

Shocking Facebook Data for Fun and Profit

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Marketing has fundamentally shifted



From the brand pushing creative





To now amplifying positive user action

Fuddruckers most engaging post got over 34,000 likes and 1,100 comments!



Account	Author	Type	Message	Target	Interactions	Likes	Comments	Shares	Impressions	Feedback Rate	Posted
Fuddruckers	Heather Orłowski	Status	Dear Fuddruckers Brookfield Wisconsin: Yesterday we had a mass-shooting at a salon/spa. I am the wife of a local police officer and friend of many of our local law officers and their wives/families. You took an amazing initiative to step up during a horrific incident and take care of all of our first responders. I applaud you! In a time where money is tight and businesses are hurting, you did what most would not – you fed those who would be on their feet in 50-70 pounds of gear for hours and hours. YOU made sure to take care of OUR loved ones while we couldn't! For that I thank you. While the world looked on in terror at what was happening, you kept your calm and made sure that our first responders could get the surviving victims out of harm's way, treat them, and do their jobs the way they needed to. Yesterday was a day that each Police Officer, each firefighter, each EMT, and every Police Chief hopes will never come on their watch. In a day of images that will forever change these p	Global	35,512	34,383	1,129	-	-	-	10/22/2012 10:20 am
Fuddruckers	Fuddruckers	Photo	Fuddruckers. Changing the world, one burger at a time. Do your part & come visit us this weekend!	Global	1,084	1,037	47	-	-	-	02/08/2013 07:12 pm
Fuddruckers	Fuddruckers	Photo	Isn't this the World's Greatest Combination?!	Global	964	894	70	-	-	-	11/12/2012 07:25 pm
Fuddruckers	Fuddruckers	Photo	We hope everyone had a great holiday! Now be sure to get in one more meal at Fuddruckers this year before 2013 is upon us! :)	Global	879	822	57	-	-	-	12/29/2012 10:00 am
Fuddruckers	Fuddruckers	Photo	Even deer are fans of Fuddruckers! Here is the 1st guest today at our Great Falls, Montana location!	Global	865	817	48	-	-	-	11/08/2012 02:55 pm
Fuddruckers	Fuddruckers	Photo	Man, I'm hungry now for some Fudds fries!	Global	829	778	51	-	-	-	10/29/2012 05:37 pm

In a community of 100,000 fans, this is outstanding.

But the post wasn't from Fuddruckers. It was from a loyal fan.



The screenshot shows a Facebook post from Heather Orlowski to the page Fuddruckers, dated October 22, 2012. The post is a long text message of gratitude for the company's actions during a mass shooting. Below the text, the interaction bar shows 'Like · Comment', '34,372 people like this.', and 'View previous comments'. A comment from Trisha Larson is partially visible at the bottom.

Heather Orlowski ▸ **Fuddruckers**
October 22, 2012 at 8:20am · 🌐

Dear Fuddruckers Brookfield Wisconsin:
Yesterday we had a mass-shooting at a salon/spa. I am the wife of a local police officer and friend of many of our local law officers and their wives/families. You took an amazing initiative to step up during a horrific incident and take care of all of our first responders. I applaud you! In a time where money is tight and businesses are hurting, you did what most would not – you fed those who would be on their feet in 50-70 pounds of gear for hours and hours. YOU made sure to take care of OUR loved ones while we couldn't! For that I thank you. While the world looked on in terror at what was happening, you kept your calm and made sure that our first responders could get the surviving victims out of harm's way, treat them, and do their jobs the way they needed to. Yesterday was a day that each Police Officer, each firefighter, each EMT, and every Police Chief hopes will never come on their watch. In a day of images that will forever change these people's lives, YOU Fuddruckers stepped up and became a bright spot in their days by doing something so wonderful, by doing something so seemingly simple to some – YOU took care of OUR family. So from our family to yours let us say THANK YOU! You have earned yourselves a LOT of new customers. You will see us over the next few weeks coming in, you will notice if you pay attention, we will be wearing our various police or thin blue line shirts, we will smile, nod and say thank you. You are so very much appreciated. Again, from the bottom of our hearts, Thank You!

