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Drive New Revenue & Engage Readers

Reinig@Friends2Follow.com

73% of Small Businesses Use Social Media to Market Their Business

70% of Small Businesses Will Increase Spending on Social Media Marketing and Advertising in 2015

Local Businesses are Obsessed with Facebook!

80% of internet users in the US visit a social networking site regularly

71% are on Facebook

Average Facebook user checks their account 8x per day

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- Ogilvy & Mather

2015: Facebook is taking the reach of business page posts to 0
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- Forbes

Mobile Devices Accounted for 89% of Internet Usage in the US January 2014

Mobile: Ready, Out of the Box

4 Ways to Harness Social Media with Friends to Follow

- Your Editorial Social Media Engaging Readers with Breaking News
- Local Business Social Streams into Online Banner Ad Spaces
- Local Business Streams on your Home Page

Section/Channel Sp Implementation
FOUNDRY VINEYARDS

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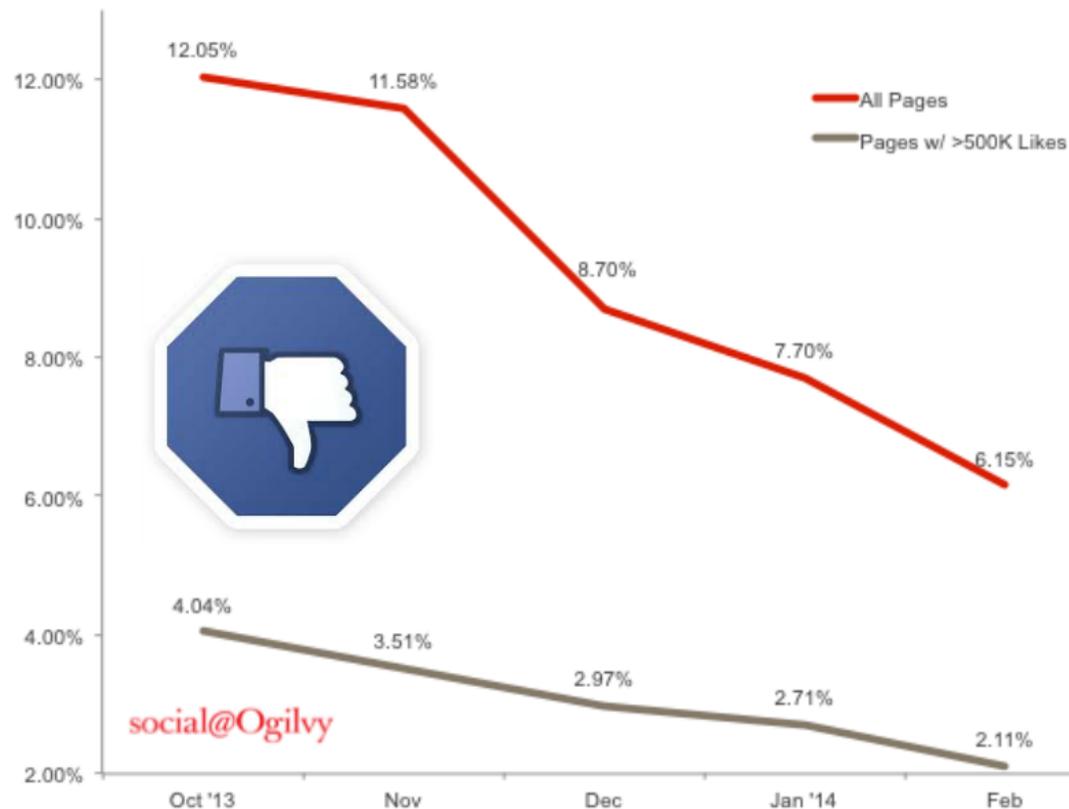
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Average Organic Reach of Content Published on Brand Facebook Pages



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Register | Sign in | Services | Subscribe | Contact

OFF THE WATER CLASSIFIEDS OBITUARIES

HOME NEWS OPINION SPORTS COMMUNITY NEWS EDUCATION PEOPLE I WANT TO... CONTESTS

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The Matly-Post

Wednesday, June 4, 2014 Last Update: 7:58 PM ET

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WORLD U.S. POLITICS NEW YORK BUSINESS DEALBOOK TECHNOLOGY SPORTS SCIENCE HEALTH ARTS STYLE OPINION

Autos Blogs Books Cartoons Classifieds Crosswords Dining & Wine Education Event Guide Fashion & Style

As U.S. Exits, Afghan Army Learns to Stand on Its Own

By AZAM AHMED 3:39 PM ET

On a recent mission, a unit of the Afghan National Army gave some clues to how prepared it was to fight the Taliban after American forces were gone.

