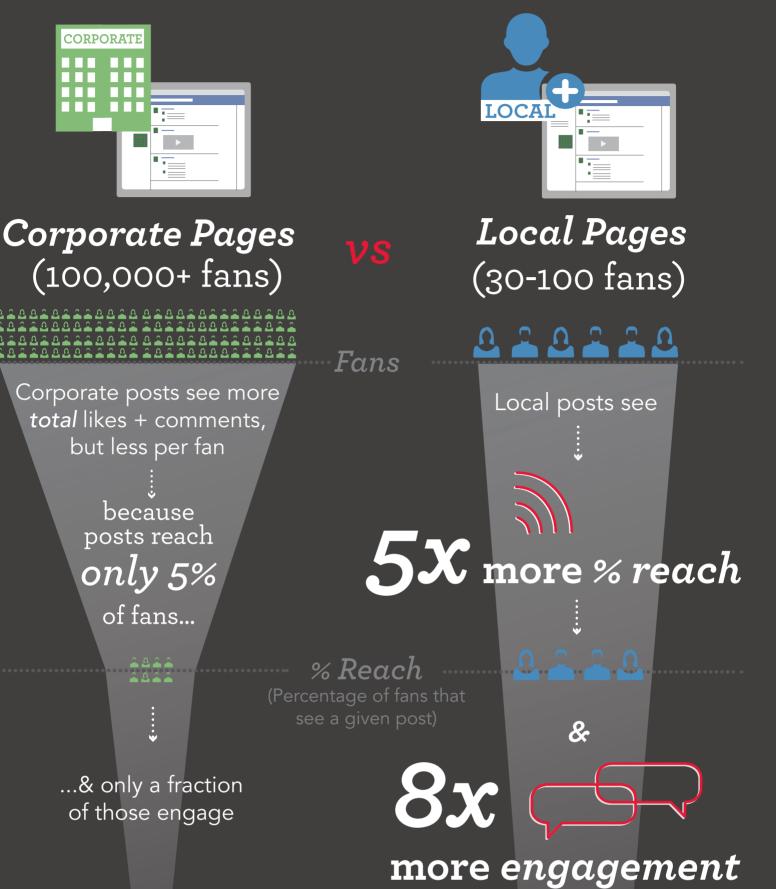
The Power of Going Local

A STUDY BY MAINSTAY)SALIRE

Not all Facebook[®] fans are created equally...



(per fan reached)



Engagement



- So what does it all mean? ----



Take the local reach, multiply by engagement...

&



to equal the *Power* of



Local Fan

This study was conducted by Mainstay Salire in collaboration with Hearsay Social. To see the study in it's entirety please go to http://bit.ly/40to1 ©2012

......hear<mark>say</mark>social