



THE OUTLET  COLLECTION

RIVERWALK

NEW ORLEANS

PR NEWS' DIGITAL PR AWARDS SUBMISSION
FACEBOOK COMMUNICATIONS ENTRY:
RIVERWALK GRAND OPENING CAMPAIGN





FSC Interactive worked with **The Outlet Collection at Riverwalk** to develop a comprehensive social media plan to complement other marketing, PR, branding and media buys FSC cost effectively built a strong online presence using various social media channels and online monitoring.

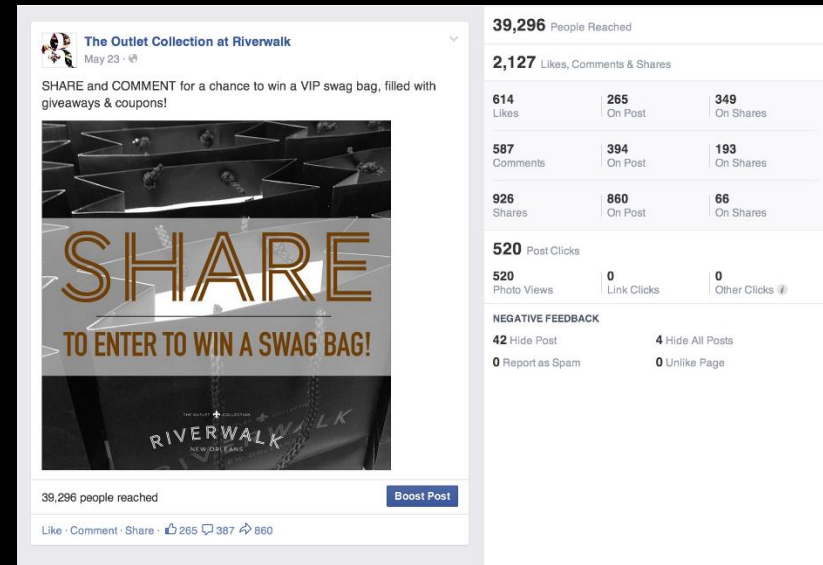
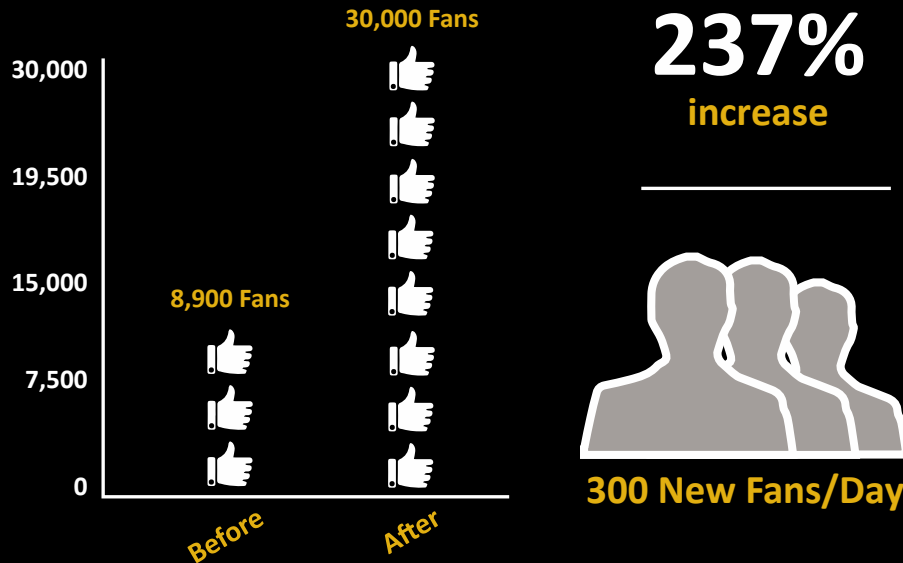
FSC set to position the NEW Riverwalk as and its merchants as THE premier downtown shopping destination.



COMMUNICATIONS STRATEGY

Strategy: Post timely and relevant content on a consistent basis. Identify opportunities to repurpose content from retailers efficiently across networks

Results:



The Facebook page had an **engagement rate** of less than one percent and grew to **12%** for grand opening in only **three months**.



RAISE AWARENESS, GROW COMMUNITY

Strategy: The client launched a new website. FSC leveraged Facebook to post content featuring links leading back to the Riverwalk's website

Results:

3,136

referral visits

3%

of total site visits

29%

lowest bounce rate

72%
new sessions

\$7,275
TOS goal value



DRIVE TRAFFIC TO THE WEBSITE

Strategy: Raise awareness of the Riverwalk Grand Opening by increasing attendance of events at Spanish Plaza

Results:



74 new email addresses



1,690 new Fans



2,100 Facebook invites



1,100 RSVP "yes"

Each of **75 retailers** located at The Outlet Collection at Riverwalk **exceeded their sales goals** for grand opening weekend



PROMOTE EVENTS, DRIVE ATTENDANCE

WE LIVE AND BREATHE ONLINE MARKETING
WE CARE DEEPLY ABOUT OUR CLIENTS' GOALS
AS CREATIVE AND FUN PARTNERS, WE BELIEVE IN
MEASURABLE RESULTS
MEASURE TWICE, WE **HONEST &** WORK
ACT ONCE ARE **HARD**
AND TREAT **PARTNERS.** ENTHUSIASM ABOUNDS
CLIENTS LIKE **OUR CURIOSITY IS YOUR GREATEST ASSET**
FOCUSED SMART COMMUNICATIONS