Comments

American Strike on Afghan Taliban Kills Children

By AZAM AHMED 2:13 PM ET

In addition to killing a Taliban commander, the strike near the Pakistan border killed as many as 10 children.

1 2 3 4 5 6 7 8

Afghan soldiers after returning from a search-and-clear mission in a notorious Taliban stronghold in Kunar Province.

The C.I.A.'s Secret Deal With Pakistan on Drones

Sunday Review

NEWS ANALYSIS Getting Serious About a Texas-Size Drought

By KATE GALBRAITH

In a state fabled for its everything-is-bigger mentality, the idea of conserving resources is taking hold.



- Editorial: Courts Without Judges
- Dowd: Can We Get Hillary Without the Foolery?
- Douthat: Meritocracy
- Bruni: Day of the Hunter
- Friedman: How We've Wasted Our Timeout
- Luhrmann: How Skeptics and Believers Can Connect

TELEVISION REVIEW 50 Small Victories in a Time of Unbearable Loss

By NEIL GENZLINGER

"50 Children: The Rescue Mission of Mr. and Mrs. Kraus," on HBO, tells of a Philadelphia couple's liberation of 50 Jewish children from 1939 Austria.

NEWS FROM A.P. & REUTERS

- Ex-Porn Star Jameson Arrested for Alleged Battery 11 minutes ago
- Tech Upstarts Threaten TV Broadcast Model 11 minutes ago
- Cardinals Score 9 Runs in 4th vs Cain, Beat Giants 14 minutes ago

Study Points to a New Culprit in Heart Disease

By GINA KOLATA

Research showed that the association between red meat and heart disease risk might be related not just to fat but to bacteria that thrive on a component of red meat.

Lilly Pulitzer, Socialite Turned Designer, Dies at 81

By THE ASSOCIATED PRESS 2:36 PM ET

Ms. Pulitzer, whose tropical print dresses became a sensation and later a fashion classic, got her start by spilling orange juice on her clothes.



NEWS 2 Follow

YMCABlletics

Game Day! Mustang basketball welcomes @culeagles to Gross Court. WBB plays @ 5:30, NBB play @ 7:30 #YMCABlletics maters.bmetrack.com/v?e=653188&c...

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Time is running out to nominate your favorite local businesses for Elite Magazine's Ultimate Business Professional AND be entered to win \$200 in gift...

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No better way to reflect on the past week than over a burrito.

Chipotle Mexican Grill Follow

"I love the idea of unexpected stories in unexpected places." - Augusten Burroughs. We do too. Check out Round



Local Business Stream Banner

Streams into Online Banner Ad Spaces

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Jan 6

Looks like @lucasdebari is finding the goods, blasting through the trees up while up at @islandlakelodge with @frequencytsj @k2snow

g+ Follow Nordstrom Rack
Jan 6

Baby boots. #kids #http://bit.ly/1A...



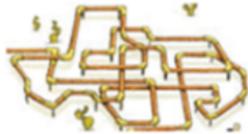
YouTube Children's Museum

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LOOSE ENDS The Atlanta Teacher Aptitude Test

By DAN ZEVIN
Please use a sharp pencil and gloves to fill in each circle completely or maybe a little less.

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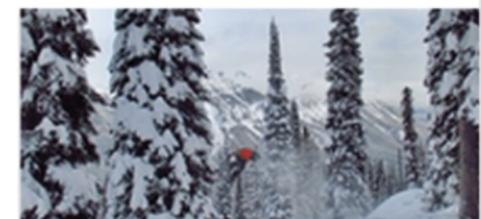
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friends 2 Follow...



