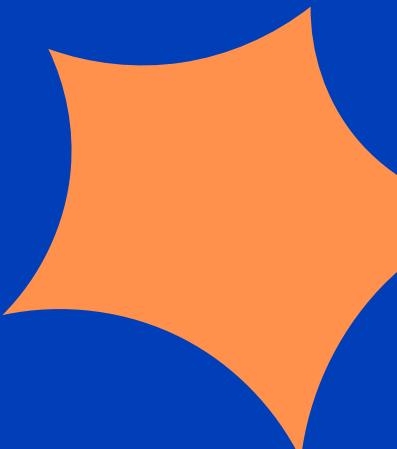




Social Media Designs

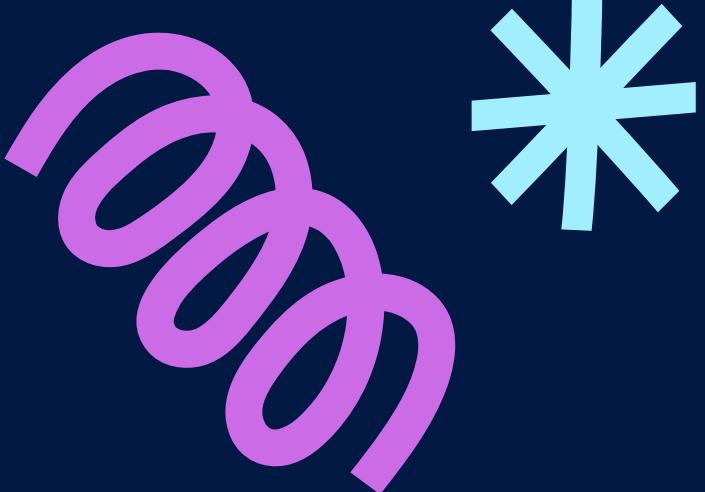


SHAVINDU RASHMIKA



Executive Summary

In the previous month, we experienced growth on all social media platforms, with our paid social campaigns delivering impressive results and a solid return on investment.



Prepared by

Jonathan Patterson

Prepared for
Borcelle

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Achievements

Campaign Highlights

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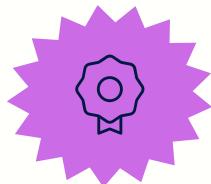
Impressions

