SOCIAL MEDIA MARKETING & ANALYTICS

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Social Media Management Account Resume

#Sellers4UCC Campaign (2018)

- Campaign for Regional Sorority position (Sigma Gamma Rho Sorority, Inc.)
- Used social media to push campaign messages for candidate Selicia Sellers.
- Used User Generate Content, gifs and videos to increase reach.
- Candidate won by 60%

The Hoot All-Natural Cleaning Products (2017)

- Startup non-chemical cleaning company.
- Handled influencer social media marketing and Facebook, Twitter and Instagram handles. @HootAllNatural
- Increased sales by 25% using influencer marketing and affiliate links.

Liberty Tax Home Office (2016-Present)

- One of the top three tax companies in the US.
- Manage all social handles and partnership content. @libertytax
- Increased traffic to libertytax.com by 240% (2016 vs 2017)
- Recreated brand voice on content, increased reach and engagement.

eSmart Tax & DIY Tax (2016-Present)

- Affiliate brands of Liberty Tax for online tax preparation
- Manage all Facebook content and customer care..
- @eSmartTax & @freeDIYTax

Norfolk Alumnae Chapter of Sigma Gamma Rho Sorority, Inc. (2014-2018)

- Elected as Public Relations chair of chapter 2014.
- Created and managed content about chapter highlights and events.
- Reached milestone of 500 likes in 2016.

Seton Youth Shelters (2013-2016)

- Hampton Roads non-profit organization with a focus on at-risk and runaway youth.
- Managed all social media content and public relations. @setonyouthshelter
- Increased in-kind donations with vanity hashtag, #WishlistWednesday.
- Increased donor retention with vanity hashtag, #ThankfulThursday,
- Increased likes and reach of content by 40%

Regine Nicole Collection (2016 - Out of business)

- Luxury hair extensions and beauty product retailer.
- Redesigned and managed website, item stock and Facebook & Instagram page.
- Increased reach of content by 30% and added 10% to revenue (compared to 2015.)

Susan G Komen Tidewater Affiliate (2015)

- Managed Facebook page for content.
- Implemented the use of User Generated Content for Survivor Sundays.

Best Family Moving & Storage (2013-2015 – Out of business)

- Created and Managed Facebook accounts.
- Used Facebook to book appointments and handle customer issues.
- Increased business by 30% using highly targeted Facebook ads and boosted content.

College Lifestyles eMagazine (2012)

- eMagazine for college women.
- Created and curated content for Social Media with a team of other interns.

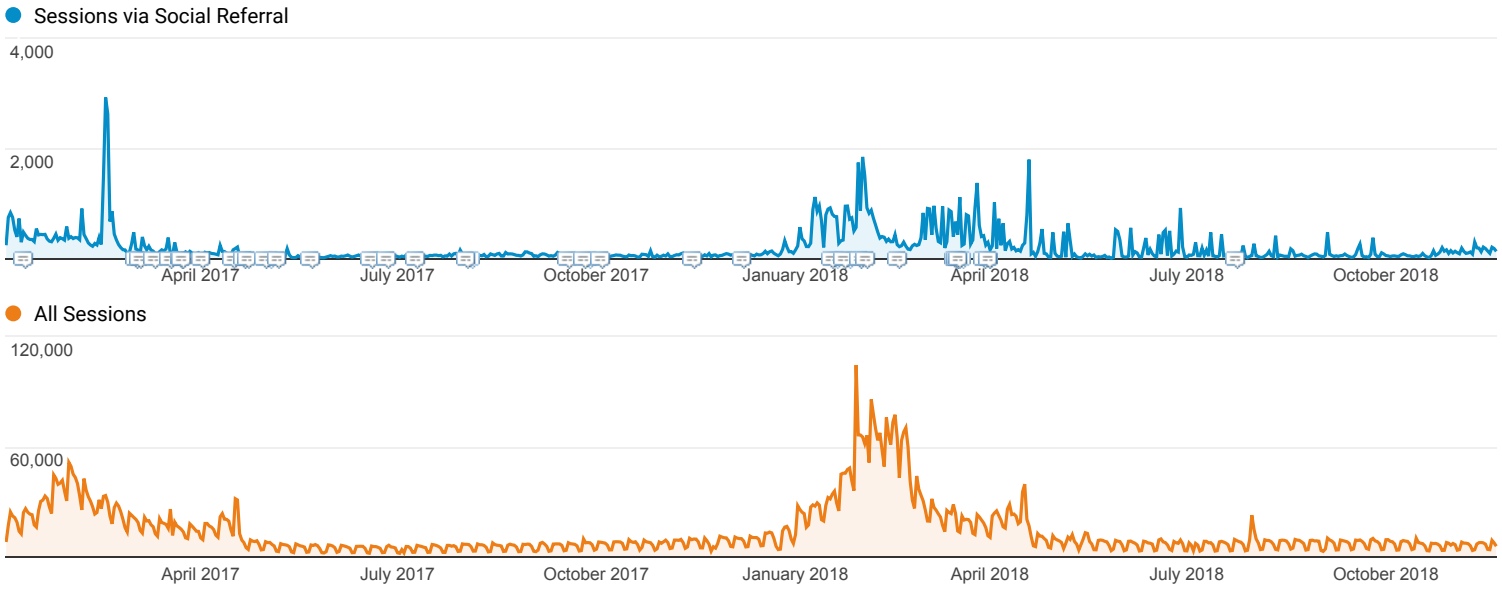
Network Referrals

Jan 1, 2017 - Nov 21, 2018

Liberty Tax Google Analytic Social Media Referral report.

This Google Analytics report shows the total amount of traffic that my content sent to the Liberty Tax's national website (www.libertytax.com)

Social Referral



Social Network	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. Facebook	**116,846** (85.53%)	165,925 (77.61%)	00:00:37	1.42
2. Yelp	**10,578** (7.74%)	28,812 (13.48%)	00:02:08	2.72
3. foursquare	**2,897** (2.12%)	6,019 (2.82%)	00:01:56	2.08
4. Twitter	**2,881** (2.11%)	6,167 (2.88%)	00:01:33	2.14
5. LinkedIn	**1,105** (0.81%)	2,265 (1.06%)	00:01:27	2.05
6. Instagram	**450** (0.33%)	793 (0.37%)	00:00:54	1.76
7. Pinterest	**326** (0.24%)	448 (0.21%)	00:00:33	1.37
8. Quora	**231** (0.17%)	282 (0.13%)	00:00:30	1.22
9. Glassdoor	**210** (0.15%)	509 (0.24%)	00:01:55	2.42
10. reddit	**170** (0.12%)	197 (0.09%)	00:00:54	1.16

Rows 1 - 10 of 39

Liberty Tax Live Nation Sweepstakes (2018)

Disclaimer:

Facebook: Social Posts: **NO PURCHASE REQ'D.** U.S.,18+. Ends11:59 PM PT 6/17/18. Void where prohibited. Exclusions apply. See Rules: https://lib.tax/werock18 Sponsor is Liberty Tax Service.

IG: Facebook: Social Posts: **NO PURCHASE REQ'D.** U.S.,18+. Ends11:59 PM PT 6/17/18. Void where prohibited. Exclusions apply. See Rules: https://lib.tax/werock18 Sponsor is Liberty Tax Service.

Twitter: NO PURCHASE REQ'D. U.S.,18+. Ends11:59 PM PT 6/17/18. Void where prohibited. Exclusions apply. See Rules: https://goo.gl/4V3CZt

Link: http://sweeps.hvnln.com/liberty0518

UTM'd Custom Link

FB: https://lib.tax/werock18

Twitter: https://goo.gl/4V3CZt

IG: https://lib.tax/irockliberty

The Promotion period begins at 12:00 PM Pacific Time on May 7, 2018, and ends at 11:59 PM Pacific Time on June 17, 2018 ("Entry Period").

IG Hashtags #instamusic #instalife #instavideo #concert #tickets #thanks #instacontest #instacontestalert #instatoday #instagiveaway #music #video #live #concert #tickets #concerttickets #thanks #newmusic #nowplaying #radio #spotify #hiphop #dance #artist #rock #contest #giveaway #contestalert #winner

Twitter: #music #video #live #concert #tickets #concerttickets #thanks #newmusic #nowplaying #radio #spotify #hiphop #dance #artist #rock #contest #giveaway #contestalert #winner

- Are you ready...to ROCK? Enter our "Liberty Rocks, You Roll" sweepstakes for the chance to win a concert package!
- Ready to cut loose? It's concert season! Enter our sweepstakes for the chance to watch your favorite artist rock the stage!
- Tell your BFF you love them and enter our sweepstakes! If you win, you'll get TWO tickets to the concert of your choice, hotel, airfare, AND $200!
- What concerts are on your radar this summer? Rascal Flatts? Childish Gambino? Enter our Liberty Rocks, You Roll sweepstakes, and you might get there...
- Tick...tock. Why haven't you entered our sweepstakes yet?

