

WORDHAMPTON

PUBLIC RELATIONS



EAST END TICK & MOSQUITO CONTROL

Established in 1997, East End Tick & Mosquito Control was one of the first companies to dedicate its services to pest control of ticks. Ticks and the diseases they carry have become increasingly prevalent and dangerous on the East End of Long Island. Brian Kelly, founder and owner of East End Tick dedicated himself to becoming a tick expert. WordHampton's objective was to reinforce Kelly's expertise with media placements, social media campaigns and facilitating educational programs and strategic partnerships.

The initial strategy focused on positioning Kelly's tick expertise in any article discussing the tick problem in the area. Monthly press releases were distributed in season relating to aligned issues such as Lyme disease awareness month in May. Educational and informational blogs were created and published on various partner media outlets while the promotion of educational programs launched by East End Tick such as Tickwise, which was created to share the importance of tick protection in children. East End Tick also developed tips to protect yourself against ticks, which WordHampton was able to share with media as a perfect sidebar to articles about the medical implications of tick diseases. The tips and monthly blogs were also shared on social media along with other informational articles about tick diseases, which cemented Kelly's position as the tick expert.

Brian Kelly was quoted in various media outlets regarding his tick expertise including the New York Times, New York Post, CBS Long Island news and all East End media outlets. He was also able to align himself with the local hospital, Southampton Hospital and the Tick-Borne Disease Resource Center and provide tick ID cards which are included in the center's tick removal kit. Brian Kelly's positioning as the tick expert successfully raised East End Tick's brand visibility as the go-to company for tick control on the East End.

In addition, WordHampton has also successfully represented PAR East Mortgage Company, Suburban Exterminating, and Flanders Heating & Air Conditioning.