+10%

120,000

Followers

+7%

25,480

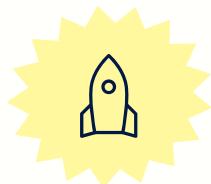
Engagements

+5%

12,500

Website Traffic

+22%

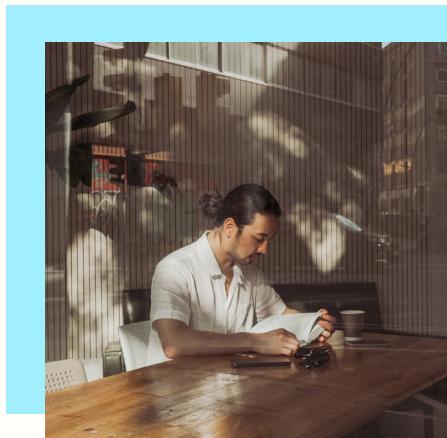
8,760

Conversions

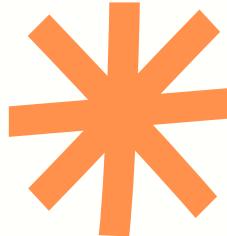
+15%

8500

Top-Performing Posts



Post 1



Our Journey: From Startup to Success

Likes

5,200

Comments

1,200

Reach

30,000

Shares

750

Post 2

Our New Office Space

Likes

4,800

Comments

1,050

Reach

28,000

Shares

680

Post 3

How We Helped XYZ Corp Growth

Likes

4,500

Comments

950

Reach

27,000

Shares

600

Target Audience

Gender



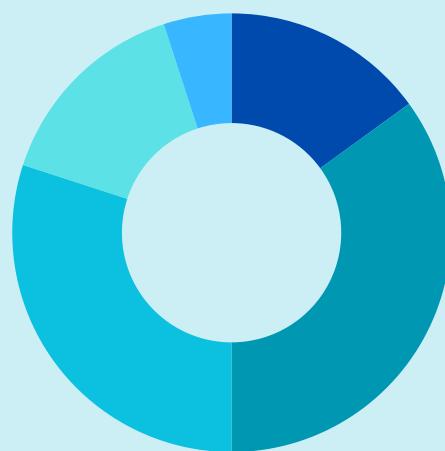
Active Times

Monday	10 AM - 12 PM
Wednesday	2 PM - 4 PM
Friday	11 AM - 1 PM

Interests

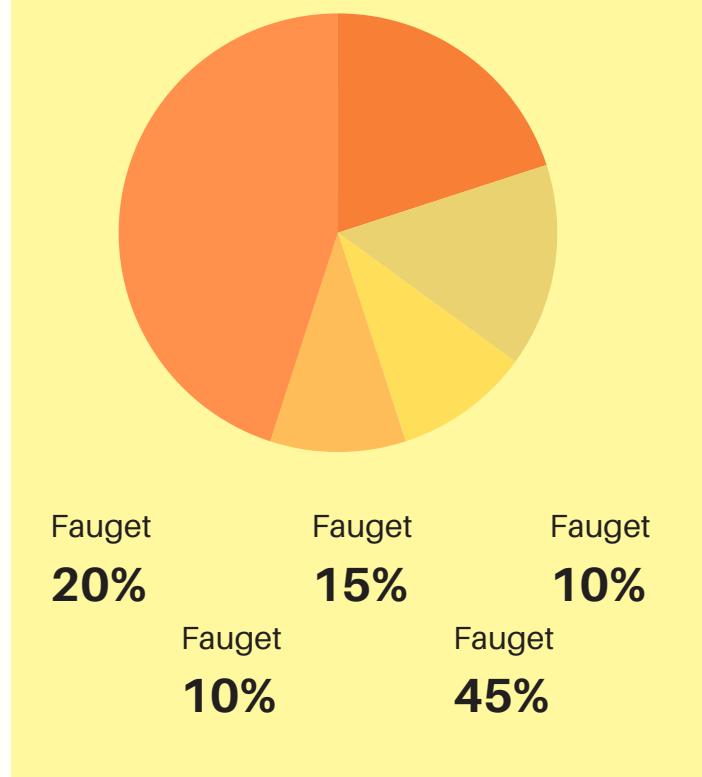


Age



18-24	25-34	35-44
15%	35%	30%
45-54	55+	
15%	5%	

Location



Next Plan

Objectives for the Next Period

Increase follower count

20%

Boost engagement

25%

Drive website traffic

30%



Strategies

Content Strategy

Develop a content calendar with a mix of educational, entertaining, and promotional posts.

Increase the use of video content to drive engagement, including tutorials, product showcases, and behind-the-scenes looks.

Feature more customer success stories to highlight the impact of our services.

Engagement Strategy

Respond to all comments and messages within 24 hours.

Run interactive polls, quizzes, and Q&A sessions to encourage audience interaction.

Create a hashtag campaign to encourage user-generated content and build community.

Advertising Strategy

Allocate budget for targeted social media ads focusing on small business owners and entrepreneurs.

Promote top-performing content to reach a wider audience.

Use retargeting ads to convert website visitors into customers.

Partnerships



Partner with local business influencers and micro-influencers who have a strong following in the SME community.

Collaborate with complementary brands for cross-promotions and joint campaigns.

Use retargeting ads to convert website visitors into customers.

Areas for Improvement



m

Content Quality
and Variety

Engagement
Strategies

Data-Driven
Decisions

Advertising and
Promotion

Influencer and
Partnership Strategies

Content Quality and Variety

Enhanced Visuals

Invest in high-quality images, graphics, and videos to make posts more visually appealing.

User-Generated Content

Encourage followers to create and share content about their experience with our products/services.

Content Formats

Diversify formats by incorporating stories, reels, live videos, and infographics.

Data-Driven Decisions

A/B Testing

Experiment with different post types, captions, and hashtags to see what resonates best.

Analytics Tools

Use advanced analytics tools to gain deeper insights into your audience behavior and preferences.

Regular Audits

Conduct regular content audits to understand what's working and what's not.

Engagement Strategies

Personalized

Address followers by name and personalize responses to increase engagement.

Community Building

Create community-driven content like challenges or hashtags to foster a sense of belonging.

Interactive Features

Use polls, quizzes, and Q&A sessions more frequently to increase interaction.

Advertising and Promotion

Targeted Ads

Refine targeting criteria to reach a more specific audience based on behavior and interests.

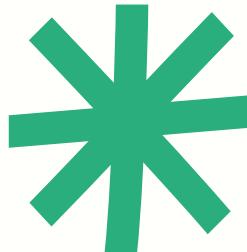
Budget Allocation

Reassess ad spend distribution to focus more on high-performing campaigns and platforms.

Ad Creatives

Continuously refresh ad creatives to avoid ad fatigue and maintain audience interest.

Influencer and Partnership Strategies



Next Steps



Optimal Posting Times

- Schedule a mix of educational, entertaining, and promotional posts.
- Feature customer success stories and team insights.

Enhance Visuals

- Invest in professional photography and graphic design.
- Incorporate high-quality videos.

Refine Advertising

- Allocate budget for targeted ads.
- Use analytics to optimize ad performance.

Boost Interaction

- Launch interactive polls, quizzes, and Q&A sessions.
- Encourage use of a branded hashtag.

Targets

Next Quartal

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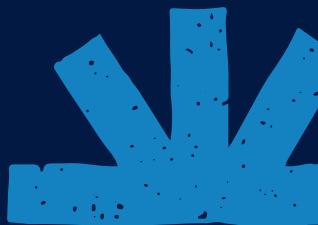
Followers	Impressions
25,480	120,000
Engagements	Engagements
60,320	12,500
Website Traffic	Conversions
8,760	850



Conclusion

Summary

Our social media reach saw remarkable expansion, with a 15% rise in followers and a 20% surge in engagements. Notably, our top-performing posts, like our startup narrative and customer success tales, garnered substantial interaction. Furthermore, the "Empowering Local Businesses" initiative led to significant conversions and a 25% upsurge in website traffic.



Recommendations

Diversify Content

Use more video content, infographics, and interactive posts.

Enhance Visuals

Invest in higher quality images and graphics.

Targeted Ads

Focus on small business owners and entrepreneurs.

User -Generated

Encourage followers to share their experiences.



Thank you!

Thank you for taking the time to read this report. If you have any questions or would like to discuss our findings further, please don't hesitate to reach out to us.

123 Anywhere St., Any City, ST 12345

123-456-7890

hello@reallygreatsite.com

reallygreatsite.com