



Problem

- Figure out how to best use social media to achieve business goals
- Increase email subscribers

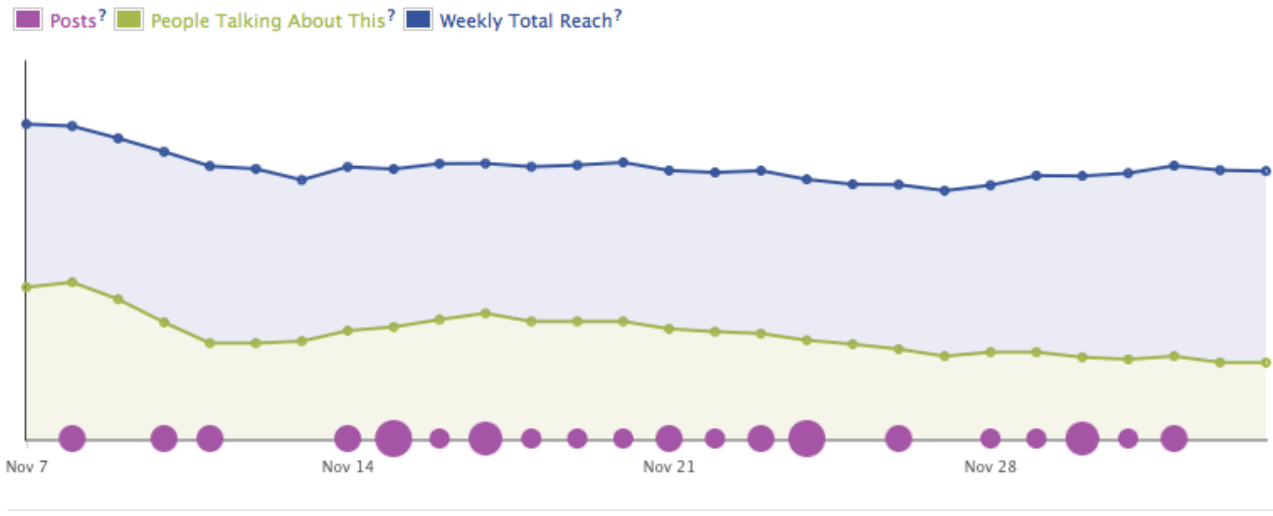
Solution

- Out&About Marketing developed a custom Facebook & Twitter strategy with custom profiles
- Within months, Sliding On The Cheap had thousands of Facebook likes

Measurements

- Facebook Insights
- 5,251 Facebook likes
- 300 Twitter followers
- Email subscribers increased 20%

Total Likes? **5,251** ↑0.46% Friends of Fans? **1,414,625** ↑0.95% People Talking About This? **54** ↓-10% Weekly Total Reach? **3,280** ↑10.66%



Testimonial

“As one of the largest Ski/Snowboard informational services with more than 30,000 weekly email subscribers worldwide, we sensed that Social Media was critical to the continued growth and success of our business, but had no idea how to implement on a large scale. With limited knowledge of this new medium, we turned to Milena Regos. Her charge: Develop in a matter of weeks, a complete and professional Facebook and Twitter Strategy. Within two weeks of launch we had more than 345 Facebook Fans and we are adding new Fans and Email subscribers daily. We fully expect to add thousands of email subscribers by season’s end, and expand our business in directions we couldn’t have even contemplated just six months ago. As Managers, you have two choices: use Out&About Marketing to work on your Social Media Strategy or find yourself outgunned in a complex and changing Internet environment.”

Kevin Tinto, Founder, CEO and Editor-in-Chief, Sliding on The Cheap