Local Business Social Streams into Online Banner Ad Spaces

Your Editorial Social Media Engaging Readers with Breaking News

The image shows a screenshot of a news website's interface. At the top, there are navigation links for various categories: SPORTS, SCIENCE, HEALTH, ARTS, STYLE, and OPINION. Below these are more specific links like Autos, Blogs, Books, Cartoons, Classifieds, Dining & Wine, Education, Event Guide, Fashion & Style, and more. A main article titled "American Strike on Afghan Taliban Kills Children" is featured, with a sub-headline "On a recent mission, a unit of the Afghan National Army gave some clues to how prepared it was to fight the Taliban after American forces were gone." The article is by AZAM AHMED, dated 2:13 PM ET. A "Comments" link is visible below the article title. To the right of the article is a photo of Afghan soldiers in a field, with a caption "Afghan soldiers after returning from a... in a notorious Taliban stronghold in K...". Below the article is a "NEWS 2 Follow" section. This section contains two social media posts. The first is from TMCathletics, a tweet that says "Game Day! Mustang basketball welcomes @culeagles to Brass Court. WBB plays @ 5:30, MBB play @ 7:30 #TMCathletics masters.bmetrack.com/c/v?e=65388&c...". The second is from The Reape-Rickett Law Firm, a Facebook post that says "Time is running out to nominate your favorite local businesses for Elite Magazine's Ultimate Business Professional AND be entered to win \$200 in gift...". Below these posts are two video thumbnails. The first is from Washington Post, titled "Liftoff & Letdown: Start-up shoes". The second is from Washington Post, titled "Africa correspondent: Obama's task this...". Below the video section is a "VIDEO" section with a large video player showing a person digging in the earth. Below the video player is a "WORLD" section with the headline "Destroying Syria's Past" and a sub-headline "Across Syria, the country's archaeological heritage is imperiled by war, facing threats that range from outright destruction by ordnance to opportunistic digging by grave diggers and treasure hunters." Below the article is a row of four small images with captions: "Destroying Syria's Past", "Ask Well: Dried or Fresh Blueberries?", "Shaggy Lawn Mowers", and "Vows: Head Match".

Section/Channel Specific Implementations

FOUNDRY VINEYARDS

SAPOLIL
 CELLARS
 Taste Wine Daily 1-4pm
 Live Music Every Weekend
 13 E. Main • Downtown Walla Walla • sapolilcellars.com

Walla Walla
WINE & DINE
WALLA WALLA

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RECENT ARTICLES:

Northwest wines think pink with dry rosés

June 7, 2012 Northwest Wine, Wine



It's taken a while, but more Pacific Northwest wineries are getting serious when it comes to thinking pink.

Fortunately, the gold standard for rosé wines in the United States has been set in Richland, Wash., by Barnard Griffin Winery.

Earlier this year, Rob Griffin's 2011 Rosé of Sangiovese was voted the best rosé at the San Francisco Chronicle Wine Competition. It is the largest judging of American wine, and that result is no fluke.

"One of the things I like to say about this is it's a wine you can enjoy casually, but we're deadly serious about how we make it and the effort we put into it," Griffin said.

Judges across the United States have applauded his rosé for years. Griffin has won a gold medal — or better — for his rosé in the competition for the past seven years.

"If you are going to make good rosé, you have to start out planning to make rosé," Griffin said. "Don't take grapes that were going to be red wine and ... [Continue Reading](#)

Woodward Canyon delves deeper into local comestibles

May 31, 2012 Dine, Wine



First a market. Now a restaurant.

Woodward Canyon Winery has added yet another dimension to its Lowden operation with the quiet opening last weekend of the Reserve House restaurant.

The restaurant is open seasonally, Friday through Sunday, and features dishes from chef Heidi Varney from Walla Walla Community College's Wine Country Culinary Program. The small plates highlight the homegrown Lazy S Arrow produce raised at the base of the Woodward Canyon Estate Vineyard.

Reserve House offers interior seating at communal tables or individual tables on the covered porches with views of the garden and neighboring vineyard.

Operators have been growing produce there for five years. The produce has been used for events at the winery and sold to local restaurants. That will continue to be the case.

