

Arco + Associates Case Study: Arch Express

The Challenge: Arch Express began in the spring of 2000 with two drivers, two customers, and boundless ambition. Nineteen years later, two customers have turned into 500 customers. Several impressive organizations, including St. Louis University, have affirmed Arch Express' stellar reputation by designating them as a "Preferred Courier." Year after year, Arch Express has consistently built momentum, expanding their reach and influence across the region. In the midst of this fast-growing success, the courier company struggled to find the time and space to focus on business development outside of day-to-day operations. With no concrete marketing strategy in place, limited foundational marketing elements, and no public relations campaign, attracting new customers beyond word of mouth was a challenge. With the company moving at lightning speed, Arch Express found itself in hyper-reactive mode and unable to address marketing and communication considerations proactively. A strategic and comprehensive marketing plan was desperately needed to maintain a competitive advantage. After meeting Arco + Associates at a conference, the owner and president of Arch Express, Anna Goessling, reached out for help.

The Solution: Working closely with Anna Goessling and the company's CFO (and husband), John Goessling, Arco delivered a comprehensive strategy to increase their brand's exposure and highlight the company's differentiators. This included list segmentation consultation and expansion, a strong email marketing campaign, written case studies, data-driven consultation, brand videos and testimonials, the creation of foundational marketing collateral pieces, and automated sales drip campaigns to ensure smooth and effective prospect follow-up.

The Results: Arco's support has allowed the leadership team at Arch Express to take a step back from the hustle and bustle of day-to-day operations and focus on high-level strategy and intentional implementation that not only moves the needle but ensures future success for the company. **Since working with Arco, Arch Express has increased revenue 10% each year.** In addition, they now have invaluable marketing collateral, a strong brand identity, frequent media exposure, professional videos that tell the company's story, and very clear differentiators.

“Arco sees themselves as an extension of us. They want to know what makes us tick and they celebrate our successes. I am so grateful for the invaluable resources and support they provide. They allow me to work *on* my business rather than *in* my business. Our relationship is extremely collaborative, and I enjoy working with a team that shares my values and my mission to serve the community in which I live and work.”



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