- Nothing is worse than when your fave artist tours...but skips your town! What gives? Let us get you there! Enter our Liberty Rocks, You Roll concert sweepstakes!
- This summer, cut loose with your bestie at the concert of your choice! Enter our sweepstakes for the chance to win!
- Raise your hand if your favorite artist is about to go on tour. Now raise your hand if you want a concert package that includes airfare, accommodations, AND $200. Enter our sweepstakes for a shot at the grand prize:
- Don't wait for your Facebook friends to live stream that concert this summer. See the action live, if you win our Liberty Rocks, You Roll concert sweepstakes!
- Rock out this summer at the concert of your choice, if you win our sweepstakes! Enter now

Reddit:
https://www.reddit.com/r/sweepstakes/comments/8n9kw5/win_concert_tickets_flight_200_and_accommodations/

LIBERTY TAX
CONCERT SERIES
LIBERTY ROCKS
YOU ROLL
Enter for your chance to
win a Rock Flight®!
Grand Prize Winner will receive:
2 tickets to a concert of your choice*
Airfare and hotel accommodations for 2
$200 pre-paid cash card

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Grand Prize Winner will receive:
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Network Referrals

Jan 1, 2018 - Nov 1, 2018

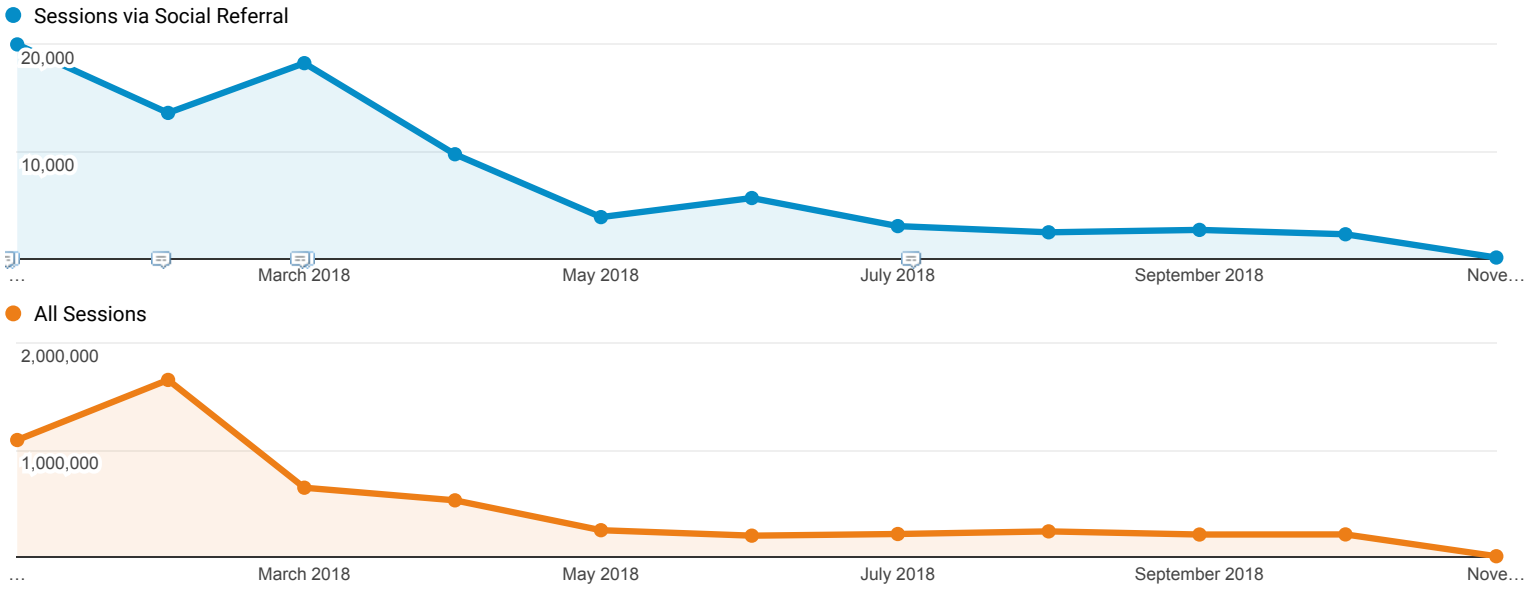
Liberty Tax Google Analytics Social Media Referral Report (2018)

This Google Analytics report shows the total amount of traffic that my content sent to the Liberty Tax's national website in 2018 (www.libertytax.com)

Please note: Our content has more reach and performance during Tax Season (Jan-April.)

All Users
100.00% Sessions

Social Referral



Social Network	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. Facebook	**69,420** (84.99%)	90,251 (75.95%)	00:00:26	1.30
2. Yelp	**5,985** (7.33%)	15,857 (13.34%)	00:02:03	2.65
3. foursquare	**2,851** (3.49%)	5,929 (4.99%)	00:01:55	2.08
4. Twitter	**1,863** (2.28%)	4,006 (3.37%)	00:01:22	2.15
5. LinkedIn	**470** (0.58%)	909 (0.76%)	00:01:46	1.93
6. Quora	**201** (0.25%)	240 (0.20%)	00:00:32	1.19
7. Glassdoor	**183** (0.22%)	466 (0.39%)	00:02:06	2.55
8. Instagram	**171** (0.21%)	287 (0.24%)	00:00:39	1.68
9. Pinterest	**130** (0.16%)	171 (0.14%)	00:00:16	1.32
10. Instagram Stories	**124** (0.15%)	162 (0.14%)	00:00:25	1.31

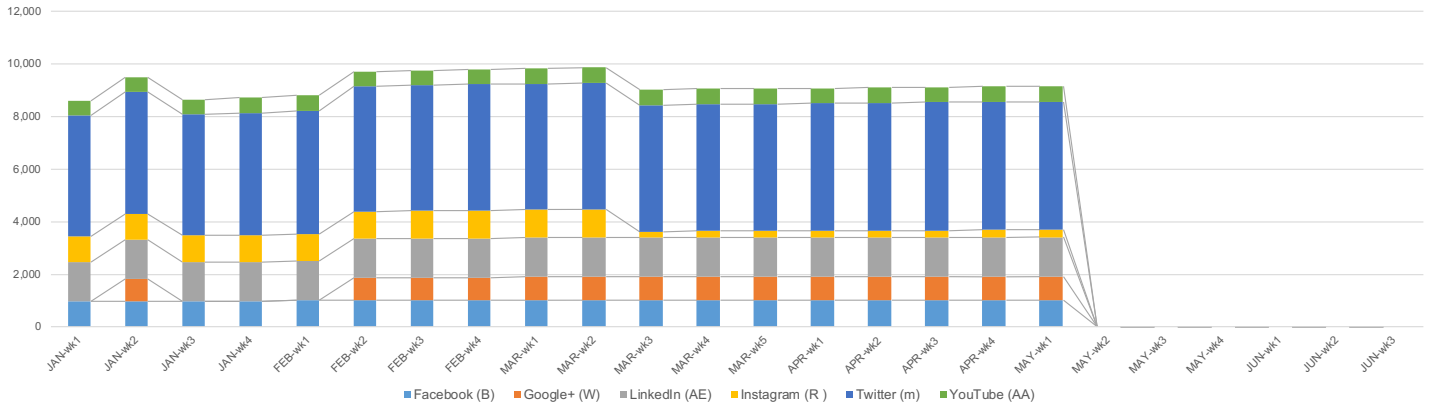
Rows 1 - 10 of 29

Liberty Tax Week Over Week (WOW) Social Media Report

Sample

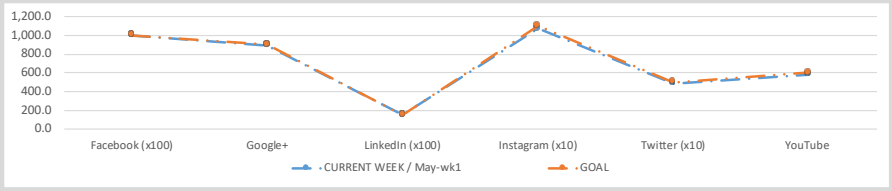
SOCIAL MEDIA DASHBOARD

VISITS PER WEEK



VISITS vs GOAL

Social Outlet	CURRENT WEEK / May-wk1	GOAL	% RATE
Facebook (x100)	1,002.8	1,000	100%
Google+	892.0	900	99%
LinkedIn (x100)	151.8	150	101%
Instagram (x10)	1,073.0	1,100	98%
Twitter (x10)	487.0	500	97%
YouTube	583.0	600	97%