The Lazy S Arrow produce will also be available at the new Lazy S Arrow Market that recently opened at ... [Continue Reading](#)

Walla Walla may be on road to 'Best for Food' award

May 31, 2012 Dine, Wine

Last year they came for the company. This time around Rand McNally is sending a pair of road warriors to the community for a taste of the

Browse our Walla Walla wine map



UPCOMING EVENTS

There's no public calendar named

submit your event

WINE AND DINE TAGS

#one's in the kitchen
 #chardonnay #macaroni #east walla walla
 #grohl cellars #wto #the chef #fish
 #dancer ridge vine #wam #wv #isabella winery #swv #valley winer
 #va piano vineyards #recibe #chrisse

WINE AND DINE VIDEOS



Feast 2010, in one word.



#WAMerlot at Walla Walla's Otis Kenyon tasting room

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The Canal Bar & Grill
Frederick's Good Time Since 1948

Apr 3 **The Canal Bar and Grill:** Tonight is Rock-N-Wing Night here at The Canal Bar and Grill! Frederick's BEST Wings are only 35 Cents! Happy hour is from...

Apr 3 **The Canal Bar and Grill:** Come enjoy lunch with us! Soups - chicken pot pie - steak and potato - chili Specials: - honey garlic chicken tenders -...



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 WallaWallaValley Homeseller.com

DOWNTOWN WALLA WALLA

 become a fan!

FRIENDS TO FOLLOW

Apr 3  **The Canal Bar and Grill:** Tonight is Rock-N-Wing Night here at The Canal Bar and Grill! Frederick's BEST Wings are only 35 Cents! Happy hour is from...

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Apr 3  **Isabella's Taverna & Tapas Bar:** Before the rain hits Downtown Frederick, come sit on our fabulous patio for lunch! \$10.99 tapas trio. And, we have Mitch...

These Dining and Entertainment focused businesses also appear on the Home Page

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DOWNTOWN



WALLA WALLA

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FRIENDS TO FOLLOW

Apr 3



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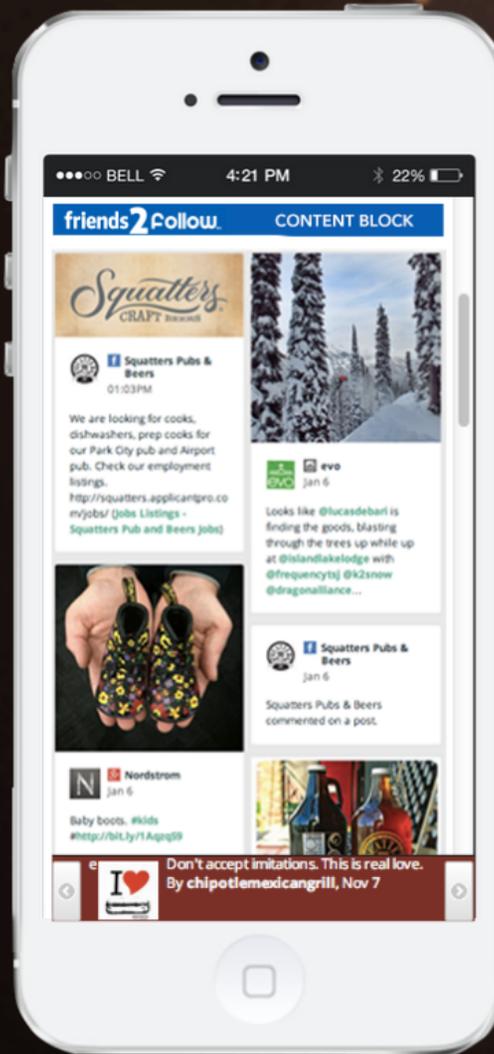
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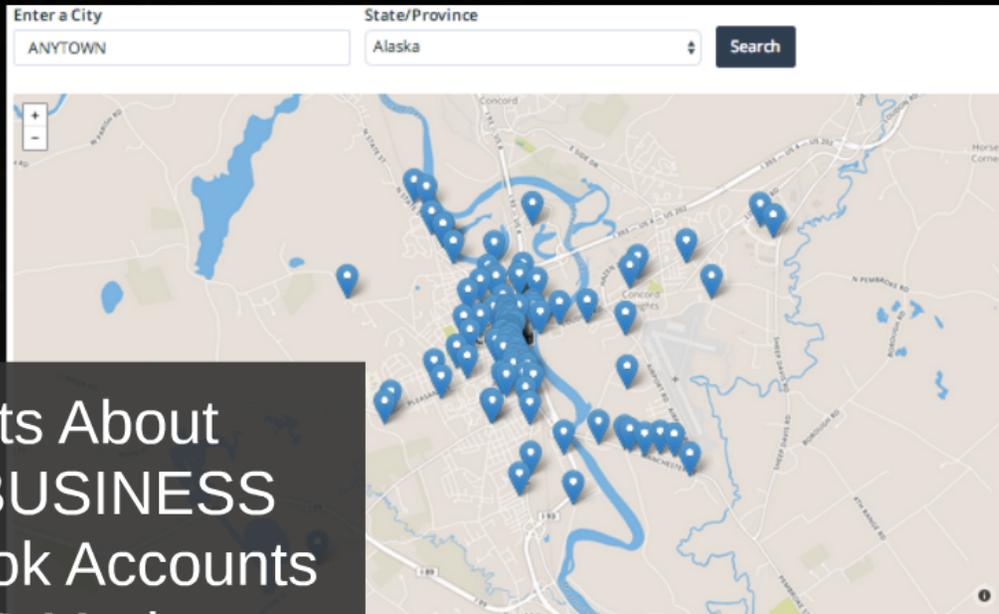
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Mobile Ready Out of the Box

