



A Case Study **WTCSB**

Rebrand, UX Design, Website, Marketing & Comms

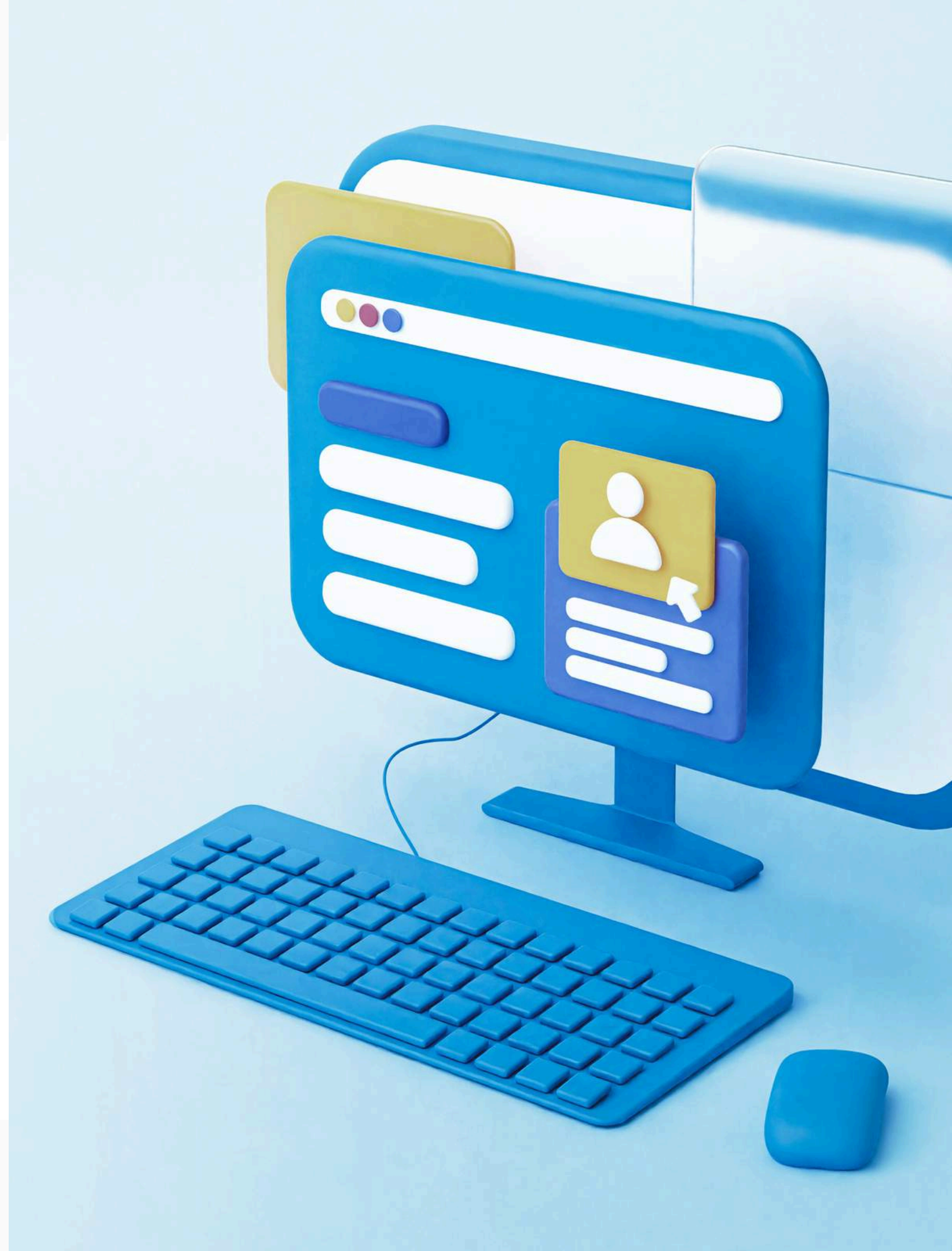


About The Project

WTCSB leaders first approached Alford Creative in 2020, looking to upgrade their online presence. They were sitting on an outdated and broken website that created obstacles for potential clients to connect with the agency.

