



WHAT MAKES YOU UNIQUE?

TELLING YOUR STORY THROUGH
MARKETING STRATEGY

THE RED66 ADVANTAGE

SIMPLIFYING YOUR MARKETING EXPERIENCE

» Marketing Head Coach

You have a single point of contact who manages all aspects of your marketing team. Your RED66 account manager is backed by a full team of marketing experts who create engaging content, exceptional design, impactful ads, SEO strategies and websites that convert.

» Teammates **for life.**

We value our clients like no other. We're committed to building strong and lasting relationships. That's why we promise not to work with any direct competitor within your service area. You can trust us to deliver exceptional results on time and done right. We believe in having fun along the way and supporting you in any way we can.

» Open Playbook & Stats

Digital marketing often seems intangible. We make it our mission to outline our plays, share the stats and impact every month. You're fully informed and confident about each step we take and the route we run. Our commitment to transparency is reflected in detailed monthly reports reviewed play-by-play with you.

OFFENSE

SEO (Search Engine Optimization)

Optimizing online content to improve visibility and ranking on search engines.

Monthly Strategy and Stat Review

Review data together, adjust game plan, and alter strategy as needed.

Quarterback

Providing marketing industry updates and insights that impact your business.

Uniformity

Develop and maintain visual branding elements across all mediums to build your team's recognition on and off the field.

Special Plays

Creative campaigns and content to help you reach the goal line.

DEFENSE

Block & Tackle

Website maintenance, security updates, patches and spam removal.

Rule Book

Privacy policies, cookie policies, Dmarc records, keep your site secure and avoid any penalty flags.

Sports Agent

Reputation management where we monitor reviews, draft responses and develop PR responses when necessary.

Email List Maintenance

Unsubscribe, undeliverable and spam reports.

Interceptions

Monitor online competitors and utilize marketing best practices to help you win.

LEADERSHIP



REBECCA DUTCHER
PRESIDENT & FOUNDER



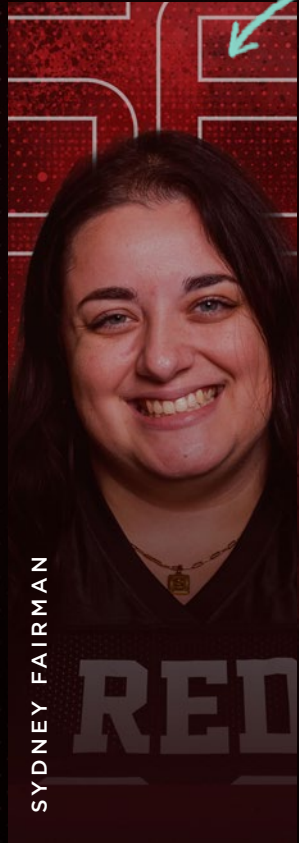
SHERRY DUNCAN
CREATIVE DIRECTOR



SARA WESCHE
DIRECTOR OF CLIENT STRATEGY

THE ACCOUNTS TEAM LINEUP

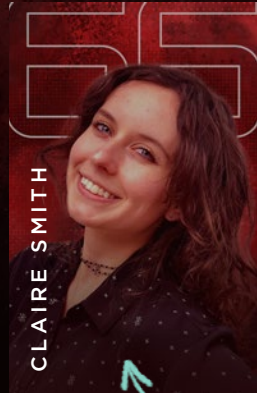
ACCOUNT MANAGERS



SYDNEY FAIRMAN



ELIZABETH CARTER



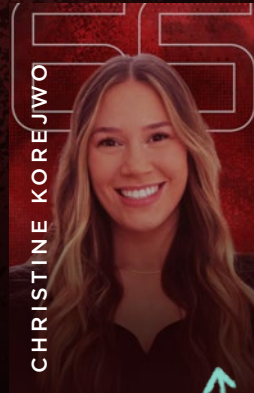
CLAIRE SMITH



EMILY RUDONI



MIKE ROELS



CHRISTINE KOREJWO



BEN JOHNSTON



EMILY ERRINGTON



JULIA MICHALIK

MARKETING SPECIALISTS

RED66 SPECIAL TEAMS

SPECIAL TEAMS // INTERNAL

AMY DEEL

OPERATIONS DIRECTOR

SPECIAL TEAMS // DIGITAL

JUSTIN DYKSTRA

PAID ADS SPECIALIST

MEGAN WILHOIT

SEO SPECIALIST

CATE JEWELL

SOCIAL MEDIA SPECIALIST

SPECIAL TEAMS // CREATIVE

STEPHANIE THWAITES

GRAPHIC DESIGNER

PATRICK DUNCAN

COPYWRITER

AMY CLARK

COPYWRITER

SPECIAL TEAMS // WEB

VANESSA LANSDALE

WEBSITE PROJECT MANAGER

SHAYNE PAULUS

WORDPRESS SPECIALIST

THE KICKOFF

Optimized Wordpress Website

Your website will get you in the game. We'll help you with an optimized, lead gen-focused website that can get you to the goal line. Let your sales team take it from there.

Deliverables

- Customized website design
- SEO foundations for site structure & content
- Writing web content
- Online lead forms

GOAL LINE PLAYBOOK

Strategy Development + Website

We'll get you the right playbook and website formation to help you win. You'll run the plays and call all the shots, while we can be here for special teams if and when needed.

Deliverables

- "The Kick Off" items
- Creation of key messaging
- Creative campaign assets & templates
- Content marketing calendar for your team to execute

SPECIAL TEAMS

Marketing Manager + Website

You have a great team but are looking for a few more key players to improve your special teams from strategy development, creative messaging and running the plays. Our team is here to lead the charge down the field.

Deliverables

- "Goal Line Playbook" items
- Monthly implementation of all marketing activities
- Stat reviews to inform improvements each month

Clients **for** life.

16 years	EarthTronics
15 years	Michigan Instruments
11 years	Gallagher Uniform
10 years	Air-Way Global Manufacturing
6 years	Kleen Kraft Services
5 years	Supreme PHC
3 years	Roscoe

THE HIGHLIGHT REEL

2023 PProof Award - Silver

Best SEM Campaign for Shine.
Client achievement of over \$1
Million in sales attributed to PPC,
with an ROI of 653%

Best Chamber Website

Best in the State for Terre Haute
Chamber of Commerce Website

Indiana Tourism Award

Best Event or Festival for Marketing
Budgets under \$300,000.
Greencastle Music Fest



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