Project Spotlight

K MARKETING CO.

ALLIANCE FIRE & RESCUE

INDUSTRY
Public Safety & Nonprofit

PROJECT TYPE
Website

PROJECT SCOPE
Marketing Management

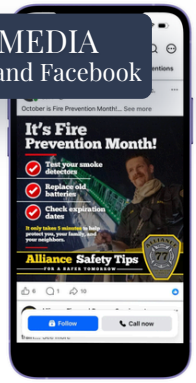
PRIMARY PROJECT
Website / campaign



BRAND
Print Design



SOCIAL MEDIA
Instagram and Facebook



ABOUT
THE PROJECT

Alliance Fire & Rescue is the result of a merger of two all-volunteer fire departments serving York County since 1929. With funding from a four-year FEMA SAFER grant, K Marketing Co. partnered with the department to deliver a brand-new recruitment website, monthly social media management, custom print marketing, and on-site photo and video production.

THE
CHALLENGE

Alliance needed additional volunteer firefighters to continue serving their community, but lacked the cohesive branding and media assets required to recruit effectively. They needed a modern website, eye-catching print collateral, an active social media presence, and authentic action photography and video to showcase their team.

OUR
SERVICES

- Website & SEO: Custom recruitment site (alliancefireandrescue.org) and local SEO targeting York County.
- Print & Event Collateral: Recruitment flyers, EDDM postcards, decals, banners, and tent graphics.
- Social Media: Weekly Facebook/Instagram posts, reels, and automated direct message (DM) funnels
- Media & Ads: On-site photo/video production plus Meta and iHeartRadio ads.

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