Further, their brand face had been neglected, with messaging and imaging that did not reflect their current message to the world.

WTCSB asked us to evaluate their assets and guide them on the best way to move forward to become relevant in the new digital world.

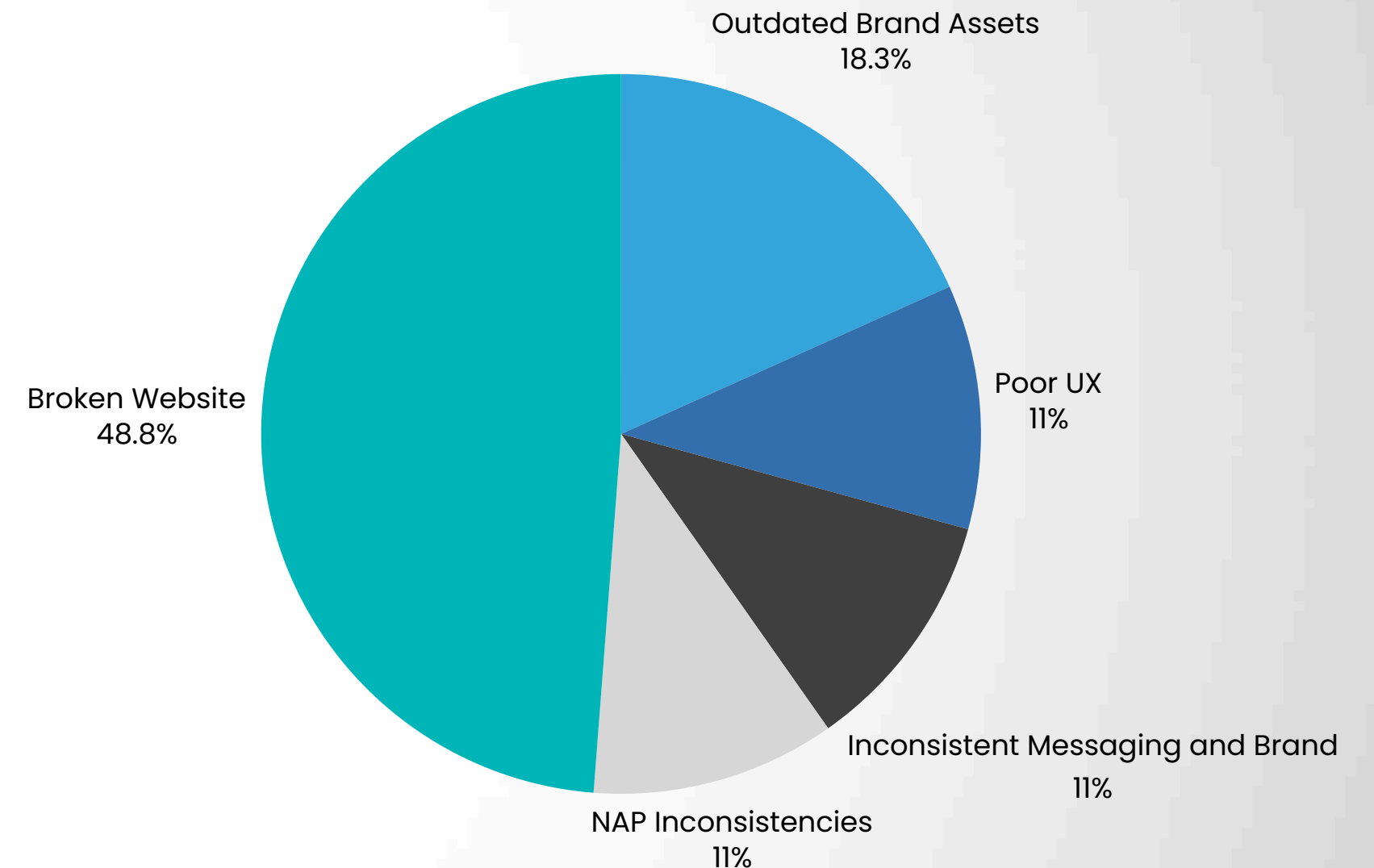


The Problems

PROBLEM #1: The organization's outdated brand was a barrier to building trust, which is so crucial in mental and behavioral health field.