Tools Needed for Sales Success



Key Stats About Active BUSINESS Facebook Accounts in YOUR Market

In System	Facebook Account	Post Rate	Likes Count	Talking About Count	Address	Phone	Website
✗	HOT Community Support Network Inc.	3/week	7	2	10 Ferry St. Suite 401, Concord, NH 03301	(603) 229-1982	www.csni.org
✗	HOT Concord Dance Academy	25/week	1,028	142	26 Commercial Street, Concord, NH 03301	(603) 226-0200	www.concorddanceacademy.com
✗	HOT Gondwana & Divine Clothing Co	5/week	495	33	13 N Main St, Concord, NH 03301	(603) 228-1101	WWW.GONDWANASHOP.COM
✗	HOT Granite Restaurant & Bar	7/week	444	31	96 Pleasant Street, Concord, NH 03301	(603) 227-9000	thegraniterestaurantandbar.com
✗	HOT Landry & Associates CPA's	4/week	226	4	6 Chenell Drive, Suite 280, Concord, NH 03301	(603) 228-3004	www.taxpronh.com



Compelling Industry Information



The Free-Marketing Gravy Train Is Over on Facebook

Victor Luckerson @VLuck | March 22, 2014



Over the past several months, Facebook has been reducing the organic reach of Pages. A recent study found that companies' posts dropped from reaching 12% of their followers in October to just 6% by February

Facebook and its popular Pages platform have been a cornerstone of most companies' social-media marketing strategies for years. But if the brands, organizations and celebrities that use Pages want to continue to reach Facebook's



Robert Galbraith—Reuters

Compelling Industry Information

Why Is Facebook Page Reach Decreasing? More Competition And Limited Attention

Posted Apr 3, 2014 by Josh Corstine (@joshcorstine)

72.2k SHARES

How Does Facebook Choose What To Show In News Feed?

$$\text{News Feed Visibility} = * I \times P \times C \times T \times R$$

Interest Post Creator Type Recency

Interest Interest of the user in the creator	Post This post's performance amongst other users	Creator Performance of past posts by the content creator amongst other users	Type Type of post (status, photo, link) user prefers	Recency How new is the post
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* This is a simplified equation. Facebook also looks at roughly 100,000 other high-personalized factors when determining what's shown.

DRIVE NEW REVENUE from SOCIAL MEDIA

PRICE POINT: \$100 - \$250

F2F YEARLY REVENUE: \$50,000 - \$120,000

REVENUE EXAMPLES

BLACK PRESS/SOUND PUBLISHING

- \$360,000 in packages:
Mike Blinder Blitz headlined by Friends2Follow

MORRIS MULTIMEDIA/SANTA CLARITA VALLEY SIGNAL

- \$85,800 annually:
59 advertisers running through F2F for \$7,150 a month

FREDERICK NEWS POST

- \$50,400 in F2F Revenue
\$450k in total package annual revenue

friends²Follow^{LLC}

Reinig Morris

Reinig@Friends2Follow.com

(801) 403-7966

**Waiving our \$200 Set-Up Fee for
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Thank You!

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