



INNOVATIVE SOLUTIONS

Marketing that Drives Results

Acorn Marketing is a full-service agency based in Grand Haven, Michigan. More than marketers—we're your strategic partners, dedicated to building solutions that reach audiences, drive action, and exceed goals. Whether you need to develop a new brand, expand your digital footprint, or drive traffic to your store, we're here to help you with integrated marketing strategies, compelling creative, and results-driven execution.

What Drives Us:

We believe the strongest strategies are built through curiosity, collaboration, and creativity. Our experienced team acts as an extension of yours, delivering tailored plans that reflect your brand's voice, values, and vision. We bring consistency, insight, and measurable value to every engagement.

Our Core Services:

- Marketing Strategy
- Branding & Graphic Design
- Content Development & SEO
- Website Development
- Traditional Advertising
- Digital Marketing
- Video Production & Photography
- Signage & Merchandising
- Promo Products & Apparel

Our Clients Say it Best!

"Strategy + creative + execution from a team we can trust! We love that we can rely on them for everything we need. They're essentially our marketing department."

– Diane, Grace Health

"Their expertise shines through in every project. They consistently deliver marketing solutions tailored to our specific goals. It's clear it's never a one-size-fits-all approach."

– Lori, Kagome USA

"They created a solid brand for our company that has allowed us to grow and flourish for over 15 years. They have become a trusted advisor. We rely on them for honest guidance, insightful strategy, and proven results year after year."

– Lance, Smile Dental Partners

Let's stay connected!



AcornMktg.com



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616-420-0280



Our Process:

Our holistic approach ensures every part of your marketing strategy works together to drive meaningful results.



Discovery

We start by listening and learning—about your business, audience, challenges and goals.



Planning

We develop a tailored roadmap backed by research, insights, and strategy.



Creation

Our team gets to work creating compelling and on-target visuals and content.



Execution

Your campaigns launch across multiple platforms putting your message in front of your target audience.



Reporting

Real-time visual dashboards track desired actions and real-time results.



Optimization

We are always watching and improving as we go.

Say Hello to Our Team



AMY ATKINSON
PRESIDENT & CEO | 1996



JOSIE HOFFMAN
ACCOUNT COORDINATOR | 2023



AUBREY PRETZEL
ACCOUNT COORDINATOR | 2024



NICOLE OQUIST
DESIGN DIRECTOR | 1998



JESSICA MCCLURE
DESIGNER & DEVELOPER | 2013



JULIE ANDERSON
ACCOUNTING &
OFFICE MANAGER | 1998



JON BAARDA
SENIOR ACCOUNT MANAGER | 2001



AUSTIN PIERCE
SENIOR ACCOUNT MANAGER | 2016



ASHLEY BERGHORST
ACCOUNT COORDINATOR | 2025



JULIE FRANCKEK
SENIOR DESIGNER | 1991



WALLY DAVID
WEB & INTERACTIVE
DEVELOPER | 2002



GEORGE ATKINSON
CHIEF FINANCIAL OFFICER | 2024

