

**Department of Decision and Computing Sciences**

**17MDC56– Digital Marketing Design Lab**

**Record Work**

Submitted by

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2033015

Submitted to

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Associate Professor



**COIMBATORE INSTITUTE OF TECHNOLOGY**

(Government Aided Autonomous Institution)

Coimbatore – 641014.

Ex No: 6

Facebook Marketing

### Aim:

To create a facebook page for promoting your business and give an analytic report.

### Procedure:

Step 1: Go to facebook.com pages. Create page and fill out the required information.

Step 2: Promote your Facebook Page.

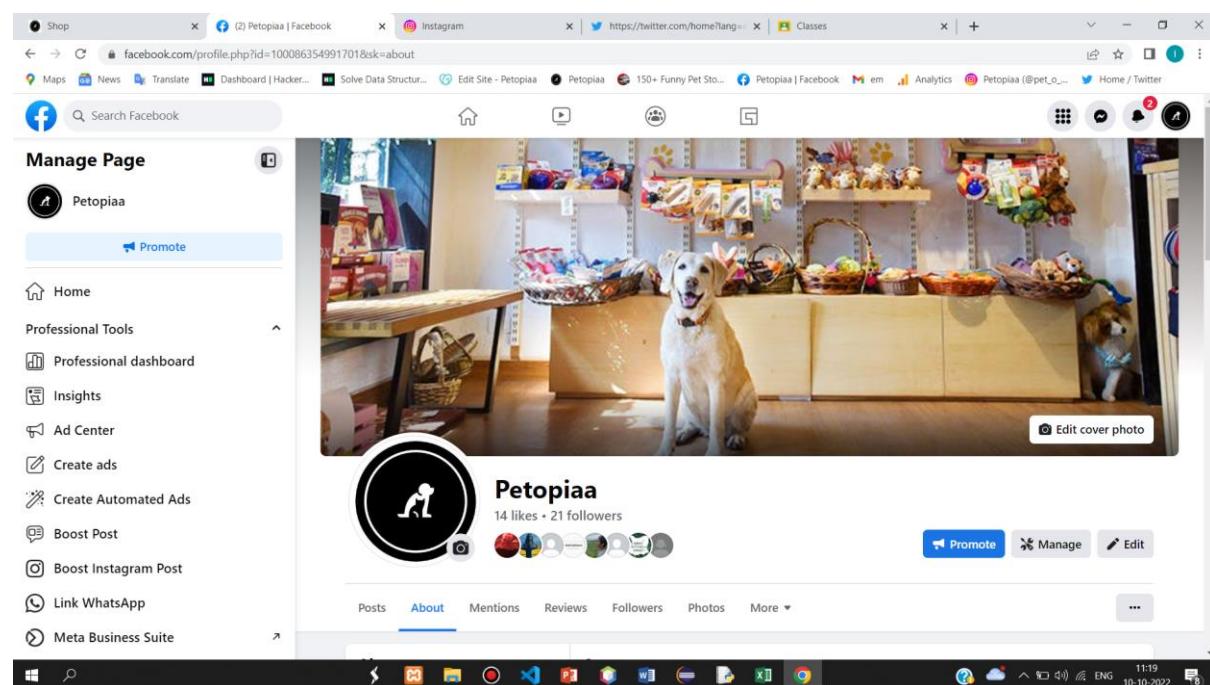
Step 3: Use Facebook Insights to analyze the impact of your facebook campaign.

### Output:

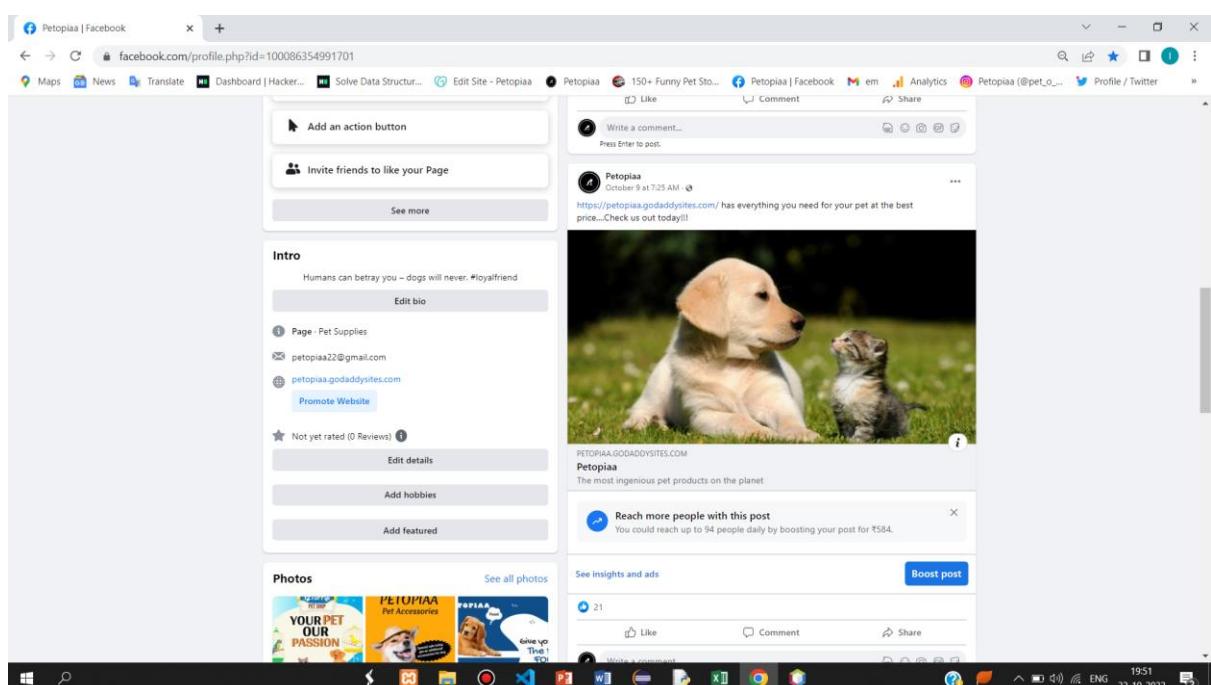
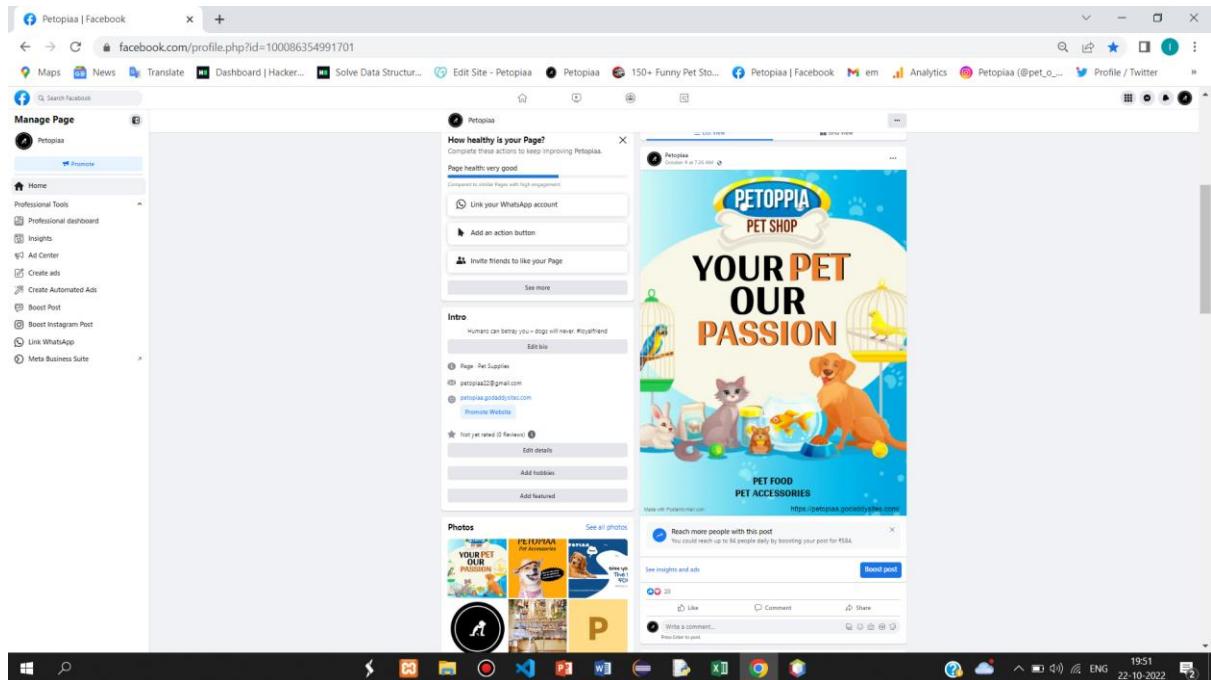
**Facebook URL** – <https://www.facebook.com/profile.php?id=100086354991701>

