

Arco + Associates Case Study: Jordan Search Consultants

The Challenge: When the Founder and CEO of Jordan Search Consultants (JSC), a St. Louis-based healthcare recruitment firm, found her company without a strategic marketing resource and on the brink of a merger, she knew she had to make a decision quickly. Never having partnered with a marketing firm (in favor of freelance vendors in the past), choosing the right partner was no easy task. Should she select a niche agency that focuses on and is already knowledgeable about the recruitment industry, but risk a cookie-cutter approach? Or should she choose a firm that did not have recent industry experience and may have a steeper learning curve, but could bring a fresh perspective and customized strategy to the table?

Because JSC was in need of full-service support—from comprehensive planning to implementation, from public relations to branding and beyond—Arco was ultimately the firm chosen.

The Solution: With the acquisition of a Sacramento-based firm on the horizon, Arco's first plan of action was to establish a powerful brand identity that would truly represent JSC's broadened geographic reach and client base. Under Arco's creative and strategic direction, the rebrand included a revamped logo and website, tagline creation, and the writing and design of new sales and tradeshow collateral.

After the rebrand was complete, Arco created and executed a communications and media outreach plan to announce the acquisition. In an effort to amplify the company's new national presence, Arco also launched a thought leadership campaign to position JSC's leadership team as industry experts. From blogs and newsletters to social media campaigns and prospect follow-up strategies, Arco touches every part of JSC's marketing efforts.

The Results: The client saw an immediate—and long-lasting—return on their marketing investment. Arco successfully garnered nationwide coverage surrounding the merger, and the CEO is frequently published in national trade publications. Competitors, clients, and prospects frequently remark on the distinctive brand; they have won several workplace excellence awards, and were recently recognized as having one of the top 100 recruitment blogs in the nation. In addition, Arco has secured numerous speaking engagements at major conferences throughout the U.S. for the company's leadership team.



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