

Creative solutions. Always sweet, never sour.



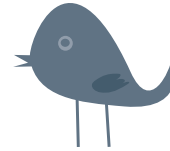


we are rock candy media

You know you have to market your company, but you're not sure where to start. Or you're too busy to devote the time and attention that successful marketing requires. That's where we come in. We're Rock Candy Media, and we know how to create custom strategies to boost your bottom line. We tap both web and traditional marketing channels to engage new customers and help you keep the ones you have.

websites / online marketing

Need a full e-commerce site? Or just need to have a presence on the web? Either way, RCM delivers the goods. Attractive, easy to navigate and custom designed just for your company. No cookie cutter websites from RCM (even if we are really sweet).

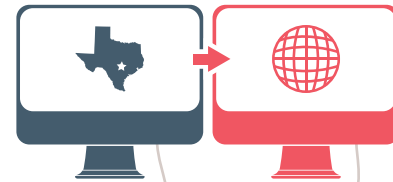


e-mail marketing

E-mail is not dead. In fact, e-mail marketing's return on ad spend is one of the highest of any marketing channel. We design and send beautiful e-mails that get delivered to inboxes and motivate people to click through.

social media

Facebook. Twitter. LinkedIn. FourSquare. You name the social app and we can take advantage of it to help promote your business and engage your customers. Our team can build customized Facebook Fan Pages to further increase your brand recognition on the web. We can manage it as much or as little as you desire.



design

Each graphic designer has their own strengths, and we have the best designers and Creative Director for various design projects our clients need. A hip, edgy ad for a magazine targeted to college kids, or a conservative company brochure – we have designers who excel at both...and more.



non-profit grant writing / technical writing

These types of writing are specialized skills. Whether it's a grant proposal that your foundation is counting on, or a technical paper on a medical device, our writers have the specialized experience and skills to provide copy that works.

2

direct mail

No, direct mail is not a marketing concept past its prime. From sourcing mailing lists to designing eye-catching print pieces, we are experts at creating direct mail that drives sales. We understand the process and how to deal with mailing houses and the post office; we know how to get it done efficiently, on time and under budget.

print buying / media buying

How do you know if that sales rep from the local magazine is giving you the straight scoop? Will an ad for your company really work in that particular publication? We do the legwork to identify the right publications and media outlets in order to get your company's message seen and heard. We do \$2 million a year in commercial printing alone and use our buying power for our clients. Even with our fees included for attending presschecks and approving proofs, you'll see that our pricing beats retail every time.



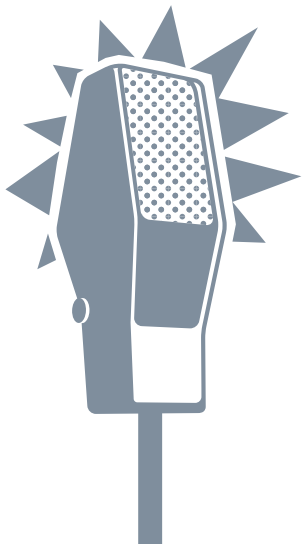
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press releases

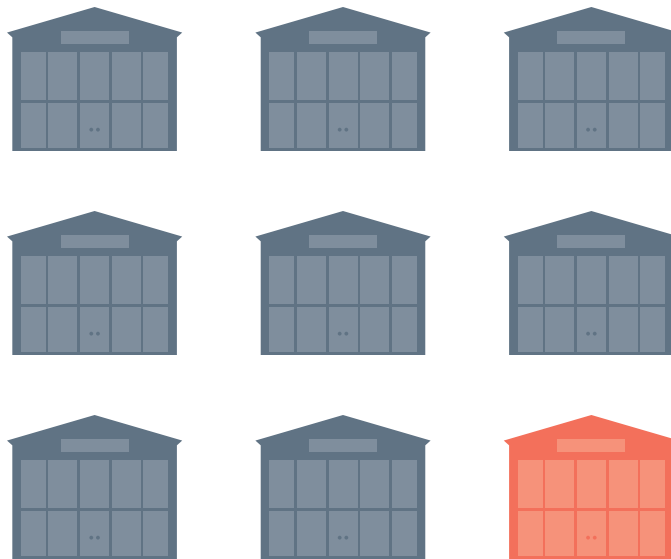
It's not always about the design. Sometimes it's about the words – and getting them in front of the right people at the right time. We know how to do that. We can craft a press release that gets you noticed – and make sure it gets in front of the people who will publish it.

copywriting

The words sell. Period. And copywriting is not the same as any other kind of writing. Our staff copywriters have years of experience and know how to write copy for both your print and web marketing that represents your company well and most importantly, generates sales.



**EXTRA
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"Business owners need to realize that their design is a reflection of their business even if it is not intentional. If you don't care about your design then your design is telling people that you don't care about your business."

- MARCO SUAREZ



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