PROBLEM #2: The neglected and clunky website discouraged user engagement, local Google presence was not set up properly, and there was no discernible marketing plan in place.

PROBLEM #3: WTCSB's online assets felt disjointed and neglected, likely because no one person owned this piece of the business. This resulted in gaps, inconsistency and missed opportunities.



SOLUTION: WTCSB needed a facelift.

Alford Creative crafted new visual brand assets that are modern, relevant, and compelling.

Then we tackled the messaging, which was full of insider language that the general public would not understand. We crafted narrative messaging to encourage trust and invite the public in.

After the new brand was created, we educated and helped WTCSB's staff apply the new assets to their internal and external communication documents and physical assets.

Brand Creation & Application

- *Logo*
- *Messaging*
- *Colors & Fonts*
- *Brochures & Docs*
- *Business Cards*
- *Signs & Banners*



Responsive Website Creation

- *Avatar Research*
- *UX Design*
- *Copywriting*
- *Web & Mobile Development*
- *Contact Forms*
- *On-Page SEO*

Our team's first goal was to build a website that does three things: (1) positions WTC SB as the mental health authority in their area, (2) attracts new clients, and (3) serves as the online hub of the organization.

The new site gives people the ability to request an appointment for services directly on the website, intuitively find the info they need quickly and efficiently, and everything is made as usable on mobile as on a desktop.

We also implemented specific strategies and best practices for increasing reach and authority on the search engines.

In 2021 the leadership at WTCSB asked us to step in and augment their staff for marketing tasks when it made sense. This method of working together saves time, money and headaches by leveraging our expertise.

We set up an email marketing plan that integrated with the website and the internal clinician lists.

We cleaned up the many (almost 50!) different NAP (Name, Address, Phone) listings across the web and replaced them with one main intake line. We also created map locations on all major search engines for the main 5 clinics and removed private residential home addresses that were showing up online.

Digital Marketing & SEO

- *Local SEO*
- *Social Media*
- *Email Marketing*
- *On-Page SEO*
- *Digital Assets – fliers, brochures, etc.*
- *Content Marketing*



Over the last two years, we have created and executed a comprehensive blog strategy that targets questions and pain points of potential new clients as they search for issues related to behavioral health care.

We have created social media accounts on the platforms most relevant to their clientele and used those as a platform to communicate and share information with the public community. We have also used social media to engage in conversation with government orgs and local partners.

As needed we (together with the WTC SB staff) created new external documents such as brochures and fliers, as well as local advertisement pieces.

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Communications Reboot 2024

- *Agency Audits*
- *Employee Feedback*
- *Leadership workshops*
- *Data Analysis*
- *Strategic Roadmap*
- *Monitoring progress*

WTCSB's growth over the years stretched their capacity to communicate with consistency and clarity across the organization. They hoped to do a better job at engaging their workforce.

Alford Creative was brought in to conduct an initial audit and found:

PROBLEM #1 Communications was not happening intentionally across the organization.

PROBLEM #2 Employees were doing their own thing, leading to overlapped efforts and wasted resources.

PROBLEM #3 Disconnection between internal and external communications

In January 2024, WTCSB leaders and Alford Creative began an initiative to build out a more thorough org-wide communications plan.