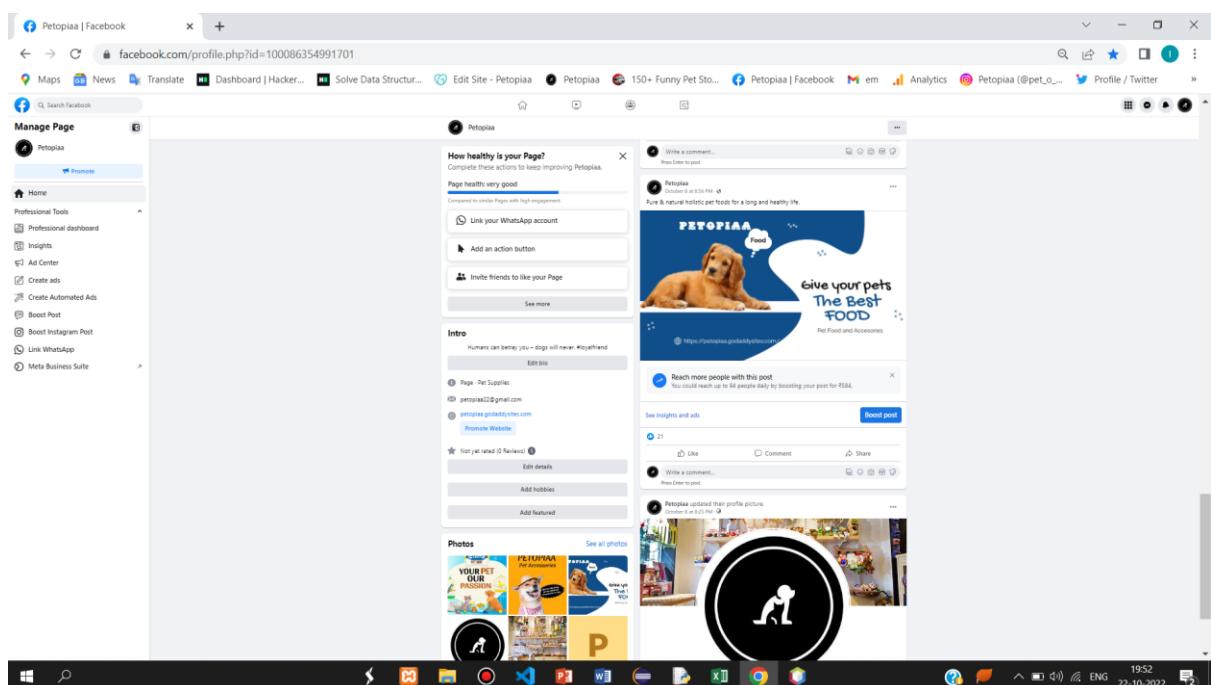
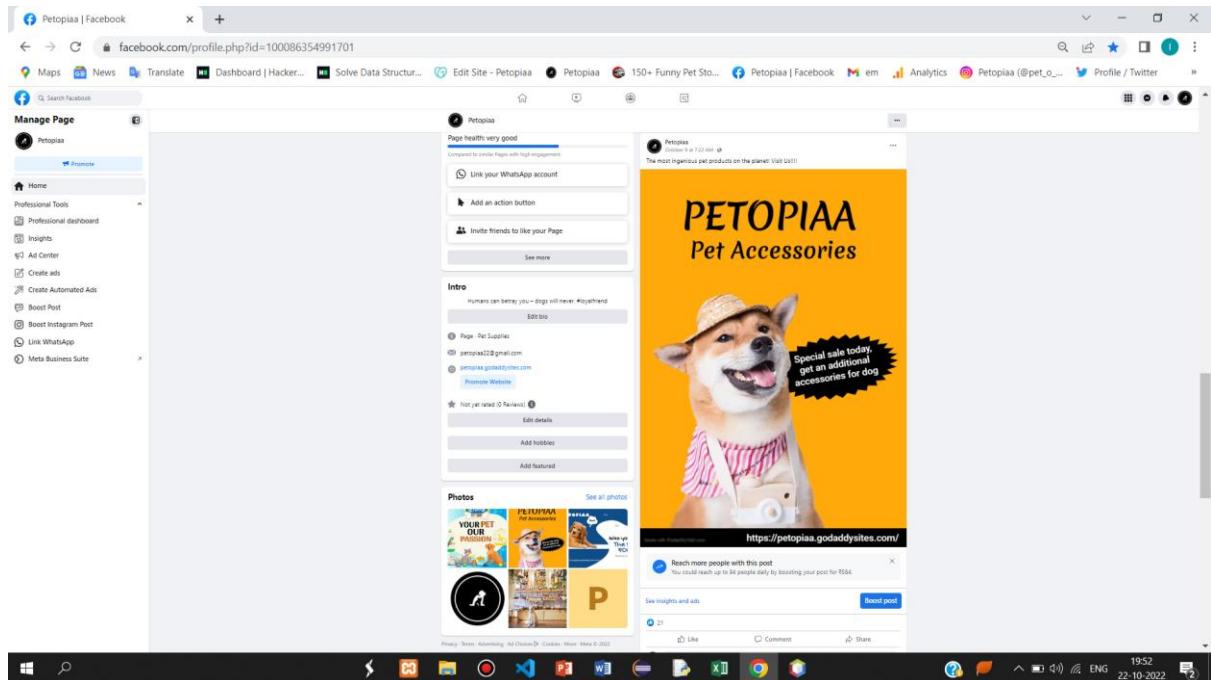
**Followers** - 28

### Facebook Page



### Posts





## Professional Dashboard

Post reach – Number of people who saw any of my posts atleast once.

Post Engagement – Number of reactions, comments, shares and click on my posts.

New Likes – The number of new likes of my facebook page.

**Welcome to professional dashboard**

Insights, management tools and ad creation - all in one place.

**Page Overview**

Followers: 28  
Last 28 days

**Top post**

Last 28 days  
Boost this post to reach up to 94 more people with every ₹584 you spend.

October 9 at 7:26 AM -

Post reach 13 Post Engagement 24

[See insights](#) [Boost post](#)

**Next steps**

Share posts and stories on Facebook and Instagram  
Reach more people with this post

**To grow your audience, finish setting up your Page**

Adding more details can help more people connect with you.

1953 22-10-2022

**Recent Posts**

Last 28 days

Post	Post reach	Engagement
Sun, Oct 9	13	24
Sun, Oct 9	11	21
Sun, Oct 9	10	23

[See more](#)

**New Pages guide**

Easily switch between your Page and profile

You're now switched into **Petopia**, allowing you to interact as the Page and get everything done. Switch back into your profile at any time.

[Learn how to switch](#)

**up your Page**

Adding more details can help more people connect with you.

8 of 13 steps completed

Step	Status
Establish your Page's identity	Completed
Provide info and preferences	4 steps left
Introduce your Page	1 step left

**Frequently Asked Questions**

Answers to common questions about the new Pages experience.

What policies apply to the new Pages experience?  
What will happen to posts I made on my classic Page?  
Is there any content that will not transfer from my Page?  
How will people find my new Page?

1953 22-10-2022

**Facebook** x

facebook.com/100086354991701/professional\_dashboard/insights/?ref=

Maps News Translate Dashboard | Hacker... Solve Data Structur... Edit Site - Petopiaa Petopiaa 150+ Funny Pet Sto... Petopiaa | Facebook em Analytics Petopiaa (@pet\_o... Profile / Twitter

Search Facebook Home Create a post

Petopiaa **Professional dashboard**

Overview

Insights Home

Your Page Posts

Audience Ad Center

Grow your audience Invite friends to follow

Your tools Events

Page access Messaging settings

**Page Overview** Last 28 days

Followers: 28

Post reach	16
Post Engagement	105
New Page likes	18
New followers	28

**Top post** See all

Last 28 days

Boost this post to reach up to 94 more people with every ₹584 you spend.

 October 9 at 7:26 AM

Post Impressions	17	Post reach	13	Post Engagement	24
------------------	----	------------	----	-----------------	----

See insights Boost post

**Content**

Windows Search Bar

19:54 22-10-2022

**Facebook** x

facebook.com/100086354991701/professional\_dashboard/insights/page/?ref=

Maps News Translate Dashboard | Hacker... Solve Data Structur... Edit Site - Petopiaa Petopiaa 150+ Funny Pet Sto... Petopiaa | Facebook em Analytics Petopiaa (@pet\_o... Profile / Twitter

Search Facebook Home Create a post

Petopiaa **Professional dashboard**

Overview

Insights Home

Your Page Posts

Audience Ad Center

Grow your audience Invite friends to follow

Your tools Events

Page access Messaging settings

**Page overview**

**Discovery**

Post reach	16
Post engagement	105
New Page likes	18
New Page Followers	28

**Interactions**

Reactions	102
Comments	0
Shares	0
Photo views	0
Link clicks	0

**Other**

Windows Search Bar

19:54 22-10-2022

Facebook

← → ↻ [facebook.com/100086354991701/professional\\_dashboard/insights/posts/?ref=page\\_internal](https://facebook.com/100086354991701/professional_dashboard/insights/posts/?ref=page_internal)

Maps News Translate Dashboard | Hacker... Solve Data Structure... Edit Site - Petopiaa Petopiaa 150+ Funny Pet Sto... Petopiaa | Facebook em Analytics Petopiaa (@pet\_o\_... Profile / Twitter

Search Facebook

Petopiaa

## Professional dashboard

Overview

Insights

Home

Your Page

Posts

Audience

Grow your audience

Ad Center

Invite friends to follow

Your tools

Events

Page access

Messaging settings

### Posts

Create a post Last 90 Days Date

Post	Post reach	Engagement	Action
Sun, Oct 9 <a href="https://petopiaa.godaddysites.com/">https://petopiaa.godaddysites.com/</a> has everything you need for your pet at the best price...Check us out today!!!	13	24	
Sun, Oct 9 The most ingenious pet products on the planet! Visit Us!!!!	11	21	
Sat, Oct 8 Pure & natural holistic pet foods for a long and healthy life.	10	23	
Petopiaa updated their profile picture.	0	17	

Ex No: 7

Youtube Marketing

### Aim:

To create a youtube page for promoting your business and give an analytic report.

### Procedure:

Step 1: Go to creator studio to create a youtube channel.

Step 2: Fill out the necessary information to setup the channel.

Step 3: Click on create an option to upload your videos.

Step 4: Share your channel with others to promote your business.

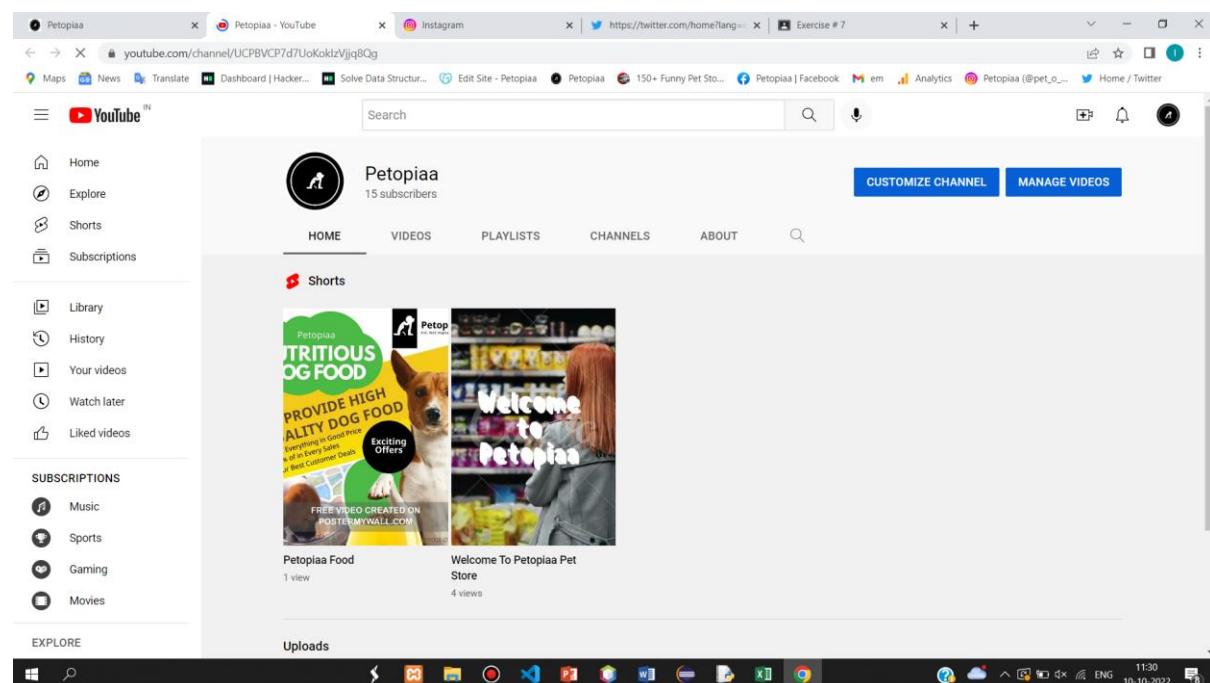
Step 5: Use analytics in youtube to get insights about your channel.

