

# SAMPLE DODGE DEALER

December 1, 2014 - December 31, 2014

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## HIGHLIGHTS

Hello Lee,

Here is your report from December. We ended the year on an amazing note. We more than doubled the amount of impressions from November and gained more friends than we did in November.

408,457 impressions  
673 interactions  
1,203 new friends

Take a look at the highlighted posts. Each one of the post reached over 1,000 people. It is also great to see that there was no negative feedback on the posts, such as people hiding the content from your brand.

You will notice a new ROI section on the reports. It is pretty awesome that you can now see what you are getting from us from a dollar standpoint. Please let me know if you have any question about this.

Looking forward to meeting with you next week.

Cheers,

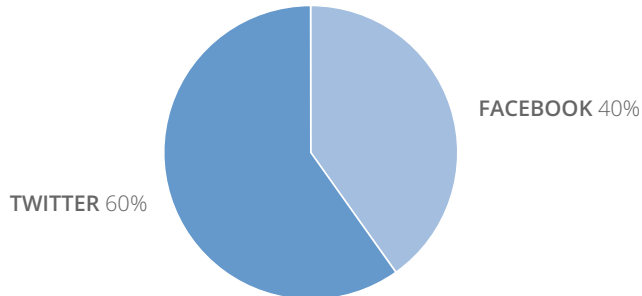
KYLE MURRAY  
Account Manager at Friendemic

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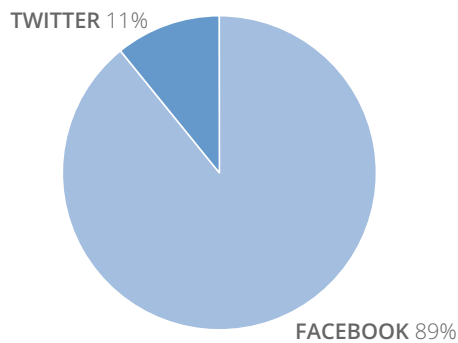
## METRICS

### 408,457 TOTAL IMPRESSIONS



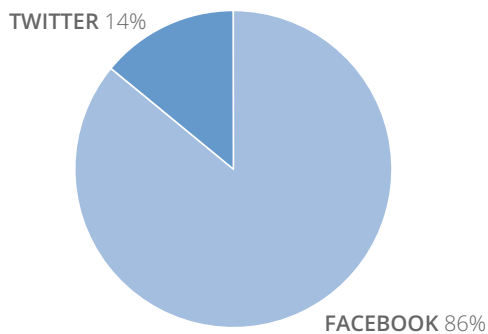
87% of buyers say that online content has a major or moderate impact on vendor preference and selection. This period your brand's posts received 408,457 impressions, which means that people may have been potentially influenced 355,358 times by your impressions.

### 673 TOTAL INTERACTIONS



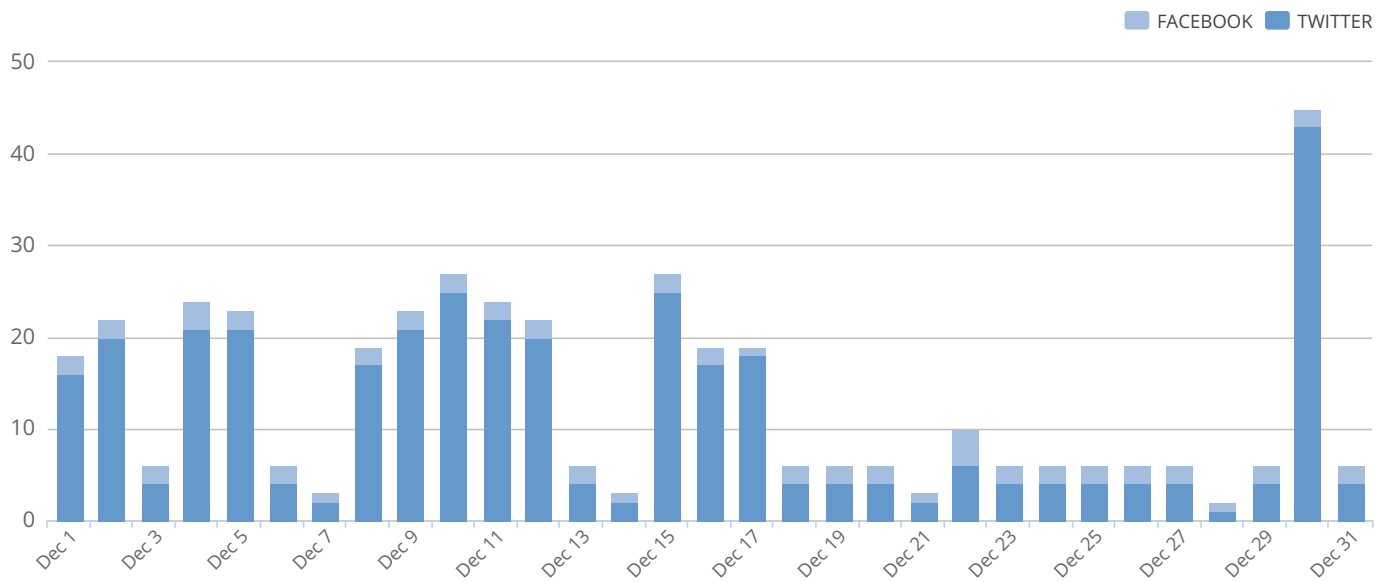
Statistically speaking, of the 673 direct interactions people had with your brand, 188 will add you to their list of considerations when making a purchase.