SOCIAL MEDIA BREAKDOWN

Facebook

FANS	NEW FANS	PAGE VIEWS
100,284	256	737
ENGAGEMENTS	**TOTAL REACH**	**ENGAGEMENT RATE**
2,323	15,130	15.35%

Facebook National

GLOBAL LIKES	NEW FANS	GLOBAL REACH
231,695	-110	153,704
COMMENTS	**SHARES**	**CHECK INS**
77	4,094	137

LinkedIn

FOLLOWERS	NEW FOLLOWERS	IMPRESSIONS
15,182	51	2,408
ENGAGEMENTS	**CLICKS**	**ENG RATE**
22	31	0.91%

Instagram

FOLLOWERS	NEW FOLLOWERS	POST REACH
1,073	-2	348
IMPRESSIONS	**ACTIONS**	**ENGAGE RATE**
871	62	7.12%

Twitter

FOLLOWERS	NEW FOLLOWERS	ENGAGEMENTS
4,870	4	207
IMPRESSIONS	**ENG RATE**	
46,090	0.45%	

YouTube

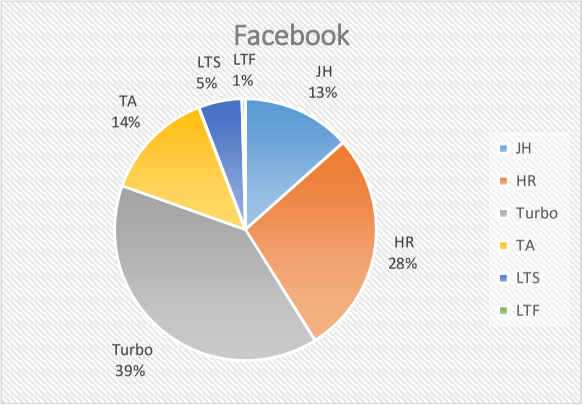
SUBSCRIBERS	WEEKLY VIEWS	MINS
583	956	580
ENGAGEMENTS	**ENGAGE RATE**	
6	0.63%	

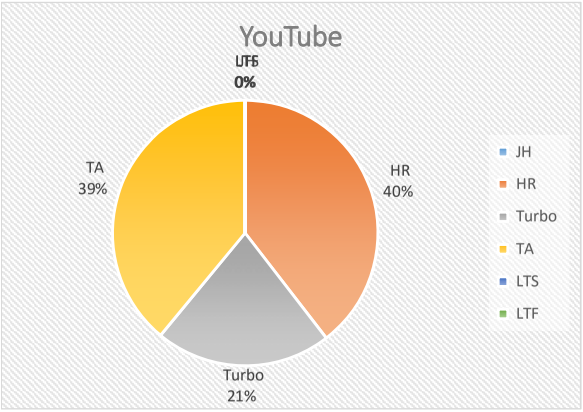
This report was sent to our Vice President of Digital Marketing every Monday. It detailed each channels' growth and performance.

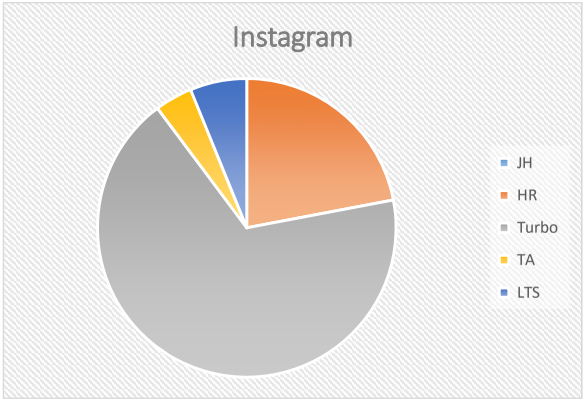
Liberty Tax Social Media Competitive Analysis Report

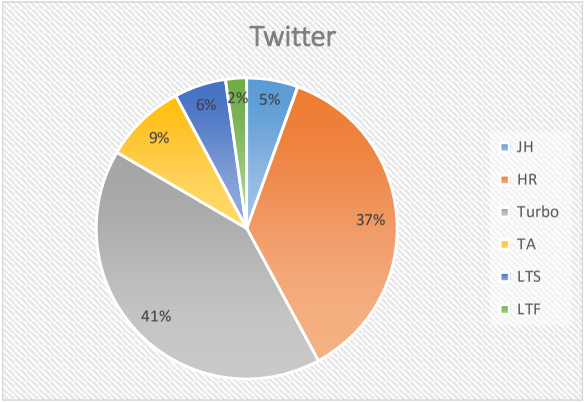
Sample

		JH	HR	Turbo	TA	LTS	LTF
FB	Likes	250,885	517,949	736,879	257,209	100,637	8,212
TW	FLW	4,762	31,594	35,689	7,556	4,787	1,953
	Tw	4,812	21,941	18,456	7,888	5,642	5,449
G+	FLW		7,788	218,186	3,047	877	14
IG	FLW		3,831	11,800	711	1,068	
	Posts		90	726	13	225	
YT	Sub	623	19,740	29,510	7,131	580	237
	Vws	73,402	74,762,036	40,634,821	73,776,741	1,363	55,465









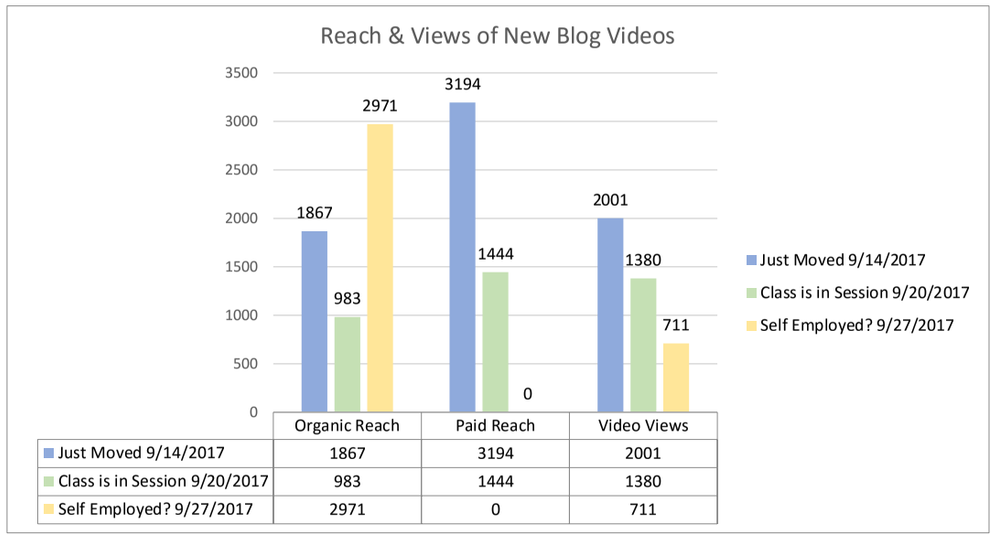
This report was sent monthly to our Vice President of Digital Marketing. It detailed our competitors and their performance data versus ours.