### Output:

**YouTube URL** – <https://www.youtube.com/channel/UCPBVCP7d7UoKokIzVjjq8Qg>

**Subscribers** – 10

### YouTube Page



## Uploads

The screenshot shows the YouTube channel 'Petopiaa' with 10 subscribers. The 'VIDEOS' tab is selected, displaying three uploaded videos: 'Petopia Collars' (19 views, 13 days ago), 'Petopia Food' (2 views, 13 days ago), and 'Welcome To Petopia Pet Store' (7 views, 13 days ago). The interface includes a sidebar with links to Home, Shorts, Subscriptions, Library, History, Your videos, Watch later, Liked videos, and a list of Subscriptions. The taskbar at the bottom shows various application icons.

## Channel Analytics

An estimate of the total number of people who watched your videos over a given period.

The screenshot shows the YouTube Studio 'Channel analytics' overview tab for the 'Petopiaa' channel. It displays a summary: 'Your channel got 28 views in the last 28 days'. Below this, a chart shows daily views from September 24 to October 21, 2022. The chart indicates a peak around October 8, 2022. The left sidebar shows navigation links for Dashboard, Content, Playlists, Analytics (which is selected), Comments, Subtitles, Settings, and Send feedback. The right sidebar shows Realtime stats (Updating live), 10 Subscribers, and 0 Views - Last 48 hours. The taskbar at the bottom shows various application icons.

The screenshot shows the YouTube Studio interface for the channel 'Petopia'. The left sidebar has a navigation menu with 'Analytics' selected. The main content area displays channel statistics and performance metrics. At the top, there's a warning about account security. Below it, the 'Overview' tab is active, showing a timeline from Sep 24 to Oct 21, 2022. The 'Latest content' section highlights three videos: 'Petopia Collars', 'Welcome To Petopia Pet Store', and 'Petopia Food'. Each video card includes a thumbnail, title, publish date, average view duration, and view count.

Content	Average view duration	Views
Petopia Collars Oct 9, 2022	0.05 (28.2%)	19
Welcome To Petopia Pet Store Oct 9, 2022	Mon, Oct 17, 2022 0	7
Petopia Food Oct 9, 2022	0.08 (41.9%)	2

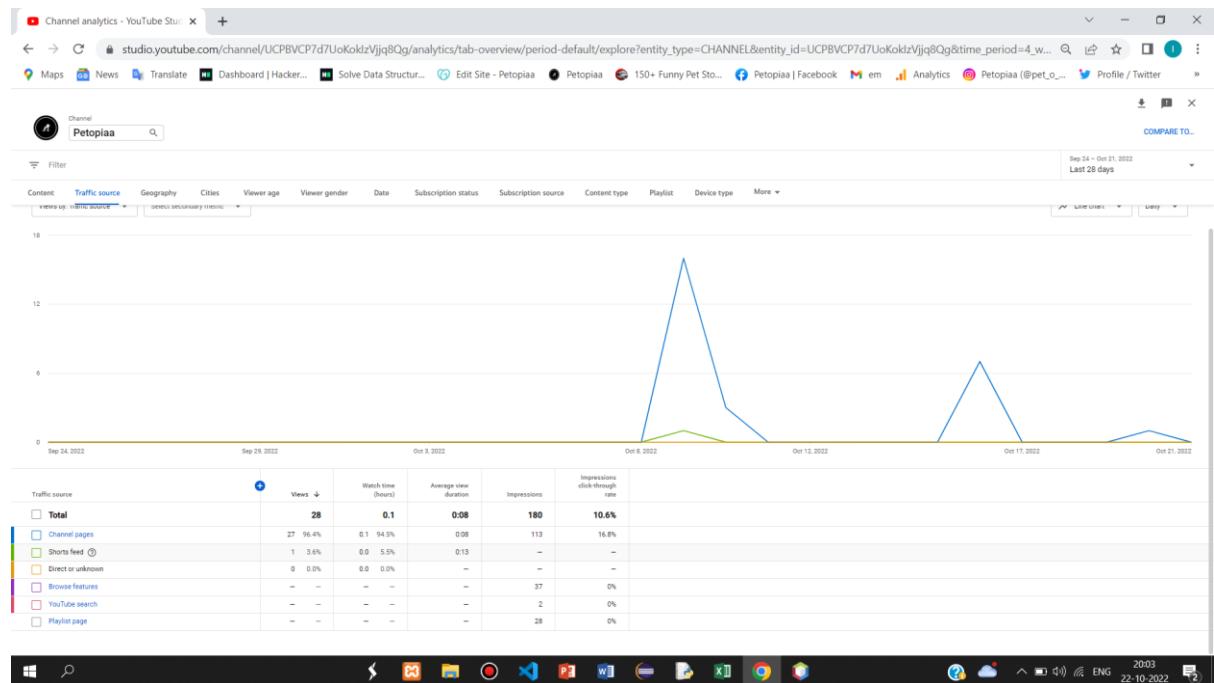
## **Analytics of videos by various sources**

## By content

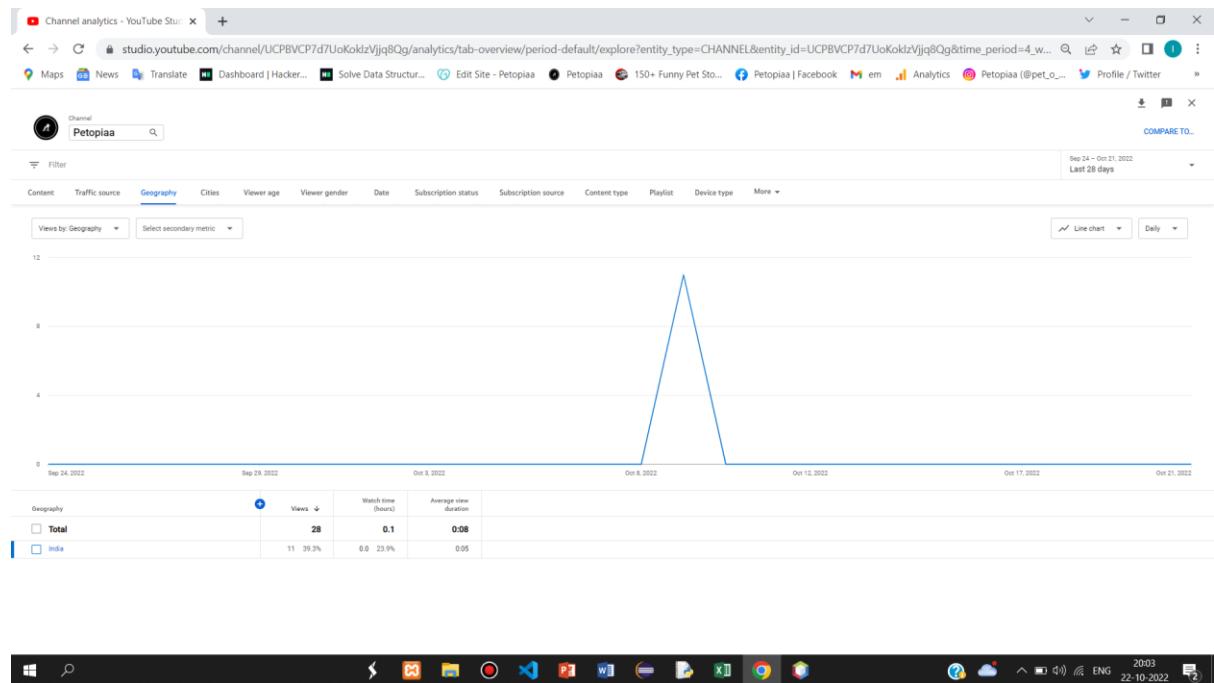
The figure shows a line chart of channel analytics for Petopiaa from September 24 to October 21, 2022. The Y-axis represents views (0-12) and the X-axis represents dates. A blue line shows a sharp peak of approximately 11 views on October 8, followed by a smaller peak of about 4 views on October 16. A green line shows a peak of about 3.5 views on October 9. An orange line shows a peak of about 2 views on October 16. The chart includes a legend for content types: Petopiaa Collars (blue), Welcome To Petopiaa Pet Store (green), and Petopia Food (orange). Below the chart is a table summarizing the top content items.

