

360i Helps H&R Block Connect with Social Influencers via Twitter

H&R Block wanted to change perceptions of H&R Block from a brick and mortar tax service provider to a digital brand, with many online tax preparation solutions.

Goals:

- * Build online community via Twitter to provide consumers with timely, helpful information on tax preparation and H&R Block digital solutions
- * Change perception of H&R Block as simply “brick and mortar” to a digital brand with strong online presence
- * Increase awareness of H&R Block’s online tax products

360i developed a Twitter presence for H&R Block by actively listening to customers as they discussed topics related to the brand and taxes, as well as dispensing helpful tax info to the Twittersverse. H&R Block associates would respond quickly to any Twitter users who discussed taxes or “tweeted” on tax related questions while 360i kept the “tweets” flowing regularly. By engaging in a dialogue -- with H&R Block responding to customers in real time -- 360i and H&R Block were able to influence perceptions about the brand, turning casual observers into fans and customers into brand evangelists.

Overall, the campaign developed a voice for the brand online and established a direct line of communication between H&R Block and the Twitter community, a small but influential group of consumers.

The campaign raised awareness about the Block’s online tax programs and strongly positioned them as a digital brand with a prominent Web presence. Their presence on Twitter was well received by consumers, fellow H&R Block associates, and the media and marketing industry at large. There was a wealth of qualitative consumer feedback, from “tweets” across Twitter to comments and posts across the blogosphere.

Most importantly, the Twitter strategy put H&R Block directly in touch with its customer. In this fun, useful, community-based environment, H&R Block became the go-to brand for knowledge about online tax preparation.

Case Study Library



Client: H&R Block Online

Agency: 360i

Budget: Undisclosed