



How We Helped Intuit Accountants Get the Right Audience at the Right Price

Here's what they wanted:

- 1 Growth.**
 Intuit Accountants wanted to exponentially grow their Twitter following.
- 2 Quality.**
 The influx of new followers must hit targeted personas.
- 3 Engagement.**
 The new followers must engage with future content.

Here was the plan:

We utilized a tool that allowed us to cross-reference Twitter handles that were talking about keywords related to our target demographics: CPA, accounting, taxes, and so on.

Over the course of three months, we followed these targeted accounts, knowing they would be likely to follow us back, find our content interesting and engage with us in the future.

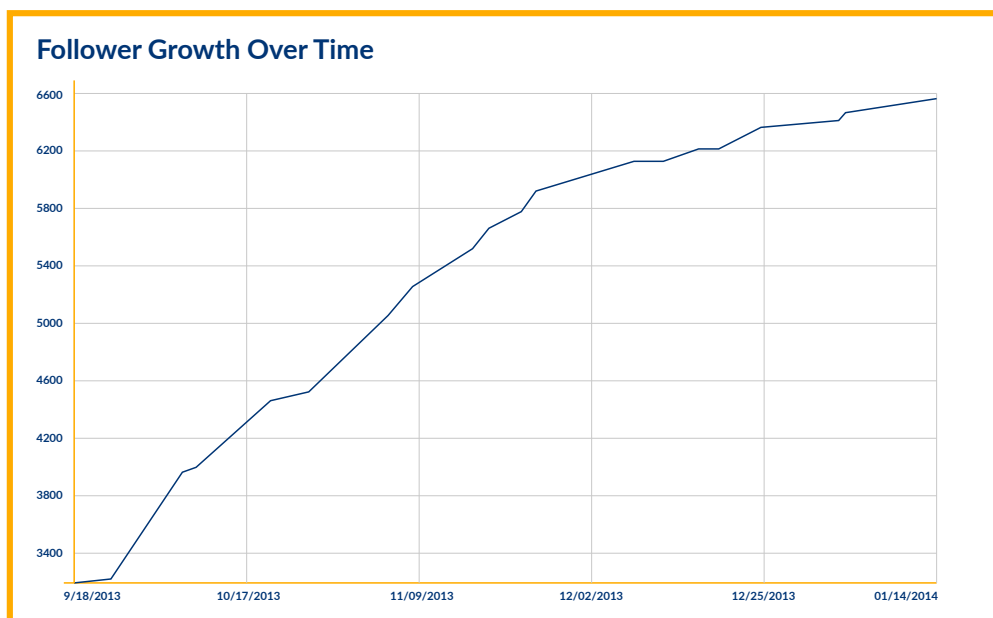


And here's how it went:

- 1 Growth.**
 The @IntuitAccts Twitter handle grew by over 100% in just 90 days.
- 2 Quality.**
 All of our new followers were within our targeted persona demographics.
- 3 Engagement.**
 Our engagement score grew by 100%, the same rate as the increase in fans.

- 4 Exposure.**
 The campaign produced over 4.5 million impressions.

- 5 Future Potential.**
 The increase in new followers allowed for direct marketing of the product to a larger targeted audience.



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