Content	Views	Average view duration	Average percentage viewed
Total	28	0:08	46.4%
Petopiaa Collars	19	0:05	28.2%
Welcome To Petopiaa Pet Store	7	0:16	124.5%
Petopia Food	2	0:08	41.9%

## By Traffic Source



## By geography



## By cities

This screenshot shows the YouTube Studio Channel analytics interface for the channel 'Petopiaa'. The 'Cities' tab is selected in the navigation bar. The date range is set to 'Sep 24 - Oct 11, 2022' and 'Last 28 days'. The chart shows 28 views from Coimbatore. Below the chart is a detailed table of view statistics:

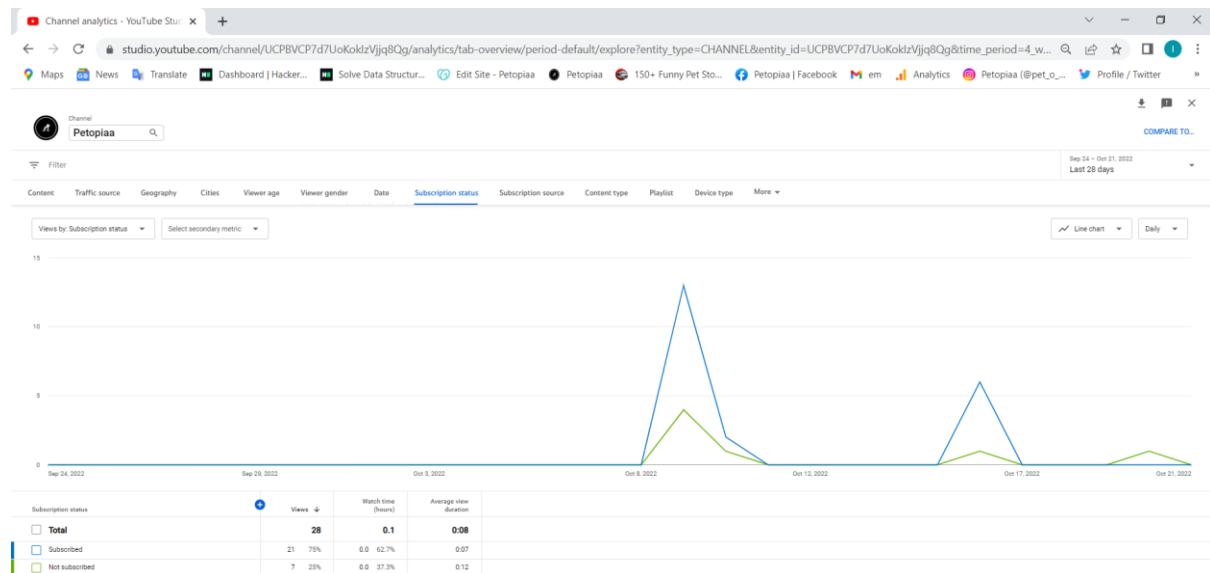
Cities	Views	Watch time (hours)	Average view duration
Total	28	0.1	0:08
Coimbatore	0	0.0	0:0

## By Date

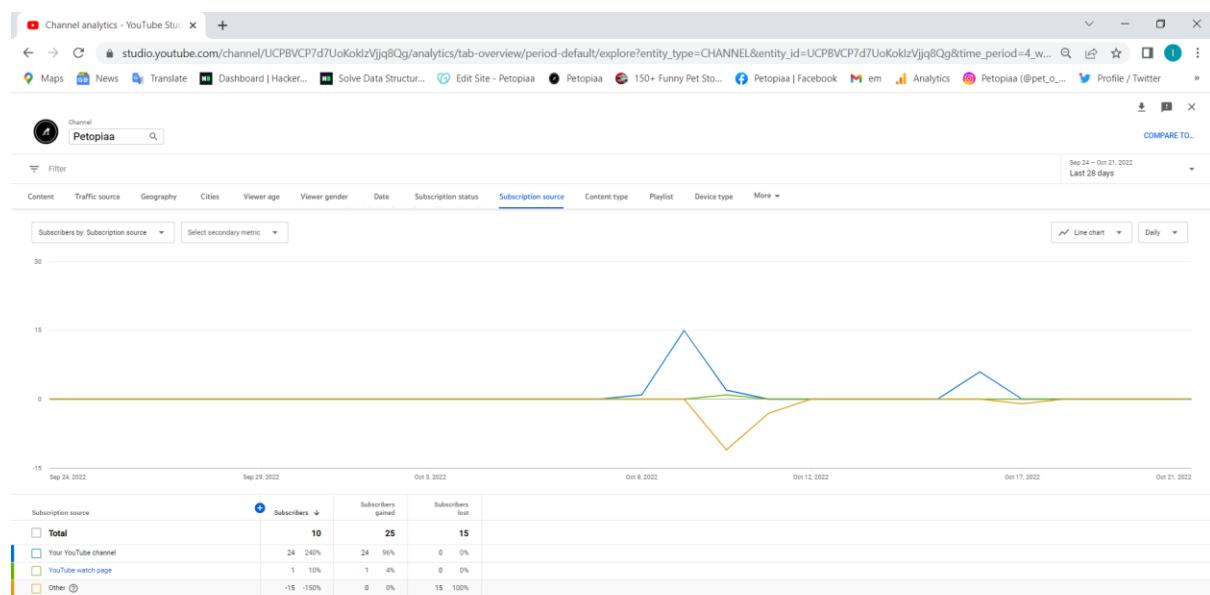
This screenshot shows the YouTube Studio Channel analytics interface for the channel 'Petopiaa'. The 'Date' tab is selected in the navigation bar. The date range is set to 'Sep 24 - Oct 21, 2022' and 'Last 28 days'. The chart shows two peaks: one on October 8, 2022, with 28 views, and another on October 17, 2022, with approximately 6 views. Below the chart is a detailed table of view statistics:

Date	Views	Watch time (hours)	Average view duration
Total	28	0.1	0:08
Oct 20, 2022	1	3.6%	0.0 9:56
Oct 17, 2022	0	0.0%	0.0 0:0
Oct 16, 2022	7	25.0%	0.0 21:16
Oct 11, 2022	0	0.0%	0.0 0:0
Oct 10, 2022	3	10.7%	0.0 7:96
Oct 9, 2022	17	60.7%	0.0 61:26
Oct 8, 2022	0	0.0%	0.0 0:0

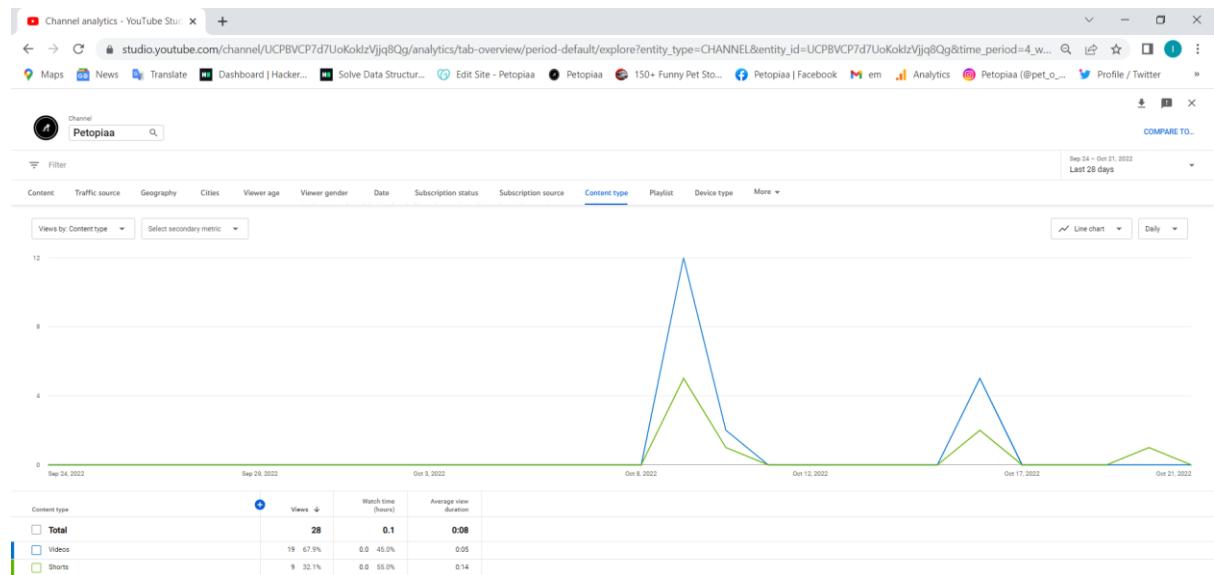
## By Subscription status



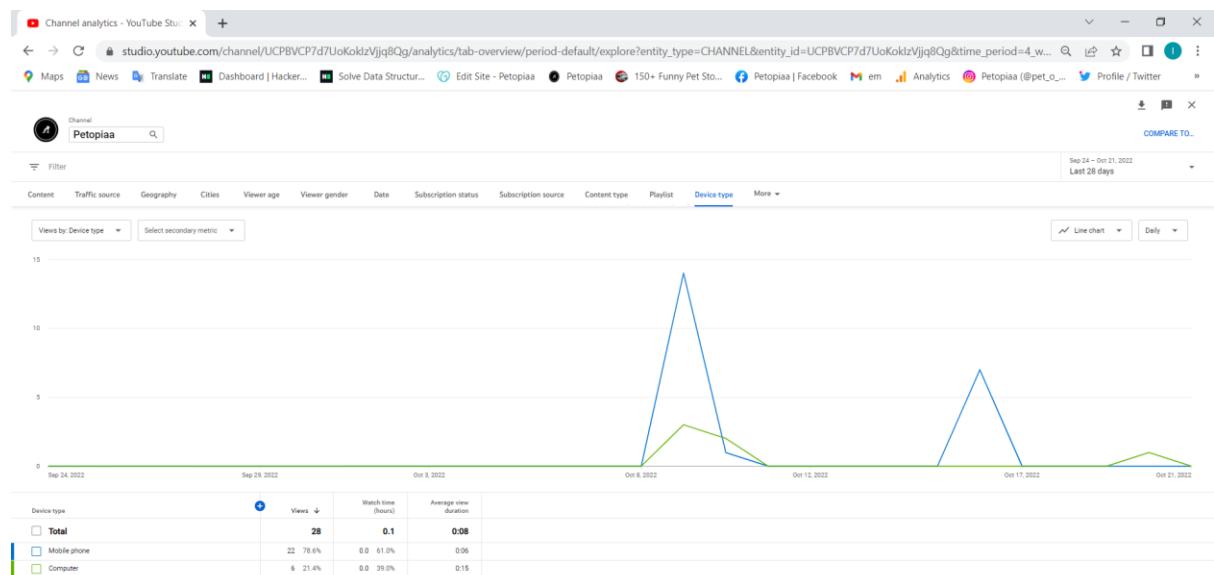
## By subscription source



## By content type



## By device type



## Analytics of video 1

Video analytics - YouTube Studio

studio.youtube.com/video/4WA0yOZ1sdA/analytics/tab-overview/period-default

Channel analytics

Video analytics

Overview Reach Engagement Audience

This video has gotten 19 views since it was published

ADVANCED MODE

Oct 9, 2022 – Now Since published

Realtime Updating live

Views Last 48 hours

0

SEE MORE

Interest in your content Since published

Key moments for audience retention

Average view duration 0:05

Average percentage viewed 28.2%

This video Typical retention not available

Chart guide

100%  
66%  
33%  
0%

SEE MORE

Windows taskbar: 2006, 22-10-2022

Video analytics - YouTube Studio

studio.youtube.com/video/4WA0yOZ1sdA/analytics/tab\_reach\_viewers/period-default

