



CASE STUDY

The Alabama Council on Developmental Disabilities (ACDD)



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ACDD

THE CLIENT

The Alabama Council on Developmental Disabilities (ACDD) is an advocacy organization that supports independence, productivity, and inclusion for Alabamians with developmental disabilities. The organization provides funding and resources for programs, groups, and initiatives in the state designed to both increase awareness for adults with disabilities and also improve their lives by creating better opportunities for everyday life.

THE PAIN POINT

In the state of Alabama, there wasn't a lot of awareness for adults with disability, and this lack of awareness contributed to fewer resources and opportunities. ACDD's mission is to increase this awareness, but they found it difficult to do so through word of mouth. They previously had engaged in very general marketing, but lacked a specific marketing strategy and had not taken advantage of digital marketing. As a result, they weren't reaching enough Alabamians to support their mission and goals.

THE GOAL

Increase awareness of ACDD and initiate dialogue about disabilities across the state using innovative marketing strategies.

THE SOLUTION

Uptick was a part of a team with creative advertising agency Fowler-Davis to offer the traditional and digital marketing strategies to achieve ACDD's goal and reach more people than it had ever reached before. The team realized that a combined approach between traditional and digital would take advantage of the strengths of each channel and give ACDD outreach capabilities it previously did not have.

Uptick handled the digital implementation, and came up with a cohesive approach that included:

Social Media Marketing to spark conversations with supporters and those uninitiated with ACDD about issues that are important to adults with disabilities and their loved ones.

Facebook Advertising to reach more people through a targeted approach utilizing one of the most affordable and efficient advertising methods in the business.

The call to action was to visit the ACDD website and learn more about what the organization is doing to help their constituents.

THE RESULTS

As a result of the digital campaign, awareness has grown exponentially for ACDD. Since December 2017, its digital ads have been seen over 1.27 million times. ACDD has also recorded hundreds of comments to create and open an inclusive environment where people can share their stories - an excellent form of word of mouth marketing that has engaged the community.

Additionally, Uptick helped increase the number of monthly visitors to the ACDD website by 356%.

Bottom Line: Uptick helped ACDD spread the word about their initiative using digital marketing and reach more Alabamians than ever before, while increasing website traffic by 356%.

