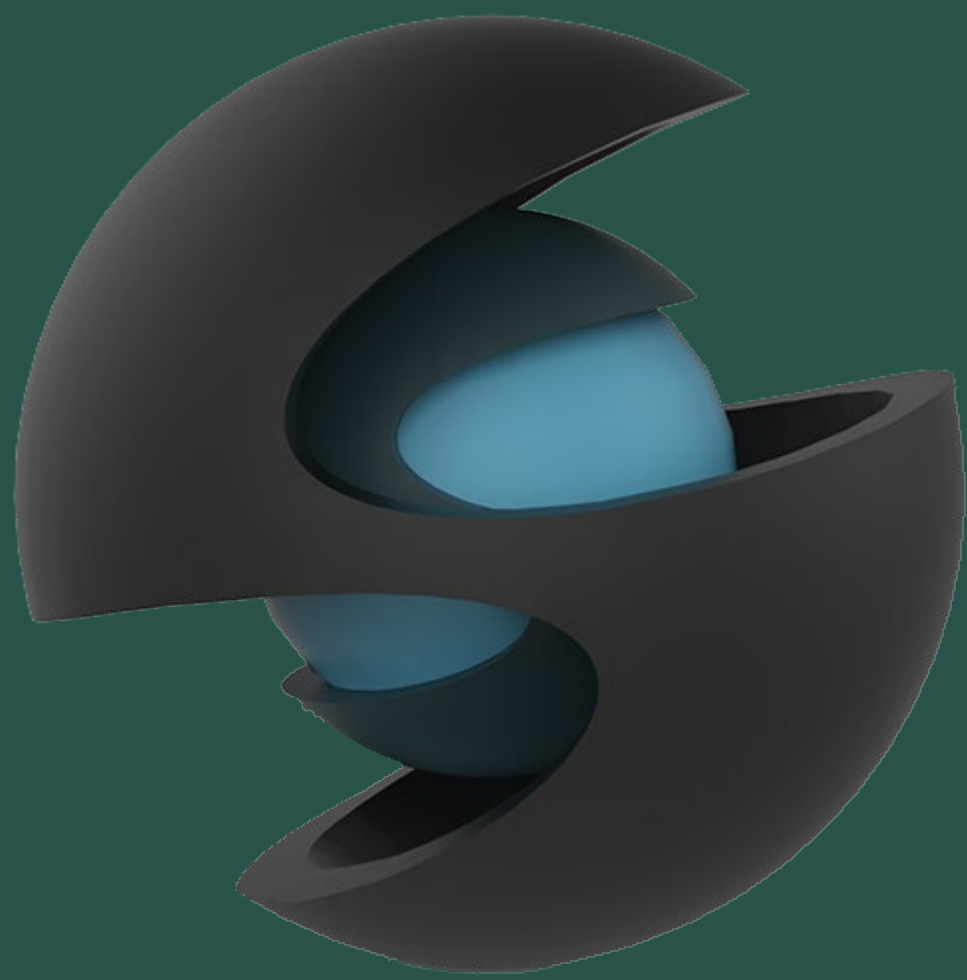


CASE STUDY

How We Helped a US-based Accounting Firm Increase Their Social Presence



DIGIMARK

ABOUT OUR CLIENT

The client is a new accounting firm based in the US with a handful of clients around their local city and the greater area. They offer a full range of accounting services, including tax, business structuring, and superannuation, and take on individual tax returns as well as small business accounting.

OUR CAMPAIGN BY THE NUMBERS

15,981

People reached
with social
media campaign

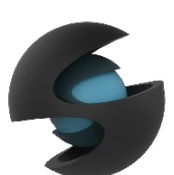
798

New visitors to
their website

12

New clients with an
average lifetime
value of \$45,000

Like many businesses, our client had a Facebook business page, but they weren't maximising the potential. A Facebook business page can extend your local footprint, drive website traffic, increase engagement, and be a great place to show how much former customers enjoyed their experience. In effect, Facebook gives your business a way to engage with your potential customers in a way that helps to increase leads.



Their Goal

The accounting firm wanted to establish themselves in the market in an area that already had five other accounting firms. They had laid a great foundation; Great customer service coupled with structured systems and processes. However, they were acquiring new clients, and they knew that they had to do something about it or face the alternative, something they were not willing to do.

Our Solution

First, we audited their existing Facebook business page. They had hired a professional photographer to take photos of the firm and it was updated with some regularity, but there was not a clear strategy and at times, it was confusing.

We helped them build a strategy that was targeted, easy to understand, and created specifically for Facebook. We took into consideration the performance of their previous posts and promotional efforts to build a campaign we knew would work.



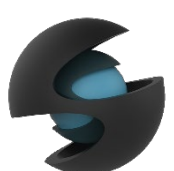
The Outcome

We started with high-quality graphic posts that were both eye-catching and shareable. We also posted weekly content that was informative and equally shareable, but still promoted the firm.

The most effective part of our strategy was the engagement. Facebook makes engagement easy for businesses. When our posts were shared, we made sure we knew about it and engaged with comments about the firm and the surrounding area. If people were unhappy, we also engaged with them and worked with the accountants to find ways to right the wrongs.

If there was a comment or question related to the firm, we tried to respond in a helpful and professional way using the brand persona created with the firm. We managed to respond to 76% of all online inquiries, which improved the perception that had suffered as a result of the somewhat neglected Facebook page.

Finally, we tracked the performance of everything and tweaked the campaign along the way,



Their Success

The accounting firm's Facebook business page emerged as its most successful marketing avenue and their continued growth is largely due to the customer acquisition process we helped them create on Facebook.

76%
Response rate to
online inquiries

2,481
Number of
interactions
during campaign

6x
Revenue compared
to previous tax
season

