



Social Media Marketing Report
1st to 31st January, 2020

Presented by:
Vishal Dharamdas

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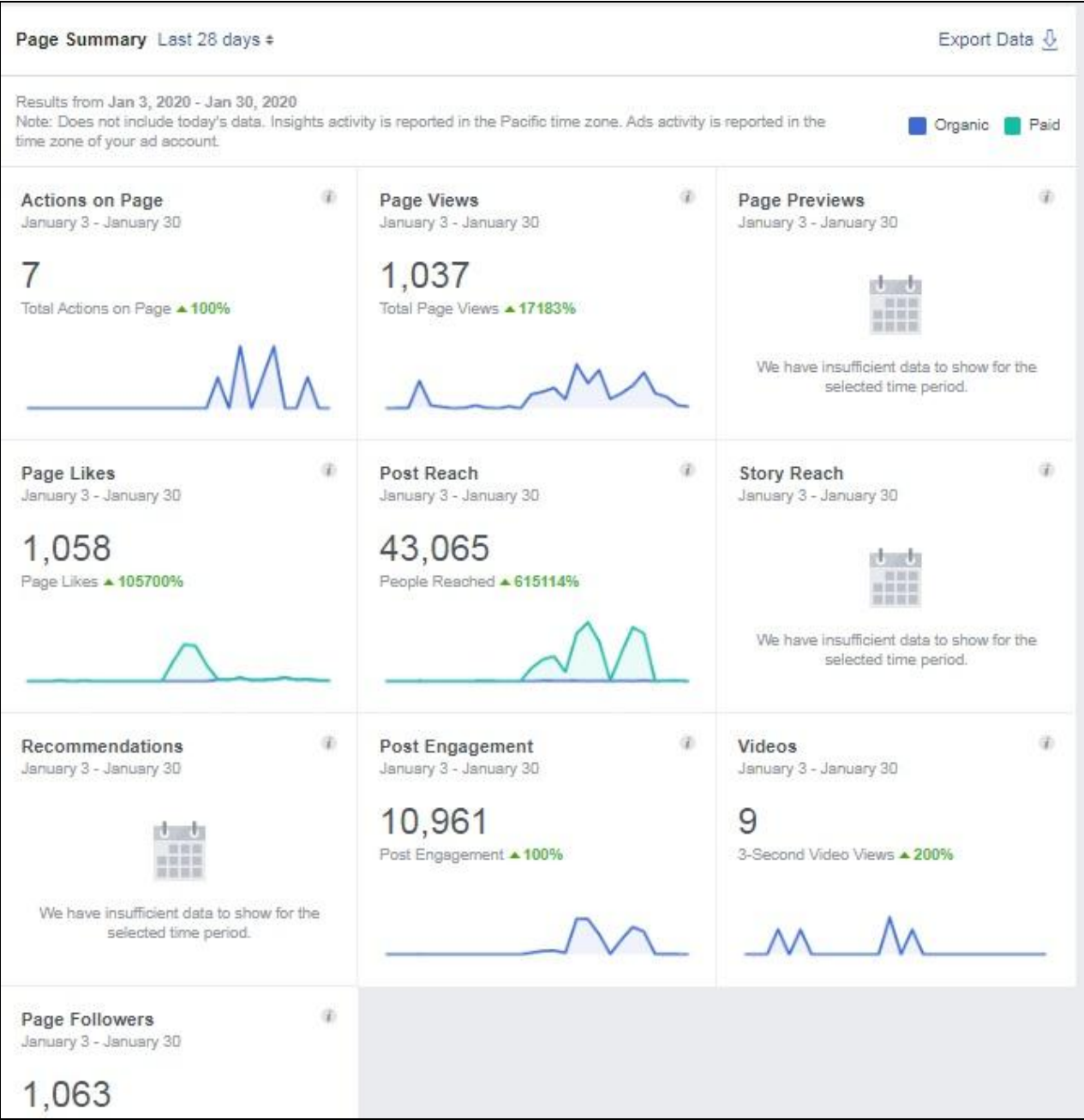
1. Social Media Marketing Followers Statistics

