

Social Media & Email Activation

Facebook & Instagram

39,500
FANS

Twitter

13,000
FOLLOWERS

Newsletter

185,000
SUBSCRIBERS

VALUE OF A MENTION

BELOW ARE THE VALUES OF A MENTION BASED ON CALCULATIONS FOR GENERATING ROI FOR EACH EVENT.



NXP

- FACEBOOK (27,000) : \$100-200
- TWITTER (7,303) : \$6 - \$12
- NEWSLETTER (40,000) : \$400 - \$2000



- FACEBOOK (8,000) : \$75-125
- TWITTER (3,248) : \$5 - \$10
- NEWSLETTER (15,000) : \$200 - \$1,500



- FACEBOOK (4,500) : \$50-125
- TWITTER (1,657) : \$4 - \$8
- NEWSLETTER (130,000) : \$1,000 - \$5,000