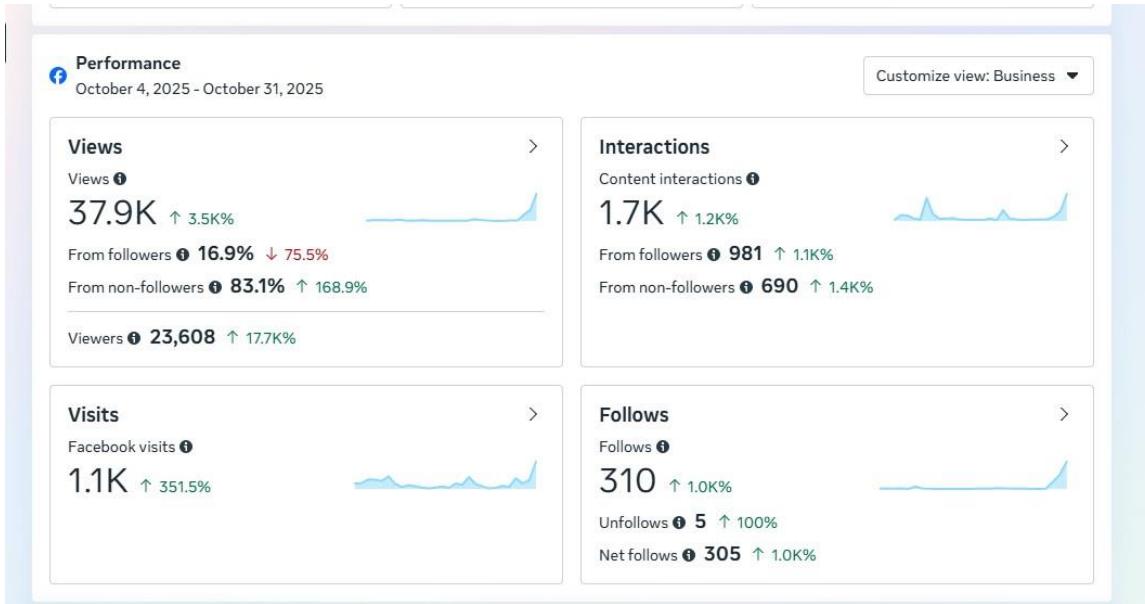


Egyventure Facebook Page Insight



Egyventure – Facebook Performance Report

Reporting Period: October 4 – October 31, 2025

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1. Overview

During October 2025, EgyVenture's Facebook page achieved remarkable growth in reach, engagement, and audience acquisition. The data indicates a strong upward trend in visibility and interactions, especially from non-followers, showing that the page's content strategy is effectively attracting new audiences and increasing brand awareness.

2. Key Metrics Summary

Metric	Result	Growth %	Insight
Total Views	37.9K	+3.5K%	Significant increase in reach and impressions.
From Followers	16.9%	-75.5%	Lower follower views, offset by strong new audience reach.
From Non-Followers	83.1%	+168.9%	Strong growth in exposure beyond the existing community.
Viewers	23,608	+17.7K%	Substantial visibility gains through engaging content.
Facebook Visits	1.1K	+351.5%	Increased traffic to the page and posts.
Content Interactions	1.7K	+1.2K%	Excellent engagement rate from both followers and new visitors.
Followers (Total)	310	+1.0K%	Consistent audience growth and improved retention.
Unfollows	5	+100%	Minimal turnover, typical for expanding pages.
Net Follows	+305	+1.0K%	Strong indication of sustained audience growth.

3. Performance Analysis

- Audience Growth: 83% of total views came from non-followers, showing effective reach beyond existing followers and strong brand discovery performance.
- Engagement: With 1.7K content interactions, EgyVenture achieved meaningful engagement, reflecting high-quality, relevant posts.
- Traffic Surge: Page visits increased by 351.5%, confirming that posts are driving users to explore the page further.
- Follower Growth: The net gain of 305 followers represents growing trust and audience connection with the brand.

4. Key Insights

- Recent campaigns successfully attracted new audiences through shareable and visually appealing content.
- A small decline in follower interactions suggests an opportunity to refresh content formats aimed specifically at loyal followers.
- The increase in reach and engagement strongly correlates with strategic posting consistency and improved timing.

5. Recommendations

1. Continue Posting High-Performing Content: Focus on videos, service highlights, and engaging visuals that appeal to non-followers.
2. Re-engage Loyal Followers: Add interactive posts such as polls, Q&A sessions, and client testimonials.
3. Maintain Posting Consistency: Schedule 3–4 posts per week to sustain visibility and engagement.
4. Optimize Paid Campaigns: Test boosting top-performing posts to extend reach and increase conversions.
5. Analyze Content Type Performance: Identify which post types deliver the highest engagement and replicate their style.

6. Conclusion

EgyVenture's Facebook performance in October 2025 shows outstanding progress in both engagement and audience growth. The data reflects a well-executed digital strategy that effectively reaches new users while maintaining brand credibility. With continued focus on creative content, timely delivery, and follower engagement, EgyVenture is on a strong trajectory toward expanding its digital presence and achieving even greater online success.