Communications Reboot

- *Agency Audits*
- *Employee Feedback*
- *Leadership workshops*
- *Data Analysis*
- *Strategic Roadmap*
- *Monitoring progress*

This Comms Reboot was designed to attend to the gaps between internal and external comms, and provide a framework that aligned with WTCSB mission and core values for the following tangible impact:

Greater organizational alignment: Increase community trust, authority, and credibility

Engaged and informed employees, which leads to lower absentee rates, lower turnover rates, improved patient safety, and improved productivity.

Increased employee and community trust, authority, and credibility.



KEY TAKEAWAYS

- Website conversions through lead form submissions rose 56%
- Visitors to the website increased by 289% and calls from Google maps has increased by 243%
- Phone calls from the website to the intake team for services increased by 137%
- Organic ranking on search engines has improved from an average position of 34 to 14, with 2,781 keywords now ranking.
- The email marketing list went from 0 to over 3,000 community members
- Social media followers have increased by 100% with over 50,000 views on WTCSB accounts.
- A more attractive brand has led to a significant rise in job inquiries, highlighting the contractor's appeal as an employer
- Intentional efforts to improve both internal and external communications has led to greater clarity and a solid roadmap for change management.



24 HOUR BEHAVIORAL HEALTH EMERGENCY

Western Tidewater Community Services Board

HOME ABOUT OUR SERVICES COUNSELING MATERIALS GET INVOLVED I WANT TO

WTCSB

Telehealth

Schedule an appt today!
(757) 758-5106



Emergency Services:
(757) 925-2484

QUICK LINKS

- RESOURCES TO H
- FREQUENTLY USE

WTCSB has temporary Access to occur using accommodate to C

Individuals experiencing should contact emergenc

Intakes for service are need and in most cases conducted via

Non-urgent requests and by calling this central sc 5106 which has

Search ... Search ...

SELECT LANGUAGE |

Receive Updates from WT

Email Address

Submit

For EMAIL NEWSLE

Welcome to WTCSB

Western Tidewater CSB stands in solidarity with men, women, and children
to help them effectively unite their voices and actions toward the fair treatment of all

[Please Click Here to Read a Letter to Our Community](#)

Mission

It is our mission to provide a coordinated system of quality recovery oriented care to the citizens we serve. We continually strive to value staff, support diversity, and promote excellence and personal growth in the provision of consumer care.



WTCSB

Western Tidewater Community Services Board


The Purpose Of Life Is A Life With Purpose

Help Line

Western Tidewater Community

If you or a family member are experiencing stress or need someone to talk to, call (757) 758-5106 to speak to one of our counselors for a free consultation

Information discussed will remain confidential



WTCSB

Before



Western Tidewater Community Services Board

HOME ABOUT OUR SERVICES COUNSELING MATERIALS

Meet Our Counselors

Mission Statement

It is the mission of Western Tidewater Community Services Board to provide a coordinated system of quality recovery oriented care in Mental Health, Intellectual Disability, and Substance Abuse Services to the citizens of the cities of Franklin and Suffolk and the counties of Isle of Wight and Southampton. We continually strive to value staff, support diversity, and promote excellence in the provision of consumer care.

Program Mission

The Behavioral Health Wellness Promotion Department of Western Tidewater Community Services Board is committed to providing comprehensive community based services to children, adolescents and their families to help create healthy youth today for healthier adults tomorrow.

Treatment Services Centers

Suffolk Center
1000 Commercial Lane
Suffolk, Virginia 23434
(757) 942-1069

Franklin/Southampton
200 E. Second Avenue
Franklin, Virginia 23852
(757) 562-2208

Isle of Wight/Smithfield/Windsor Center
1801 S. Church Street
Smithfield, Virginia 23430
(757) 357-7458

WTCSB Primary Contact Service Lines


Mental Health (MH) Adult Services - 757-942-1990
VICAP/Children MH Services - 757-942-1978
Intellectual Disability Services - 757-942-1069
Substance Abuse Services - 757-942-1988
Emergency Services - 757-925-2484

