



# SUCCESS STORY: MARKETING MANAGEMENT

**CLIENT:** CCPH, Paige Castro-Reyes & Al Richmond

## PROBLEM:

Community-Campus Partnerships for Health's small team was struggling balancing the demands of a growing non-profit organization. They were having trouble keeping an active presence in the virtual space beyond the in-person convenings they were hosting.

## SOLUTION:

CCPH partnered with Julia and the Stratos Creative team to manage CCPH's marketing. On a regular basis, we create social media content and bimonthly newsletters for the public and CCPH members. In addition to these regular activities, we manage bi-annual membership campaigns, design conference materials, and assist in an overall marketing advisory role.

## SUCCESS:

Amidst the busy-ness of hosting convenings and trainings, CCPH knows their marketing initiatives are always running smoothly. In 2019 and 2020 Q1, their Facebook account received over 37,000 impressions and 484 engagements, a 253% improvement on the prior year. Their Twitter account received 505 total engagements, a 801% increase when compared to the prior year.

When we began working together, an area of focus was their membership growth. We created additional membership offerings, such as a monthly members-only e-blast and assisted in running their membership campaigns. During their 2019 winter membership campaign, ten new members, including a couple new organizational members, joined.



"Our staff needed to focus on project based work and we did not have the capacity to engage in social media, get our word out and strengthen our communications. We really needed to be more intentional with our communication

and ensure that our messaging was cohesive and concise across all platforms. Julia Block Marketing Solutions was a natural fit. Not only did they have the expertise we needed in marketing and branding but they also helped us implement systems to stay organized and consistent. Working with Stratos Creative Marketing has really allowed our vision and goals to be much more tangible and accessible to our network. We feel that our capacity and engagement have really grown in working with this team. This partnership has added so much value to our work and we plan to continue working with them moving forward."

- Paige Castro-Reyes

