



FIRST THINGS FIRST

Case Study:

E Squared Marketing

Challenges

Offering child care benefits can be challenging for small businesses, such as E Squared Marketing. These benefits can require significant financial investments or resources. Businesses may want to provide greater flexibility and support for working parents, but finding solutions that meet employees' needs while remaining manageable for the business can be difficult.

Solutions

Inspired by her own experience as a mother, E Squared Marketing created a family-first culture that makes it possible to pursue a career while raising a family. That vision remains at the heart of the company today. The team is made up mostly of mothers who want to continue working while being present for their families, providing them one less thing to worry about.

Flexible Work Hours

- No traditional working hours.
- Remote/hybrid options.

Paid Parental Leave

Tailored to individual needs.

Outcomes

E Squared Marketing's family-first culture has strengthened employee retention and helped the company attract a strong, competitive pool of talent.

Employee Retention

Flexible, accommodating work hours allow employees to remain successful in their careers while meeting the needs of their families.

Competitive Talent Pool

The company's family-first culture has become a strong recruiting advantage, attracting qualified candidates who value flexibility and work-life balance. E Squared Marketing receives 10–15 unsolicited resumes each month.

At a Glance

Ashley Richards left her corporate job to start her own marketing company after becoming pregnant. E Squared Marketing was founded in 2018 when Richards discovered how difficult it was to find a workplace that supported a healthy work-life balance. Today, her team is made up mostly of mothers who want to build successful careers while being present for their families.

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“Having a flexible schedule has built a next-level of commitment with my employees. They're happier in their workplace and they don't ever feel like they have to choose between their family and the business.”

Ashley Richards, E Squared Marketing CEO



Why It Matters

Family-friendly policies are a competitive advantage in attracting and retaining talent. As mothers are increasingly entering the workforce and demand grows¹, employers that offer flexibility and support for working parents can strengthen employee retention, attract a broader pool of talent and build a more committed workforce.

Why It Works

According to the U.S. Chamber Foundation², employers that invest in child care supports see:

- 55% lower turnover
- 2x employee engagement
- Up to \$3 ROI for every \$1 invested

And thanks to First Things First and their work in early childhood³, Arizona:

- Generates \$324 million in annual economic output
- Sustains 2,800 jobs, annually
- Produces nearly \$18.2 million in tax revenue (state + local)

Download the Toolkit

First Things First offers resources to support your employees and examples of family-friendly workplace policies.

[FirstThingsFirst.org/business](https://firstthingsfirst.org/business)



FIRST THINGS FIRST

First Things First is Arizona's early childhood agency—supporting families with early childhood resources and partnering with businesses to shape a stronger, more resilient workforce that benefits everyone. Learn more at [FirstThingsFirst.org/business](https://firstthingsfirst.org/business).

¹ Pew Research Center <https://www.pewresearch.org/?p=316953>

² US Chamber roadmap https://drive.google.com/file/d/1pF-BT13hvNWikPJwjfDz7B1_jyI4_NfW/view

³ Rounds Consulting Group survey: <https://www.firstthingsfirst.org/2025/04/analysis-shows-ftf-investments-contribute-million>