Additional Community Resources


Suicide Hotline
1-800-SUICIDE
1-800-784-2433

Virginia Family Violence & Sexual Abuse Hotline
1-800-838-8238

Alcohol & Drug Abuse Addiction Helpline
1-800-442-0971



Nurturing Parenting Program



Western Tidewater Community Services Board

Wellness and Promotion Department
135 South Saratoga Street
Suffolk, Virginia 23434

757-942-1945
(Fax) 757-925-2221
www.wtcsb.org

Agency Mission

Western Tidewater Community Services Board serves the Cities of Franklin and Suffolk and the Counties of Isle of Wight and Southampton. We are the single point of entry for access to mental health services, supports for intellectual disability, and services for a substance use disorder. CSBs advocate for people who are receiving or are in need of services. We act as community educators, organizers and planners. We also advise local governments about behavioral health and developmental services and needs.

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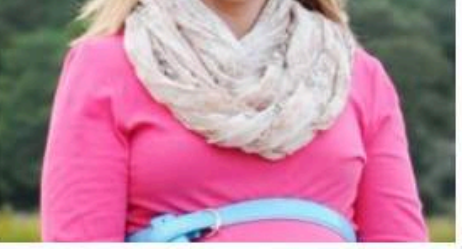
The purpose of life is a life with purpose

Frontline Wellness VA Communications Toolkit


EWVA
Frontline WellnessVA

The Frontline Wellness VA workgroup:
Frontline Wellness Virginia (FWVA) is dedicated to the well-being of all personnel working on the frontlines of the COVID-19 pandemic in Virginia. It is comprised of a diverse group of stakeholders representing several state agencies, associations that represent multiple healthcare professions, and several health organizations across the Commonwealth. Frontline Wellness VA's first initiative has been the development of a special website to provide relief, comfort, and perspective to stressed frontline personnel. FWVA will continue to explore ways to best support the well-being of those who so selflessly care for sick Virginians. It is an off-shoot of the state's Covid-19 Health Care Coordination Committee.

The Frontline Wellness VA website:
Frontline health care providers are particularly vulnerable to negative mental health effects as they try to balance caring for their patients and taking care of themselves and their families. Many are especially susceptible to feelings of stress and anxiety, given the risk associated with



Courtney Goolsby



Danielle Moore

24 Emergency Service Line

western tidewater COMMUNITY SERVICES BOARD

About Our Services Resources Careers First Time Visits

Mental Health Services for Everybody

FIRST TIME VISITS

24/7 CRISIS SERVICES (757) 925-2484

CLINICAL SUPPORTS Resources and Training

HOW CAN WE HELP? WTCBS Services

GETTING STARTED

3 Ways to get Help

Call
(757) 758-5106

Online
[Schedule Online Here](#)

24 Hour Emergency Line
(757) 925-2484

We are diligent in our mission to provide quality mental health care to all. Our integrated approach to wrap-around care starts with you. Our caring staff is accessible 24/7 phone or email.

CRISIS SERVICES

ONLINE CARE

CHILDREN'S SERVICES

ADULT SERVICES

Nurturing Parent Program

The Nurturing Parenting Program (NPP) was designed by Dr. Stephen J. Bavolek, a recognized leader in the fields of child abuse and neglect, treatment and prevention, and parenting education. The program targets all families at risk for abuse and neglect with children birth to 18 years. The Nurturing Parenting Programs are family-centered, trauma informed initiatives designed to build nurturing parenting skills as an alternative to abusive and neglecting parenting and child-rearing practices.

Nurturing Parenting Program Philosophy

The philosophy of Nurturing Parenting Programs emphasizes the importance of raising children in a warm, trusting and caring household. It is founded on the belief that children who are cared for develop the capacity to trust, care and respect themselves, other people and living creatures and the environment.

