

S O C I A L M E D I A M O N T H L Y R E P O R T

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NOVEMBER, 2023

AGENDA

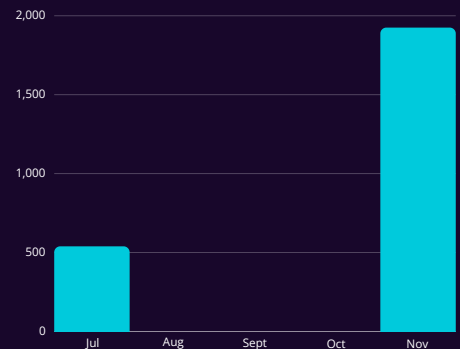
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Overall Monthly Insights



	Posts (Organic & Paid, Stories)	Impressions (Organic & Paid)	Engagement (likes+comments)	Engagement Rate (%)	Followers
Nov	8 0 23	1.540 0	Likes: 144 Comments: 9 Total: 153	10,0%	2,790
July	1 0	539 0	Likes: 37 Comments: 1 Total: 38	7.1%	2,790

Average Monthly Performance
(6 Month performance development measured in Average Impressions)



During the month of November it can be seen that the Instagram performance of Bonjour Munich's (referred to as "BM") profile was quite good taking into consideration that that last activity and posting was done back in July 2023.

In the Month of November 8 posts were posted consisting of 3 reels, 2 corporate (bought) photos, and 4 carousels consisting of product shots (photos) taken by a professional photographer.

The posts of November received around the same amount of likes as the older posts as of July and older. Taking into consideration that the older posts have been up longer, and the new posts received this attention within the same month is a great hit. No posts were sponsored, thus were all organic posts. Implementing a boost in the coming months would be a great move to get new followers in addition to the already established, loyal following of BM.

There was three times as much engagement as in July, with an engagement rate of 10,0%, where it was 7,1% back in July. In terms of reach (impressions) twice as much reach was achieved in November in comparison to July.

In terms of followers, there were fluctuations of followings and unfollowing throughout the month, and returned to the original follower count of July (2,790).

This month has provided insight, into what type of content is most appreciated by followers (product posts especially pastries, simpler decoration in photos, more stories especially ones with the website link present).

Developing strategic stories (including a clickable website link for direct access to place an order) was very good, as it was seen in the statistics that viewers both/either/or directly viewed the BM Instagram profile directed from the story, clicked the link to go to the website. This was a great find, and should furthermore be implemented!

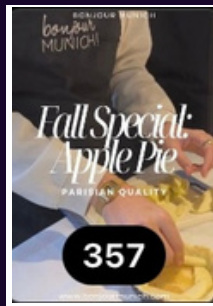
November was a great month to develop a consistent posting routine, establishing a new aesthetic and active presence for and on the profile, developing the brand image of BM, and implementing new features to the profile such as highlights, and gathering customer testimonies (hopefully more luck next month as no customers responded).

With this framework, the following month should implement all the key-takeaways and really focus on getting the statistics, meaning focusing on gaining more reach, impressions, website clicks, followers, and potential orders. It should be considered, that BM is using Instagram as a peripheral platform with the purpose of marketing and gaining public awareness of its existence. The primary key platform is the BM website, as this is where the most important actions occur: the orders. Taking the target audience into account (business owners, offices, etc.) BM will not gain hundreds of followers a month due to the nature of this company and its specific target group, which is not the masses. Instead it will gain fewer but specific followers; potentially the usual customers of BM to stay updated or new customers searching for a corporate caterer.

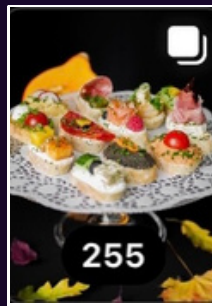
If BM wants to really focus on gaining many followers (which will potentially result in being the masses who are not necessarily going to buy anything, but are only following for the aesthetic), BM would need to really invest in creating daily creative content that focuses on the aesthetics of the food, even more so than done during this month (which was focused on producing qualitative product presentation shots).

Overall Monthly Insights

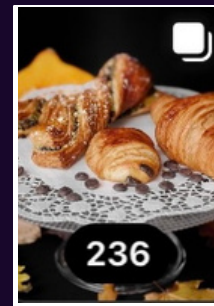
Top 3 Posts (Impressions)



Apple Pie Reel
Nov. 13, 2023
Reach: 357
Comments: 3
Likes: 26
Eng.Rate: 8,1%



Canape Carousel
Nov. 21, 2023
Reach: 255
Comments: 2
Likes: 23
Eng.Rate 9,8%



Croissant Carousel
Nov. 10, 2023
Reach: 236
Comments: 0
Likes: 33
Eng.Rate 14,0%

Here are the top three posts of November.

The Fall Special: Apple Pie Reel performed the best with a reach (impressions) of 357 accounts.

In second place, the Canapé Carousel (photos) performed best, with 255 impressions.

In third place, the Croissant Assortment Carousel (photos) performed best, with 236 impressions.

As we can see these three assets were well structured, aesthetically pleasing, tidy decor, included interesting processes (Apple Pie reel: preparation of the dish). Pastries and Sandwiches or canapés are the most interesting products pulling viewers.

