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McAlpin Marketing

INTEGRATED BUSINESS STRATEGIES

At McAlpin Marketing, we create tailored marketing plans to fit our clients' specific business needs. Together, our talented team of women works cohesively to bring creative solutions to complex brands and their marketing needs. We help companies establish and build their brand, find their voice, and close deals. Working with the right team is essential for any organization that desires to take its brand to the next level and stand out from the competition.

About Us

Who We Are

McAlpin Marketing is a woman-owned marketing consulting firm located in Stillwater, Minnesota. Our team's vast marketing skillset plays a crucial part in helping our clients showcase their products and services while increasing their brand exposure. Let us take the guesswork out of marketing! With over 25 years of marketing experience, we know how to successfully reach your target audience through proven, industry-specific marketing channels.

How We Work

As a small and robust local marketing consulting team, we offer strategic marketing, business consulting, digital media, and graphic design services for small to mid-sized companies in the Twin Cities area. As your partner, we'll help you tackle your marketing challenges by delivering precise outcomes to meet your businesses current and future needs.

Our Services



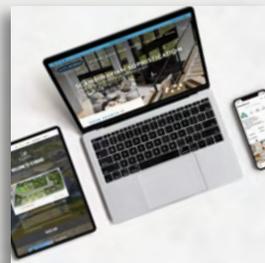
BRAND MANAGEMENT

Your brand and its identity are everything! From your customers to your employees, a brand is the sum of people's perception of your company's customer service, reputation, and advertising. We help maintain and grow your brand through consistent and strategic actions that will create long-term customer recognition and loyalty.



BUSINESS CONSULTING

Growing your business is our #1 priority. Our team will analyze your business and create solutions to increase its performance and overall efficiency. Whether it is through improved business development, business-to-business networking, or redefining your sales process, our goal is to promote your organization's long-term value.



DIGITAL MEDIA

In today's digital world, it's not enough to simply have a website, nor is it necessary to be on every social media platform. Every business and brand are different, which is why our proficient team will help streamline your digital presence across the right platforms so your brand can truly shine in front of your target audience.



GRAPHIC DESIGN

When it comes to your brand, the way you're portrayed visually in the digital landscape or print media is the most important impression you can make with your audience. Our trained team helps amplify your brand's visual identity in a variety of ways.

Our Team



JENNIFER MCALPIN
Founder & Lead Strategist



MADDIE SULLIVAN
Director of Digital & Social Media



ANGIE DOLL
Creative Director & Project Manager

Our Clients



Kind Words

"Simply put, I love working with Jen and her team. I use their services exclusively to brand and market my company. Communication is frequent, clear, and always thoughtful. McAlpin Marketing does so much more than execute marketing activities; they immerse themselves in your culture and create plans which truly reflect who you are AND accomplish your goals. Just Fabulous!"

MARK SCHERER, COO
SCHERER BROS LUMBER

"McAlpin Marketing has helped shape and grow my brand so we are now highly recognized as an important player in a competitive marketplace. The entire team is professional, fun to work with and gets results!"

REBECCA REMNICK, COO
CITY HOMES LLC

"The team at McAlpin Marketing is my go-to team for all things marketing. They offer ideas, solutions and push us to get things done. We are a small business and don't have time to focus on a marketing strategy and working with the professionals allows us time to do what we do best. I would recommend Jen and the team to anyone that shares the same issues that we do. They put us in the right spots to succeed and then it's up to us to deliver."

KEITH STANZE, PRINCIPAL/G.M.
BRAVAS MN