

BARBER LAW FIRM [#TOLLTAGTUESDAY]

PROBLEM

In conjunction with The Barber Law Firm in Plano, TX – Advice Interactive set out to create a small campaign with big potential. Despite their success as an organization, our client hadn't optimized their social media presence to increase brand awareness and ultimately generate leads.

CHALLENGES

It can be difficult to drive social engagement for a company only offering legal services. In order to ensure that their brand was digitally relevant to their target market, we had to develop a strategy that would place them directly in the evoked set for individuals seeking personal injury services.

SOLUTION

The strategy was driven by a creative approach that linked something relevant to people in the area (toll roads) with the company people should call if they were hurt or injured on those roads. The social campaign which we called - #TollTagTuesday - entered contestants into a weekly contest in which the winner would have their toll road bill paid for in full by The Barber Law Firm. Duration: 4 weeks

We created a landing page on The Barber Firm's website that was branded for both the firm and #TollTagTuesday. We required a Facebook Share of the #TollTagTuesday contest landing page and an email address for contest entry. After entry, a notification pop up reminding entrant's to "Like" the page served as an added layer of social engagement.

The landing page was used in conjunction with a Facebook App on the firm's Facebook Brand Page, new banner images (with #TollTagTuesday branding), and on-site blog content wrapped around road safety and toll road information pushed to social channels. We used two methods of advertising for the #TollTagTuesday contest – an existing client email database and placement of Facebook Ads. Each week we targeted slightly different demographics based on time.

RESULTS METRICS



1,600+
Website Clicks (Facebook metrics)



838
new Facebook Likes!



680K+
Facebook Ad views



282
sessions (visits) from campaign

ORGANIC  33.9%

DIRECT  87.7%