Like · Comment

👍 34,372 people like this.

🗨️ View previous comments




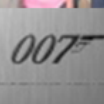





Trisha Larson Thank you for your kindness Fuddruckers.
October 24, 2012 at 7:34am via mobile · Like

Nancy Lafrancis Thank you!! I have two loved ones in law enforcement. When in wi I will be










The reason this post was so successful was that Fudds helped out a community after a tragic shooting, and a fan decided to thank them.

These types of scenarios are a perfect way to use social media to amplify the good things you do in real life.

Who are Fudd's Top Fans by Participation?

Name	UserID	Gender	Country Code	Likes	Comments	Likes On Comments	Total Score
 Dorothy Walker	1513823271	female	US	21	109	228	898
 Joe Cramer	17804150	male	US	1	41	0	288
 Terry Menosky	681080789	female	US	2	35	2	248
 David Axup	100001228321662	male	US	14	29	26	230
 Patsy L. Manglass	100001384988656	female	US	0	26	90	227
 Robert Shaw	1250425585	male	US	5	30	13	221.5
 Heather Orlowski	613643336	female	US	113	14	16	219
 Erick Gottlieb	100000637407347	male	US	0	29	11	208.5
 Nan Stanford	1189311351	female	US	0	23	34	178










Which fans are the most influential?

Name	UserID	Gender	Country Code	Likes	Comments	Likes On Comments	Total Score
 Heather Orlowski	613643336	female	US	5108	1128	2072	14040
 Josh Dozer Johnson	639990389	male	US	3	18	7	132.5
 Dan Schrack	1073142591	male	US	0	16	4	114
 Adam Hallberg	100001188985232	male	US	13	14	3	112.5
 Yusef Mason	1011237079	male	US	6	15	0	111
 Nestor Dominguez	1068706644	male	US	11	13	8	106
 Christopher Bal	1431438067	male	US	0	13	2	92
 Art Bilski	740268268	male	US	4	12	5	90.5
 Van Smith	100004125512005	male	US	46	6	4	90








Meet Heather.

Winner of Fudd's top post.