### 1,203 TOTAL NEW FRIENDS

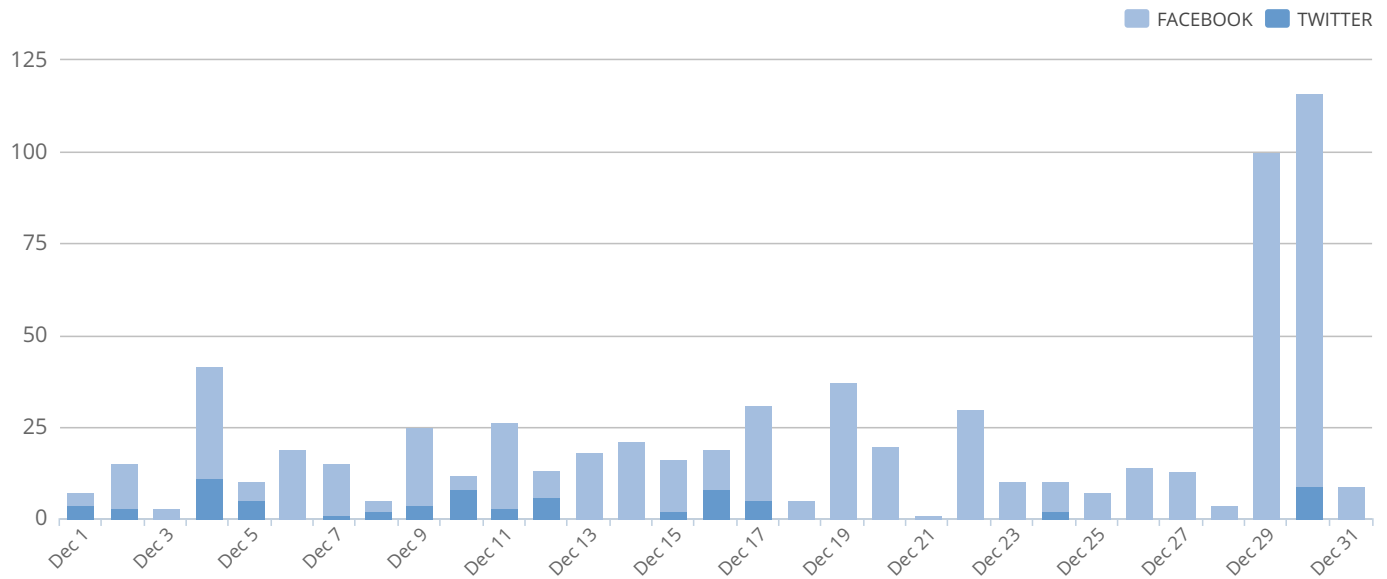


You have 1,203 new friends this period. The average Facebook user has 229 friends and the average Twitter user has 208 followers. This means that, during this period, about 271,938 new people were potentially introduced to your brand by friends that they trust.

