

Arco + Associates Case Study: Family & Nursing Care

The Challenge: As a pioneer company in the home care industry since 1968, Family & Nursing Care was well-known as the leading provider of home care services in suburban Maryland and Washington, DC. Its impressive reputation was earned organically within the community; the company's founding family prioritized compassion and humility over publicity and self-promotion. However, with the aging population's dramatic increase and uptick in the number of home care companies emerging in recent years, it was time to alter their approach and inform constituents that the company's success was based on more than longevity. Family & Nursing Care's differentiators—namely commitment to innovation, high-quality standards, and customer service—could have been better communicated to all target audiences.

The Solution: With a strong leadership team to head the initiative, but limited manpower to execute, Family & Nursing Care sent out a request for proposals from top marketing firms throughout the nation. Out of 3 firms interviewed, Arco + Associates was selected as their agency of record. Working closely with the company's Vice President of Business Development and Marketing Director, Arco created a strategic plan that would ensure the right message would be consistently delivered to each of their various target audiences: current clients, prospective clients, caregivers, and professional referral sources. The strategy included a website redesign for a more user-friendly experience and rewrite to better speak to clients' needs and Family & Nursing Care's differentiators; a revamp of monthly newsletters to caregivers, clients, and professional referral sources; written case studies; brand videos and video testimonials; blogs; public relations campaigns; new sales collateral; print advertising campaigns; Facebook ad campaigns; a brand standards manual; annual reports for referral partners; and more.

The Results: In addition to establishing clear, consistent messaging and an organized, strategic approach to marketing, Arco's involvement has allowed Family & Nursing Care's Vice President of Business Development and Marketing Director to step back from day-to-day implementation and focus on high-level strategy which is invaluable for a growing organization. The company's revenue increased within the first year of the engagement and website traffic numbers continue to rise, along with Facebook followers and engagement. Arco has also secured an impressive amount of media coverage including a cover story in HomeCare Magazine, and garnered new awards to add to their growing list of accolades.



We're putting out smarter, better, more concise content that more clearly demonstrates our differentiators and speaks to the needs of each of our audiences.

Marketing Director, Family & Nursing Care



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