Foundational Points

- The family is a system.
- The major focus of the Nurturing Parenting Programs is to build empathy among all the family members.
- Parenting exists on a continuum.
- Adults, children & adolescents learn on two levels; the cognitive (knowledge) level & the affective (feeling) level.
- Adults, children & adolescents who feel good about themselves as men & women or boys & girls, stand a better chance of becoming nurturing parents.
- Given a choice, all families would rather engage in happy, healthy interactions than abusive, problematic ones.

ADDITIONAL CHILDREN'S SERVICES PROVIDED BY WESTERN TIDEWATER COMMUNITY SERVICES BOARD

- 24 Hour Crisis Intervention
- Case Management
- Early Intervention
- Therapeutic Day Treatment (TDT)
- Health Education
- Substance Abuse Prevention
- Nursing & Psychiatric Services
- Volunteerism
- Outpatient Counseling
- Parent Education

VIRTUAL CLASSES NOW OFFERED!

REFERRAL PROCESS

ANY COMMUNITY PARTNERS AND AFFILIATES WITHIN THE CITIES OF FRANKLIN, & SUFFOLK, & COUNTIES OF ISLE OF WIGHT & SOUTHAMPTON MAY SUBMIT REFERRALS.

PREVENTION@WTCBS.ORG

western tidewater COMMUNITY SERVICES BOARD

forward, together.

After



Short Term Ability to Pay Scale - Maximum Percentage per Service Effective 8/1/18

Income range	1	2	3	4	5	6	7	8+
0-\$12,140	1%	1%	1%	1%	1%	1%	1%	1%
\$12,141 - \$16,460	5%	1%	1%	1%	1%	1%	1%	1%
\$16,461 - \$20,780	10%	5%	1%	1%	1%	1%	1%	1%
\$20,781 - \$25,100	15%	10%	5%	1%	1%	1%	1%	1%
\$25,101 - \$29,420	20%	15%	10%	5%	1%	1%	1%	1%
\$29,421 - \$33,740	25%	20%	15%	10%	5%	1%	1%	1%
\$33,741 - \$38,060	30%	25%	20%	15%	10%	5%	1%	1%
\$38,061 - \$42,380	35%	30%	25%	20%	15%	10%	5%	1%
\$42,381 - \$46,700	40%	35%	30%	25%	20%	15%	10%	5%
\$46,701 - \$51,020	45%	40%	35%	30%	25%	20%	15%	10%
\$51,021 - \$55,340	50%	45%	40%	35%	30%	25%	20%	15%
\$55,341 - \$59,660	55%	50%	45%	40%	35%	30%	25%	20%
\$59,661 - \$63,980	60%	55%	50%	45%	40%	35%	30%	25%
\$63,981 - \$68,300	65%	60%	55%	50%	45%	40%	35%	30%

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NURTURING PARENTING PROGRAM

WELLNESS AND PROMOTION DEPARTMENT


Real Change Now

A 31-day mental health challenge

A daily calendar challenge that will guide you through making small positive changes over the next month that really add up - to greater feelings of happiness and an improved sense of overall well being.

#RealChangeNow
#WTCBS
Real Change Now: A 31-Day Mental Health Challenge.....Page 1

western tidewater COMMUNITY SERVICES BOARD




Our partnership with Alford Creative has allowed WTCSB to focus on service delivery and operations without sacrificing the time and attention needed to improve our online presence and brand recognition/trust within the communities we service.

Beth and the staff at Alford have engaged us with assessment, planning, and creative solutioning dialogue that sought first to truly understand who we are and who we serve before implementing change. There was no one size fits all format that we have been offered by other vendors.

Given this partnership, we've expanded our relationship to enhance our internal and external communications structures for better alignment of our staff and our position in the community that is consistent with the growth in size and service array WTCSB has experienced in the last 10 years.

Brandon Rogers, Associate Executive Director, Western Tidewater CSB



Whether you need a new website, want to make a bigger impact, or just need guidance on your next steps, we would love to help you explore your needs and brainstorm your next steps.

[Schedule a free strategy call here.](#)

Let's work on something great together!

ALFORDCREATIVE

helping nonprofits and world-changers make their mark online