



## Congratulations!



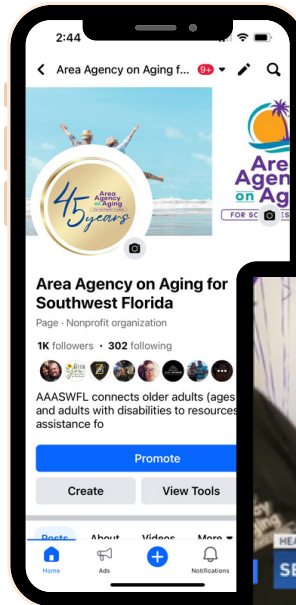
### Maricela Morado Recognized as a Gulfshore Business 40 Under 40 in 2023

Congratulations to our CEO, Maricela Morado, for being honored as one of Gulfshore Business Magazine's 2023 "40 Under 40"!

This prestigious recognition highlights professionals excelling in their careers and communities.

Maricela was featured alongside her fellow honorees in a special segment of WINK news.

Get to know Maricela and the rest of the Southwest Florida community leaders honored.



Area Agency on Aging FOR SOUTHWEST FLORIDA

**BY THE NUMBERS 2023**

**33%-42%** email campaign open rate (above industry standard of 28%)

**89K** website views

**34K** website users

**33K** new website users

**1K+** Instagram reach

**148** pieces of media coverage

**481K** media coverage estimated views

**33.3K** Facebook reach



## COMMUNITY OUTREACH CASE STUDY

# Digital Marketing and Media Relations Strategy Connects More Seniors and Caregivers to Resources

### The Objectives

With the appointment of new leadership, the non-profit organization aimed at connecting older adults and adults with disabilities to resources in Southwest Florida, sought help boosting community outreach. Communicating the agency's services to a wider audience across the seven counties they serve was our common goal for 2023.

### The Work

The team took a two-pronged approach of implementing a digital marketing strategy that included regular blog posts on the non-profit's website to increase traffic, targeted social media campaigns and email marketing, and a targeted communications plan to improve media relations.

### Final Results

Media relations efforts have resulted in increased brand awareness, with local media reaching out to our client as an expert source on elder affairs. Digital marketing efforts led to a 10% increase in website views and 13.3% increase in users in 2023, with an audience of 34K new users. Organic social media reach increased by 100% and Facebook visits increased 68.2%. Email marketing efforts contributed to website views with open click rates at 33%-42%.

## QUICK CLIENT WINS

### Increased Website Traffic

Over the last year, website views increased by 10%, including a 13.3% increase in users in 2023, with an audience of 34K new users. Peak views coincided with Medicare Open Enrollment communication efforts in October.

### Quality Media Coverage

The president and CEO was selected as part the Gulfshore Business 40 Under 40: Class of 2023 and featured in a half-hour news special on WINK-TV, CBS affiliate for Southwest Florida. Client leadership was sought out as expert sources by local and national media outlets including the Wall Street Journal, WINK-TV/CBS, NBC2, The Naples News Press, and Sarasota Herald-Tribune.



*"EvClay has been an invaluable partner in our efforts to stay connected with our communities and the older adults we serve in the seven counties of Southwest Florida. Their marketing skills and efforts make a difference in our ability to reach and engage with this important demographic."*

**MARICELA MORADO**

President and CEO,  
Area Agency on Aging for Southwest Florida