

# CASE STUDY:

## A TIGHT TIMELINE FOR MANY FIRSTS.

Imagine launching a new product in a new market at a large trade show for the first time!



### OVERVIEW

RCS Innovations consists of two major divisions – Retail Solutions and Commercial Interiors. These two divisions make RCS Innovations a one-stop shop, providing a comprehensive range of fully integrated products and services from design to installation for both retail and commercial markets.

In seeking a partnership with KnotMagic, Rod Winter, RCS Innovations' CEO, hoped to grow his revenue line in both divisions by overcoming challenges with brand awareness, discovering new sales channels, and launching new products.

RCS Innovations did not have an in-house marketing department to build integrated marketing and sales strategies for both divisions. As a first step, KnotMagic developed a three-month sales and marketing plan focused on creating consistent messaging, increasing the organization's digital presence, and identifying opportunities for its Commercial Interiors Division. The work soon expanded, though, when the Retail Solutions Division sought to exhibit at a tradeshow and launch a new product into the marketplace.

### THE CHALLENGES

The Retail Innovation Conference and Expo (RICE) held in Chicago, IL, was the first tradeshow exhibit for the Retail Solutions Division in its history. The plan was to demo the company's new Touchless E-Locker powered by the &Go system to help retailers create a frictionless customer experience. The goal of the tradeshow was to make a strong impression and position Retail Solutions as an industry leader not only in the physical displays and fixtures market but also in the digital solutions space. They also aimed to nurture already engaged leads. The team was challenged with an aggressive timeline of only **eight weeks** until the tradeshow.

#### CLIENT PROFILE:

#### RCS INNOVATIONS

**Company Founded:** 1988

**HQ:** Milwaukee, Wisconsin

**Vertical:** Commercial Interiors,  
Physical & Digital Retail Solutions

**Employee Count:** >50

**Services Provided:** 90-Day  
Marketing and Sales Plan, Tradeshow  
Planning & Execution

Retail Solutions needed to create a cohesive brand identity, obtain new assets and manage logistics to be ready on the show floor, and they were unsure where to start. Without possessing the in-house marketing resources or expertise, the Retail Solutions Division asked KnotMagic to build and implement an integrated sales and marketing plan and manage the complexities of the project.

## THE SOLUTIONS

With previous experience executing tradeshows from ideation to execution, in two weeks, KnotMagic fast-tracked a plan to divide tactics into pre-, during, and post-show phases. It was crucial that these tracks happened in parallel to meet the ambitious timeline with the Retail Solutions team. KnotMagic acted as not only the sales and marketing expert but also a project manager to ensure success.

KnotMagic developed and implemented direct targeting through social and email marketing efforts to educate, increase brand awareness, and drive traffic to the show. KnotMagic also tapped into its network of resources to develop a brand look and feel used in assets to showcase RCS Innovations' capabilities as a one-stop shop with a specific focus on its new digital solutions. Assets such as a 10x20 booth graphic, counter display, and postcards were developed and procured, keeping in mind the longevity of investments. KnotMagic also attended the tradeshow with the Retail Solutions Division to be the onsite lead to execute the set-up and tear-down process and gain market feedback for future efforts. Ultimately, KnotMagic aligned new pursuits with a strengthened brand identity that left a lasting impression on the tradeshow floor.

## THE RESULTS

The Retail Solutions Division nurtured and gained **eighteen new quality leads, of which 4 were Fortune 500 companies**. In addition, they **held demos for hundreds of attendees** and **connected with prospects one-on-one** by leveraging the show's event portal. The Retail Solutions team was able to cross-sell other product lines due to their new offerings and market interest, drawing attention.



Their first tradeshow was a success and viewed as a pivotal moment in their business development efforts as it gave them a platform to launch their digital solutions products. The momentum has continued, with KnotMagic helping lead the collaboration with the sales team to develop a new product video, web page, and participation in future events.



"If not for KnotMagic, we could not have possibly pulled everything together. Thanks to KnotMagic, our display and tradeshow results exceeded expectations. KnotMagic tied together all aspects of strategy, marketing, and messaging, so the look and feel of it all was impressive."

**Rod Winter**

**PRESIDENT & CEO, RCS INNOVATIONS**



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