

FacebookOptimizer

Evaluate, compare, optimize ... your Facebook page within its competitive environment

➔ A study of your fan page tailored to your needs

- 'One Shot' audit
- Pre / Post test for fan page rewriting
- Tracking

➔ Your fan page assessed

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|-------------------|---|
| • PROFILING | Who are precisely the visitors to my fan page ? |
| • MOTIVATIONS | What are their objectives and what is the motivation behind their visit ? |
| • ORIGIN | How do they know my fan page, where are they from ? |
| • SATISFACTION | Are they satisfied ? Why? (open questions) |
| • IMPACT | What is the impact of their visit on the image, the purchase intention ? |
| • LOYALTY | How effective is my fan page in developing loyalty ? |
| • VIRAL POTENTIAL | Do Internet users talk about my fan page ? How ? |



➔ Your results put into perspective

- BENCHMARKS Average of competitive fan pages environment, Min and Max.

➔ Optimization and development opportunities

- From key indicators analysis and follow-up, verbatim and IDM's experts' advice.

➔ How does it work ?



Quick and easy setting up

- Activation/deactivation in 48 hours
- Customized questionnaire + invitation mode, optimized location on the fan page



Optional (price on request)

- Multi-country version
- Bespoke issues : ad hoc questions, specific targets ...

Starting rate : One-shot €4 900 - Pre / Post test €7 350 - Tracking €10 290
Multi-country version (price on request)