Fans by Influence

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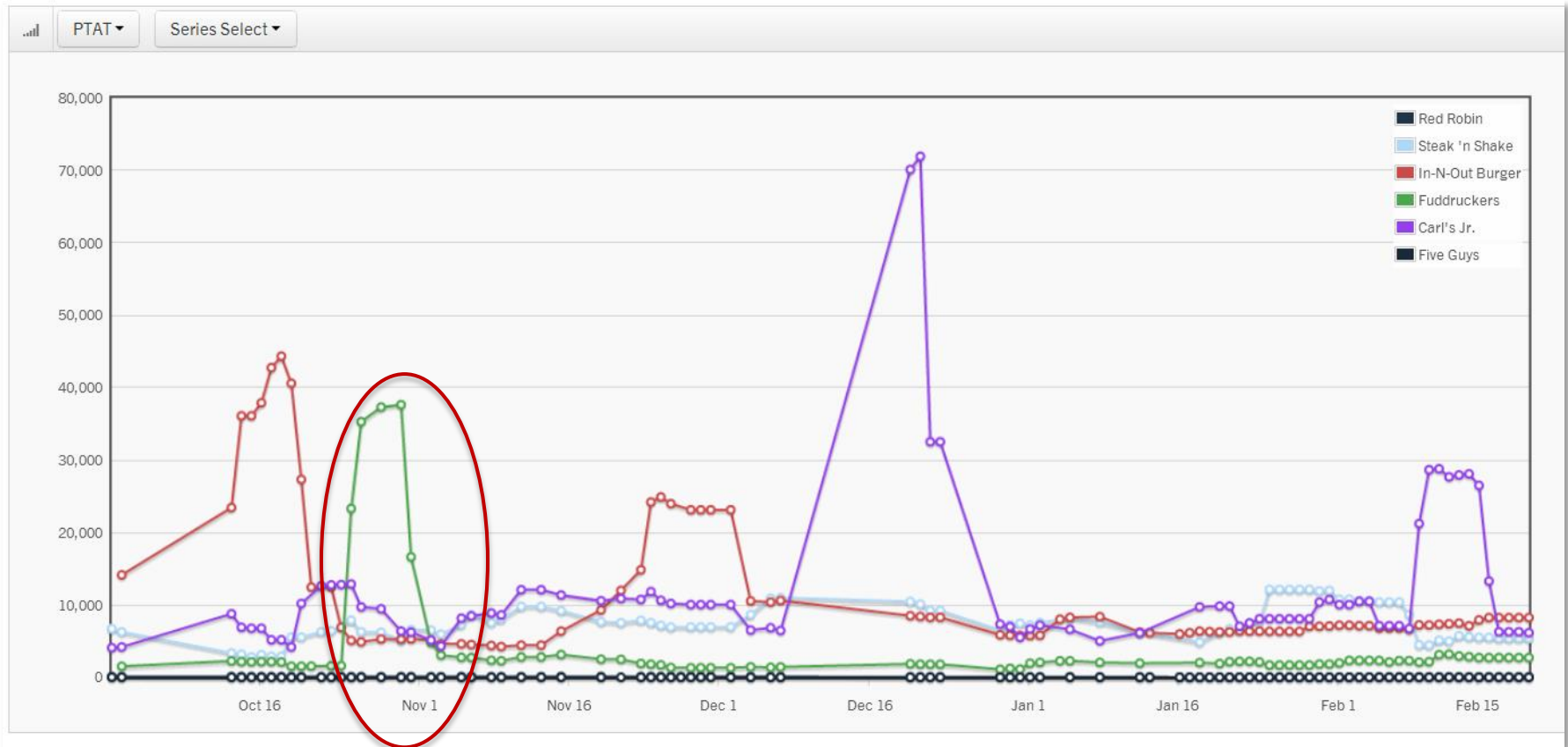
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Heather Orlowski, the fan who posted the top post, comes in 7th by number of total interactions, but she is by far the most influential.

Her influencer score is 100 times higher than the next person on that list - all thanks to her viral post.

Heather's post generated a spike in PTAT



People Talking About This (PTAT):

Total number of people who have had a brand related action show up in their news feed.

Keep your loyal fans talking!

By making your posts...





ENGAGING



TIMELY



RELEVANT



Fuddruckers
January 15

If you can read this, then you're probably really hungry... for a delicious Fudds burger & fries!



Like · Comment · Share

49

594 people like this.