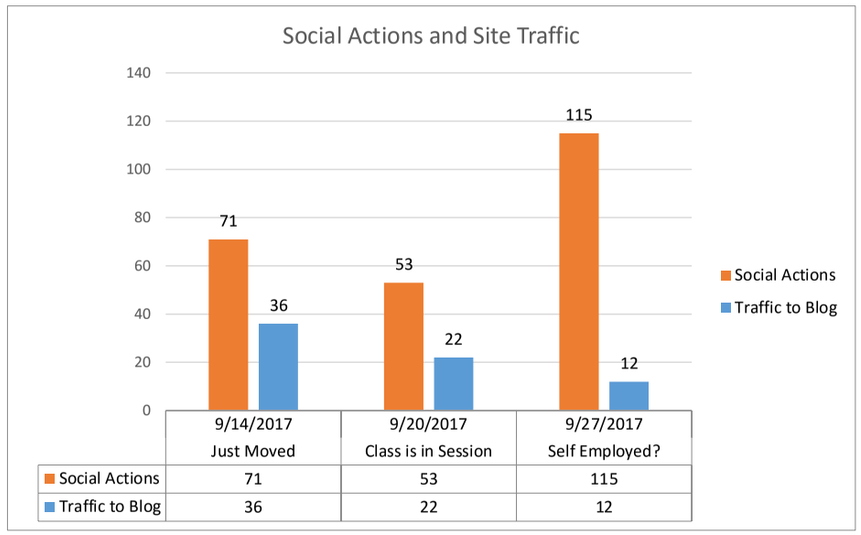
Liberty Tax Social Video Statistics

Sample

LTS Video Blog Teaser Statistics
September 2017

Video Topic	Date	Organic Reach	Paid Reach	Video Views	Engagement Rate	Social Actions	Traffic to Blog	Boosted?	Blog Link
Just Moved	9/14/2017	1867	3194	2001	2%	71	36	YES	https://www.libertytax.com/tax-lounge/moving-expenses-deduction-do-you-meet-the-requirements
Class is in Session	9/20/2017	983	1444	1380	3%	53	22	YES	https://www.libertytax.com/tax-lounge/smart-tax-credits-financial-aid-and-tax-deductions-for-student
Self Employed?	9/27/2017	2971	0	711	4%	115	12	NO	https://www.libertytax.com/tax-lounge/top-tips-for-handling-the-selfemployment-tax





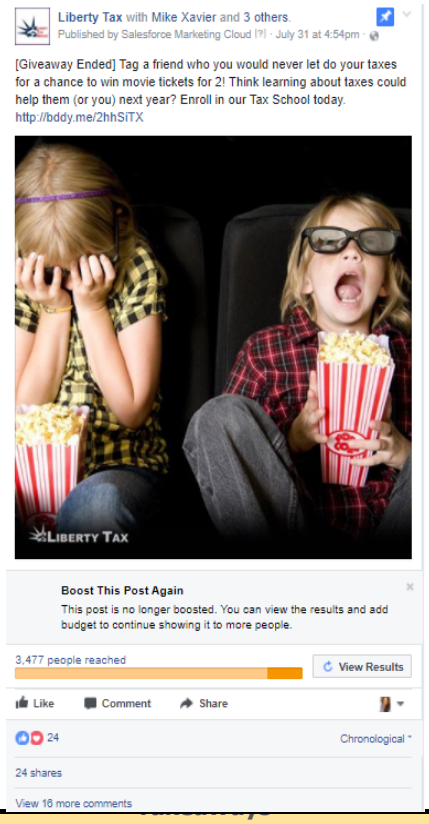
Content Themes: Educate
Post Types: Video + Text
Channel: Facebook

After a few month of testing, I noticed that videos performed better on our channels. To push traffic to our blogs and relative landing pages, I created short teaser blogs. I tested length, visuals, sound and copy. You can view some of these videos at www.karlaawilliams.com

Total Budget	**$50**
Total Spent	**$35**
FB Boost	*$6*
Alyce Gift	*$29*

Number of Link Clicks	**$10**
Price Per Click	**$3.50**

Activity	Data	Notes
Post Clicks	**124**	
Engagement	**110**	
People Reached	**3477**	*Organic: 3,051 Paid: 426*
Likes/Comments/Shares	**23/18/24**	
Negative Feedback	**1**	*Hide Posts*



- Have contest last longer
- More distro of content
Followup in 24/48 hours with small boost again.
- Clearer CTA
-Clearer Instructions (Tag in comments. Had people tag the actual post/photo)

Liberty Tax Social Content Planning and Analysis Report

Sample

Date	Post Subject	Primary Type	Secondary Type	Content Theme	Reach	Engagements	Engagement Rate
1/9/18	#Tax Tip: The #IRS lets you write your biz miles off on your taxes; but they wonâ€™t just take your #word for it. Make sure you use a mileage log! Here are your options: https://www.libertytax.com/tax-lounge/which-mileage-log-do-you-need-to-track-miles-for-taxes/	photo	text	Tax Tip US	2875	104	2.85
1/10/18	How does #CASH TODAY sound? Just for filing your #taxes with us! Stop by today! https://www.libertytax.com/cash-in-a-flash/	photo	text	Cash in a Flash US, LTS Promotio	6743	472	5.5
1/10/18	Back by #popular demand is.....Waver Wednesday! This glam Lady Liberty is from Liberty Tax in LaFayette; GA!	photo	no text	Waver Wednesday	3757	155	6.29
1/11/18	Holiday season leave a dent in your pockets? Get out of the hole earlier this year with an Easy Advance* at Liberty Tax. Apply today! https://www.libertytax.com/easy-advance/. Click on the link for additional details.â€‹	photo	text	LTS Promotion	5593	211	4.26
1/12/18	Apply for an Easy Advance* and get up to $3;250 if approved when you file with Liberty Tax. Find out more: https://www.libertytax.com/easy-advance/. Click on the link for additional details.â€‹	photo	text	Easy Advance National	7403	156	6.79
1/12/18	With our W-2 Express tool; we can access your W-2 and get your taxes prepared right away! See if your employer is on our list: https://www.libertytax.com/w2-express/#D	photo	no text	Inform,Tax Tools	7707	105	4.17
1/13/18	Get your friends in our doors and it could benefit you too! Pinky promise. http://lib.tax/2i6wtmJ	photo	no text	Send A Friend US	3099	54	3.78
1/13/18	Do you have to pay taxes on #Bitcoin? Depends on what you do with it. https://www.libertytax.com/tax-lounge/do-you-have-to-pay-taxes-on-bitcoin-and-other-forms-of-cryptocurrency/	link	no text		2060	30	3.01
1/13/18	Don't get surprised at tax time! Use our free tax calculator to estimate your tax bill or refund! Find it here: https://www.libertytax.com/tax-estimator/	photo	no text	Inform,Tax Tools	1912	20	1.78
1/13/18	How does $50 TODAY sound? Just for filing your taxes with us! https://www.libertytax.com/cash-in-a-flash/	photo	no text	Cash in a Flash US	4259	66	2.21
1/14/18	So you think you know your stuff? Take this quiz on W-2s and W-4s! Be sure to share your results! Try your luck: https://www.playbuzz.com/nicolegilmet10/what-s-the-difference-form-w-2-vs-form-w-4	photo	no text	Entertain	717	20	4.74

This report was used to plan all social content for each month. I categorized each post in three different primary types: photo, video or link. To further categorize my content, I created a secondary type of text or no text.

Finally, each content had a theme such as, tax tips or national campaign such as Send a Friend or or Easy Advance.

The content had an average of 7-9% engagement rate and an average reach of 1,500 or more.

Liberty Tax Social Campaign Report: NASCAR Sponsorship

Top Tweets from Race Day: July 16

- We're so excited that @Chris_Buescher will be at our tent tomorrow (Sunday) from 11:15-11:35am! Stop by and say hi!
- We can't all speed down the track like @MyattSnider or @Chris_Buescher. Read this if you drive Uber for a living: https://t.co/eZG1ESoL8A
- Awesome start to the day with @Chris_Buescher and the endless line at our tent this morning.

Goals:

Increase engagement with Nascar fans to further our brand and push them in the sales funnel.

- Had relevant tweets that sent them to our blog (Mileage & taxes.)
- Reply and interact with fans wishing us good luck.

Engage with the JTG Daugherty team.

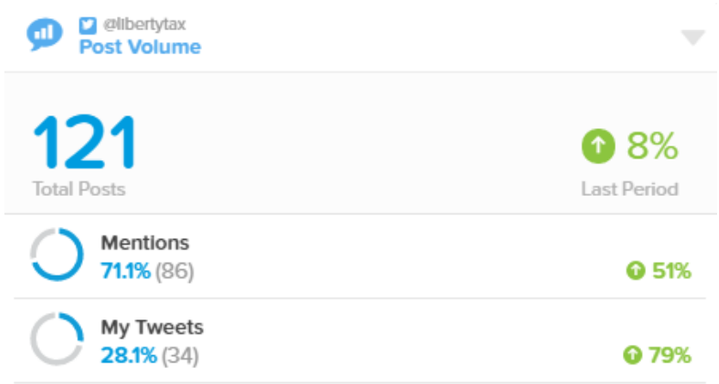
- Use their digital assets, to spin for our own content.
- RT their content and have them tag us and interact back.

Increase Impressions & Reach

- Publish more timely and relevant tweets

Results [Date Range 7/16-7/16]

- Had over 5,300 impressions.
- .7% Engagement rate
- Best engagement: Joking around with fans and agreeing that Chris should wear the waver costume for good luck.
- Gained 16 new followers.



