

Facebook Page Management Report

Period: March 2024 – August 2024

1. Overview

This report summarizes the management of a Facebook business page over six months. The focus was on page optimization, content creation, organic and paid promotion, and follower growth.

- **Initial Followers:** 37
 - **Final Followers:** 16,300
 - **Promotion Method:** Organic & Paid
 - **Paid Budget:** \$200 USD/month
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2. Page Optimization

- Updated profile and cover visuals for consistency and branding.
- Reviewed and optimized About section and business information.
- Ensured page settings were correctly configured for credibility and transparency.

Impact:

Improved brand presentation and page credibility, preparing the page for growth.

3. Content Creation

- Developed posts including images, videos, and carousel formats tailored for engagement.
- Maintained a consistent visual and messaging style aligned with the brand.
- Produced short-form video content to boost organic reach.

Highlights:

- Engaging visual content designed to attract new followers.
 - Variety of content types to cater to different audience preferences.
 - Content scheduling at optimal times to maximize visibility.
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4. Organic Promotion

- Daily engagement with page followers through comments and messages.
- Participation in relevant Facebook groups and community spaces to increase visibility.
- Implementation of strategies to grow page awareness and maintain active engagement.

Outcome:

Organic promotion contributed significantly to follower growth and page activity.

5. Paid Promotion

- Monthly ad campaigns targeting relevant audiences.
- Monthly Budget: \$200 USD
- Paid campaigns complemented organic growth strategies.

Outcome:

- Accelerated follower growth from 37 → 16,300 in six months.
 - Strengthened page visibility and awareness in the target audience.
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6. Follower Growth

Month	Follower s	Growth
March 2024	37	—
April 2024	2,100	+2,063
May 2024	5,500	+3,400
June 2024	9,200	+3,700
July 2024	12,500	+3,300
August 2024	16,300	+3,800

Observation:

Steady follower growth was achieved through a combination of organic and paid promotion strategies. The growth demonstrates effective content planning and audience targeting.

7. Recommendations

- Maintain regular posting of visually engaging content.
 - Continue combining organic and paid strategies to sustain growth.
 - Track engagement metrics such as likes, comments, and shares for future campaigns.
 - Experiment with different content formats, including carousel posts and short-form videos, to maintain audience interest.
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8. Conclusion

Over the six-month period, the Facebook page saw **substantial follower growth** and **improved engagement** through consistent content creation and strategic promotion. The combination of organic and paid strategies proved highly effective in reaching and growing the target audience.

Key Takeaways:

- Consistency and variety in content are critical to engagement.
- Paid promotion can significantly accelerate growth when combined with organic strategies.
- Regular optimization of page visuals and information boosts credibility and follower trust.