

# BackPocket Agency Reports 30% Year-Over-Year Growth, Expands Association and Healthcare Marketing Client Portfolio

*BackPocket Agency, a marketing and communications agency supporting associations, non-profits, healthcare, and B2B organizations, boasted 30% YOY growth.*

CHICAGO, IL, UNITED STATES, February 23, 2026 /EINPresswire.com/ -- [BackPocket Agency](#), a



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*Joe Stella, CEO, BackPocket Agency*

Chicago-based marketing and communications agency supporting associations, non-profits, healthcare, and B2B organizations, announced 30% year-over-year growth along with several new client engagements to begin 2026.

The agency continues to see strong demand for association marketing strategy, healthcare marketing services, website design and development, content marketing, and integrated communications support. Growth is driven by membership organizations seeking to increase member retention, improve member acquisition, strengthen volunteer recruitment, and modernize digital

platforms.

“We’re entering 2026 with strong momentum and an expanding roster of association and healthcare clients,” said [Joe Stella](#), CEO and Co-Founder of BackPocket Agency. “Organizations are looking for strategic marketing partners who understand membership models, stakeholder engagement, and the importance of measurable results.”

BackPocket Agency recently began work with the American Library Association (ALA), the American College of Healthcare Executives (ACHE), the American Academy of Orthopaedic Surgeons (AAOS), the Oncology Nursing Society (ONS), the Certification Board for Diabetes Care and Education (CBDCE), the National Consortium for Health Sciences Education (NCHSE), the American Planning Association (APA), and UL Standards & Engagement.

Across these partnerships, BackPocket Agency is supporting initiatives including marketing strategy, website redesign, content development, event marketing campaigns, brand positioning, and digital experience improvements.

These organizations join a [portfolio](#) that already includes notable clients like Muscular Dystrophy Association, the National Multiple Sclerosis Society, and the Institute for Real Estate Management.

BackPocket Agency partners with associations, healthcare organizations, nonprofits, and B2B brands to drive measurable growth and engagement. Core services include:

- Association marketing strategy and lifecycle marketing
- Healthcare marketing and communications strategy
- Membership marketing and retention campaigns
- Event marketing strategy and conference promotion
- Volunteer recruitment marketing
- Website design and development
- User experience (UX) strategy
- Content strategy and content development
- Annual report writing and design
- Brand positioning and messaging
- Creative direction and graphic design
- Marketing research and go-to-market planning

By combining strategic planning, content marketing, website development, and performance measurement, BackPocket helps organizations increase membership, grow event attendance, improve stakeholder engagement, and strengthen brand visibility.

### About BackPocket Agency

BackPocket Agency is an independent marketing and communications agency headquartered in Chicago. The agency specializes in association marketing, healthcare marketing, nonprofit marketing, and B2B marketing services.

Recognized as one of “America’s Most Loved Companies to Work For” by the Maya Culture Awards, BackPocket Agency delivers marketing communications programs without the complexity or red tape of traditional agencies.

For more information about BackPocket Agency’s association marketing and healthcare marketing services, visit <https://backpocketagency.com>.

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