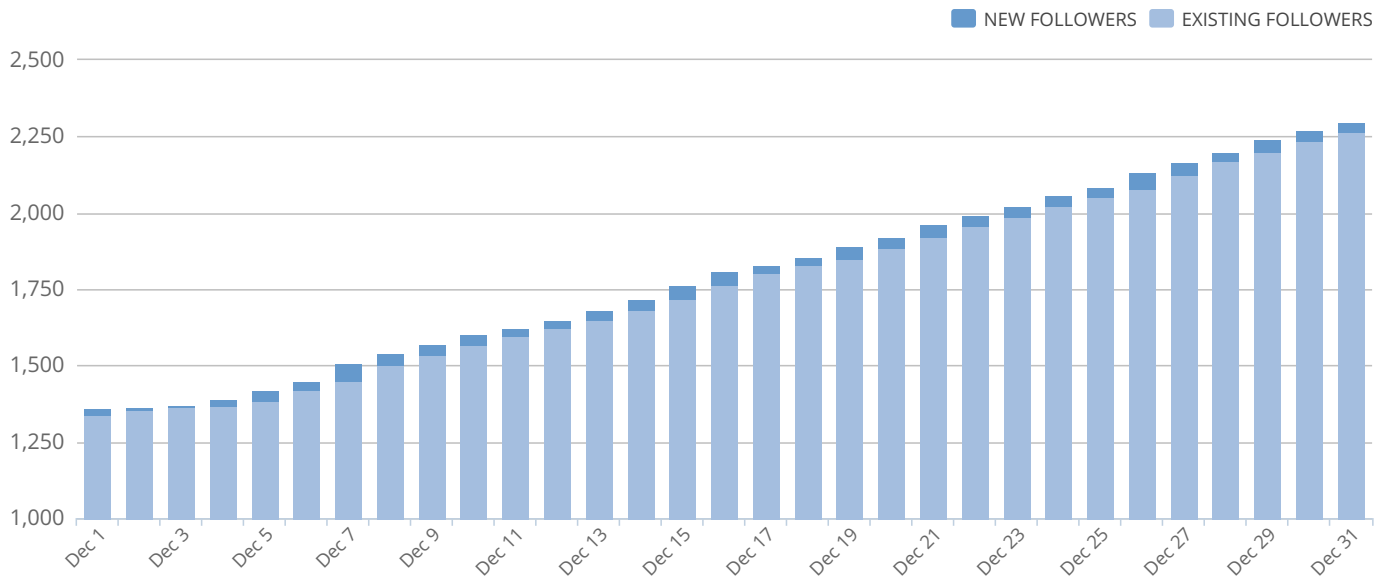
### CONTENT POSTED



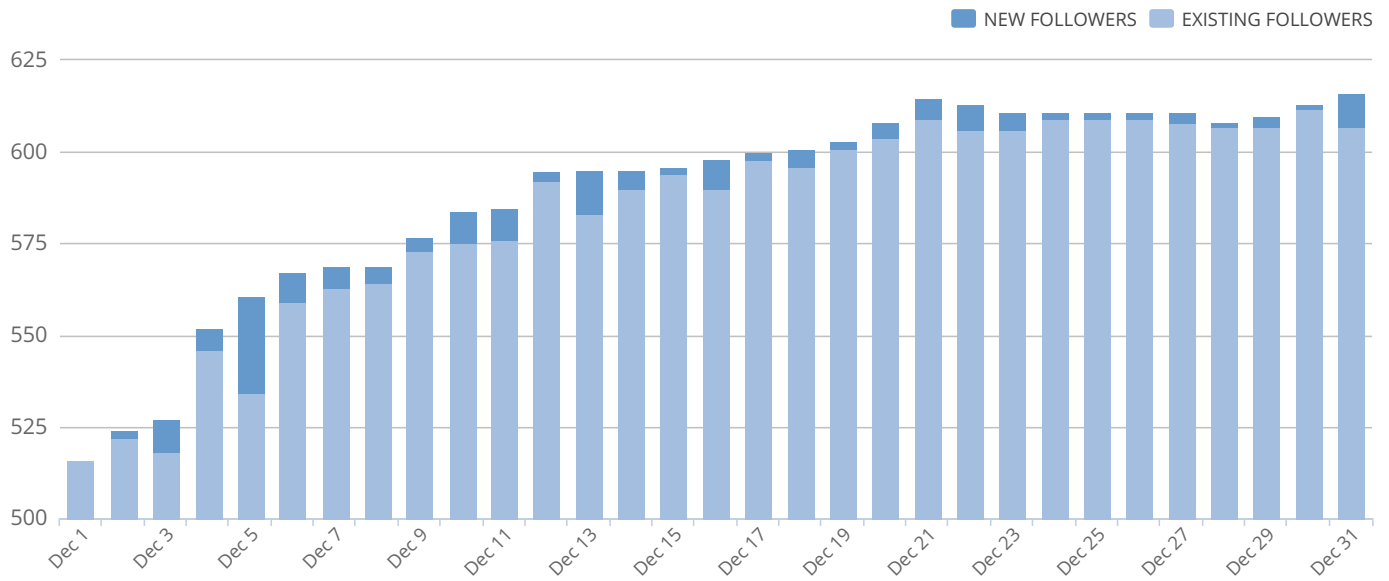
