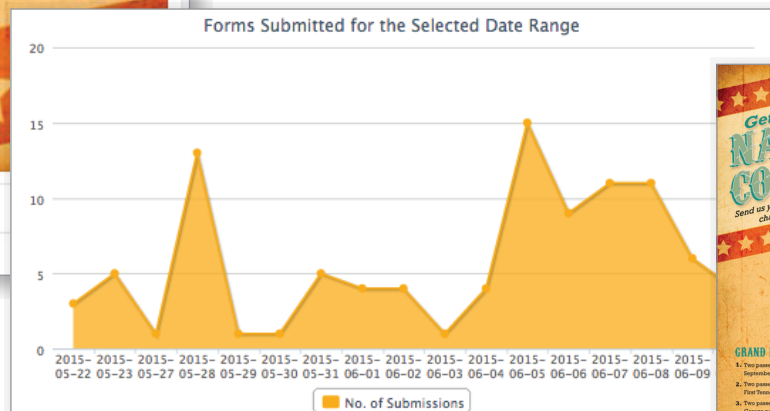


DOWNTOWN HYUNDAI

Downtown Hyundai in Nashville, Tennessee wanted to use social media to run a promotion around the Country Music Awards to give away some prizes, as well as grow their audience for their social media presence. Downtown Hyundai teamed up with Friendemic to promote this giveaway through Facebook boosted posts.

WHAT WE DID

Friendemic created and ran this promotion on a Facebook tab where fans entered their name, email address, and phone number to enter to win. This promotion ran for four weeks and was promoted through boosted Facebook posts. This promotion was successful in reaching over 75,000 individuals in the Nashville area and collected 97 names, email addresses, and phone numbers for the dealership. An ad spend budget of \$360 was used for this promotion.



THE RESULTS



AUDIENCE REACH & INTERACTIONS

- Over **75,000 individuals** were reached in the community with the Facebook posts
- **544 interactions** were generated from the boosted Facebook posts

PROMOTION RESULTS

REACH	PAGE LIKES	POST ENGAGEMENT	# OF ENTRIES	POST SHARES
76,342	33	544	97	37

THE WORLD'S MOST EFFECTIVE SOCIAL ENGAGEMENT. PERIOD.

801.415.9314 | SALES@FRIENDEMIC.COM | WWW.FRIENDEMIC.COM