Takeaways:

- Ask JTG for more assets (photos etc.) before race.
- Figure out the hero card situation.
- Interact with the racer more beforehand (Buescher is not as big on social as Myatt is)
- Pull in all channels and make the content relevant to each audience, without being spammy (Facebook/IG)
- Push MORE LTS/Car/Mileage etc. content.

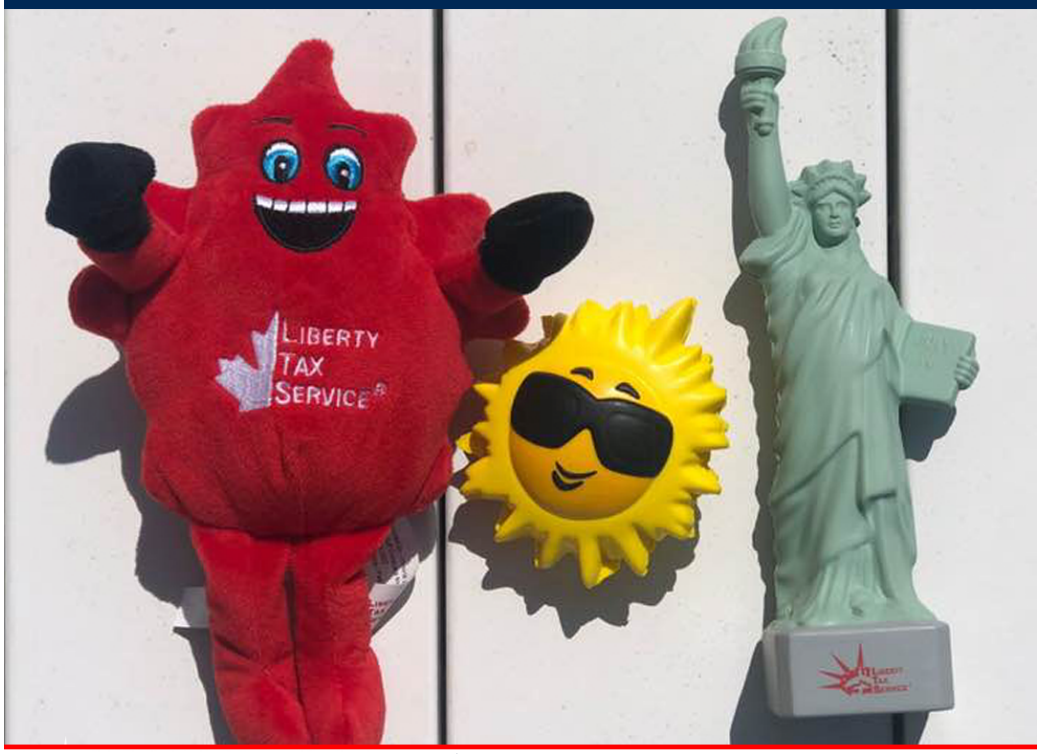
Improvements from LAST Race

- We did not pre-schedule any tweets.
- Had some content from JTG to play with.
- Meet and greet photo did amazing.

What is the value of ?

LIBERTY TAX
YOU DO LIFE. WE DO TAXES.

Name a better trio.... I'll wait.



LIBERTY TAX
YOU DO LIFE. WE DO TAXES.

2018-2019 Social Media Goals

SECTION 1: 1% Increase in Revenue

KRA #1: Create 3-4 pieces of content per month driving customers to a local office.

KRA #2: Drive 10% more qualified traffic to Special Offers page on libertytax.com by April 15, 2019

KRA #3: Drive 10% more qualified traffic from social to Appt Scheduling tool for libertytax.com by December 1, 2018.

SECTION 2: 1% Increase in Customers

KRA #1: Execute five distro opportunities per week of relevant blogs on various online forums/groups.

KRA #2: Monetize at least one piece of social content per week targeting look-a-like of current audience OR people who follow our page and their friends.

KRA #3: Create a minimum of one piece of content per week directly targeting new or non-returning customers.

SECTION 3: 1 more Office

KRA #1: Increase Request for Information (RFI) completion YOY by 5% by December 1, 2018.

KRA #2: Assist franchisee retention by being more involved on Discussion Board and offering 1 on 1 sessions on tools through April 2019,

KRA #3: Execute targeted content to increase Whitepaper downloads by 5% by December 1, 2018.

Liberty Tax Post-Season Social Media Report

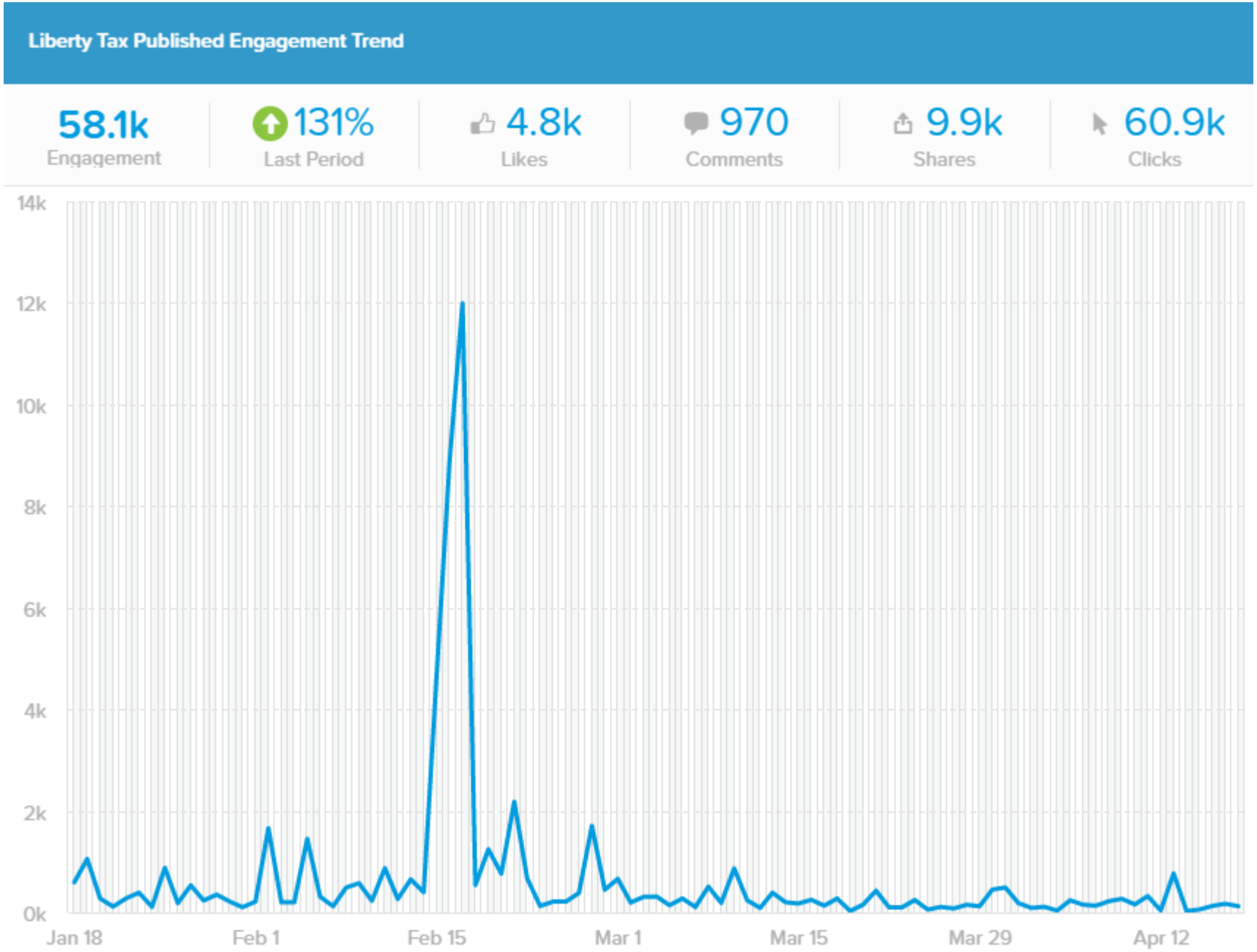
This report analyzes the performance of my social media content between January 2017 and May 2017. Report includes data from Facebook, Twitter and Instagram.

Social Media

Consumer Season TY16

Content & Care
LTS Facebook

- Our engagement directly relates to our times with the largest amount of care.
- The rest of the season stayed relatively flat.