### INTERACTIONS



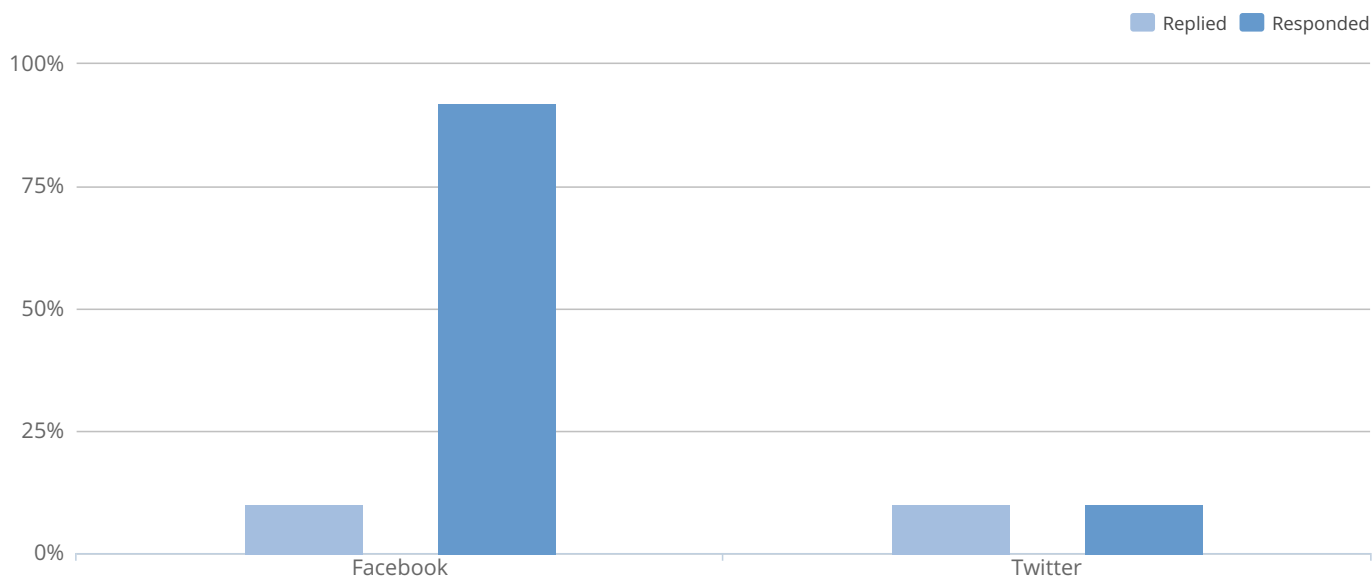
### FACEBOOK FRIENDS



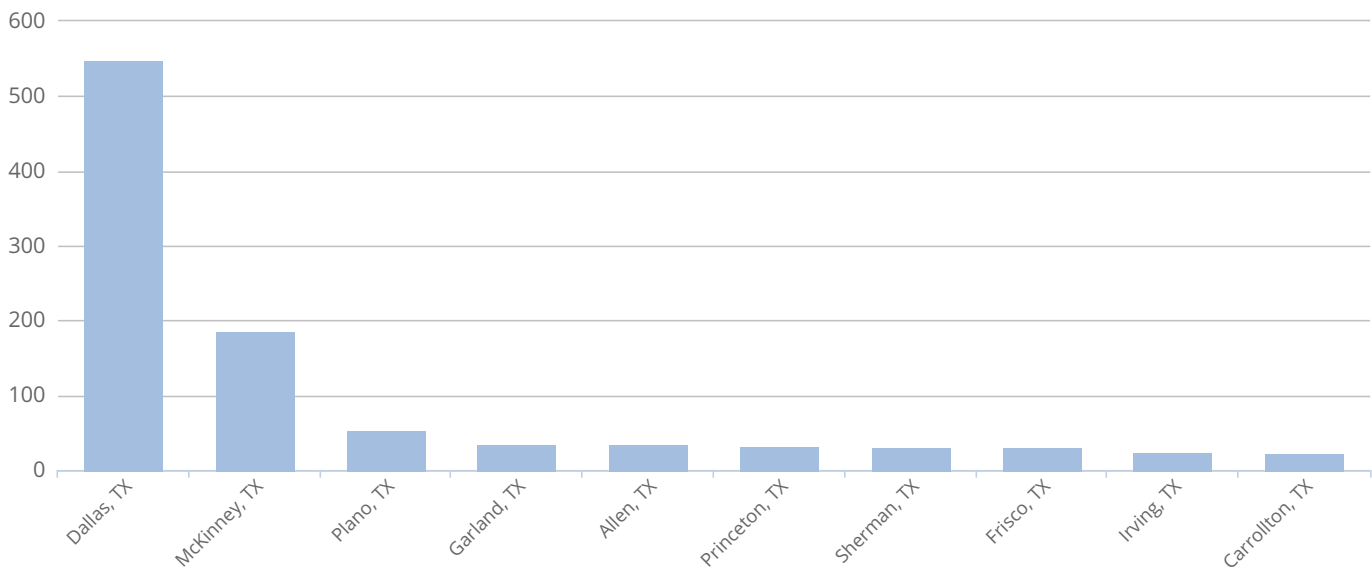