View 34 more comments

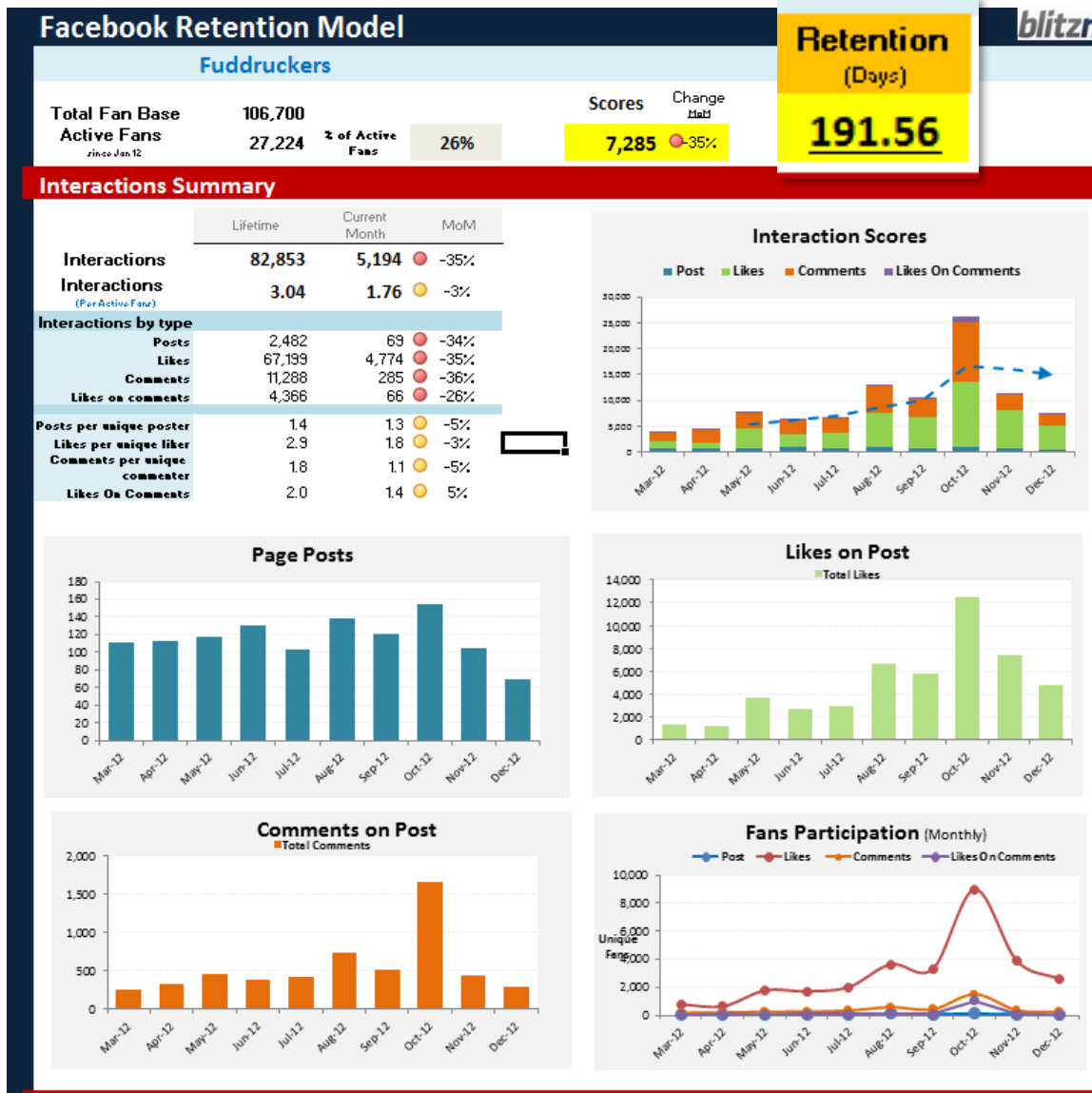


Elexis Bradley best.... restraunt
January 16 at 1:59pm · Like · 1



Elexis Bradley EVER!!!

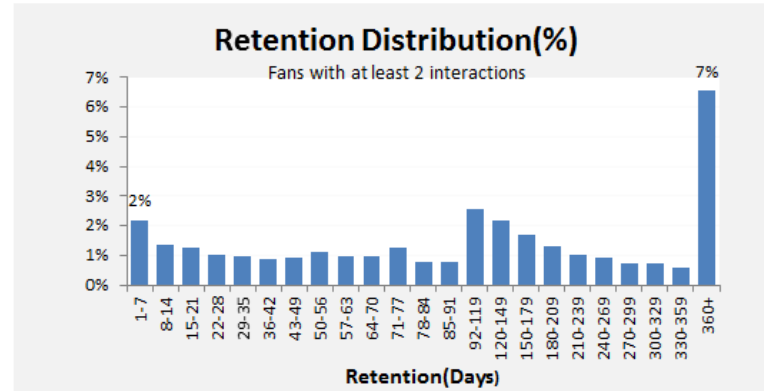
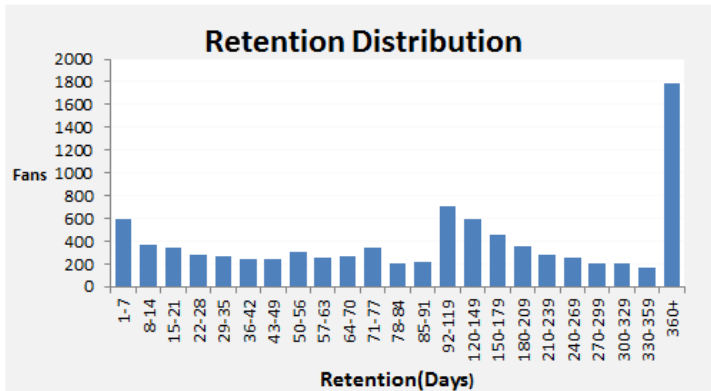
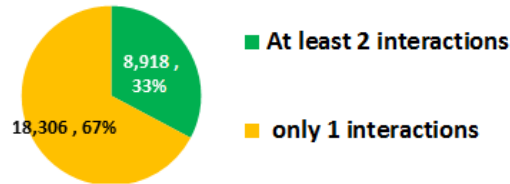
Fuddruckers has an excellent retention rate – over 191 days!



