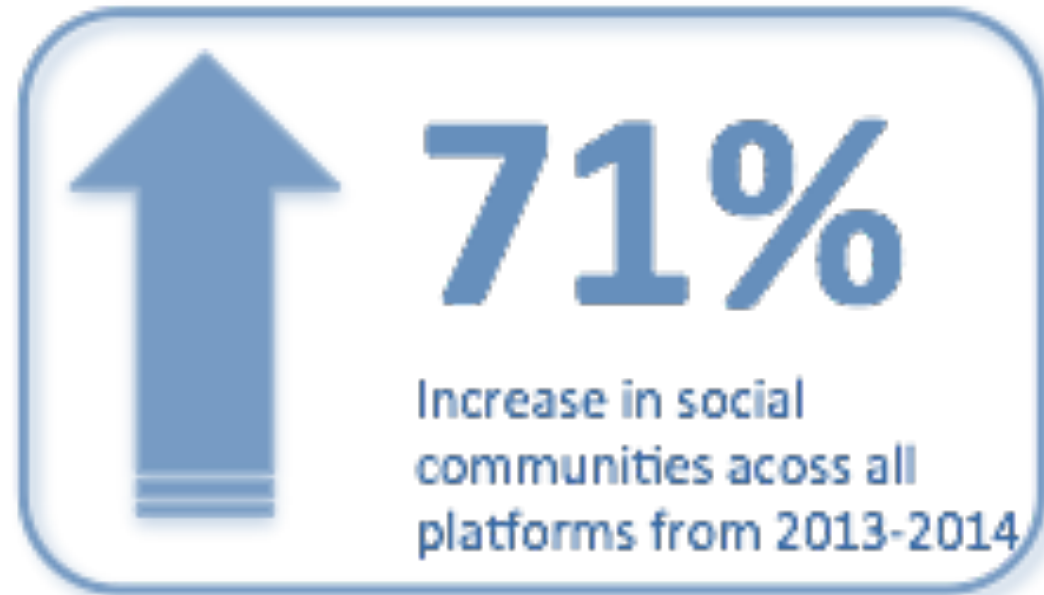


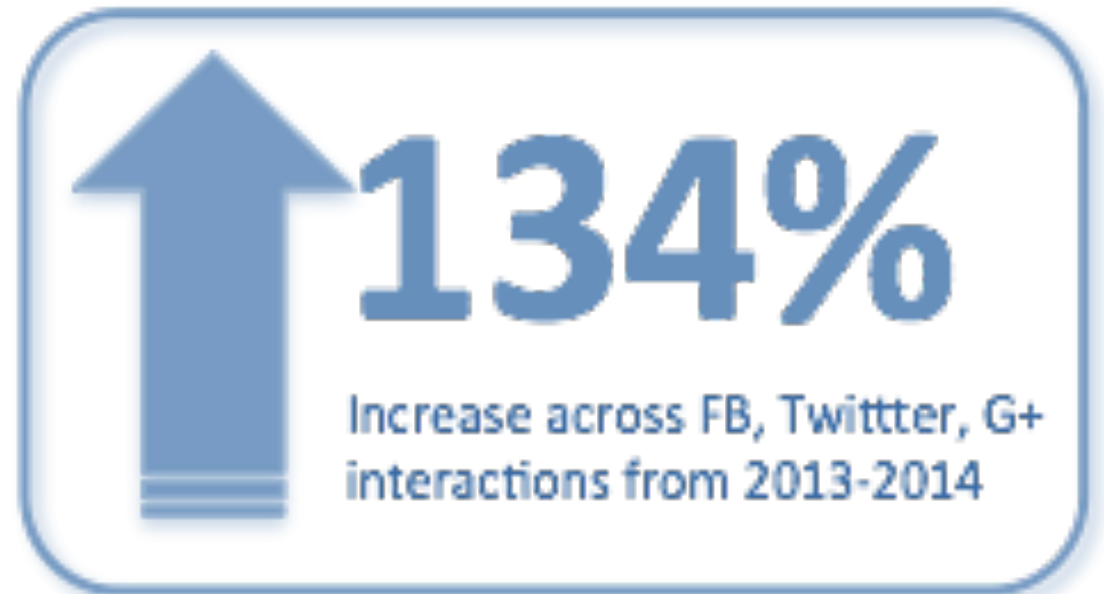


Year over Year Growth August 2013 - April 2014

Overall Growth



Engagement Growth



Facebook



55%

Increase in Likes

Twitter



37%

Increase in Followers

Google+



81%

Increase in +1's

#GIVINGTUESDAY

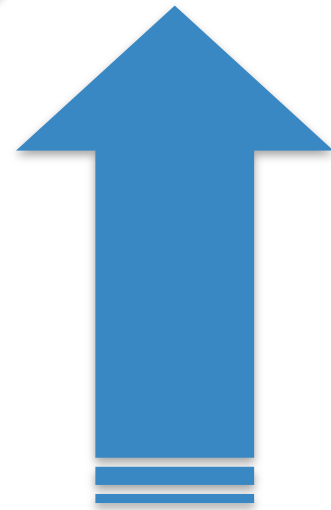
Goal:

Generate donations and showcase LLS's impact on the lives of blood cancer patients

Strategy:

Leverage #GivingTuesday hashtag by providing consistent & real-time engagement for 12 hours

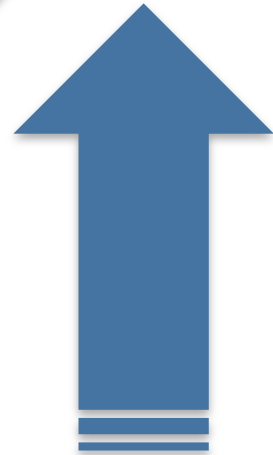
Impressions



3.7m

via social media
platforms

Social Media Revenue



\$10,676

Facebook,
Twitter &
Google+

Total Digital Revenue

\$168,027

via email, social, and
website campaigns

The Anatomy of a Viral Post

March 13, 2014
Makala's family
posted a
touching photo
of her last day of
chemo.

The Leukemia & Lymphoma... Timeline Recent



LEUKEMIA & LYMPHOMA SOCIETY
fighting blood cancers

Like · Comment · Share 19,372

489,213 people like this. Top Comments ▾

View more comments 2 of 8,266

8,790,016 people saw this post Boost Post ▾

Silverback spotted the photo, replied to her family and requested permission to post on the LLS Facebook page.

Performance summary (4 days)

Reach

- Total: 17.1M
- Uniques: 8.7M

Engagement

- 1M actions taken
- 593K likes
- 13.5K comments
- 19K shares



Thank You

@silverbksocial