

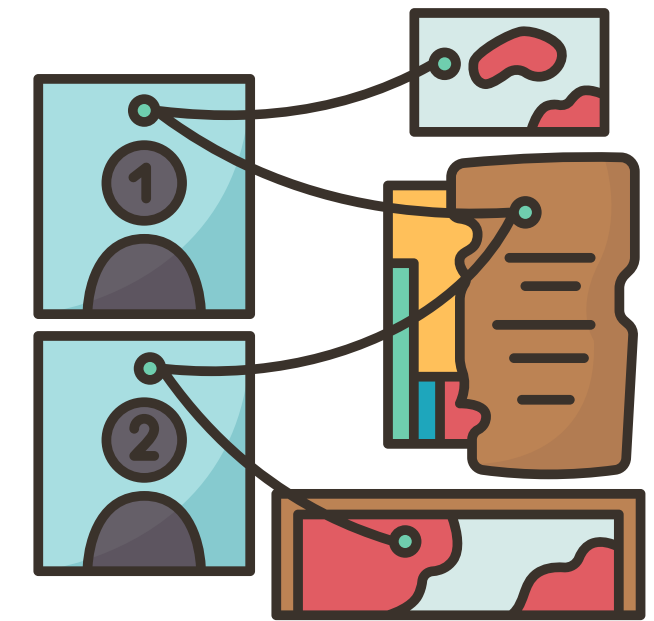
CONTROL

- Key Performance Indicators (KPIs)
3-Month Tracking Plan.
- TRACKING

KPIs

KPI	Target	Tracking Method
New Followers	500 new followers	Facebook & Instagram Insights
Engagement Rate	+5% increase in likes & comments	Social media analytics
New Orders	+15% increase in sales	Sales reports
Paid Ad Performance	Lower cost & higher conversion	Facebook & Instagram Ads Manager
Customer Ratings	At least 4.5/5	Customer reviews & follow-ups

Tracking



Monthly Tracking:

- Month 1: Focus on increasing engagement and brand awareness.
- Month 2: Drive more sales through promotions and discounts.
- Month 3: Enhance customer experience and boost loyalty.