Social Media Marketing Followers Statistics

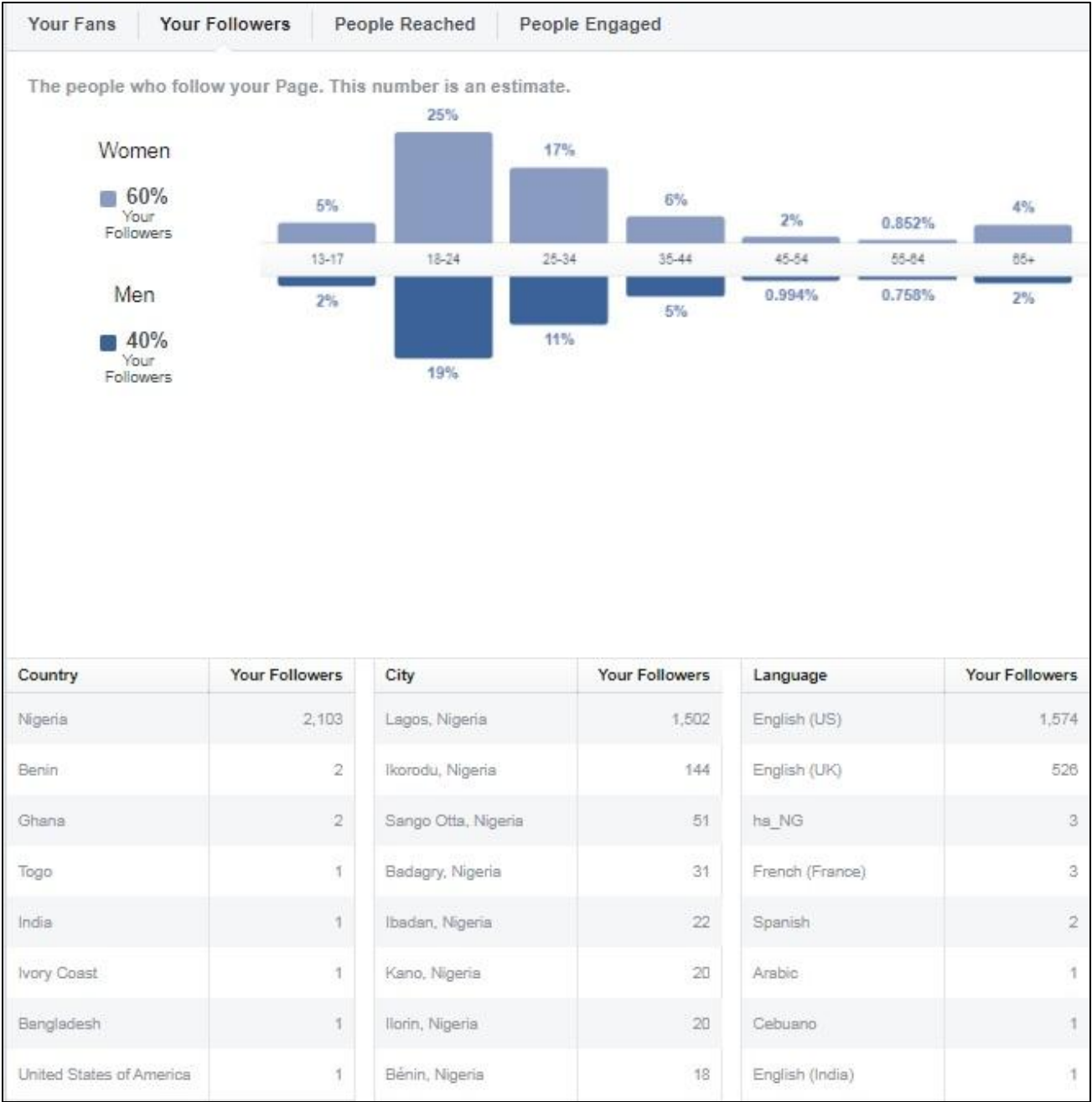
Platform	Followers as on 1 st January' 20	Followers as on 1 st February' 20
Facebook	1,050 Followers	2,117 Followers
Instagram	158 Followers	265 Followers

