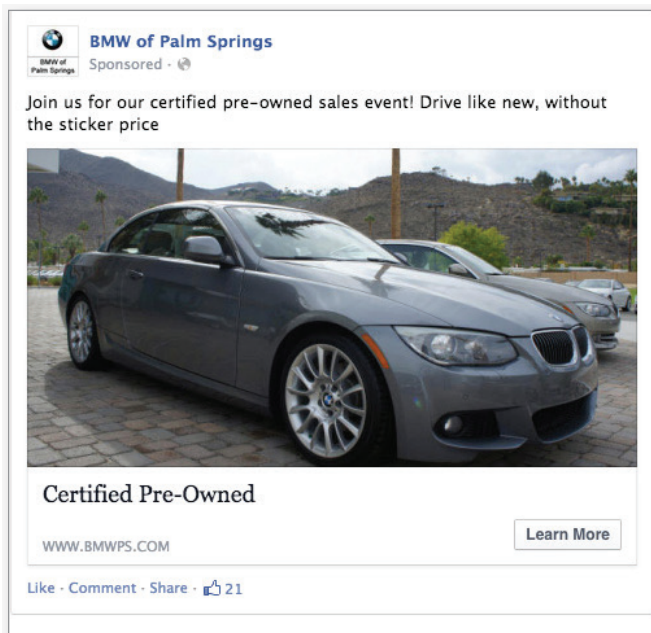


BMW OF PALM SPRINGS

BMW of Palm Springs is a member of the V.I.P. Motor Cars LTD Group located in Southern California in a hyper competitive luxury automotive market. BMW of Palm Springs posted on a semi-frequent basis, but didn't leverage social media to its fullest potential. Subsequently, the entire V.I.P. Motor Cars LTD Group went through a marketing update and centered its focus on social media and website click ads.



WHAT WE DID

BMW of Palm Springs signed with Friendemic in November and immediately wanted to develop a successful social media strategy. With a \$250 ad spend budget on Facebook, Friendemic posted a variety of content to generate leads and increase the social response to BMW of Palm Springs.

Through targeting conquest audiences and those in the market for a BMW, Friendemic was able to optimize ads to ensure the appropriate audiences were reached at a below-average cost.

THE RESULTS



AUDIENCE REACH & INTERACTIONS

- Over **13,812 individuals** reached in the community with the Facebook Ads
- Facebook generated over **844 interactions**



WEBSITE TRAFFIC FROM FACEBOOK ADS:

- **352 clicks** generated to the BMW of Palm Springs website at an **average cost per click of \$0.27**

FACEBOOK AD RESULTS

REACH	FREQUENCY	IMPRESSIONS	CLICKS	COST PER CLICK
13,812	1.60	22,108	352	\$0.27

THE WORLD'S MOST EFFECTIVE SOCIAL ENGAGEMENT. PERIOD.

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