

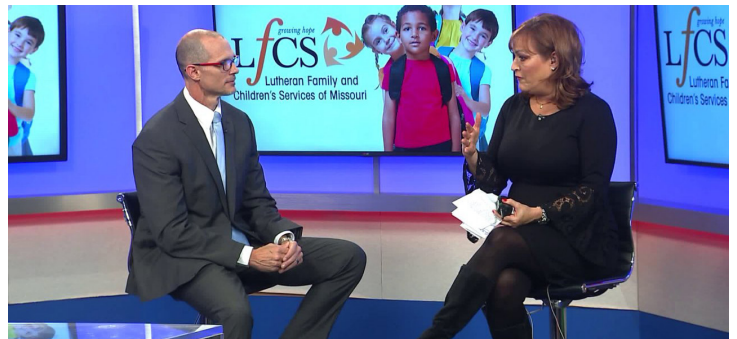
# Arco + Associates Case Study: Lutheran Family and Children's Services of Missouri

## Over the course of eight months...

- Instagram followers increased by **983%**
- Facebook followers increased by **53%**
- Connected physical locations and subsequent messaging through a comprehensive social media strategy to promote consistency and align the LFCS brand
- Drove foster and adoption interest through the implementation of social media ads

## Over the course of two years...

- Received 27 total regional media hits, leading to increased awareness, engagement, and donations
- Secured spots on/in Fox 2 News, Southeast Missourian, STL Today, and more



## How We Did It:



Social  
Media Ads



Public  
Relations



Social Media  
Management



Strategic  
Planning



Thought  
Leadership



www.arcoandassociates.com  
636.527.9254