

# DaBrian Marketing Group LLC & CrossRoads Studios LLC Collaborate to Develop Website for Berks Encore

*A nonprofit in Berks County has chosen DaBrian Marketing Group, LLC and CrossRoads Studios to collaborate in the development of a complete website redesign.*

READING, PA, USA, October 15, 2014 /EINPresswire.com/ -- Berks Encore — a 501(c)(3) nonprofit organization focused on engaging Berks County's aging community — has partnered with Reading, PA-based DaBrian Marketing Group, LLC and [CrossRoads Studios](#) in the design and development of a new website.



Established in 1965 and founded on a spirit of caring and providing for Berks County's aging population, Berks Encore provides a comprehensive program of services, referrals, education and advocacy. The organization's primary goal has always been to enable older adults to achieve a better quality of life. With six centers throughout Berks County, Berks Encore continues to provide new and innovative programs and services to benefit its participants.

"As the aging population continues to change, it is important that Berks Encore also changes and rebrands itself to best meet the needs of older adults as well as their families and caregivers," explains LuAnn Oatman, Berks Encore President/CEO. "This new website is part of an overall message campaign that is designed to promote positive aging – bealive, beloved, befit, becreative and beyourself. Berks Encore is grateful to CrossRoads Studios for leading the design and branding efforts and to DaBrian Marketing Group for transforming that look and feel into an enhanced website."

To ensure that Berks Encore continues to grow and evolve, the organization enlisted the help of CrossRoads Studios, its Reading, PA-based branding partners, to craft a new [website design](#). Their role included developing the design and assisting with the transition between concepts to a fully-functional website environment, significant programming and optimization were also needed.

"It has been a pleasure working with Berks Encore for over seven years," said Penny Bauman,

Partner, CrossRoads Studios. "Appealing to a much broader audience, the redesigned website provides an improved look and feel that translates into a better customer experience. We're pleased that DaBrian Marketing Group volunteered their time to develop the new website. The site will be key to communicate Berks Encore's message within the community and a primary element of their new 'BE' campaign."

Throughout the process, DaBrian Marketing Group, LLC's web development team made recommendations regarding functionality across desktop and mobile devices as well as integrations across third-party platforms. DaBrian Marketing Group, LLC also revisited Berks Encore's page [content](#), optimizing it for the website's primary audiences and greater search engine visibility.

"Berks Encore's services and programs appeal to many audiences, from caregivers, to potential volunteers, to the participants themselves," said Daniel Laws, Principal Owner of DaBrian Marketing Group. "With a website programmed for multiple devices and functionality to serve these various audience personas, we're confident that Berks Encore can continue advocating for our community's seniors."

The new Berks Encore website can be found at [berksencore.org](http://berksencore.org).

## ABOUT BERKS ENCORE

The mission of BERKS ENCORE is to engage the community to enable older adults to achieve a better quality of life by providing a comprehensive program of services, referrals, education and advocacy. For more information, please contact Berks Encore at (610) 374-3195 or visit us on the Web at [www.BerksEncore.org](http://www.BerksEncore.org).

### Corporate Address

40 N. 9th Street

Reading, PA 19601

(610) 374-3195

Berks Encore has center locations in Birdsboro, Fleetwood, Shillington, Reading, Strausstown and Wernersville.

### About DaBrian Marketing Group, LLC

Founded in 2008, DaBrian Marketing Group, LLC is a full service digital marketing agency focused on providing marketing solutions to businesses that want to obtain digital awareness, cultivate meaningful customer relationships, and develop innovative strategies. DMG's services include email marketing, search engine optimization, website design, web analytics, social media marketing and more. Company headquarters are centrally located at 500 Penn Street, Suite 201, Reading, Pennsylvania 19602. For more information about DMG, visit [dabrianmarketing.com](http://dabrianmarketing.com) or call 610.743.5602.

## About CrossRoads Studios

CrossRoads Studios has been building brands since 1991. Local, national and international projects cover many industry categories. Prior business experience includes twelve years in New York City working on many brands you know, love and have used over the years. Their services include branding, strategy, naming, creative, marketing, advertising and more. The company is located at 1 Pendergast Road, Reading, Pennsylvania 19608. You can contact CrossRoads Studios at [info@crossroadsstudios.com](mailto:info@crossroadsstudios.com) or call 610.373.7380.

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