2. Facebook Page Demographics & Statistics

Facebook Page Insights - Overview



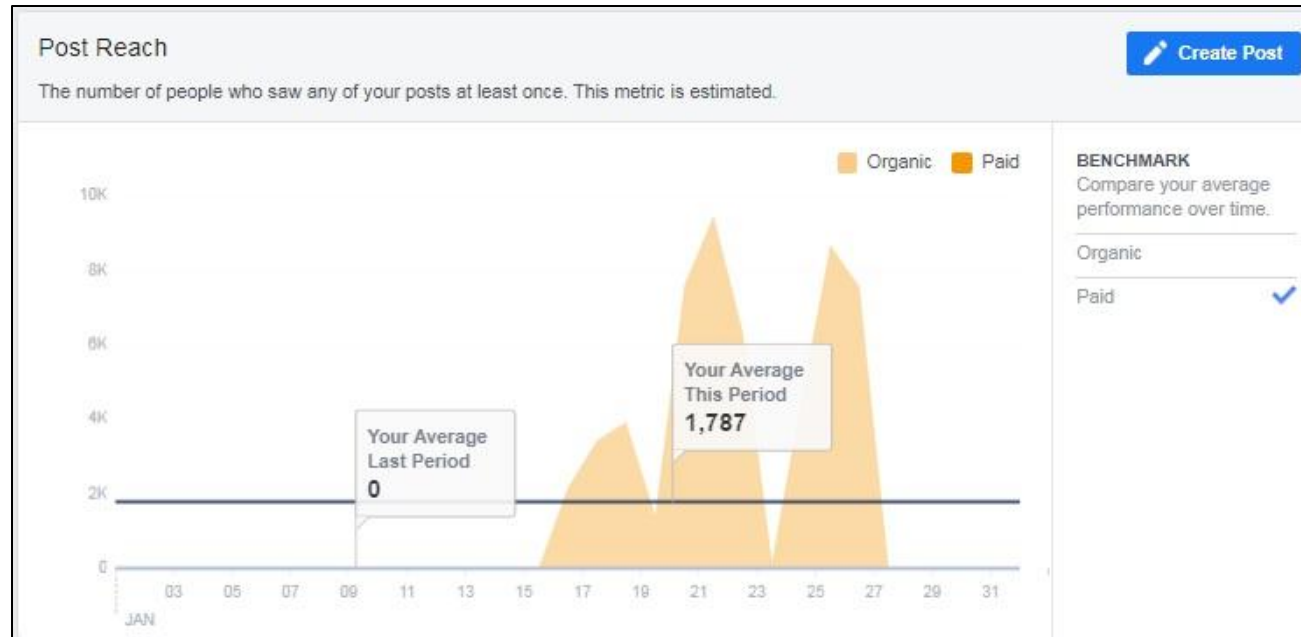
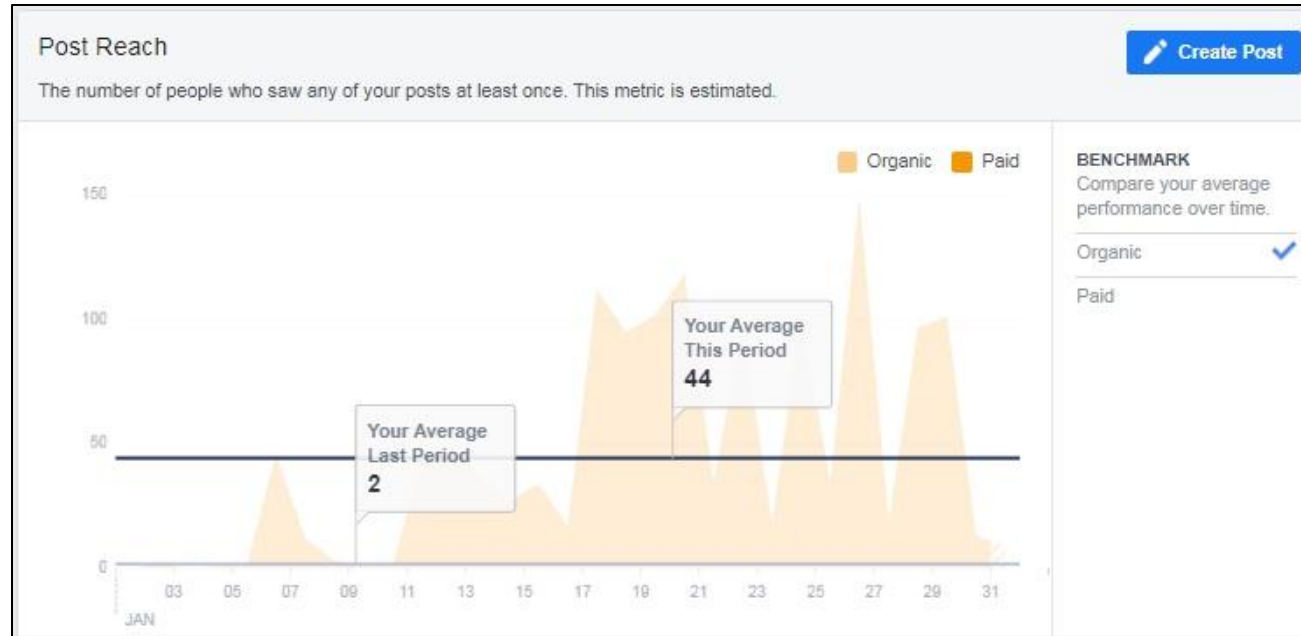
Facebook Page Insights – Audience Overview































































