

Customer SPOTLIGHT

Outsourced Marketing

Driving Growth and Efficiency with an Outsourced Marketing Team

Client Overview

The York Builder's Association (YBA) is a member-driven organization supporting the residential building industry across York County. With a focus on events, advocacy, and member engagement, marketing plays a critical role in driving participation, awareness, and overall value to members. For years, YBA relied on an in-house Marketing Director to manage these efforts.

The Challenge

When that position became vacant, YBA faced a decision:

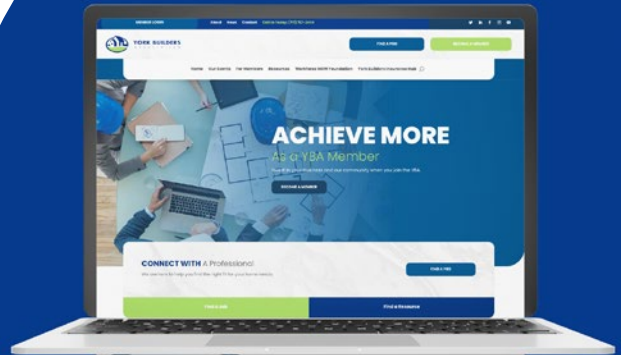
- Replace the role with another full-time hire
- Or explore a more flexible, scalable approach



Awesome marketing team! Creative, quick, and thorough, plus always easy to work with and consistently on budget. I especially appreciate the monthly wrap-up reports and their helpful insights. I highly recommend!

Laurie Lourie

Executive Vice President, York Builders Association



YORK BUILDERS
ASSOCIATION

At the same time, their marketing needs were expanding. They required:

- Consistent social media management
- Regular email communication
- Ongoing website content and SEO support
- Event promotion strategies that could drive measurable attendance

Hiring a single employee to manage all these areas would require a broad skillset and significant overhead.

The Approach

Rather than replacing a single role, YBA partnered with Higher Information Group (HIG) to implement a **fully outsourced marketing model**. This included a structured monthly program with defined deliverables:

- Two monthly e-newsletters
- Social media strategy, content creation, and management
- Blog and website content development
- Custom graphic design aligned with campaigns
- Video content for web, email, and social
- Foundational SEO and keyword strategy
- Monthly reporting

Beyond monthly execution, HIG also supported targeted initiatives such as digital ad campaigns for major events like the Home & Garden Show. Over time, the HIG team became an extension of YBA's organization, developing a deep understanding of their brand, audience, and goals.

Cost Efficiency & Strategic Advantage

By transitioning from a full-time marketing role to an outsourced team, YBA gained access to a **full bench of specialists** across content, design, strategy, and analytics. This model delivers:

- Estimated **55-80% cost savings** compared to a full-time hire
- No additional overhead for benefits, training, or turnover
- Senior-level strategy paired with execution across channels
- Flexibility to scale efforts based on priorities

As noted by YBA leadership: "The savings are incredible, especially with benefits costing employers on average 30% of an employee's salary. Best thing we ever did!"



The Results

Increased Engagement & Visibility

- Facebook content interactions reached **15.3k (+100%)**
- Link clicks grew to **10.4k (+388%)**
- Website visits climbed to **23.3k (+100%)**
- Instagram reach exceeded 22k (+100%), with strong growth in engagement

Stronger Website Performance

- Annual users increased from **25k to 33k**
- Continued growth in high-performing pages, including event-related content
- Expanded presence in **page-one keyword rankings**, improving search visibility

Improved Event Participation

- Strategic promotion across email, social, and web contributed to increased awareness and attendance for key YBA events

Consistent, Measurable Marketing

- Monthly reporting provides clear visibility into performance
- Data-driven insights guide ongoing strategy and content decisions

Cohesive Brand & Visual Identity

- Developed and refined a consistent visual identity across all marketing channels
- Ensure alignment across social media, email campaigns, website content and video
- Elevated the overall professionalism and recognition of the YBA brand
- Provided ongoing creative direction to maintain consistency as campaigns evolve



Working with the HIG marketing team has been a game changer for our association. Their expertise in social media strategy and content creation has significantly boosted event participation and attendance. The team is professional, creative, and always delivers on time. They've truly taken our social media presence to the next level!

Laurie Lourie

Executive Vice President,
York Builders Association





The Takeaway

Outsourced marketing is not just a cost-saving alternative. For organizations like YBA, it provides a more strategic, scalable approach to growth.

With the right partner, businesses gain:

- A **team of specialists** instead of a single resource
- **Consistent execution** across all marketing channels
- **Clear insights** into performance and ROI
- The **ability to adapt and grow** without increasing overhead

