

OPPORTUNITY

The goal of Community Action Partnership Utah (CAP Utah) helps strengthen family financial stability through earned income tax credit (EITC) and volunteer income tax assistance (VITA). CAP UT had a budget of only \$30,000 to promote free tax filing at their 80 VITA sites or online filing systems from January to April 2015. CAP Utah had seen an increase of a mere 3% over the past five years, and they would lose their grant money if they didn't increase their tax filings by 20%.

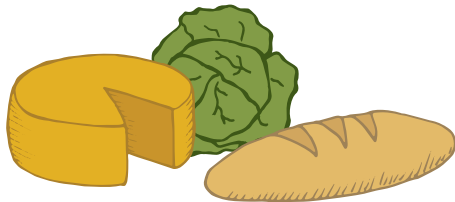
STRATEGY

- A digital marketing campaign comprised of retargeting, "mommy blog" and social media posts, print and email ads, internet radio, YouTube videos, email drip, texts, and web banners
- A free city newsletter, Utah media list, and email campaigns to stretch the budget even further

RESULTS

- Web traffic increase of 76.64%
- Online tax returns increase of 554% (2,769 to 15,350)
- Overall tax returns increase of 102%, with over 18,975 tax returns filed in 2015

↑ *web traffic increase of* **76.64%** ↑ *tax returns up* **102%**



earn it. keep it. save it.

