



### Cutting-Edge Gym

- Executed a value driven strategy through WhatsApp marketing to create hype with minor marketing investment
- Made 200k in the first week of launch



### Pioneering Biotech Skincare

- Generated \$35k in 1 month through influencer marketing
- Built from ground up to generate \$70k in first quarter
- Increased channels of distribution to maximise predicability.



### Client Showcase.

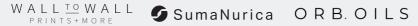
Immense growth throughout our and how we have partnered with them to success.







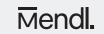






















### Clients we've helped and worked for over the years.

































































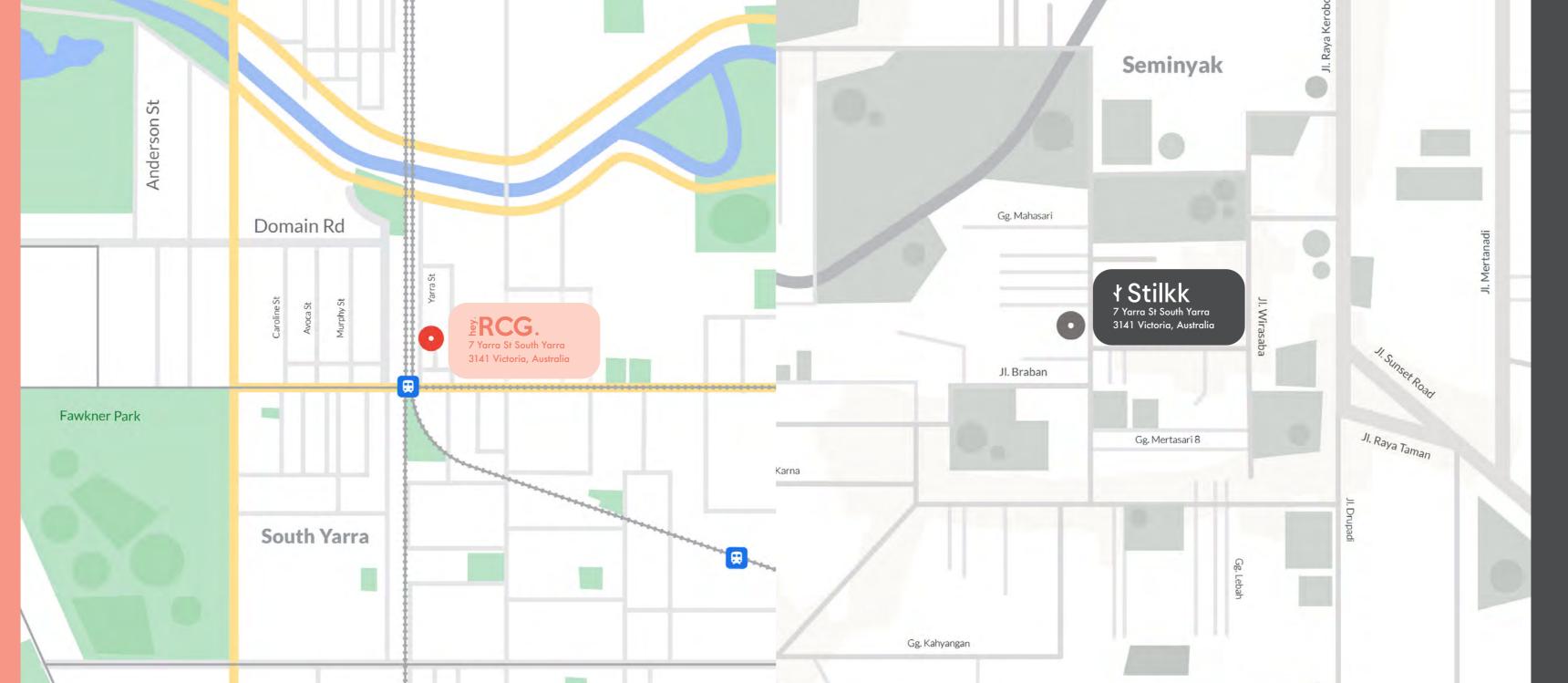


èRCG.

Say hello! Introduce yourself.







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