

## GET POWERFUL RESULTS WITH DIGITAL AND PRINT SOLUTIONS

Learn how to raise your brand awareness to a whole new level

### OBJECTIVE

Child Care of the Berkshires (CCB) wanted to run a campaign to recruit seven (7) new Family Child Care (FCC) Providers in Pittsfield, MA.

### CHALLENGE

Driving a high brand awareness level within the scope of Pittsfield, MA grant requirements, budget, timeframe and targeting restrictions for one zip code.



### SOLUTION

Talon rolled out digital and print solutions. Digitally, Talon designed a landing page and pop-up ad on CCB's Wix website to showcase the organization's FCC Provider recruitment program. Digital solutions also included SEO, organic and paid social media posts, display ads and emails. Print solutions included outdoor boards strategically placed in one zip code, and a full-page ad in an education tabloid.

### RESULTS

Overall campaign reach in 3 months resulted in **991,000 impressions and 744 click-throughs** (CTRs).

### KEY FINDINGS

The combination of display and print solutions produced an increase in their brand awareness resulting in over seven FCC Providers across Berkshire County, MA.

**"Working with Talon's digital team was instrumental for our understanding of digital marketing. Their guidance ensured that every step of our campaign was seamless and extremely successful. They not only helped us meet our FCC Provider goals and ensured every task was completed, but also gave us insight into marketing strategies we previously didn't know existed."**

**- AMY HALL, PRESIDENT AND CEO, CHILD CARE OF THE BERKSHIRES**