In terms of performance and posting, 15:00 and 18:00 worked best as posting times. It can also be seen that each post posted throughout the month maintained quality and aesthetic concept and performed equally well each time. There were no drastic Flop posts that did not work at all. It is important to have a content creation day to be sure to maintain a similar aesthetic per content batch and thus maintain the brand image. Diverging aesthetics would potentially throw off the viewer and will confuse them. If an overall aesthetic is maintained, the brand image is maintained and the brand will be immediately digitally and gain a good real life representation too.

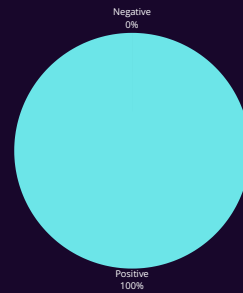


Tonality Report July



Posts	Comments	Tonality Average Rate (%)
1	1	Pos: 1 Neg: 0 Neu: 0

Average Tonality Instagram



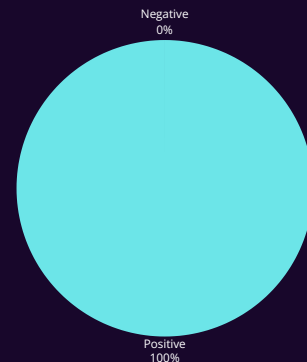
For comparison the July and November tonality reports were compared too.

Tonality Report November



Posts	Comments	Tonality Average Rate (%)
8	9	Pos: 9 Neg: 0 Neu: 0

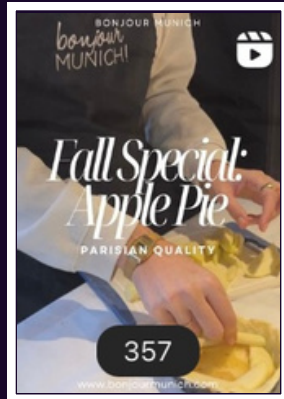
Average Tonality Instagram



As we can see both in July and in November, the overall tonality of comments and feedback on Instagram was 100% positive. This is very good and supports the reach statistics that the social media performance and presence is approved of by followers.

Top vs Flop Post (Impressions)

Top



Flop

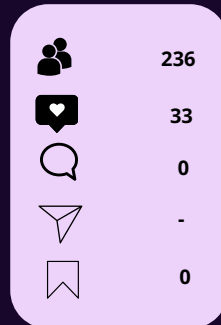
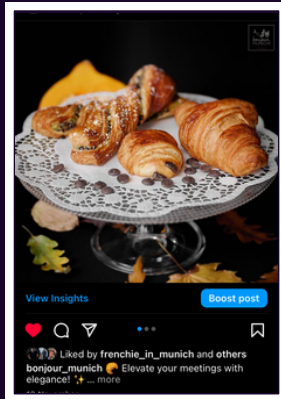


The top post in terms of reach (impressions) of November was the Apple Pie Reel (357 impressions), where the preparation of this pastry was presented in a dynamic, fun way. Typically reels perform better than photos, and are the more appreciated instagram format at the moment.

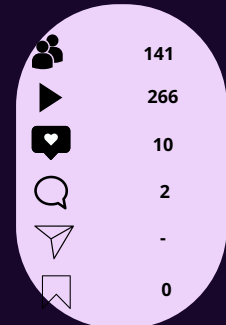
The flop post in terms of impressions was the Pumpkin & Chestnut soup reel (141 impressions). Viewers were not as drawn to this product as the others. It may be interesting to improve the product placement and reduce decor to appear more appealing. Soup is always a tricky product to make look appealing digitally.

Top vs Flop Post (Likes)

Top



Flop



The top post in terms of likes, was the Croissant Assortment carousel that generated 33 likes, and a reach of 236 impressions. This was the most applauded product in the stories as well and got a lot of positive feedback.

The flop post in terms of likes was the Pumpkin & Chestnut soup reel. This post generally did not perform as well as a post.

Key Takeaways



01

Format

Reels and Carousels performed best. The more creative or aesthetically pleasing and simple the better a post performed. Preparation reels and product photos worked very well, better than basic product scanning reels as seen in the Soup Reel which was overloaded with decoration. Soup proved to be a tricky product to present in comparison to other products like croissants.

04

Paid Posts

The following month must sponsor posts as of the point of posting. Format, brand aesthetic, tone and asset style has been determined. The next step is to generate even more reach for more new clients. Existing followers proved loyal through their consistent engagement.

02

Stories

Stories were well engaged with as seen with regular "reactions" and likes. Stories with the website link attached, were clicked most of the majority of the time by at least 1 person. Stories generated profile visits the majority of the time, which shows this format of content presentation which was more playful was entertaining and engaging. This was the goal of our stories (posted on weekends) and was successful, nevertheless.

06

Tonality

Overall the tonality of feedback, engagement, and reactions was 100% positive. No negative feedback was present in this months performance.

Summary





- **New Features:** adding highlights, corporate photos, product photos, reels, behind the scenes footage.
- **Great Find:** strategic stories with clickable website link for direct access to placing orders was a great implementation and proved very useful.
- Pastry and aesthetic reels and carousels worked best. Quality plays a role in success of the post.
- **Future Outlook:** implement sponsored posts, upload customer testimonials, focus on gaining more reach and potentially more followers, decide whether or not to really focus on creating an aesthetic catering profile with a pinterest vibe to pull more and diverse audiences and gain brand awareness.


THANK YOU

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