It's the highest we've ever seen on any brand

Retention Distribution

Retention(Days)	192
Active Fans	27,224
At least 2 interactions	8,918
only 1 interactions	18,306



7% of the fan base are our ultra loyal fans, who have a retention of over 365 days

33% of active fans made at least 2 interactions – that's 8,900 people

Facebook is meant to be interactive.



Vicky Hadick

Ordered almost \$90.00 worth of food for Thanksgiving dinner from the luby's near my location here in Houston, 77015. Was the worst food I have ever had..Will never eat at any Luby's anywhere..Was supposed to be Turkey Breast an was a turkey roll..Dressing was awful and for sure not luby's nice baked rolls..Ham was not good either..I am betting they sub contracted this out..I want my money back..I...

See More

Like · Comment · November 25, 2011 at 9:47am



Vicky Hadick The location I ordered my turkey dinner and ordered the week before was the Houston Houston #10
12405 East Freeway
Houston, Texas 77015
Phone: (713) 455-9998
Fax: (713) 455-8471
November 25, 2011 at 9:53am · Like



Vicky Hadick My order was placed under the name Franklin Hadick.
November 25, 2011 at 9:56am · Like



Luby's I am so sorry Vicky - we do not subcontract out during Thanksgiving, I can assure you that but your experience was not the Luby's way. I am forwarding your comments along to the store's management as well as to guest relations so we can look into it. I do apologize!
November 25, 2011 at 12:40pm · Like



Luby's Vicky - to keep you posted - I have sent in your comments. We know you have a choice and we do thank you for your feedback.
November 25, 2011 at 12:56pm · Like



Vicky Hadick My email is victoria.j1@gmail.com I am waiting for a reply. This was not just a few dollars I spent but almost \$100.00 and when I spend that much money I do expect it to worth the money...
November 29, 2011 at 11:10am · Like



Luby's Thanks Vicky - let me follow up with our guest relations department.
November 29, 2011 at 5:12pm · Like



Vicky Hadick I have to say thanks to Lubys for call from mgr and they are going to make it right with me. Comes at a tme when I amd down after foot surgery so good to know that Luby's peope do care..Thank you Lubys...
November 30, 2011 at 11:27am · Like · 1



Luby's Thanks Vicky for letting us make it right! Have a wonderful day!
November 30, 2011 at 2:09pm · Like



Pat Morrison Blalock

Still haven't heard/seen anything about your 8.99 Easter lunch special.

Like · Comment · April 4 at 11:51am



Luby's Hi Pat - our in-store advertising this year is focused on the 2 for \$24.99 Easter special but rest assured, the \$8.99 Easter special combo will be available as of this Friday. Thank you!

April 4 at 3:32pm · Like



Pat Morrison Blalock Will it be take out as well? Thanks

April 4 at 4:32pm · Like



Luby's Hi Pat - Yes, it will be available for takeout. Thank you!