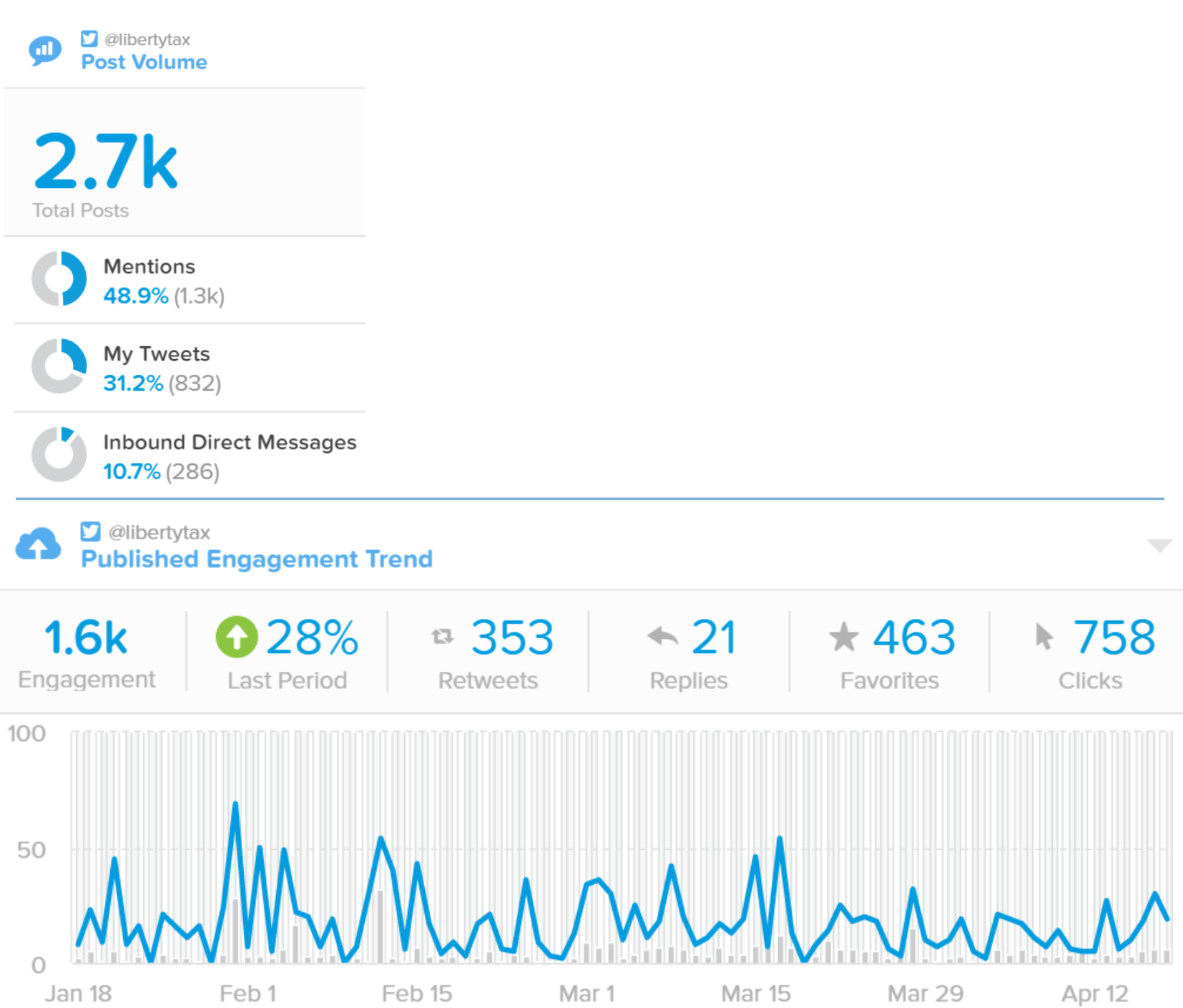
Content & Care
LTS Social Destinations

- Our #1 question in TY16 was regarding refund status. We paid a good amount of attention to it at the tail end of the first peak This paid off.
- We saw increases across the board for the major destinations but need more attention on the tax app.

Shared URL	Sessions ↓	Pageviews
1. www.libertytax.comlibertytax.com/where-is-my-refund/		
Jan 1, 2017 - Apr 18, 2017	**8,267** (22.73%)	10,193 (16.59%)
Jan 3, 2016 - Apr 19, 2016	**1,508** (6.20%)	2,473 (4.36%)
% Change	**448.21%**	**312.17%**
2. www.libertytax.comlibertytax.com/easy-advance/		
Jan 1, 2017 - Apr 18, 2017	**5,226** (14.37%)	8,016 (13.05%)
Jan 3, 2016 - Apr 19, 2016	**0** (0.00%)	0 (0.00%)
% Change	**∞%**	**∞%**
3. www.libertytax.comlibertytax.com/		
Jan 1, 2017 - Apr 18, 2017	**3,090** (8.50%)	10,653 (17.34%)
Jan 3, 2016 - Apr 19, 2016	**2,925** (12.04%)	10,266 (18.11%)
% Change	**5.64%**	**3.77%**
4. locator.libertytax.comlocator.libertytax.com/		
Jan 1, 2017 - Apr 18, 2017	**1,941** (5.34%)	2,652 (4.32%)
Jan 3, 2016 - Apr 19, 2016	**299** (1.23%)	1,015 (1.79%)
% Change	**549.16%**	**161.28%**
5. www.libertytax.comlibertytax.com/refer/		
Jan 1, 2017 - Apr 18, 2017	**1,204** (3.31%)	1,689 (2.75%)
Jan 3, 2016 - Apr 19, 2016	**12** (0.05%)	88 (0.16%)
% Change	**9,933.33%**	**1,819.32%**

Content & Care
LTS Twitter

- We had an increase in care messages send via private message.
- Our replies increased as we sought to have more interaction on our page.



Content & Care
LTS Instagram

- First year with active content on Instagram showed varied success.
- Our replies increased as we sought to have more interaction on our page.

