

Marketing Solutions

OUTSOURCED MARKETING

Perry County Literacy Council (PCLC)

The Perry County Literacy Council (PCLC) provides adult education & workforce programs for Perry County residents, enabling them to build better futures for themselves and their families. Their programs are 100% free and tailored to the individual's needs. They partner with 18 other agencies that provide a wide range of services to residents, including social services, access to healthcare, childcare and much more.

About the Project

As a small, nonprofit without a big budget, PCLC doesn't have a dedicated marketing staff member. However, they still very much have a need to educate residents about the services available and generate fundraising support from individuals and corporate sponsors. HIG's marketing team serves as an extension of PCLC, lending regular ongoing expertise in specific areas like social media, graphic design and website maintenance as well as support with special projects as needed.

Services Delivered

- Content Development
- Social Media Management
- Website Development & Maintenance
- Graphic Design for Collateral, Fundraising Mailings & More
- Email Marketing & Quarterly Enewsletters
- Video Content Production



PCLC's partnership with the dynamic marketing team at HIG has had a dramatic impact. They helped us refine our messaging, making it easier for our clients to understand what we can do for them while simultaneously clarifying our case for support, and the results have been outstanding."

Leslie Heimbaugh

Executive Director

