



CLIENT

NJ Division of Highway Traffic Safety

LOCATION

State of New Jersey

INDUSTRY

Government

Overview

The New Jersey Division of Highway Traffic Safety is a state funded organization in charge of implementing state and nationwide safe driving campaigns. These campaigns include, but are not limited to Drive Sober or Get Pulled Over, Click It or Ticket, Cops in Crosswalks, etc. They came to WebiMax looking for our expertise on building a presence on Social Media with the goal of increasing awareness about their campaigns among New Jersey residents and drivers. Their mission? Moving toward zero fatalities.

Project Summary Highlights – Social Media

Our strategy was to grow the audience through Facebook Ads for Likes and to Create Awareness through paid promotion of messaging. We were starting the profile from scratch, so in order to create awareness it was essential to grow the audience. Through experimentation with ad spend, imaging, messaging and targeting we were able to grow the Facebook Profile Audience to 7,329 Likes in just 22 Months. Our most successful posts on hot-button issues like Texting and Driving and Pedestrian Safety have seen upwards up 900 Likes and 800 Shares.