



IMPACTSOCIALMEDIA

Bringing the Power of Social Media to Small Business

SAMPLE MONTHLY REPORT - May 2009

SAMPLES, LLC
Atlanta, Georgia
June 10, 2009

Overview: Samples, LLC is seeing solid reputation building online using your social media efforts. We are seeing solid growth in the number followers on Samples' Twitter account. You have received 15 friend requests on your Facebook account in May. The addition of the staff photos generated strong, positive comments in the photo album as your customers really enjoy working with your staff. On external sites, the reviews are still mixed but the responses to negative reviews by customers are working to show your dedication to providing excellent customer service. Continued focus on thanking those customers that post a positive review is needed on Tripadvisor.

User Comments from May:

1. Facebook – Three new comments regarding your employee Bill Smith including “Bill is a wonderful guy to work with. He’s explained everything perfectly so I could get exactly the right product for us.”
- Sharon

Facebook profile: (www.facebook.com/home.php#/profile.php?id=53350000&ref=profile)

2. Twitter – There are 249 people following your updates, an increase of 12% over April. Of those 249 people, ten sent you a direct message in May. The content of those messages was primarily about product inquiries, with one person (@JJ_Storrs) thanking Bill Smith for his help.

Twitter: (twitter.com/JSCO_Chicago) as of review date, has 347 followers receiving updates.

3. Angie’s List (www.Angieslist.com) – In May there was one review of your store.

“After researching the product online, I went to Samples to learn more and test the product. I found the staff very helpful and the product was in stock. All my questions were answered and the salesman was very patient with me and my wife. I ended up buying the product and am very happy with it and the service of Samples.” – BrianH
(www.Angieslist.com/Chicago/shops/Samples/content_id_12475)

4. Yelp.com – In May, there were a total of six reviews of Samples. Two new reviews were added in May. One was positive, one negative.



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"I was totally disappointed with the prices at Samples. You can find the same products online for \$3 to \$5 less. Overall, I rate them a 3." – Bob (www.Yelp.com/Chicago/samples)

5. The Reader Online – Two comments about your sale on Friday May 15th on the Samples Floor Models. Both positive and acted as good advertising and word of mouth for the store.

"Samples on Clark is selling off their floor models for 20% off regular prices. These prices are much cheaper than internet prices so you have to get there quickly. I bought the ABC for \$35!" – BarbaraD (www.Reader.com/classifieds/sales)

"Barb- I got the XYZ for \$68. Regular price was \$83. No dents, all the product info in the box. Good folks to help you with the product features too. Not much left, but worth the trip north." – John (www.Reader.com/classifieds/sales)

Recommendations for this month :

We see multiple opportunities for Samples LLC to engage both its existing customers as well as build its brand image online.

1. Answer each review or post on Tripadvisor.com about your store. There are many more readers than those who post, so a positive response from you will be seen by 10-20 times the number of people who actually are posting reviews.
2. Respond to Bob's review on Yelp in a positive manner. Use your matching price guarantee if you have one. The review isn't bad, it is an opportunity to show you care about your customers and provide value.
 - a. Update your Facebook page to show that you match prices
 - b. Provide Twitter updates about this as well
3. Based upon our seeing multiple reviews for your store on the Reader's online edition, you may wish to advertise there as there seems to be quite an audience for your store already there.