

Local Organization Transforms Lives, One Child at a Time

Adelphoi 



For more than 50 years, the team at Adelphoi has been one of Pennsylvania's leading providers of youth and family services. They serve individuals who are at-risk, abused, neglected, delinquent, and those struggling with academic or behavioral issues. Many of those youth and families have some involvement in the child welfare and juvenile justice systems.

The Adelphoi team is always looking to spread the word about their offerings and resources and in 2020, they sought help from the experts at Dail Digital. After gaining a deeper understanding of what was needed, the Dail Digital Team prepared an initial custom marketing plan that proved to be successful and led to an ongoing partnership.



Implementation:

Billboards

Audience Targeting

Display Ads

Geo-Targeting

Video Ads