

## Reach

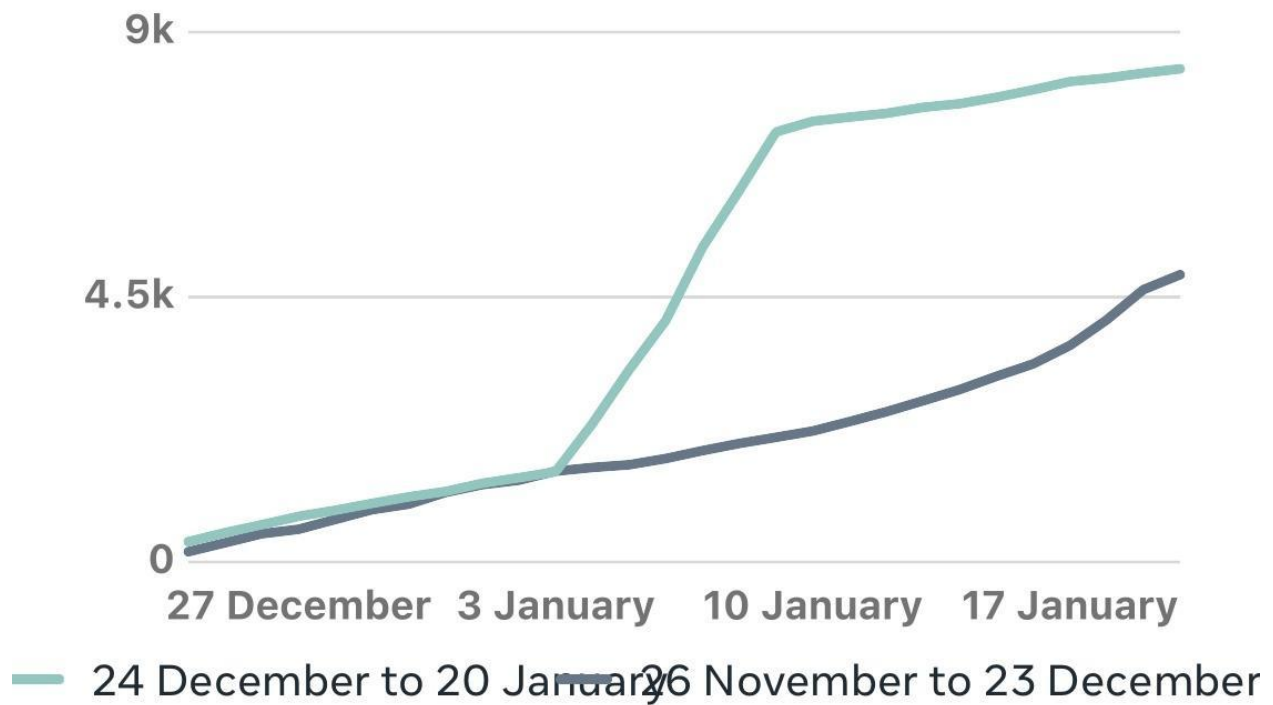


Instagram ▼

Compare your cumulative reach from the selected date range to the previous one.

