PERPOOL GHANA MONTHLY REPORT(Josephine Gyabaah-Social media management and Digital Marketing).

## •In the month of January, Perpool Ghana’s Social media pages reached a total of 400,000 people across all social media pages. With a total of 905 interactions and 50 followers summed up.

•Also, with a budget of $120.69 spent in the month of January, we were able to reach of 490,000 audiences with 971 clicks, calls and interactions all summed up.

•The Perpool Construction Ghana pages was able to reach 33,000 people across all social media, with 7,270 post engagement all summed up and and 453 link clicks and ads.

•Some challenges faced were complains from marketing teams about not getting calls even though ads were running. Also ads demanding high amounts of funds to reach our target demography.

• Plans made for this new month onward are to create more engaging content and captions as well as use more demographic friendly hashtags to reach our target audience.

Thank you