Facebook Page Insights – Audience Reach



Facebook Page Insights – Engagement – Posts Reach

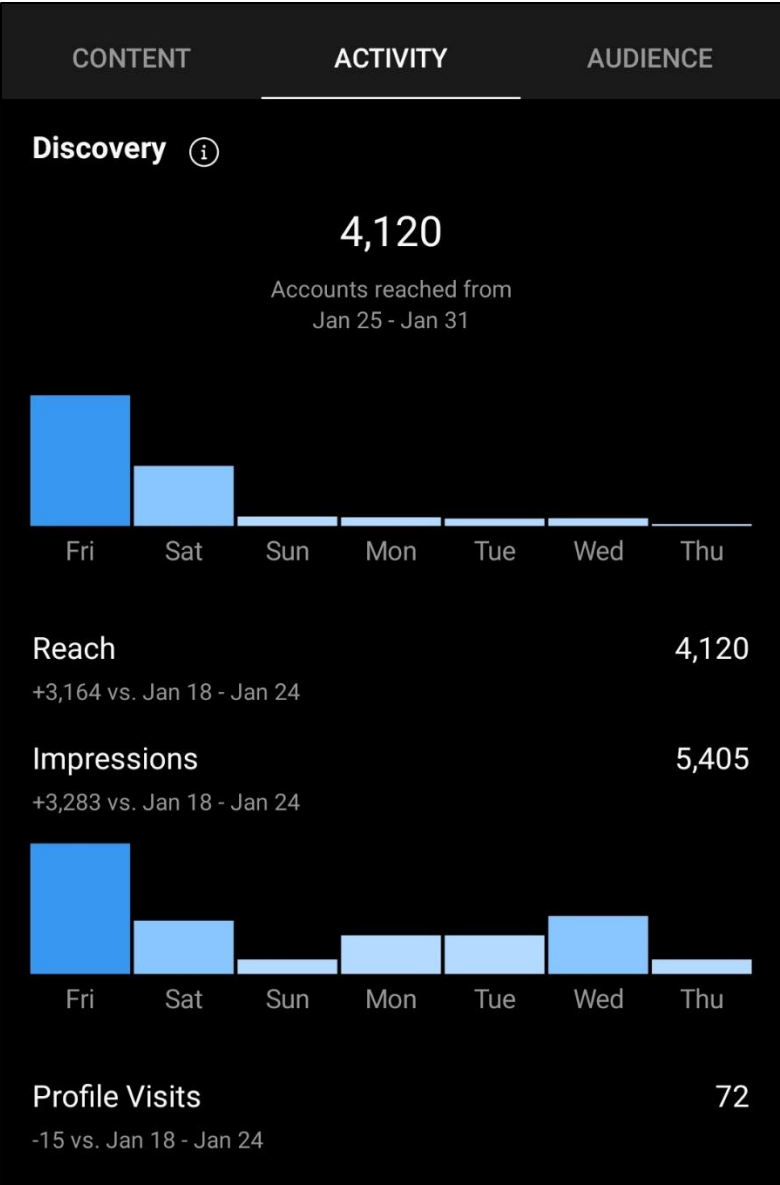


Facebook Page Insights – Posts

All Posts Published							Create Post
Reach: Organic / Paid Engagement Rate							
Published	Post	Type	Targeting	Reach	Engagement	Promote	
01/29/2020 4:40 PM	 Pizzas so cheesy, that you will come back for more! Order			117	18%		Boost Post
01/28/2020 5:10 PM	 Thank You Oluwabusayo Ogunbiyi, for your kind words			105	11%		Boost Post
01/26/2020 5:35 PM	 Our #PizzaOfTheDay is the Chicken Sausage Pizza! One			156	19%		Boost Post
01/24/2020 8:58 PM	 #DidYouKnow our Junior Pizzas are the best in town!			19.1K	20%		Boost Post
01/22/2020 5:20 PM	 Today is the last day to get your FREE portion of our			115	25%		Boost Post
01/20/2020 5:15 PM	 Enjoy a FREE portion of our assorted garlic breads on			134	22%		Boost Post
01/19/2020 6:05 PM	 Our #PizzaOfTheDay is the Lamb Kebab Pizza! One of our			120	24%		Boost Post
01/18/2020 10:20 PM	 What's your Pizza Moment at Pizza King? Share your			122	25%		Boost Post
01/17/2020 5:35 PM	 Our #PizzaOfTheDay is the Tuna Pizza! A must try for all			160	19%		Boost Post
01/15/2020 11:50 PM	 Our #PizzaOfTheDay is the Chicken Sausage Pizza! This			95	25%		Boost Post
