

hey. RCCG.

COMPANY PROFILE

2023

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.

**“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



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



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

Our Departments



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



Enhance your website’s visibility on organic searches.



Building smarter websites to increase your conversions



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

Our Team



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“Master the topic, the message, and the delivery.”
– Steve Jobs

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.

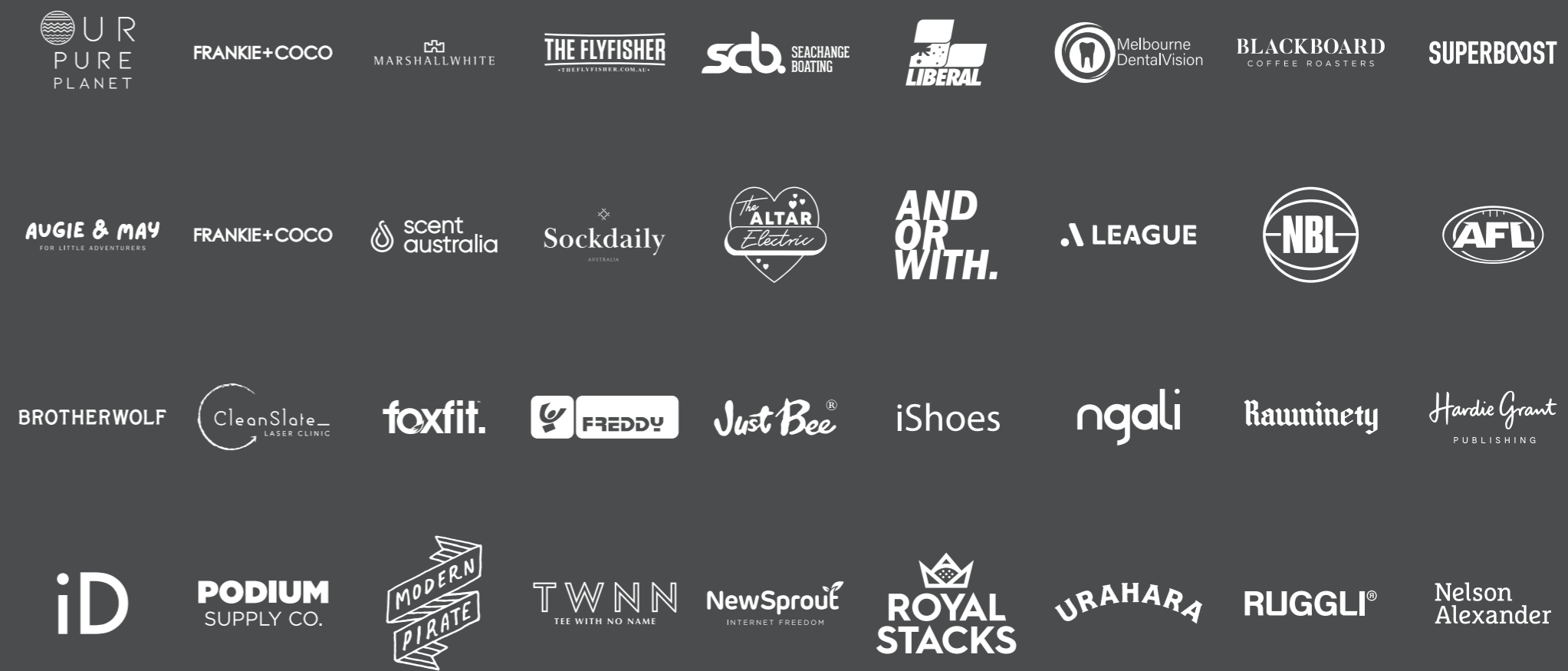


Client Showcase.

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



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



Say hello!
Introduce yourself.



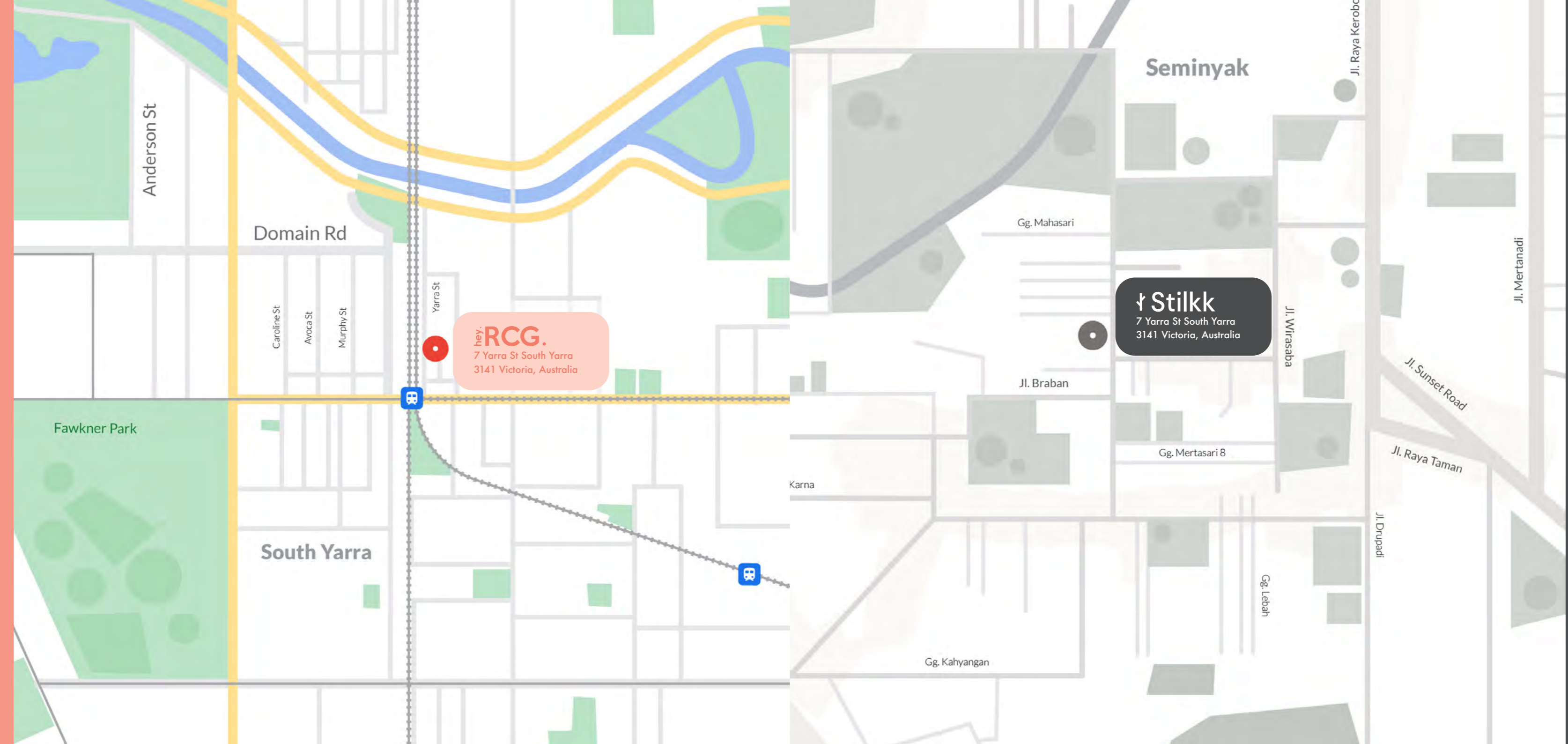
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Say hello!
Introduce yourself.



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THANKS!
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