

# WE ARE REDC

A Manchester-based results driven marketing  
agency that creates meaningful connections  
between brands and their customers.





# **We have been connecting brands with their customers for over 30 years.**

We never sell you a generic formula.

Be it direct mail, email, or search marketing,  
everything we do starts with understanding what  
motivates your customer to click, call, or buy.

Then we develop a strategy that's tailored to your  
business and a creative solution that delivers the  
ROI you need.

# WE CREATE CUSTOMER CONNECTIONS

We create compelling connections, on and offline, that engage customers and inspire them to take the action you need them to take.

## Marketing strategy

We work with brands on a strategic level to help them achieve their growth objectives. Developing customer journeys, identifying new opportunities, segmentation and testing.

## Data & analytics

Everything we do is built upon a foundation of data. We've helped countless brands, grow and achieve their marketing and business objectives through data-backed strategies.

## CUSTOMER CONNECTIONS

## Creative & content

Our team of talented copywriters, designers and digital developers turn data-backed strategic thinking into compelling words and visuals that connect brands with their customers.



# THE VALUES WE WORK BY

All our clients have been Red C clients for the long term. They count on us for our honesty, expertise and ability to generate results.

## Straight talking

We believe in honesty and simplicity. So, we talk your language. Sound marketing advice, minus the nonsensical jargon.

## Compelling creative

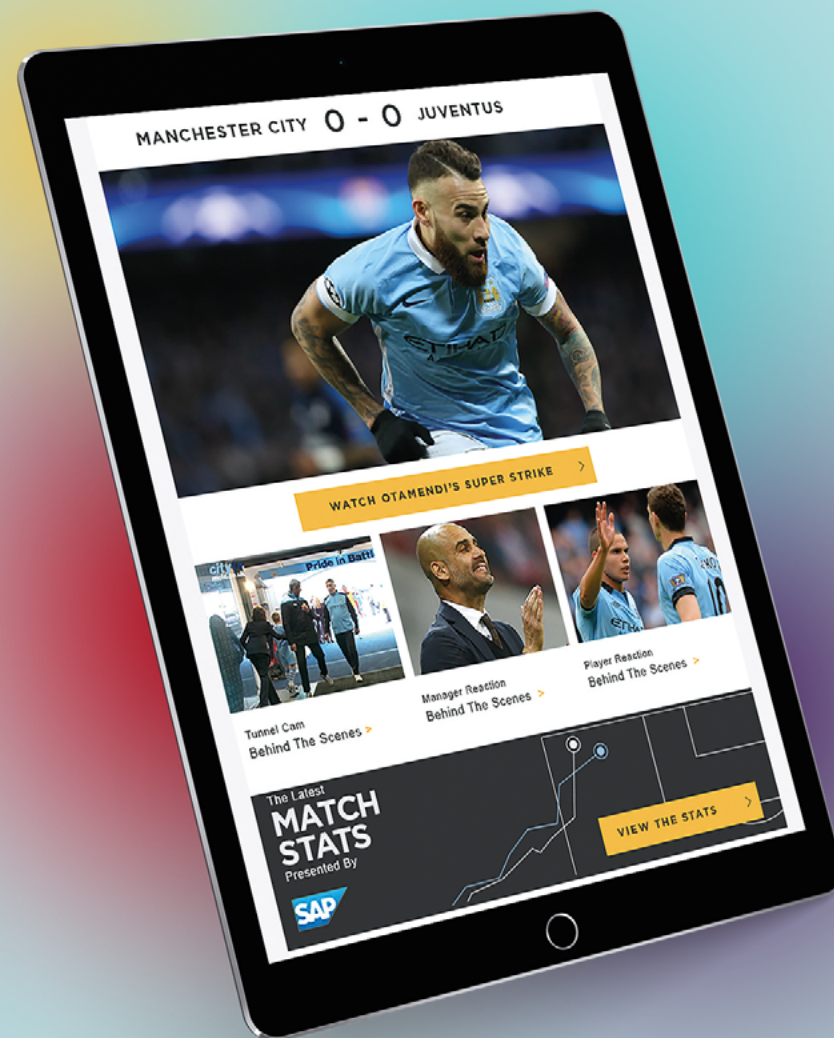
Our team of art directors, copywriters and digital developers combine creativity, technical know-how and direct response techniques to get results.

## Commercially focused

Our focus is your success. Whatever the commercial goal you need to achieve, we give you a strategic solution to match.

