

# Premier Table Linens

We've got you covered



**Premier Table Linens**  
**7321 NW 35<sup>th</sup> Street**  
**Miami, Fl, 33122**  
**800 937 1159 Ex3**

Date: December 7, 2015  
Subject: Social Media Overview report

Dear Paul,

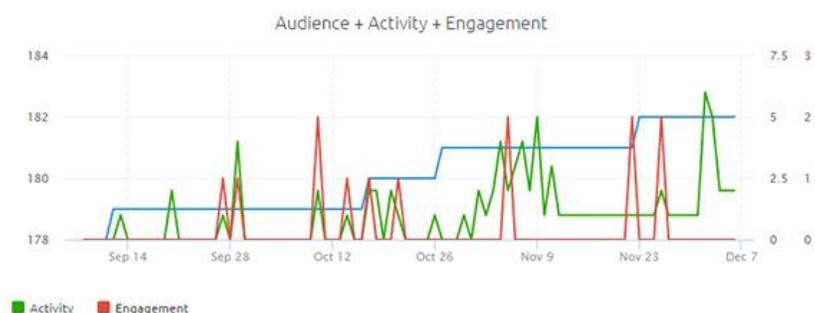
I wanted to take the time to report back to you on our current social media landscape. Since hiring River City Web Solutions we are very pleased to report massive increases in our social media landscape. As you are aware we have many indicators that measure our social landscape and hiring your company we gave a solid directive to make us #1 in our current retail space.

Upon drilling down the stats we wanted to provide you with some of the data we have been crunching, and in addition to ask you to keep doing exactly what you're doing as we are seeing the results in retail sales and traffic.

We can directly associate our increased visibility in the social landscape to a 18% Increase in visibility, which also equates to approximately another 1800 visitors per month at a value of \$6.29 USD per visitor.

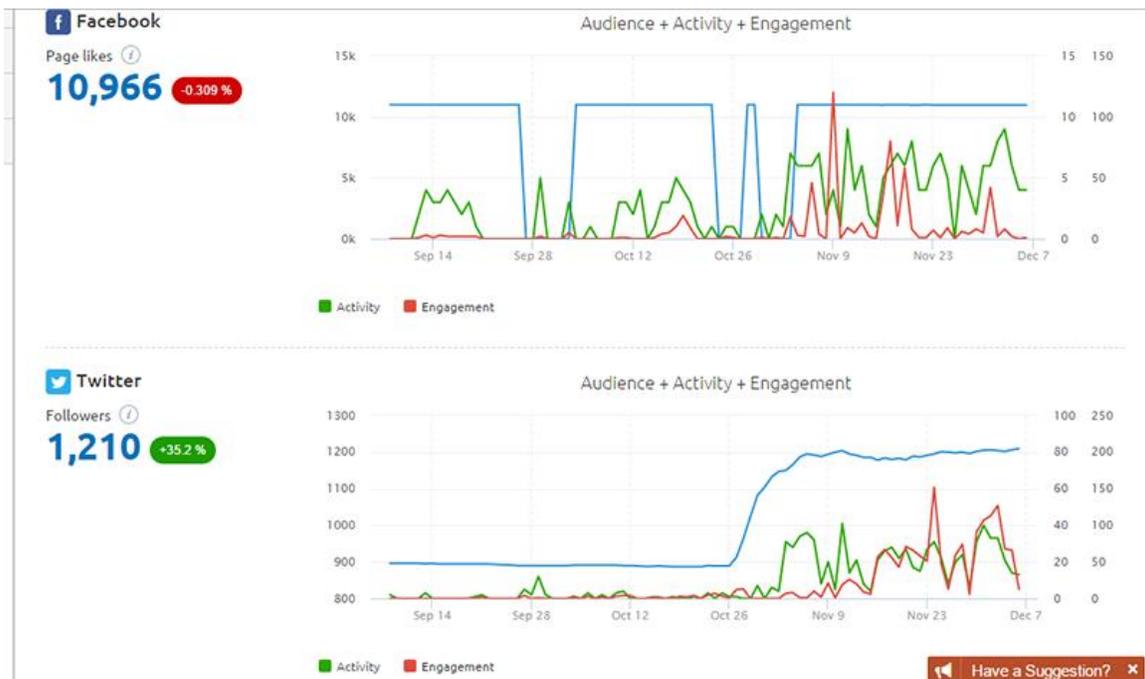
We have also decided at this point that we are not so concerned with Google+ as a social channel for us as although we would like you to keep posting we are not so concerned as this channel does not work for our industry but we do need to maintain a presence.