April 5 at 9:39am · Like



Pat Morrison Blalock I am a happy camper - thanks.

April 5 at 10:55am · Unlike · 1

You cannot control the message...



Joe Wiggins

Found out yesterday after church services that you changed your senior pricing to start at 2 p.m. Bad idea, Luby's; guess I will have to bring the 10-12 people that go out together to ANOTHER restaurant on Sundays.

Like · Comment · Monday at 8:47am

Andrew L. Snelson likes this.



Luby's Hello Joe - I am not aware of any recent time change in senior pricing but I'd like to look into this for you. What location do you typically visit? Thank you for the feedback.

Monday at 6:12pm · Like



Joe Wiggins We visited the Luby's on Walzem Road in S... The sign clearly said (and the cashier confirmed) their senior pricing only run from 2-4 P.M.

Monday at 9:29pm · Like



Mike Strickler Excellent - way to engage Luby's, shows your commitment to your customers, best way to maintain your reputation in Texas.

Yesterday at 1:48pm · Like

Write a comment...



Alicia Keel Farrar

Hey there, Luby's! I love your "Kid's Eat Free" offer, but want to express my displeasure in the fact that children cannot order fruit or cucumber salad (or any salad for that matter) as one of their side items. My kids enjoy fresh fruits and vegetables, and I really prefer to give them that versus fried okra or buttered mashed potatoes.

When I brought this to the attention of the manager on duty of my local Luby's he told me that it was a matter of portion/expense control. I find that disturbing, especially considering that a three or five year old would be happy with 5-6 slices of cucumber...at 50 cents each I'd say that it's worth the investment to feed kids fresh, healthy food!!

I'd say that's a big nutritional fail on your part!!

Like · Comment · May 21 at 5:08pm

2 people like this.



Luby's I am so sorry Alicia. I am passing your comment along to upper management so we can review our guidelines. We do know you have a choice of where to eat and really appreciate the feedback. By the way, what location were you visiting?

May 21 at 5:19pm · Like



Alicia Keel Farrar Thanks for the quick response! I normally visit the location in North Fort Worth, off of Interstate 820.

May 21 at 5:25pm · Like

But you can participate in the conversation and create influence



Dena Free Argerson

What's up with the Fudds in Annapolis? I drove by today and the sign is off and it's boarded up, but workers were there. I'm due for my birthday burger in 2 weeks and was looking forward to it!

Like · Comment · Yesterday at 2:09pm



Fuddrucker's Dena - let me look into this for you. Thanks for the comment.

22 hours ago · Like



Fuddrucker's Hi Dena - not to worry, I have confirmed that the Annapolis location is actually undergoing interior and exterior renovations for the next month or two but that they will be open for business during this time. So it may be a work in progress when you come visit us for your birthday but we will be open! We look to having you!

2 seconds ago · Like

Write a comment...

Killer Tips

- search ads run to an iframed page with retargeting
- search ads to steal competitor traffic
- fiverr and fancyhands to do marketing tasks
- media coverage for \$5 a day
- getting free products as a reviewer
- offsite pixel for CPA bidding
- conversion specs
- page post ads for organic rank and community magic

- PTAT for detecting competitive ad spend
- Facebook's Power Editor's special features
- workplace targeted ads to get a job or close deals
- workplace targets to get immediate satisfaction
- workplace targets ads as internal bulletin board or client cheer
- "can I quote you on that?"

- custom audience targeting to mirror email
- Facebook strategy template
- domain stories
- page post like stories
- create passion pages, not company pages
- apps to collect data/emails
- local companies: offers and check-in stories

Don't

- pursue fan-only goals
- post without some level of ad support
- build custom apps unless you're sure
- hire agencies to manage strategy or create content
- give away ipads or money
- talk about irrelevant things for sake of engagement
- use last click attribution



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THANK YOU
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**Ask us about our Facebook Training Guide, AND
Get a sneak peak of our beta Social Dashboard!
Sign up at BlitzMetrics.com**