Your account is at greater risk of attack because you don't have 2-Step Verification. Turn it on now for extra security

Channel analytics

Video analytics

Reach

Engagement Audience

ADVANCED MODE

Oct 9, 2022 – Now Since published

Impressions 43

Impressions click-through rate 34.9%

Views 19

Unique viewers 18

SEE MORE

How viewers find this video

Views Since published

Traffic Sources

Channel pages 100.0%

Direct or unknown 0.0%

SEE MORE

External sites or apps

Views Since published

Not enough traffic data to show this report

SEE MORE

Impressions and how they led to watch time

Data available Oct 9 – 21, 2022 (13 days)

Impressions 43

41.9% from YouTube recommending your content

34.0% click-through rate

Views from impressions 15

0.04 average view duration

Watch time from impressions (hours) 0.02

Windows taskbar: 2006, 22-10-2022

## Analytics of Video 2

Video analytics - YouTube Studio

studio.youtube.com/video/ASIPXp8B-iE/analytics/tab-overview/period-default

Your account is at greater risk of attack because you don't have 2-Step Verification. Turn it on now for extra security.

YouTube Studio

Channel analytics

Video analytics

Overview Reach Engagement Audience

This video has gotten 2 views since it was published

Views: 2 Watch-time (hours): 0.0 Subscribers: —

Realtime: Updating live Views: Last 48 hours: Now

Audience retention: Since uploaded (5 frames) Not enough information to display audience retention data.

SEE MORE

ADVANCED MODE: Oct 9, 2022 – Now Since published

Windows taskbar: 2007 22-10-2022

Video analytics - YouTube Studio

studio.youtube.com/video/ASIPXp8B-iE/analytics/tab-reach\_viewers/period-default

Your account is at greater risk of attack because you don't have 2-Step Verification. Turn it on now for extra security.

YouTube Studio

Channel analytics

Video analytics

Reach Engagement Audience

Impressions: 69 Impressions click-through rate: 1.5% Views: 2 Unique viewers: 2

How viewers find this Short: View - Since published

Traffic Sources: Channel pages 30.0% Shorts feed 30.0% Direct or unknown 0.0%

SEE MORE

Impressions and how they led to watch time: Data available Oct 8 – 21, 2022 (13 days)

Impressions: 69

- 13.0% from YouTube recommending your content
- 1.5% click-through rate
- Views from impressions: 1
- 0.04 average view duration
- Watch time from impression (hours): 0

External sites or apps: View - Since published

Not enough traffic data to show this report

Windows taskbar: 2007 22-10-2022

## Analytics of video 3

Video analytics - YouTube Studio

studio.youtube.com/video/m3D1Tu4yG-w/analytics/tabc-overview/period-default

Your account is at greater risk of attack because you don't have 2-Step Verification. Turn it on now for extra security

YouTube Studio

Channel analytics

Video analytics

Overview Reach Engagement Audience

This video has gotten 7 views since it was published

ADVANCED MODE

Oct 9, 2022 – Now Since published

Realtime

Updating live

0 Views - Last 48 hours

Now

SEE MORE

Details

Analytics

Editor

Comments

Subtitles

Copyright

Your video

Welcome To Petopia Pet Store

Views 7 Watch-time (hours) 0.0 Subscribers —

Audience retention

Since uploaded (54 mins)

Not enough information to display audience retention data.

2007 22-10-2022

Video analytics - YouTube Studio

studio.youtube.com/video/m3D1Tu4yG-w/analytics/tabc\_reach\_viewers/period-default

Your account is at greater risk of attack because you don't have 2-Step Verification. Turn it on now for extra security

YouTube Studio

Channel analytics

Video analytics

Overview Reach Engagement Audience

ADVANCED MODE

Oct 9, 2022 – Now Since published

Impressions 68 Impressions click-through rate 4.4% Views 7 Unique viewers 7

SEE MORE

How viewers find this short

Views - Since published

Traffic Sources

Channel pages 100.0% Direct or unknown 0.0%

SEE MORE

External sites or apps

Views - Since published

Not enough traffic data to show this report

SEE MORE

Impressions and how they led to watch time

Data available Oct 9 – 21, 2022 (13 days)

Impressions 68

11.8% from YouTube recommending your content

4.4% click-through rate

Views from impressions 3

0.18 average view duration

Watch time from impression (hours) 0.02

2008 22-10-2022

**Aim:**

To create a twitter page for promoting your business and give an analytic report.

**Procedure:**

Step 1: Go to [twitter.com](https://twitter.com) to create a page.

Step 2: Fill out the necessary information to set up the page.

Step 3: Create conversational tweets.

Step 4: Share your page with others to promote your business.

Step 5: Use analytics in Twitter to get insights about your page.

**Output:**

**Twitter URL:** <https://twitter.com/Petopiaa1>

**Followers:** 8

**Twitter Page**
**Analytics**

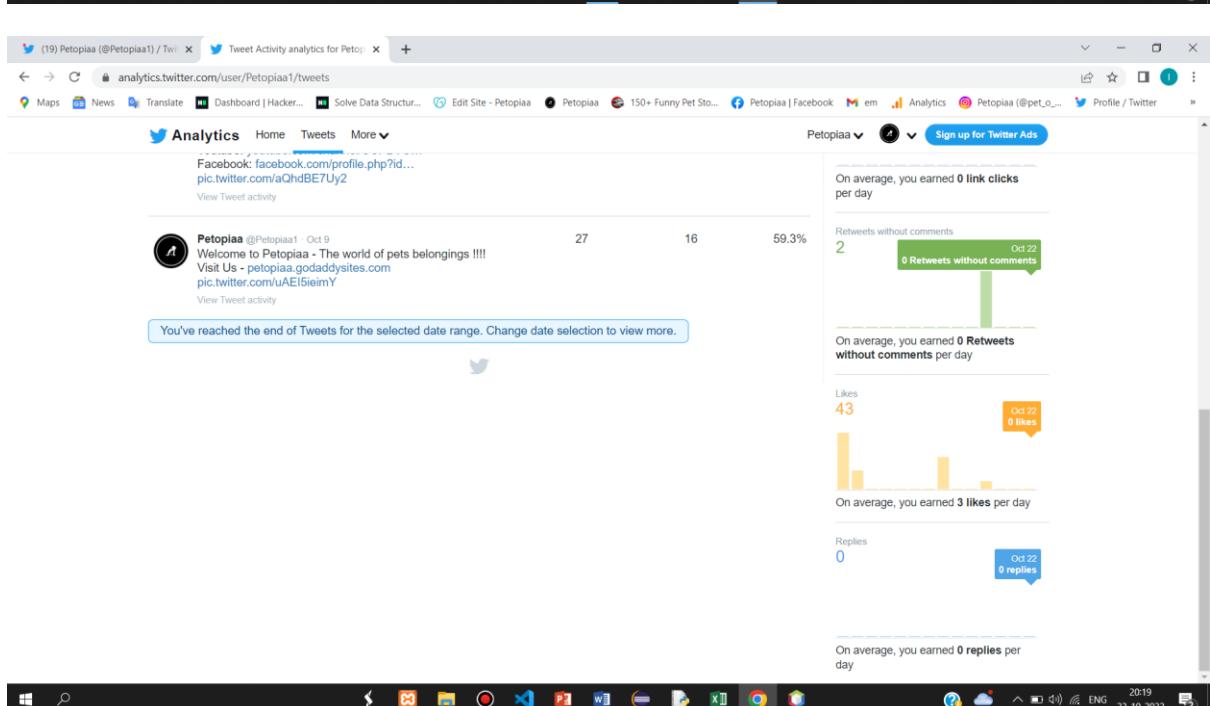
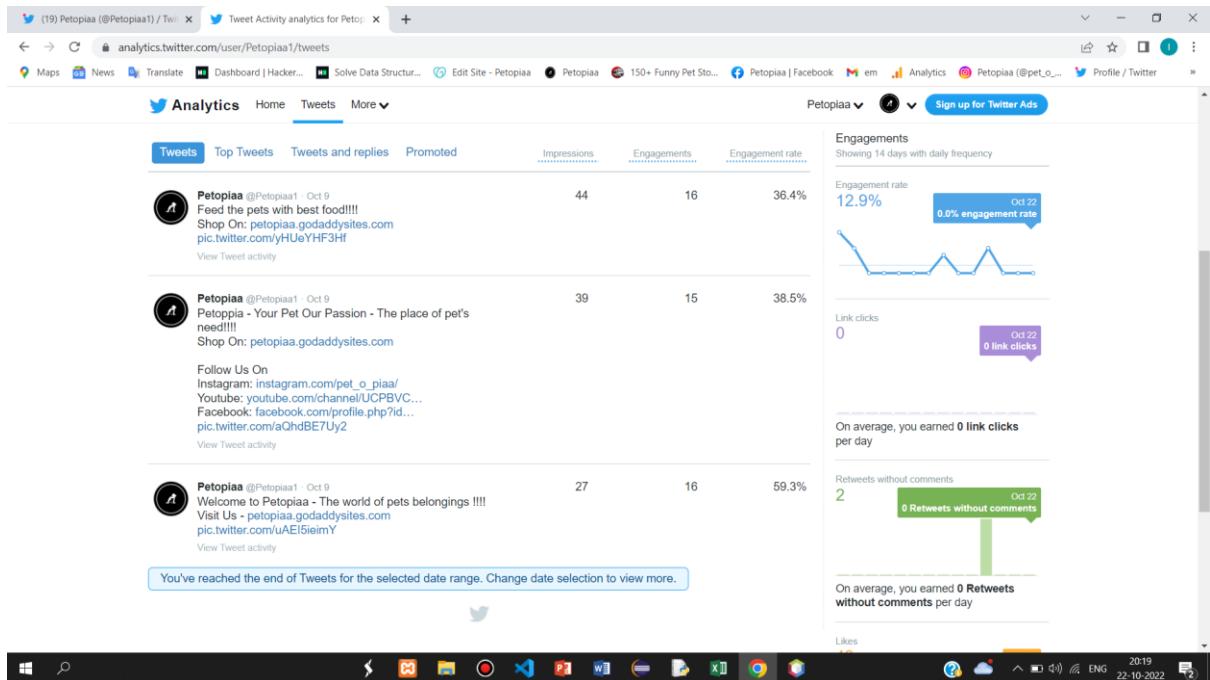
Impressions – Number of times user saw Tweet on twitter

**Engagement** – Total number of times a user has interacted with a tweet. This includes all clicks anywhere on the tweet.

