

## WARNER TRUCK CENTERS

Beginning February 2016, Friendemic contracted with Warner Truck Centers to manage their social media ads and engagement. The Facebook ad budget was set at \$400 per month\*.

\*The following data reflects a time period from February 1, 2016 - September 1, 2016.

### THE RESULTS



#### SOCIAL MEDIA GROWTH

- Friendemic organically added **2,049 new followers**.



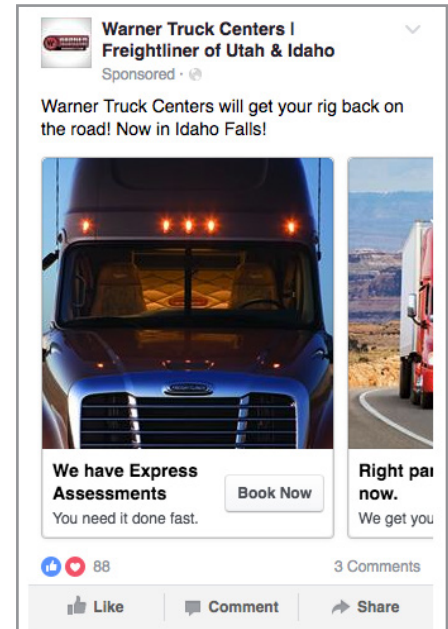
#### WEBSITE CLICKS

- **\$0.21 cost per click** with a total of **8,732 link clicks**.



#### AUDIENCE REACH & INTERACTIONS

- On Facebook, Warner Truck Centers received a total of **19,413 likes** and **435 comments**, on content created by Friendemic.
- **1.8 million impressions** across the major networks.



### LEAD GENERATION

954

total leads

\$3.28

avg. cost per lead

