

MONTHLY REPORT — MARCH 2028

# Social Media Report

03

# Executive Summary

**In the past month, we saw positive growth across all social media channels. Our paid social campaigns also performed well, resulting in a strong ROI.**

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PREPARED BY  
**Chiaki Sato**

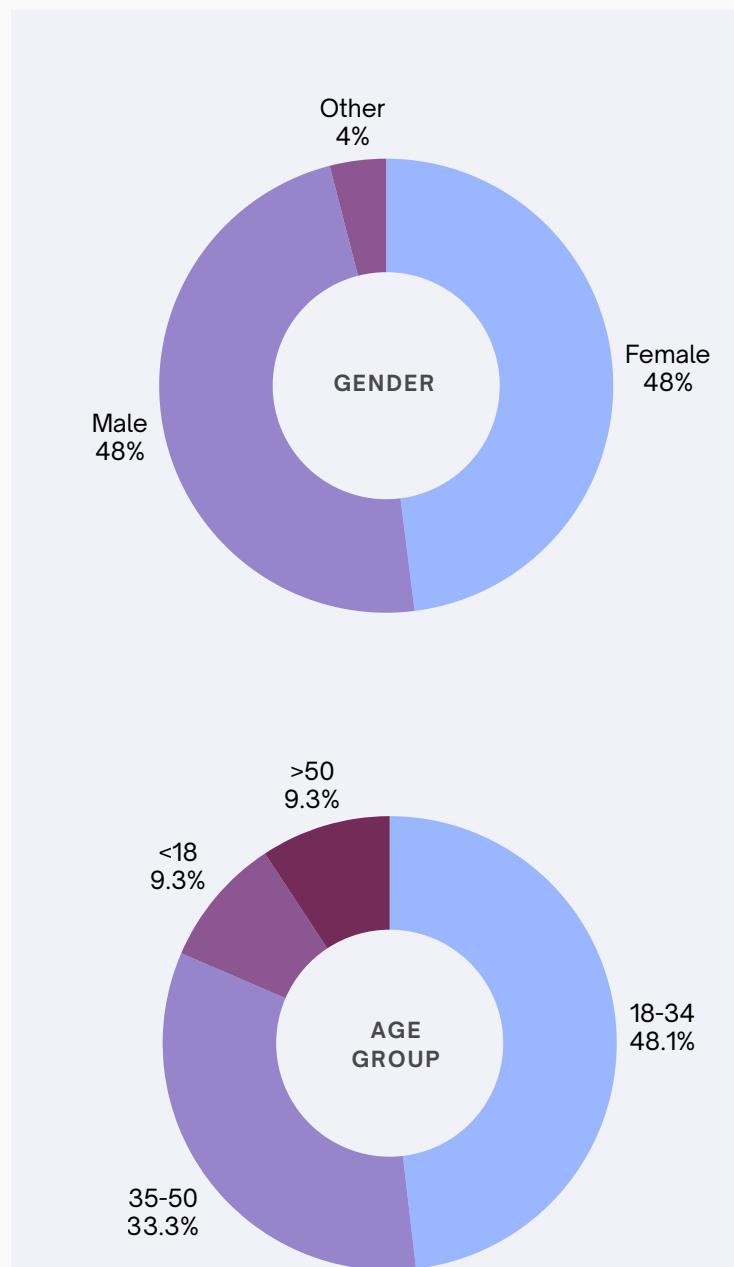
PREPARED FOR  
**Borcelle**

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# Audience Metrics

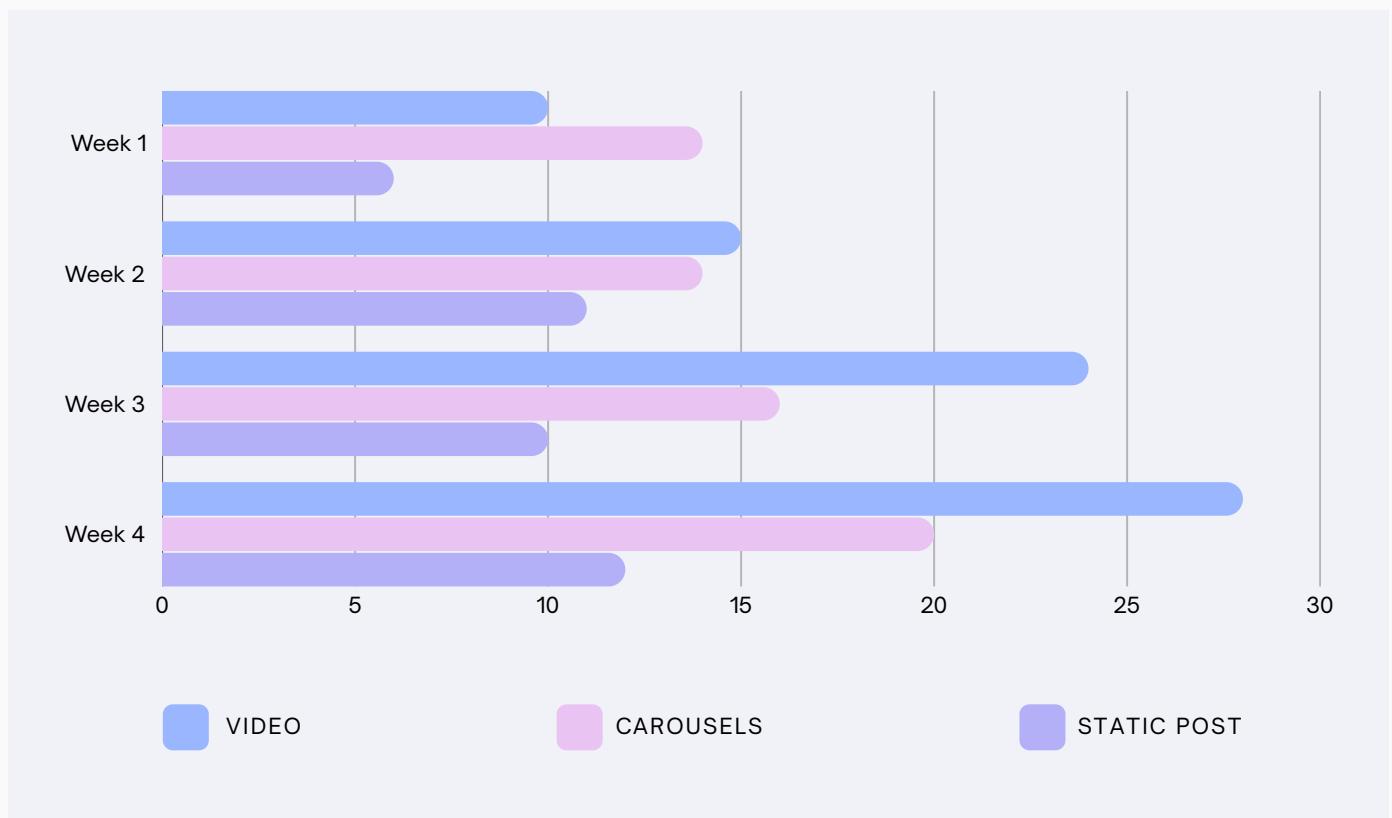
Last month, the audience grew by 5%. Most of them are between 18 and 34, with an even split between males and females.

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# Engagement Metrics

Across all platforms, video content performed best, with an average view rate of 25%. Carousels and product shots were also generating high engagement rates.



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# Engagement Rate

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**1k**

AVERAGE LIKES

**75**

AVERAGE COMMENTS

**115**

AVERAGE SAVES

**+3.11%**

OVERALL ENGAGEMENT

**28**

TOTAL POSTS

***March 2023's growth compared to February.***

# Content Performance

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## Top-performing posts



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# Content Analysis

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# Campaign Performance

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Campaign Name	Status	Reach	Conversion	Cost
Spring Promotional Ad	<span>● Active</span>	311,560	314	\$12.34 <i>per conversion</i>
Back to School Ad	<span>● Paused</span>	96,751	311	\$6.89

# Next Steps

**In the coming month, we will focus on creating more video content, testing new ad formats, and optimizing posting times.**

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**01 Prioritize video content**

Create different types of videos, such as product demos, behind-the-scenes footage, and customer testimonials.

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**02 Experiment with ad formats**

Test new ad formats to see which ones generate the best results. This could include carousel ads, video ads, or sponsored content.

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**03 Optimize posting times**

Continue to monitor engagement rates and experiment with different posting times to identify the optimal schedule.

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**04 Stay on top of industry trends**

Keep an eye on trends in your industry, including emerging social media platforms and changes in consumer behavior.

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**05 Monitor competitor activity**

This can provide valuable insights for optimizing your own strategy and staying ahead of the curve.

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# 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.**

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