



Free Sub Application

Results | 2011

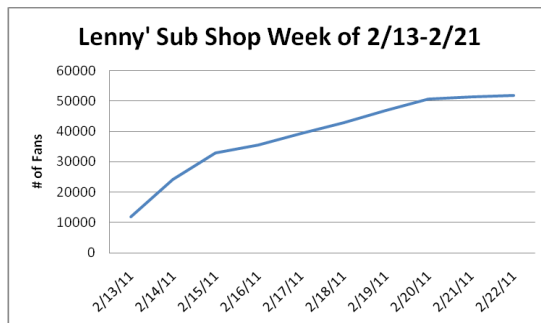
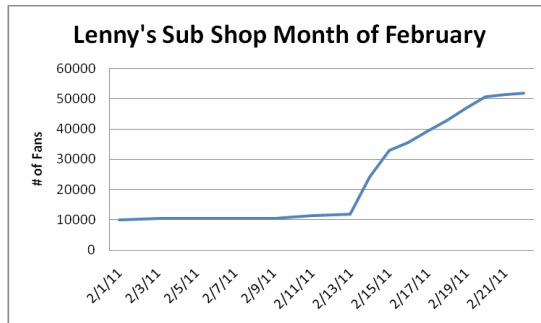
Overview

Week in Review

No Limit Media Consulting worked with Lenny's Sub Shop, Context Optional and ADM Marketing to create and implement a Facebook application that would drive traffic to the brand's fan page. The application campaign was created to give a free half-pound sub to anyone that was a fan of the page in an effort to grow the fan base.

To strengthen the reach of the application, Facebook advertising was purchased to promote the campaign. In addition, a strategic, aggressive public relations campaign run by No Limit was able to secure multiple articles and the story was picked up on countless blogs, forums and online communities. Tools such as Twitter helped further spread the word.

The application lived within a tab on the Lenny's page for 1 full week. In order to receive a free sub, fans had to fill out basic information (name, email and zip code). Lenny's compiled this information and sent out batches of emails three times a day (morning, mid day and evening) to those who had registered. Overall, the fan page grew from approx. 10,000 fans to 51,000 fans in less than one week. Approximately 30,000 e-coupons for free subs were given out during that same span.



At a Glance

Some Impressive Numbers for Week of 2/13-2/21

New Likes

41,637 ↑ 3,120%

Post Views

1,587,798 ↑ 1,274%

Post Feedback

6,473 ↑ 547%

Cities

- 5,991 Memphis
- 4,709 Nashville
- 2,563 Dallas
- 2,323 Atlanta
- 2,210 Houston
- 1,869 Jackson
- 1,800 Knoxville
- 1,173 Mobile
- 997 Saint Louis
- 930 Millington
- 810 Denver
- 788 Issaquah
- 784 Little Rock
- 752 Pensacola
- 731 Livingston
- 694 Tampa
- 677 Huntsville
- 526 Kansas City
- 524 Waterloo

Tab Views

- 126,110 Lenny's Subs
- 49,524 Wall
- 1,555 Promos
- 1,552 Information
- 1,466 Locations
- 1,030 Welcome
- 518 Photos
- 436 Franchise
- 303 Rewards

External Referrers

- 2,512 content1.multiunitmarketing.com
- 2,306 lennys.com
- 1,256 hip2save.com
- 1,002 shop4freebies.com
- 614 a1.interdick.com
- 549 wreg.com
- 536 dealnews.com
- 395 freestufftimes.com
- 386 tag.admeld.com

Media Coverage

Social Media deal picked up by both print and online communities

[USA Today](#)

[QSR](#)

[FastCasual.com](#)

[Memphis Business Journal](#)

[Western Herald](#)

[Daily Helmsman](#)

[Hunt4Freebies.com](#)

[FreebiesForU.com](#)

[FrugalFloridians.com](#)

[SampleTrain.com](#)

[ICraveFreebies.com](#)

[SpendItWisely.net](#)

[NetworkedBlogs.com](#)

[PrintableCouponSpot.com](#)

[GatewayToSaving.com](#)

[FreeSampleFrenzy.com](#)

[KnoxvilleOnADime.com](#)

[CouponKatie.com](#)

[SmartShoppingLadies.com](#)

[DealsDango.com](#)

[ATLDealFinder.com](#)

[SavingWithAmy.com](#)

[ICollectFreebies.com](#)

[SavingEveryday.net](#)

[ShoppingTipsandTricks.net](#)

[FreeStuffTimes.com](#)

[MyNorthernVirginiaMommy.com](#)

[Examiner.com](#)

[BudgetSavvyDiva.com](#)

[FrugallyMarisha.com](#)

[SurvivingTheStores.com](#)

[MyMilitaryMommy.com](#)

[SuperSavinMomma.com](#)

[MySpringfieldMommy.com](#)

[SavingEveryday.net](#)

[MyMemphisMommy.com](#)

[STLMommy.com](#)

[Sayvings.com](#)

[TheDailyGoodieBag.com](#)

[CouponsRack.com](#)

[MyMusicCityMommy.com](#)

[DealNews.com](#)

[TheFranchiseHound.com](#)

[CouponTerri.com](#)

[MySouthCentralTexasMommy.com](#)

[PennyPinchinMom.com](#)

[SmartBrief.com](#)

[FatWallet.com](#)

[CouponingShopaholic.com](#)

[Buxr.com](#)

[FreebiesCity.com](#)

[FreebiesFanatics.com](#)

[FabulousDailyDeals.com](#)

[FreeStuffOnline.co](#)



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Memphis Business Journal

Redemptions/Sales Figures

Coming Soon...