

H&R Block Case Study



"Block Talkers" Employee Influencer Program

Opportunity

H&R Block set out to revamp its employee influencer strategy. Their goal was to increase morale, brand visibility, and impact across marketing channels. H&R Block re-engaged employees through a scalable, authentic content program aligned with business objectives and social media growth.

The Outcome

H&R Block partnered with Brand Networks to relaunch its employee advocacy program, **Block Talkers**, setting out to re-engage employees and align social sharing with business goals. **The platform launched in just three weeks** and quickly gained traction across the organization:

- Exceeded previous program enrollment within one week
- **84% of users** who accessed the platform registered and created profiles
- Timed with tax season to deliver timely, high-value, business-aligned content

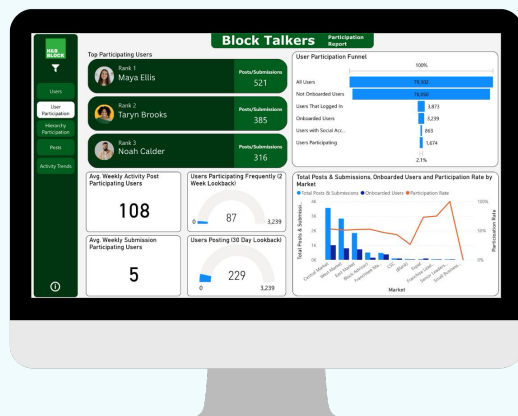
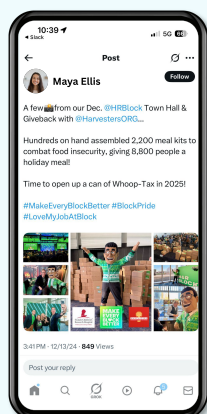
\$950K

in estimated **creative cost savings** through employee influencer participation

9.3K

posts shared by participants

User/Admin Experience



It was the best interactive experience I've had at HRB in my 24+ years.