 Google+  
Followers ⓘ  
**182** +2.25 %



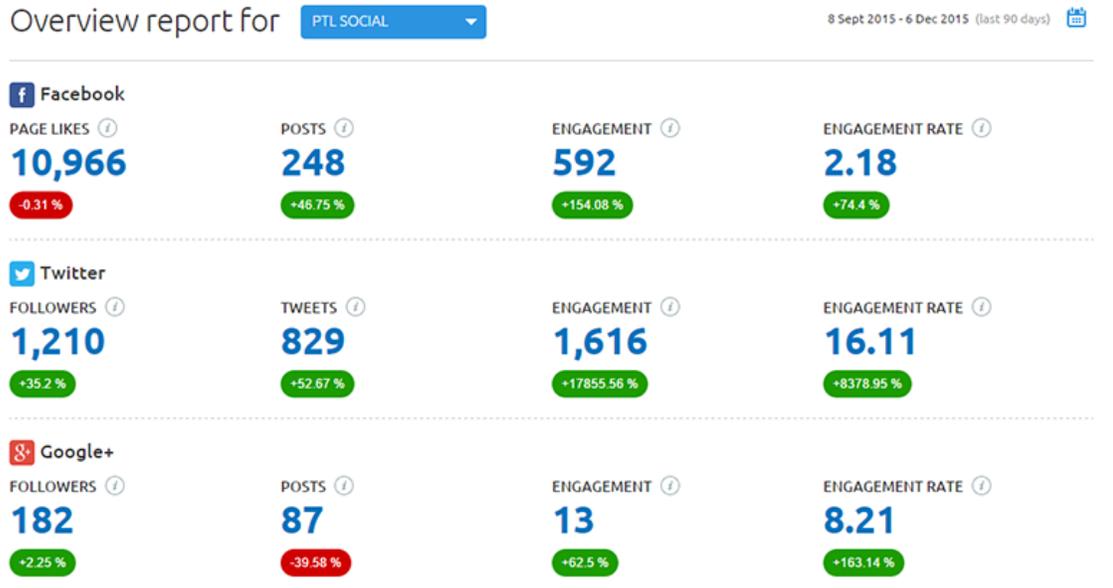
As you can see from the above graphic, River City has increased our exposure on Google+ and has also increased our engagement as you can see from the red line on the graph above.

Diag 2 "Facebook and Twitter"



Above we see Facebook and also Twitter, you can clearly see here the ramp ups, demonstrated by the increases in the red and green timelines, these represent engagement and activity, at the beginning of the charts we have a more or less flat line. Allowing for a 2-3 month ramp up as we expected you can see the results start flooding in mid to late October. Facebook fans not increasing is not too much of a concern for us as Facebook is not converting anywhere near as well as it used to.

In summation you can see here the last 90 days with our increases over the board.



As you are aware our focus and mission was to increase and maintain a position of authority on both the engagement metric and the activity metric.

As you can see from the above data totals we have increased engagement exponentially and we continue to see these growths, which are also now playing into our overall strategy.

Premier Table Linens has been very satisfied with your performance in the last qtr. of this year. We look forward to working closely with you to increase on these figures for 2016.

Report compiled and quantified by  
Ryan Cunningham  
Premier Table Linens Technical and Operations Director