**Engagement Rate** – The number of engagements divided by the total number of impressions.

The screenshot shows the Twitter Analytics account overview for the user @Petopiaa1. The main section displays a 28-day summary for October 2022, showing 3 tweets, 109 tweet impressions, 490 profile visits, and 17 followers. Below this, there's a "TWEET HIGHLIGHTS" section featuring the "Top Tweet" which earned 43 impressions and a "Top media Tweet" which earned 39 impressions. To the right, there's an "ADVERTISE ON TWITTER" sidebar with a "Get your Tweets in front of more people" button and a "Follow Us On" section listing social media links. At the bottom, there's an "OCT 2022 SUMMARY" section with the same engagement metrics. The browser taskbar at the bottom shows various open tabs and the date 22-10-2022.

The screenshot shows the Twitter Analytics "Tweet activity" page for the period from Oct 9 to Oct 22, 2022. It highlights that the user's tweets earned 109 impressions over this 14-day period. A chart shows the daily frequency of tweets. Below the chart, two specific tweets are listed: one from Oct 9 about pet food and another from Oct 9 about Petopia's passion for pets. Each tweet is accompanied by its impressions, engagements, and engagement rate. The engagement rate for the first tweet is 36.4% and for the second is 38.5%. The browser taskbar at the bottom shows various open tabs and the date 22-10-2022.



## Analytics of Post 1

**Tweet Analytics**

**Petopiaa @Petopiaa1 - 17h**

Feed the pets with best food!!!!!!  
Shop On: petopiaa.godaddysites.com

Impressions: 11 Engagements: 9 Detail expands: 0

New followers: 0 Profile visits: 0

**Promote your Tweet**  
Your Tweet has earned 11 impressions so far. Switch to a professional account to broaden your reach.

**Switch to professional**

## Analytics of Post 2

**Tweet Analytics**

**Petopiaa @Petopiaa1 - 17h**

Petopiaa - Your Pet Our Passion - The place of pet's need!!!!!!  
Shop On: petopiaa.godaddysites.com

Follow Us On Instagram: instagram.com/pet\_o\_piaa/...

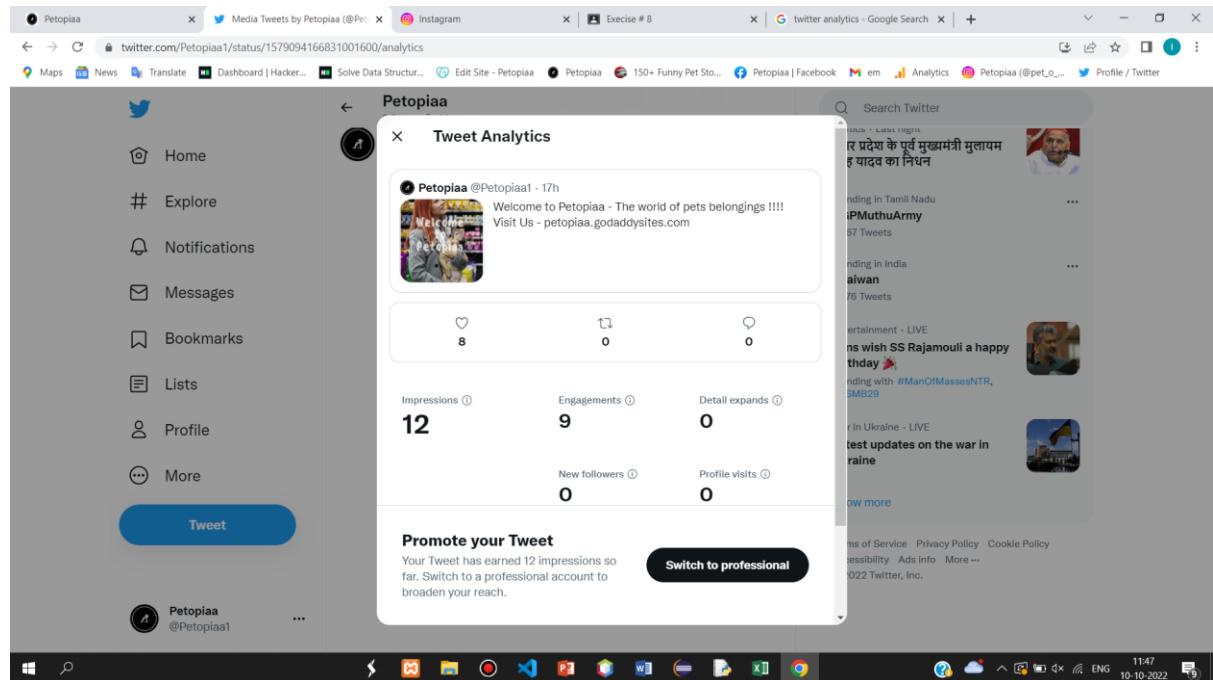
Impressions: 14 Engagements: 8 Detail expands: 0

New followers: 0 Profile visits: 0

**Promote your Tweet**  
Your Tweet has earned 14 impressions so far. Switch to a professional account to broaden your reach.

**Switch to professional**

## Analytics of Post 3



**Aim:**

To create a instagram page for promoting your business and give an analytic report.

**Procedure:**

Step 1: Go to instagram to create a page.

Step 2: Fill out the necessary information to set up the page.

Step 3: Post videos and pictures.

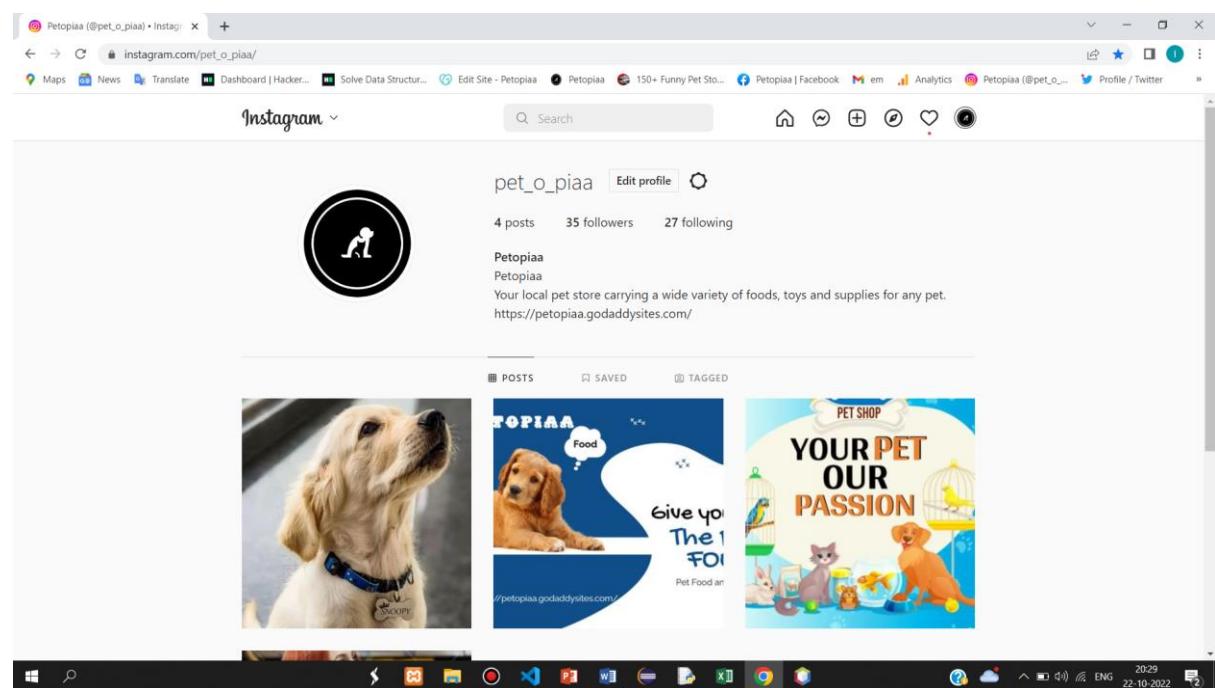
Step 4: Share your page with others to promote your business.

Step 5: Use analytics in Instagram to get insights about your page.

