

Services & Case Studies

Led by Vanessa Bilanceri, Éxito Marketing & Communications advises small businesses and non-profit organizations on marketing their services/programs and communicating their messages to positively benefit the community.

Services include:

- Branding and messaging
- Marketing strategy and implementation
- Marketing materials development, including graphic and web design
- Communications planning and public relations
- Social marketing (for positive behavior change)
- Community outreach
- Donor relations and strategic partnership formation
- Media coverage analysis and media relations
- Event planning to support marketing and fundraising efforts
- Advice on use of social networking tools, such as blogs, Facebook, etc.

Below are some examples of our work:

Vida Senior Centers (formerly EOFULA)

Vida Senior Centers is a non-profit organization based in Washington, D.C. that provides a multipurpose service center, for low-income senior D.C. residents, most of whom are from Latin America. As the oldest Latino-serving organization in Washington, D.C., it began to struggle in recent years with connecting its old name (the Educational Organization for United Latin Americans) to its mission: serving Latino and other multicultural seniors. Éxito urged the organization to consider a new name and the development of a true identity (the organization did not have a logo). Therefore, in mid-2008, Éxito began the process of engaging Board members and helping the leadership discover the true vision and values of the organization in order to better convey its mission, not only to seniors, but to the community. The goal was to develop a brand identity that would contribute toward building community support and increasing its ability to secure needed funding. The new brand was effectively launched in May 2009 with strong community support and wide-spread attention through two front page articles in two leading Spanish weekly papers and a spot on the Univision evening news. On the day of the announcement, the D.C. Office on Aging announced \$125,000 for the organization this year, and 30 friends committed to supporting the center moving forward in 2009.



Congressional Hispanic Leadership Institute (CHLI)

The Congressional Hispanic Leadership Institute (CHLI) is a non-profit, non-partisan organization, based in Washington, D.C., that promotes the positive advancement of the diverse U.S. Hispanic community in the public, private, and non-profit sectors, as well as in the international community. Éxito has served as CHLI's virtual communications office since 2008, enhancing the



organization's visibility, not only in Washington, D.C., but throughout the country in communities with large Hispanic populations. Éxito connects with CHLI on a daily basis, advising on consistent messaging, branding and marketing strategy for all its programs. For example, we review fundraising letters, update the web site, issue newsletters, and write remarks for the Executive Director's speaking engagements, among other tasks. In addition, Éxito recently completed the design and content for the organization's first "annual report," in time for its five-year anniversary. Éxito regularly engages Spanish and English language media to help spread CHLI's message, earning media coverage in California, New Mexico, Texas and Kansas, and internationally in Spain. Éxito also coordinated all press interviews and personally prepped the Former President of Mexico, Vicente Fox, during the 2009 CHLI Future Leaders Conference on U.S.-Mexico Relations in San Antonio, TX.

National Hispanic Council on Aging (NHCOA)

The National Hispanic Council on Aging (NHCOA) is the premier national non-profit organization that advocates on behalf of Hispanic older adults living in the U.S. For over 25 years, NHCOA has supported the growing number of aging Hispanic adults through advocacy, research, the building of support networks, and funding for community-based projects. For its 2007 Annual Conference, held in Dallas, TX, Éxito directed all the marketing and outreach efforts, coordinating with over 25 senior organizations, churches, Latino groups and professionals throughout the greater Dallas-Ft. Worth area to bring together 2,000 participants over the course of the conference. Éxito also coached the President/CEO and wrote her speeches covering issues of leadership, community involvement, health and education. As a result, the president confidently delivered impassioned remarks to an enthusiastic audience of Hispanic seniors, government officials and professionals in the health and aging fields. In addition, Éxito led the 15-member host committee of Dallas-based professionals and formed three media partnerships in order to secure media placement for the prominent event.



Nyack College, Washington, DC Campus

Nyack College, Washington, DC Campus (Nyack DC) is a unique educational institution that provides a supportive and engaging learning environment through accelerated Bachelor's or Master's degree programs, enabling adult students to achieve personal and professional success. Nyack College, based in Nyack, NY, has a rich 125-year history of meeting the needs of those historically underserved in the educational arena. In 2007, Éxito organized a team of students to devise new messaging for the school and develop a comprehensive marketing plan. In the plan, Éxito advised Nyack DC to reach out to the greater-Washington Hispanic community. While spearheading this community effort, Éxito fostered meaningful relationships between the College, area churches, current and former students and Hispanic non-profits awarding scholarships to Hispanic students.

