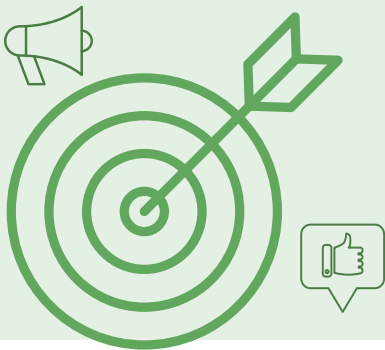


Arco + Associates Case Study: ConstructReach

The Challenge: After building a relationship with Target to help improve diversity in the construction companies that build their stores, ConstructReach was looking to expand their reach and enhance this workforce initiative to achieve diversity in construction on a national scale. With a limited internal staff dedicated to marketing initiatives, ConstructReach was in search of an agency to help define and determine strategies to connect with more targeted audiences and increase contractor, brand, educator, and student memberships and involvement. As the company's goals included converting what was previously a free offering into several price-tiered offerings, ConstructReach needed a strategic partner who could help them communicate the benefits of their updated services to both existing and new audiences.

The Solution: Recognizing the need to update their messaging to reflect their new initiatives and offerings, ConstructReach came to Arco + Associates to identify and address gaps in their existing communications. After performing a full content and strategy audit, Arco + Associates found that, to emphasize their value and encourage membership sign-ups and upgrades, ConstructReach would need to update their website messaging and create content designed to speak to the specific needs of each of their target audiences: general contractors, educators, brands, and students. Over a period of a year, Arco + Associates rewrote all ConstructReach website copy to clearly communicate their services and speak directly to the needs and pain points of their diverse target audiences. We also created additional brand messaging—including interviews with existing ConstructReach clients—to highlight services specific to each audience, which continue to be leveraged on their website, social media, and other communications.

The Results: After working with Arco + Associates to optimize existing content and create new strategic messaging, ConstructReach has:



- Increased web traffic due to clearer messaging
- Executed a concentrated effort to go after multiple distinct target audiences after clearly defining how ConstructReach addresses the unique needs of each
- Attracted interest from additional general contractors outside of the Target family
- Been approached by associations for high school counselors that want to be involved
- Received national publicity for their “I Built This” events
- Been published in multiple industry journals and magazines



www.arcoandassociates.com
636.527.9254