**Output:**

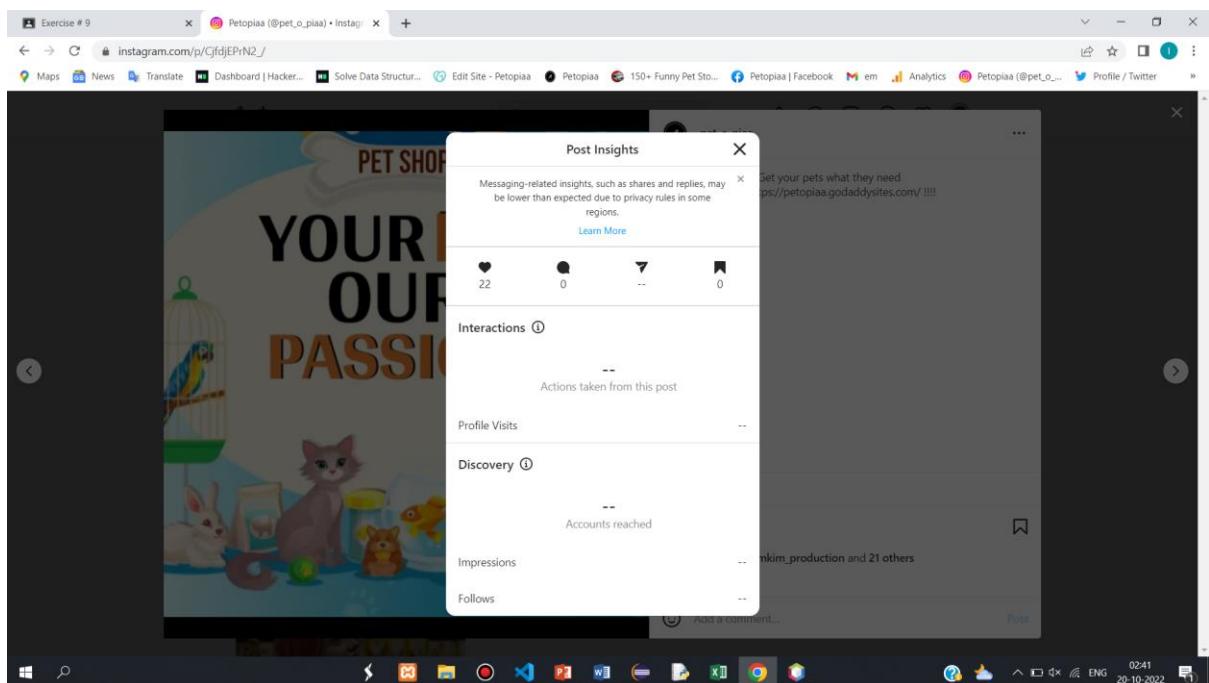
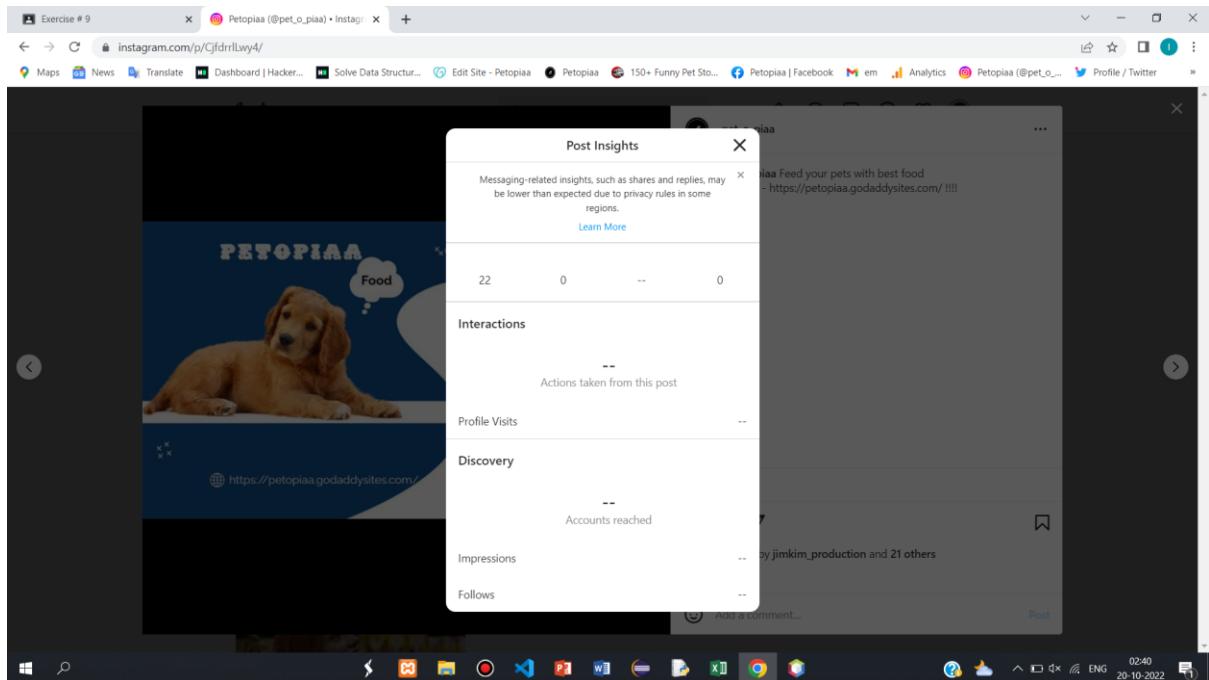
**Instagram URL:** [https://www.instagram.com/pet\\_o\\_piaa/](https://www.instagram.com/pet_o_piaa/)

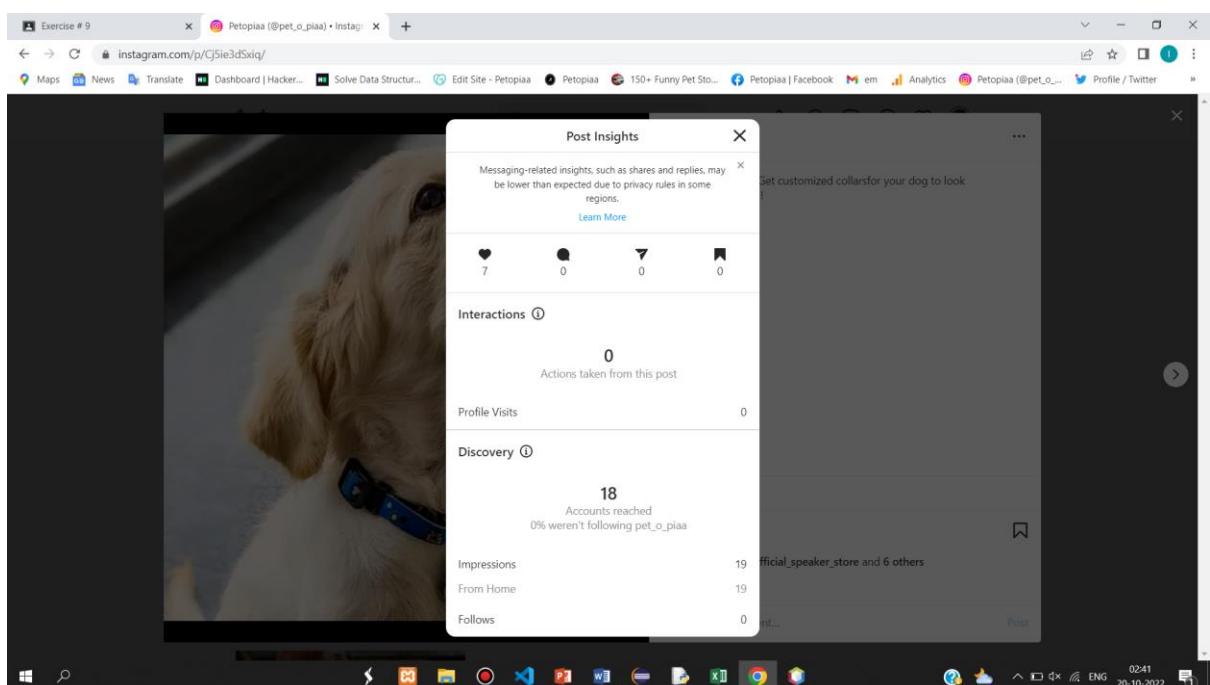
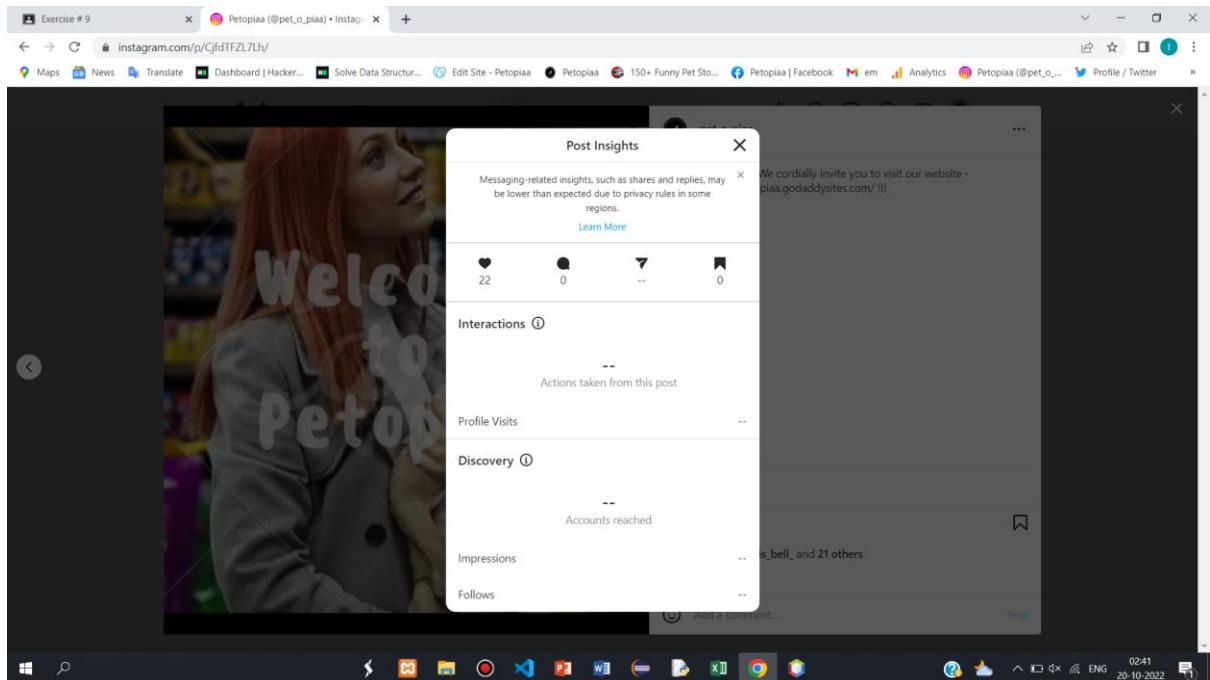
**Followers:** 32



## Post Insights

Feature that allows Instagram Business Account users to see analytics related to their profile and posts.





## Analytics

Accounts reached – The number of unique accounts that have seen your content atleast once.

Accounts engaged – The number of accounts that have interacted with your content.

8:29 PM ⓘ m

4G+ 71%

← Insights



Last 7 Days ▾

Oct 15 - Oct 21

## Overview

Visit Insights regularly to check on your content's performance.

Accounts reached 29 >

Accounts engaged 10 >

Total followers 35 >  
0%

## Content You Shared



Posts 1 >

Stories 0 >



Ex No: 10

E-Mail Marketing

### Aim:

To create a E-Mail page for promoting your business and give an analytic report.

### Procedure:

Step 1: Go to MailChimp to create a page.

Step 2: Fill out the necessary information to set up the page.

Step 3: Post videos and pictures.

Step 4: Share your page with others to promote your business.

Step 5: Use analytics in Mailchimp to get insights about your page.