01/15/2020 7:45 PM	 Pizza King Nigeria updated their website address.			55	20%		Boost Post
01/14/2020 11:05 PM	 Our #PizzaOfTheDay is the Prociutto Pizza! Have you			63	24%		Boost Post
01/13/2020 3:30 PM	 Beat your Monday Blues with our Cheesy Pizzas!			63	16%		Boost Post
01/12/2020 5:40 PM	 Have you tried any of our New Pizzas yet? Order Yours			76	17%		Boost Post
01/11/2020 5:05 PM	 At Pizza King, our promise is to deliver Fresh, Hot and			71	11%		Boost Post

3. Instagram Business Profile

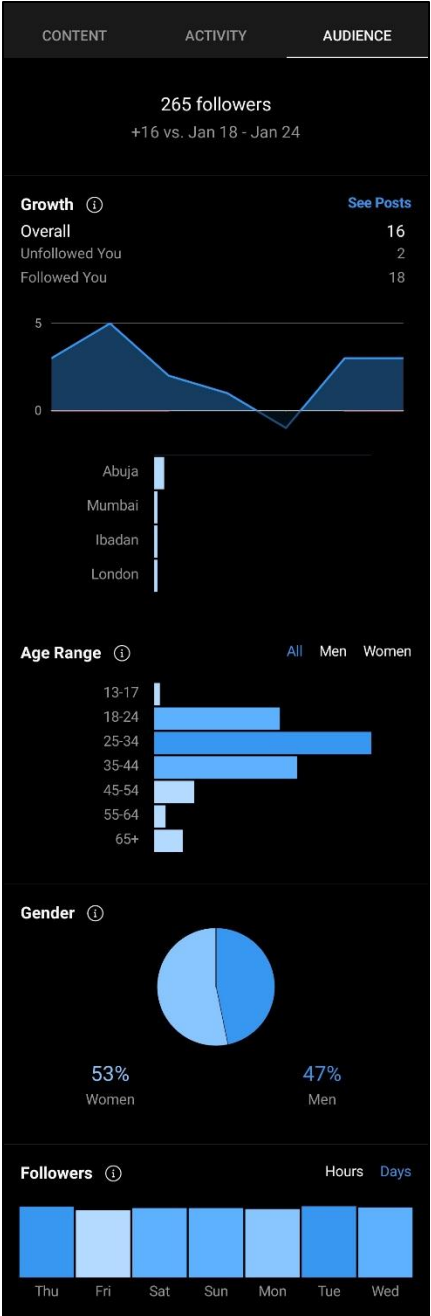
Instagram Business Profile Overview



Profile Visits

72

-15 vs. Jan 18 - Jan 24



Instagram Business Profile – Posts & Stories

← Stories

Reach ▾ 14 days ▾

Your story posts are public for 24 hours. After 24 hours, posts appear here so you can view insights. They are visible only to you.

<p>22</p>	<p>24</p>	<p>33</p>
<p>34</p>	<p>40</p>	<p>38</p>
<p>43</p>	<p>33</p>	<p>34</p>
<p>34</p>		

← Posts

All ▾ 30 days ▾ Reach ▾

<p>267</p>	<p>256</p>	<p>247</p>
<p>225</p>	<p>223</p>	<p>223</p>
<p>220</p>	<p>215</p>	<p>212</p>
<p>210</p>	<p>196</p>	<p>195</p>
<p>195</p>	<p>187</p>	

3. Facebook + Instagram Ad Campaign Statistics

Ad Campaign Statistics