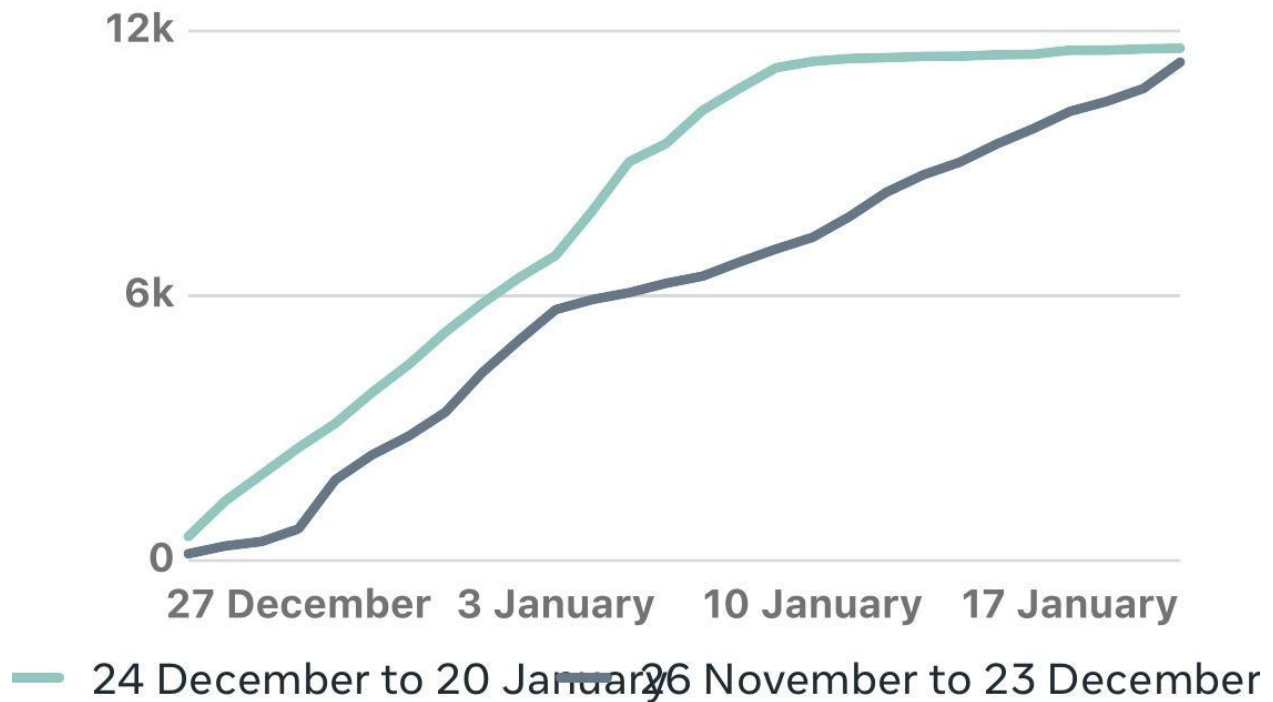
Instagram reach ⓘ

**8.4k** ↑ 71.6%



Facebook reach ⓘ

11.6k ↑ 2.8%



## Ways to grow your reach

Reach more people with ads

 Facebook paid reach ⓘ

8,972  
↑ 2.9%

## Audience



Total contacts ⓘ **13**  
↓ 61.8%

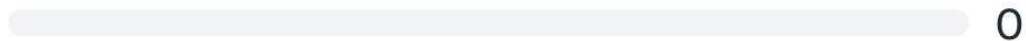
New contacts



Returning contacts



Contacts with orders



## Responsiveness



Response rate ⓘ **7.7%**  
↑ 100%

Response time ⓘ **1h 22m**

Your busiest day last week was **Sunday, 14 January.**

 Paid reach



**11.9k** >  
↓ 89.5%

 Paid impressions



**17.0k** >  
↓ 89.5%



## Visits



## New likes and followers



## Top performers



 Facebook post

Reach  
655



 Instagram

Reach  
567

Sort by Reach ▾



Encountered the brilliant  
'Luminous Essence: The Coleus...



Post • 4 January 2024

| Reach | Reactions | Comments | Shares |
|-------|-----------|----------|--------|
| 655   | 5         | 0        | 0      |




Cruising through the holidays, I  
had the joy of steering Santa's sl...



Post • 25 December 2023

| Reach | Likes | Comments | Shares |
|-------|-------|----------|--------|
| 567   | 101   | 4        | 2      |



 Dr. Stacey Denise: Art as a  
Pathway to Freedom-From the... >

 Post • 4 January 2024

| Reach | Likes | Comments | Shares |
|-------|-------|----------|--------|
| 418   | 48    | 4        | 0      |



Bold New Artistic Horizons for  
2024 🎨 ✨ >

 Post • 9 January 2024

| Reach | Likes | Comments | Shares |
|-------|-------|----------|--------|
| 413   | 63    | 1        | 0      |





Unveiling the 'Sugar Skull Princess'! 👑 A heartfelt tribute... >



Post • 3 January 2024

| Reach | Likes | Comments | Shares |
|-------|-------|----------|--------|
| 350   | 66    | 6        | 0      |



Transforming Communities: The Healing Power of Public Art by... >



Post • 11 January 2024

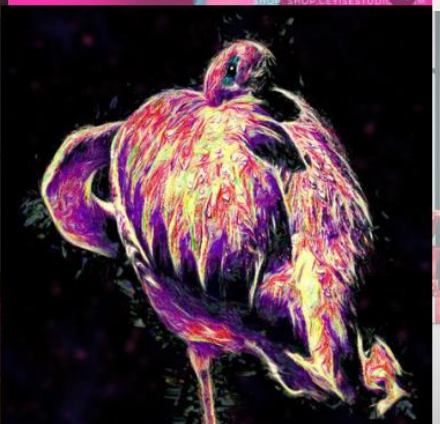
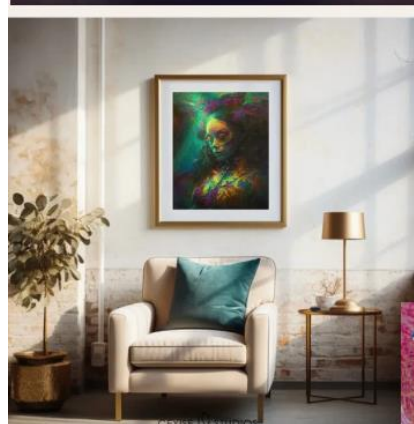
| Reach | Likes | Comments | Shares |
|-------|-------|----------|--------|
| 335   | 75    | 5        | 0      |

## RECOMMENDATIONS

Recommendations for Ceyise Studio's Instagram and Facebook Accounts:

1. Unified Template for Graphics Design:
  - A consistent and visually appealing template for graphics to enhance brand recognition.
  - Ensure that templates reflect the brand's color palette and overall aesthetic ( cue from the website aesthetics)
2. Social Media Aesthetics Template:
  - Maintain a cohesive look and feel across all posts for a polished and professional brand image.
  - Sample 1: Alternation of graphics design on white background with pink text,a bold color background( could be the cover of a reel or a picture), an aesthetically pleasing interior design of any part of a house.





○

Sample 2:Graphics, bold colors,different parts of a house.



- 
- Sample 3





### 3. More Personalized Content:

- Incorporate more personal content in reels.
- Highlight client stories and testimonials to add a personal touch to the brand.

### 4. Weekly Sponsored Ads:

- Implement a weekly budget for sponsored ads that would increase brand awareness and audience reach.
- Utilize Instagram and Facebook Ads Manager for precise targeting and effective reach.

### 5. Friday Fun and Exciting Posts:

- Introduce a weekly Friday series featuring fun and exciting content, Memes, jokes, trivia related to the brand or creative challenges to encourage audience participation and interaction.
6. Incorporate Instagram and Facebook Features:
- Utilize IGTV for longer-form content, such as behind-the-scenes tours, tutorials, or interviews.