

AMPUTEE COALITION

SITUATION

When this national advocacy group needed to strengthen their membership base, the Amputee Coalition had Franklin Street create an innovative video social media campaign.

The Whatever We've Lost, Together We've Found initiative reached 17 million people, creating 23,000 new fans for an increase of 107 percent.

PHOTOS

- 1 FACEBOOK ADS
- 2 FACEBOOK LANDING PAGE

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