### Output:

#### Analytics

The screenshot shows the Mailchimp Reports interface for a user named Petopiaa. The main title 'Reports' is at the top, followed by the user's name 'Petopiaa'. Below this, a message states 'Your audience has 41 contacts. 41 of these are subscribers.' The interface is divided into sections: 'Campaigns' (selected) and 'Comparative'. Under 'Campaigns', there are filters for 'View by Status' (All, Ongoing, Completed) and 'View by Type' (Emails, Automations, Landing Pages). A specific campaign titled 'Petopiaa' is highlighted, showing 'Sent' status, '40.0% Opens', and '22.5% Clicks'. The date of the send is listed as 'Sent Sun, October 16th 7:46 AM to 40 recipients by you'. At the bottom of the interface, there are two image files: 'WhatsApp Image...jpeg' and 'WhatsApp Image...jpeg'. The taskbar at the bottom of the screen shows various application icons.

Total opens and total clicks represent the number of times an email was opened or a link was clicked by an individual more than one time.

Unique opens and unique clickes represent the number of times an email was opened or a link was clicked by an individual once.

**40 Recipients**

**Audience:** Petopiaa (Unsaved segment)

**Delivered:** Sun, Oct 16, 2022 7:46 am

**Subject:** Diwali Sale is On!!!! The extra wise pet store!!!! Get what your pets need!!!!

Category	Value
Opened	16
Clicked	9
Bounced	0
Unsubscribed	0

**Successful deliveries**: 40 100.0% **Clicks per unique opens**: 56.3%

**Total opens**: 21 **Total clicks**: 25

**Last opened**: 10/20/22 10:20PM **Last clicked**: 10/19/22 6:02AM

**Forwarded**: 0 **Abuse reports**: 0

### Best practices met:

Analysis of email content and suggestions are given for improvement to try next time.

**Industry:** Select an industry

**Best practices met**: 10 out of 12

Category	Score
Skimmability	2 out of 3
Text & Visuals	2 out of 2
Links & CTAs	3 out of 3
Typography	3 out of 4

**Skimmability suggestion:** Short and simple content is easier to skim and understand quickly, which could help increase your audience's intake and retention.

**Skimmability feedback:** Avoid using large words and long sentences to ensure your audience can easily understand your content.

Suggestions are:

- Avoid using large words and long sentences to ensure your audience can easily understand your content.

### Top links that are clicked

Screenshot of a web browser showing Mailchimp Click Performance report for an email titled "Links for Petopiaa | Mailchimp".

The report displays a list of links and their click-through rates:

URL	Total clicks	Unique clicks
<a href="https://petopiaa.godaddysites.com/">https://petopiaa.godaddysites.com/</a>	14 (56.0%)	9 (37.5%)
<a href="https://www.facebook.com/profile.php?id=100086354991701">https://www.facebook.com/profile.php?id=100086354991701</a>	3 (12.0%)	3 (12.5%)
<a href="https://www.instagram.com/pet_o_piaa/">https://www.instagram.com/pet_o_piaa/</a>	3 (12.0%)	3 (12.5%)
<a href="https://twitter.com/Petopiaa1">https://twitter.com/Petopiaa1</a>	3 (12.0%)	3 (12.5%)
<a href="https://petopiaa.godaddysites.com/shop/ols/search?keywords=collar&amp;sortOption=descen...">https://petopiaa.godaddysites.com/shop/ols/search?keywords=collar&amp;sortOption=descen...</a>	1 (4.0%)	1 (4.2%)
<a href="https://petopiaa.godaddysites.com/shop/ols/products?page=2">https://petopiaa.godaddysites.com/shop/ols/products?page=2</a>	1 (4.0%)	1 (4.2%)

The browser taskbar shows two WhatsApp images and the Mailchimp report tab. The system tray indicates the date as 22-10-2022 and time as 20:39.

Ex No: 11

LinkedIn Marketing

### Aim:

To create a LinkedIn profile for promoting your business and give an analytic report.

### Procedure:

Step 1: Go to LinkedIn to create a page.

Step 2: Fill out the necessary information to set up the page.

Step 3: Post videos and pictures.

Step 4: Share your page with others to promote your business.

Step 5: Use analytics in LinkedIn to get insights about your page.

### Output:

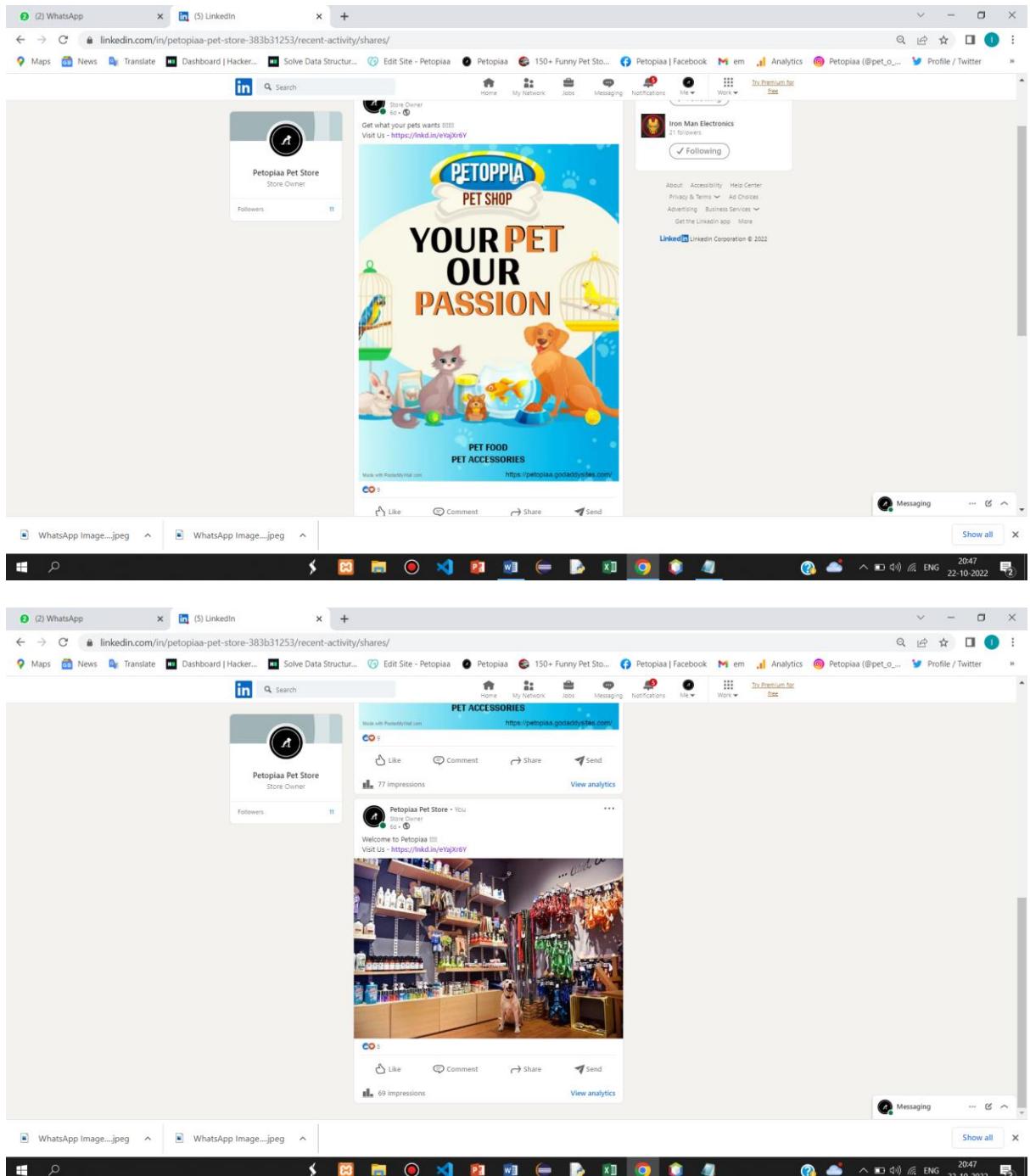
**LinkedIn URL:** [www.linkedin.com/in/petopiaa-pet-store-383b31253](https://www.linkedin.com/in/petopiaa-pet-store-383b31253)

**Followers:** 11

### LinkedIn Page

The screenshot shows a LinkedIn page for 'Petopia Pet Store'. The page header includes the store's logo, name, and status as 'Store Owner'. It displays 1 connection and 4 invitations. A sidebar on the left provides links to 'Groups', 'Events', and 'Followed Hashtags'. The main content area shows a post from 'Alisha Clothing Store' liked this morning. An advertisement for 'ORTHO IMPLANT INSTRUMENTS' is prominently displayed, featuring several green surgical instruments. To the right, a 'LinkedIn News' sidebar lists several articles with their respective reader counts. Below the news is a promotional section for job seekers titled 'See who's hiring on LinkedIn.', showing two people looking at phones.

### Posts



## Analytics

**Impressions** – Total number of times my posts was seen

**Engagement** – How many people have been interacting with my content

**Demographics** - Provides a really insightful look at the types of people who are on the platform.

Exercise # 10 x LinkedIn (10) linkedin.com/analytics/post-summary/urn:li:activity:6987315575387529216/

Maps News Translate Dashboard | Hacker... Solve Data Structur... Edit Site - Petopiaa Petopiaa 150+ Funny Pet Sto... Petopiaa | Facebook em Analytics Petopiaa (@pet\_o... Profile / Twitter

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**Post analytics**

Petopiaa Pet Store posted this 3d  
Get what your pets wants !!!!!!!  
Visit Us - <https://lnkd.in/eYajXr6Y>

**Discovery**  
57 Impressions

**Engagements**

Reactions 9 →  
Comments 0 →  
Shares 0 →

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Business Services Get the LinkedIn app  
More

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Messaging 02:54 20-10-2022

Exercise # 10 x LinkedIn (10) linkedin.com/analytics/post-summary/urn:li:activity:6987315575387529216/

Maps News Translate Dashboard | Hacker... Solve Data Structur... Edit Site - Petopiaa Petopiaa 150+ Funny Pet Sto... Petopiaa | Facebook em Analytics Petopiaa (@pet\_o... Profile / Twitter

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Reactions 9 →  
Comments 0 →  
Shares 0 →

**Demographics of people reached**

Job titles ▾

Job Title	Count
Owner	7
Secretary	2
Store Assistant	1
Business Manager	1
Others	11

See who's hiring on LinkedIn.  
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