## Winning together

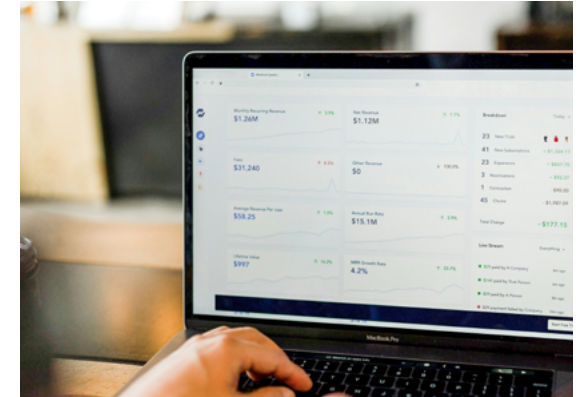
There isn't a client we've worked with that hasn't seen us as an extension of their marketing team. When you work together you succeed together.



# WINNING TOGETHER

We provide invaluable results-driven support to your marketing department.

Working together, we support your always-on marketing activity and provide specialist expertise for specific marketing channels. We can be your day-to-day support team or collaborate with you on a project basis – whichever approach works best for you.



## An invaluable extension of your marketing team

Every client we work with sees us as an extension of their marketing team – and has counted on our support for many years.

We help with everything from marketing strategy to the day-to-day execution of marketing comms. We also plug specialist skill gaps through our knowledgeable PPC, search and creative teams.

# OUR CORE SERVICES



## Direct mail

Our DM expertise has been proven over decades. Door-drops, inserts, catalogues, mailpacks – we do it all. If you need to recruit or retain customers, we can guide you on cost-effective formats, messaging, and layouts that get results.



## Pay per click

It's impossible to overestimate the power of PPC done well – and we do it very well. With a smart strategy and carefully crafted ads, we help you connect with your key audiences at the right time, in the right way.



## Email marketing

Our full-service email marketing offering covers strategy, creative, build, distribution and analysis. We create engaging, commercially focused email programmes that connect with your customers and deliver real results.



## Search engine optimisation

We use highly targeted SEO keyword research to craft best practice content and combine this with technical optimisation and site performance metrics to deliver a strong return on investment.

# OTHER SERVICES



## Marketing strategy

We can work with you on your marketing strategy and help you fine-tune the tactics that will deliver your growth objectives. This includes segmentation, positioning, developing customer journeys, identifying new opportunities, and testing.



## Studio support

Our well-established studio comprises art directors, copywriters, art workers, and digital developers. The team creates everything from social assets and emails to long-form content, direct mail, and branding toolkits.



## Training & mentoring

Our training and mentoring programmes allow you to tap into the minds of our highly experienced SEO and marketing experts. A useful solution if your in-house teams need to enhance or refresh their skillset.



## Google analytics & tracking

We are meticulous in our approach to analytics and routinely search for new insights that lead to optimisation tactics or new long-term strategies. We then produce bespoke SEO reports that are simple yet highly detailed.



## Web development & maintenance

Effective web development and maintenance are crucial for online success—and we excel in both. Our expert team designs stunning, user-friendly websites while ensuring seamless day-to-day management. We prioritize performance for both users and search engines, so your site not only looks great but also ranks well, driving growth and engagement.



## Social media

Mastering social media is essential in today's digital landscape—and we make it our mission. With comprehensive management for both organic and paid strategies, we elevate your brand across Instagram, Meta, and LinkedIn. Our tailored approach ensures engaging content and targeted campaigns, driving growth and building meaningful connections with your audience.



# WHO WE WORK WITH







## WHAT OUR CLIENTS SAY

“ Delighted to recommend RedC. They just got us. Understood the brief, the goal and got us up and running within days. ”

**Sarah Marson**  
**Findel**

“ Red C have restored my faith in agencies! ”

**Nick Ashmore**  
**ResponseTap**

“ I’m delighted we found each other – they are just the agency partners we need. ”

**Cathy Couplan**  
**Studio Retail**

“ An absolute joy to work with! ”

**Karen Hazeldine**  
**Card Factory**

“ The Team at Red C are proactive, responsive and co-operative. They are definitely a partner, not just an agency. ”

**Lewis Alderson**  
**Dulux**

If you like what you've seen,  
we would love to arrange a chat:

0161 872 1361

[chat@redcmarketing.com](mailto:chat@redcmarketing.com)

[redcmarketing.com](http://redcmarketing.com)

GREAT RESULTS  
ALWAYS START WITH  
A CONVERSATION