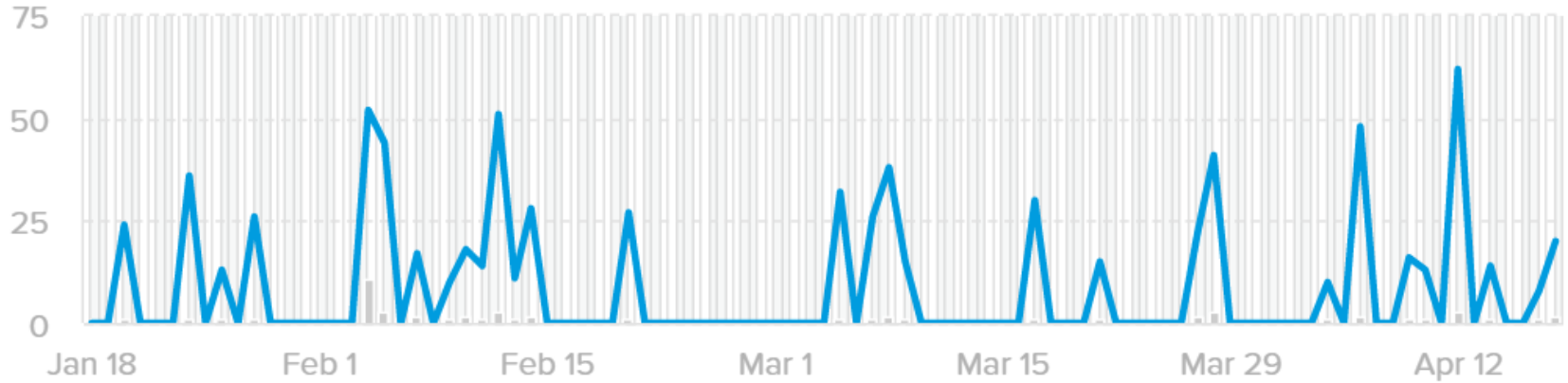
libertytax
Post Volume

74	393%
Total Posts	Last Period

Photos	62.2% (46)	557%
Comments	25.7% (19)	138%
Videos	12.2% (9)	N/A

libertytax
Published Engagement Trend

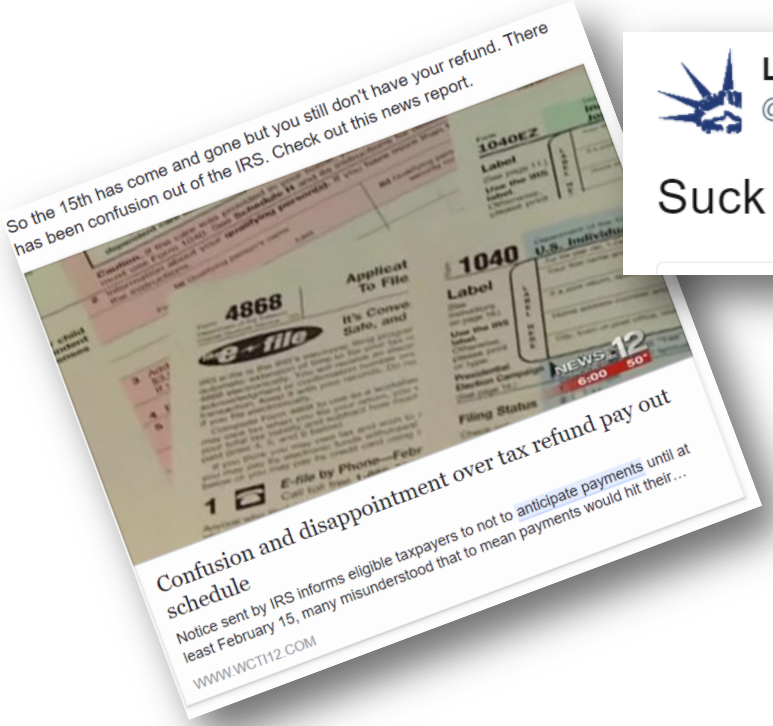
781	410%	761	20
Engagement	Last Period	Likes	Comments

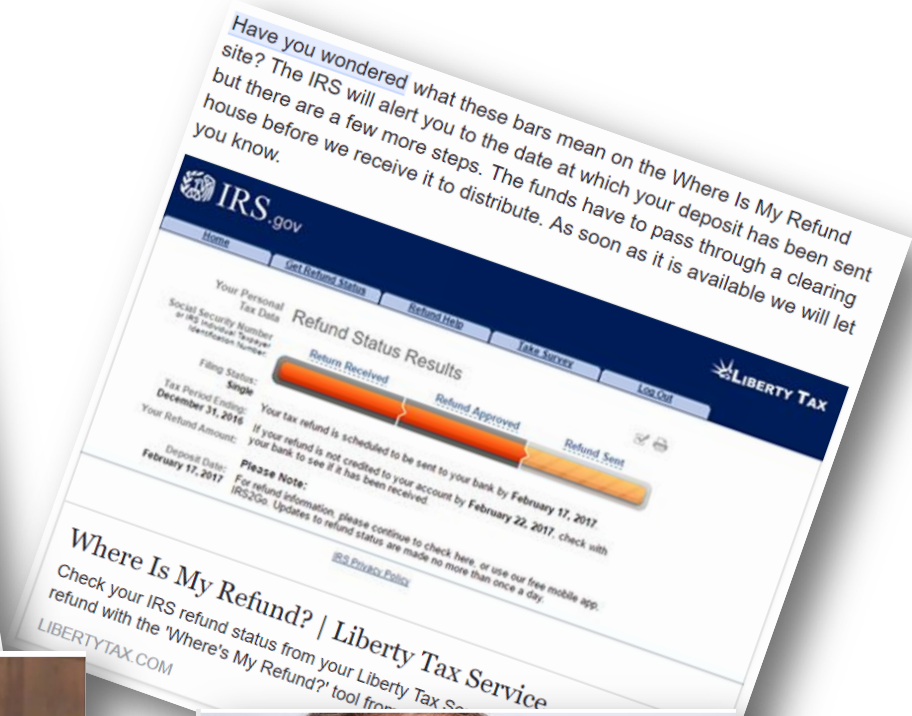


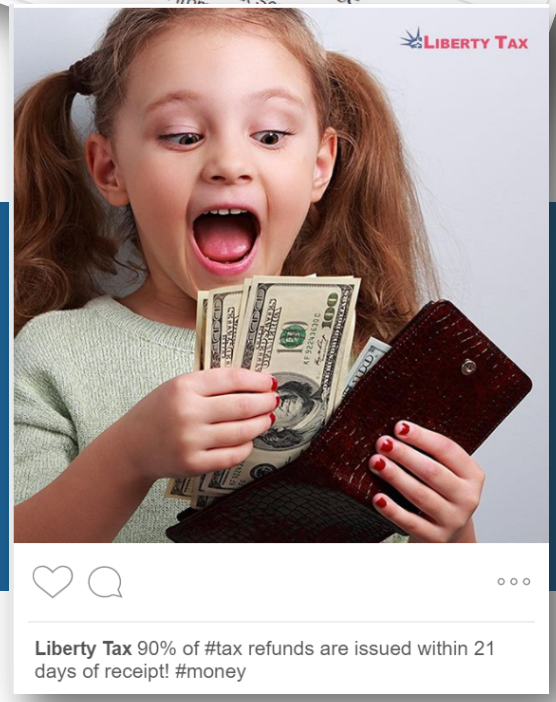
Content & Care
LTS Social Channels

- Increase in Facebook activity based on care efforts.
- Yelp continues to have large activity as an important social channel. More focus needs to be made on claiming & updating yelp locations.

	Social Network	Sessions	% Sessions
1.	Facebook		
	Jan 1, 2017 - Apr 18, 2017	32,517	89.38%
	Jan 3, 2016 - Apr 19, 2016	16,523	67.97%
	% Change	**96.80%**	**31.51%**
2.	Yelp		
	Jan 1, 2017 - Apr 18, 2017	2,541	6.98%
	Jan 3, 2016 - Apr 19, 2016	2,982	12.27%
	% Change	**-14.79%**	**-43.06%**
3.	Twitter		
	Jan 1, 2017 - Apr 18, 2017	497	1.37%
	Jan 3, 2016 - Apr 19, 2016	1,011	4.16%
	% Change	**-50.84%**	**-67.15%**
4.	LinkedIn		
	Jan 1, 2017 - Apr 18, 2017	190	0.52%
	Jan 3, 2016 - Apr 19, 2016	331	1.36%
	% Change	**-42.60%**	**-61.64%**
5.	Instagram		
	Jan 1, 2017 - Apr 18, 2017	182	0.50%
	Jan 3, 2016 - Apr 19, 2016	10	0.04%
	% Change	**1,720.00%**	**1,116.22%**







LTS Highlights

Content & Care
LTS Social Destinations

- Our #1 question in TY16 was regarding refund status. We paid a good amount of attention to it at the tail end of the first peak This paid off.
- We saw increases across the board for the major destinations but need more attention on the tax app.