### TWITTER FOLLOWERS



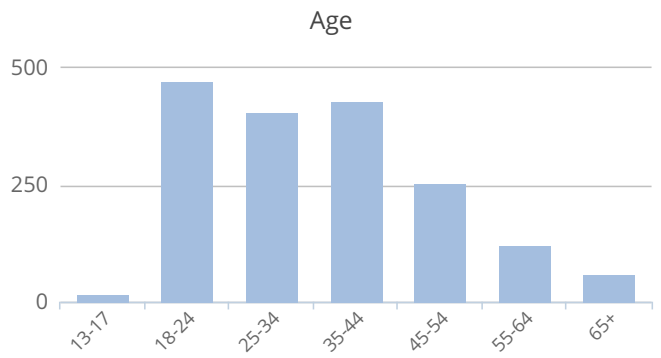
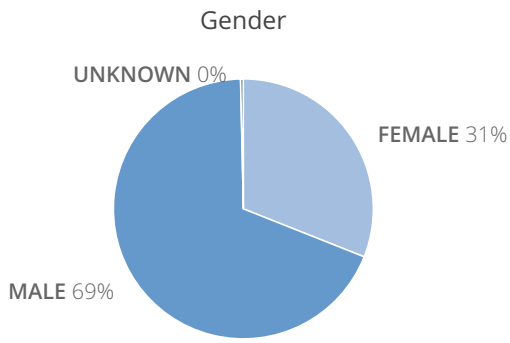
### ENGAGEMENT