Shared URL	Sessions ↓	Pageviews
1. www.libertytax.comlibertytax.com/where-is-my-refund/		
Jan 1, 2017 - Apr 18, 2017	**8,267** (22.73%)	10,193 (16.59%)
Jan 3, 2016 - Apr 19, 2016	**1,508** (6.20%)	2,473 (4.36%)
% Change	**448.21%**	**312.17%**
2. www.libertytax.comlibertytax.com/easy-advance/		
Jan 1, 2017 - Apr 18, 2017	**5,226** (14.37%)	8,016 (13.05%)
Jan 3, 2016 - Apr 19, 2016	**0** (0.00%)	0 (0.00%)
% Change	**∞%**	**∞%**
3. www.libertytax.comlibertytax.com/		
Jan 1, 2017 - Apr 18, 2017	**3,090** (8.50%)	10,653 (17.34%)
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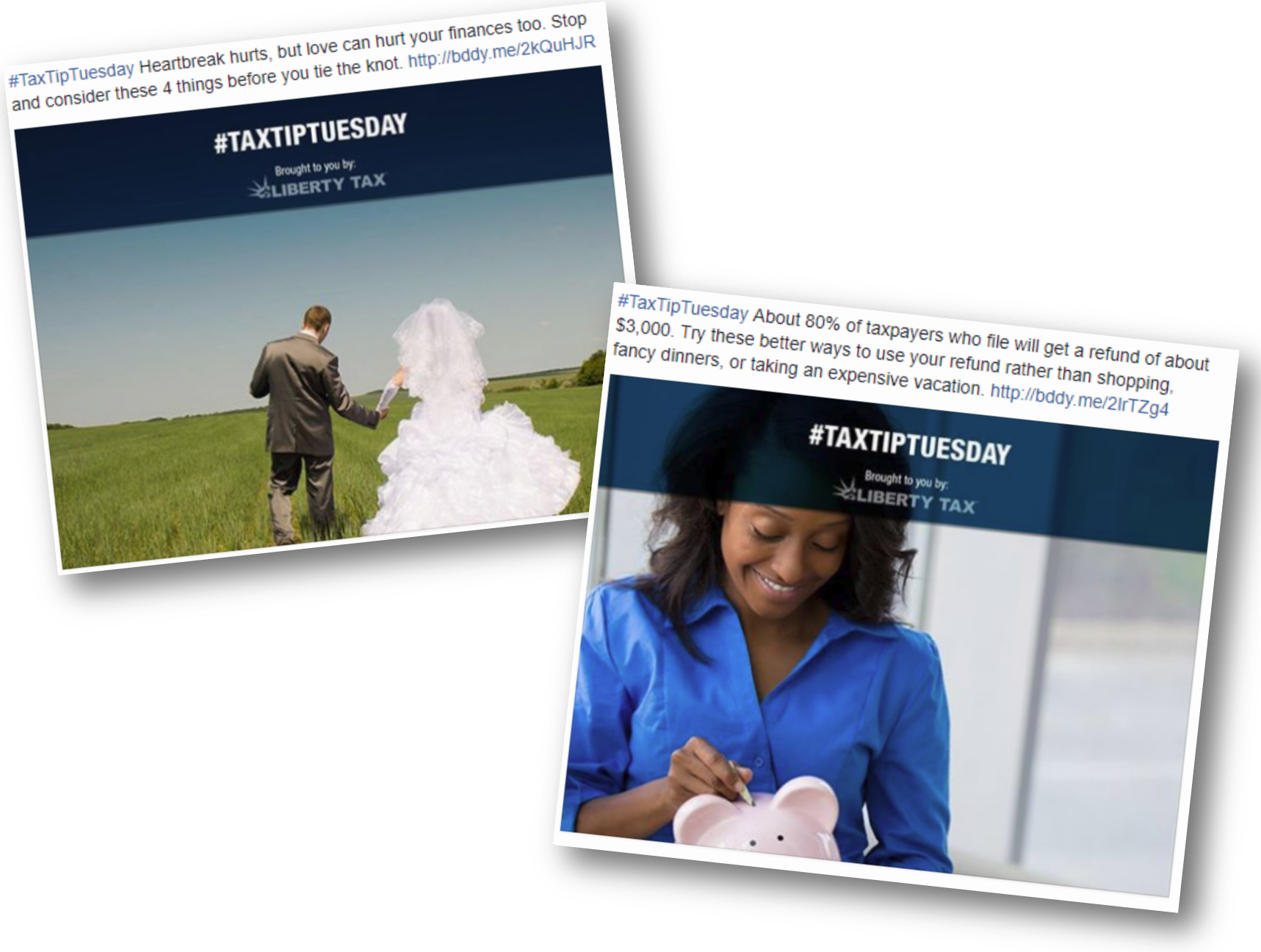
LTS *Takeaways*

- As our flagship brand we had the most success and growth with the Liberty Tax social accounts.
- The channel did an amazing job with customer care. From looking at destinations and the quantity of private conversations I feel the goals of providing the answers for individuals was achieved.
- Social Customer Care should work closer with the other support teams. Weekly meetings between leadership should be held to ensure standards are being kept. The experience is too varied from channel to channel.
- To better reach our conversion goals, we need to find a better way of verifying customer activity.
- More focus should be paid to the online product by providing a budget to enable abandon & target campaigns.
- Social should be better included in email drip campaigns.

Recurring Campaigns

Tax Tip Tuesday

- Melissa developed a template that was easily usable for the weekly theme of Tax Tip Tuesday.



Waver Wednesday

- Using mostly UGC we featured wavers from across the company.
- It does a great job of being genuine content about our wavers.
- We need more interaction.

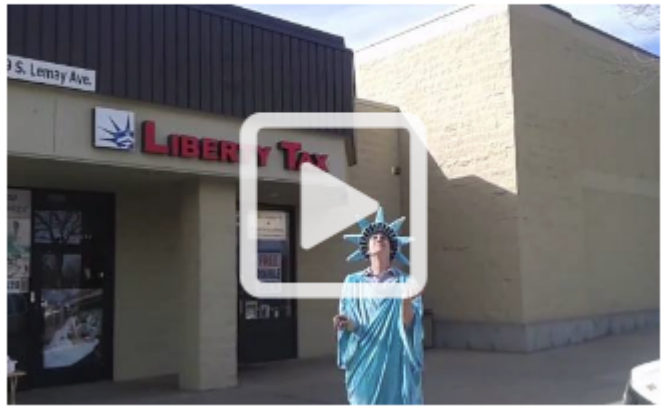
#WaverWednesday Fanatical Waiver, Jason, in South Carolina "getting his groove on"...he LOVES his job! http://bddy.me/2jqMtT9

Liberty Tax Waver - Getting his groove on!

Fanatical Waiver, Jason, in South Carolina "getting his groove on"...he LOVES his job! You would never know that Jason was in a terrible accident and survived a tremendous surgery, scarred from stem to stern, just after high school, told he would never walk again, over several years he went from whe...

Grab a box of tissues for this Waver story. #WaverWednesday. http://bddy.me/2le3kLq

#WaverWednesday Not only do our wavers wave....they juggle too! These multitalented peeps in our Liberty Tax family ROCK!



Tax Trivia Thurs

- We first moved to text on images and then made it animated and saw increases each time.

Social Ads

Social Ads

Page Like

Goal: Targeting past customers and lookalike audiences to engage them on our page.

Spend:	$3,286.25
Reach:	266,422
Cost Per Result:	$.82
Conversion:	3,991

We need better audience profile so that our social followers align with our actual customers.

Social Ads

Cash In A Flash

Goal: Targeting past customers and lookalike audiences to remind/inform them about the CIF & deadlines

Spend:	$9,856.35
Reach:	2,083,660
Cost Per Result:	$2.56
Link Clicks:	3,847
Conversion:	43

Social Ads

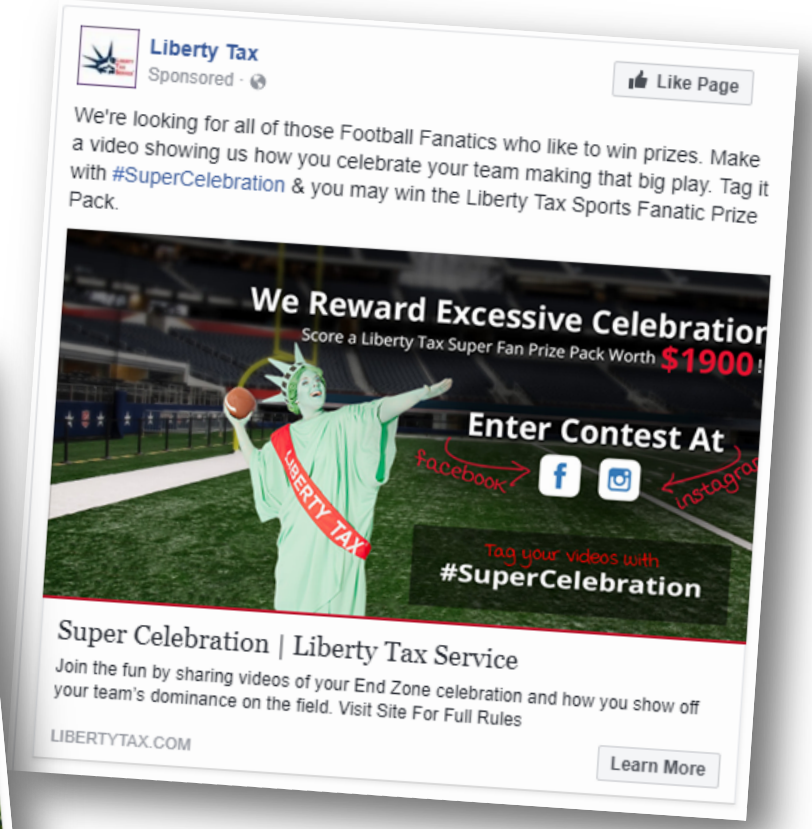
Send A Friend

Goal: Inform owned and lookalike audiences about the program and take to the landing page.

Spend:	$2,401.36
Reach:	424,345
Cost Per Result:	$.86
Link Clicks:	2,801
Conversion:	46

Social Ads

Superbowl

Goal: *Social awareness campaign to drive people to the contests.*

Spend:	$664.50
Reach:	186,135
Link Clicks:	440
Engagements:	143