### FACEBOOK CITIES

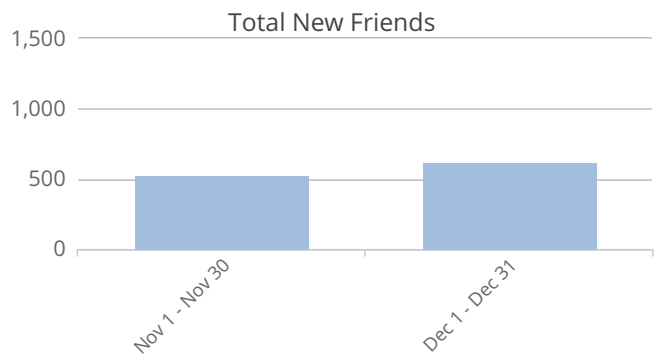
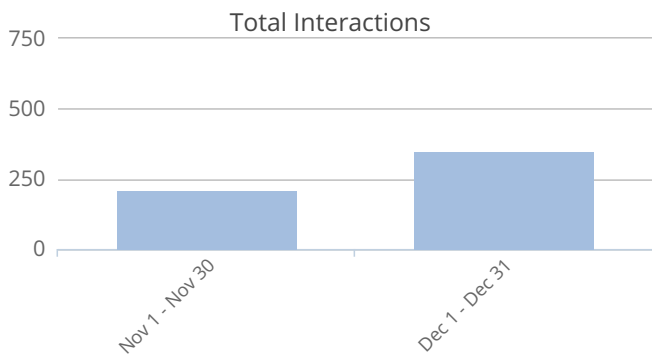
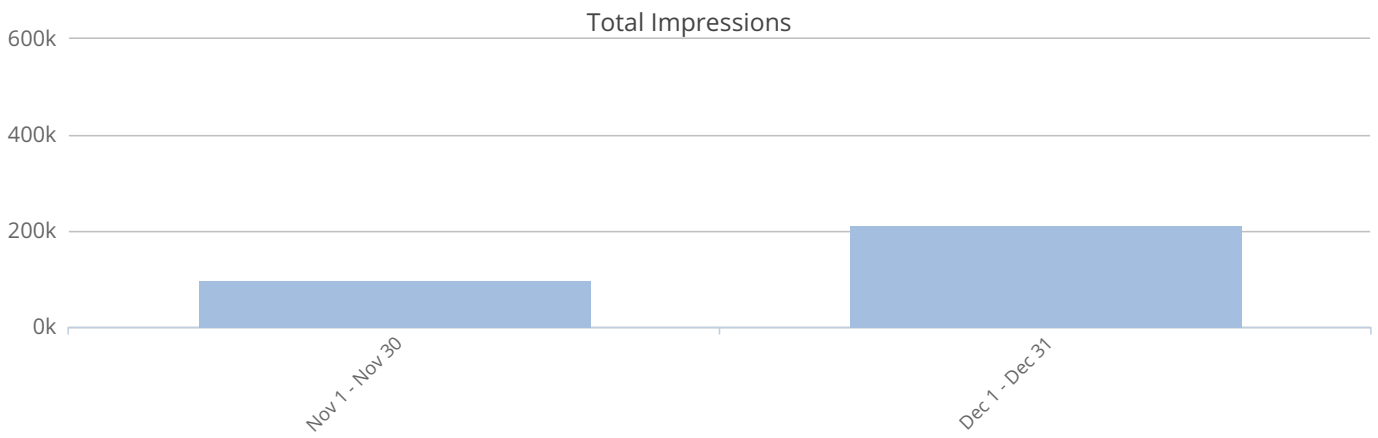


# FACEBOOK DEMOGRAPHICS



# PERIOD COMPARISON

## Monthly Comparison



## RETURN ON INVESTMENT

Service	Units Delivered	Est. Value Per Unit	Total Value Delivered
New Friends/Followers	1,203	\$9.56	\$11,500.68
Social Interactions	673	\$3.00	\$2,019.00
Social Impressions (in thousands)	408.46	\$15.00	\$6,126.90
Review Responses	5	\$7.00	\$35.00

Total Value of All Services	\$19,681.58
Total Spent	\$3,000.00
Total Value / Total Spent	6.6x

Potential additional value added, but not quantified:

- improved online reputation
- increased SEO visibility due to stronger social presence
- social referrals to website
- phone calls from social media
- assisted lead development

## CONTENT LOG

Social Network	Date	Content Text
Twitter	Dec 1, 2014	Happy Monday, y'all! #MuddingMonday <a href="http://t.co/XDr5meo0yU">http://t.co/XDr5meo0yU</a>
Facebook	Dec 1, 2014	Happy Monday, y'all! #MuddingMonday
Twitter	Dec 1, 2014	Happy Monday, y'all! #MuddingMonday <a href="http://t.co/55NIObUuT3">http://t.co/55NIObUuT3</a>
Twitter	Dec 1, 2014	@Africamademe What kind of car will you get?
Twitter	Dec 1, 2014	@emilyyybeard What kind of car do you want to get?
Twitter	Dec 1, 2014	@cicrocha08 What new car do you want?
Twitter	Dec 1, 2014	@AaliyahGuwop What car do you want?
Twitter	Dec 1, 2014	@ricsigala Nice! Which one?
Twitter	Dec 1, 2014	@JacktheRymer What car do you want?
Twitter	Dec 1, 2014	@dafne_andrea_ What car do you want?
Twitter	Dec 1, 2014	@B_Dollas What car do you want?
Twitter	Dec 1, 2014	@LeJazmeen What car are you looking for?
Twitter	Dec 1, 2014	@JacktheRymer Nice!
Twitter	Dec 1, 2014	@ricsigala Nice.
Twitter	Dec 1, 2014	@B_Dollas Good choice!
Twitter	Dec 1, 2014	It's all in the details. #Chrysler300 <a href="http://t.co/xgqWnW4iIE">http://t.co/xgqWnW4iIE</a>