

SOCIAL MEDIA REPORT (PERSADA JCB)

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Aug, Sept, Oct 2023
Instagram | Facebook

Facebook Report Overview



Month	New Followers	Reach	Engagement	Total Post	Profile Visit
August	314	2,218	436	12	319
September	10	2,745	275	12	155
October	2	6,552	250	12	208
November					
December					

Agustus page promote

Instagram Report Overview

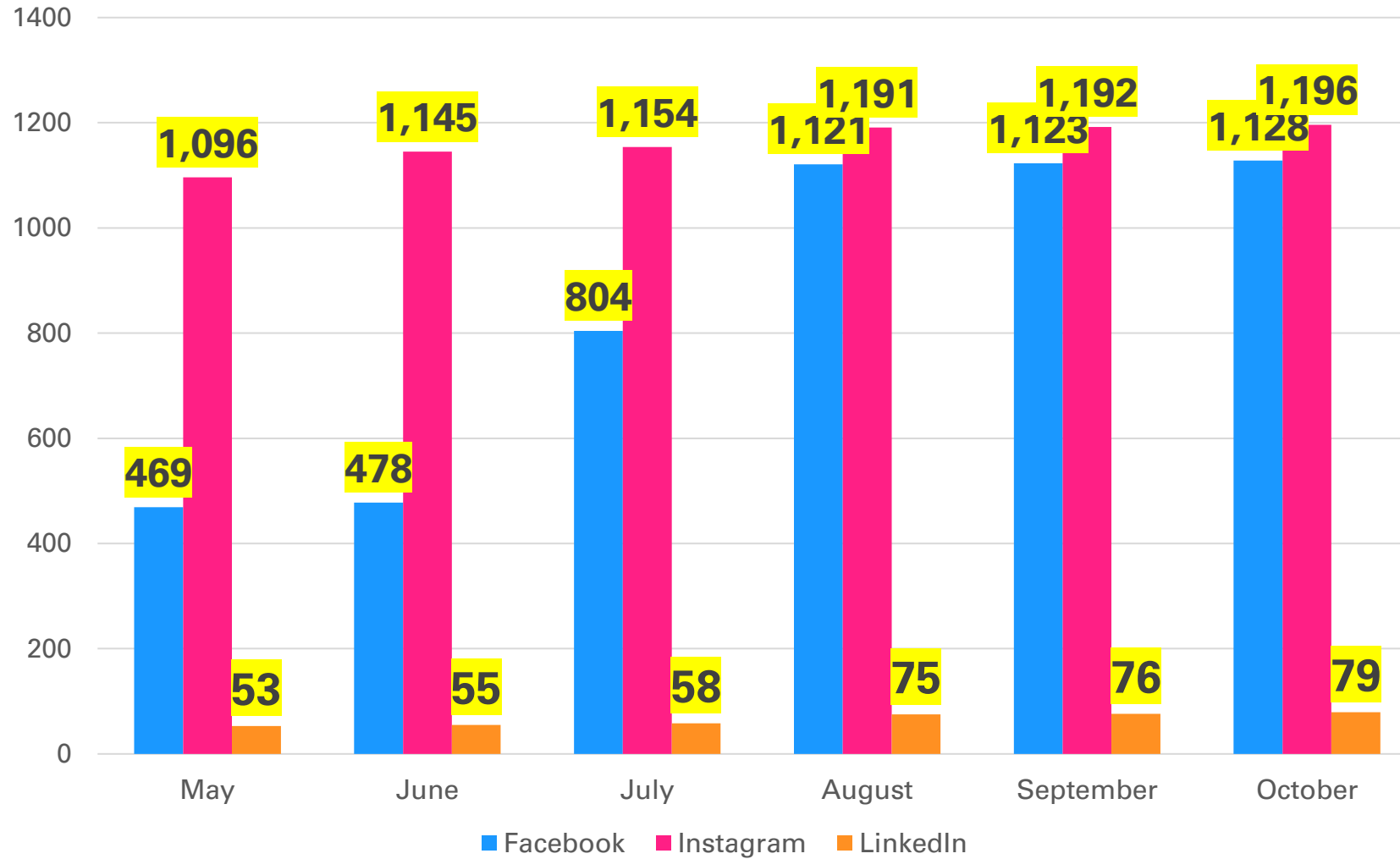


Month	New Followers	Reach	Engagement	Total Post	Profile Visit
August	36	1,718	442	12	269
September	15	1,267	422	12	154
October	15	2,360	418	12	182
November					
December					






Data diambil dari Instagram Insight

Followers

Followers Growth








Daily Post Content Facebook (October)

Title		Reach ⓘ ↓	Likes and reactions ⓘ ↑↓
 The ultimate performing machine with easy to u... Persada JCB	Boost post	177 Accounts Centre accou...	12 Reactions
 JCB menyediakan rangkaian produk unggulan u... Persada JCB	Boost post	159 Accounts Centre accou...	7 Reactions
 Upgrade your Compactor with JCB. Vibromax 1... Persada JCB	Boost post	128 Accounts Centre accou...	5 Reactions
 Berikut ini 5 Tips aman pengoperasian Backhoe ... Persada JCB	Boost post	113 Accounts Centre accou...	4 Reactions
 Berikut ini adalah beberapa komponen dari Exc... Persada JCB	Boost post	109 Accounts Centre accou...	10 Reactions

- The most Reach Content by Organic

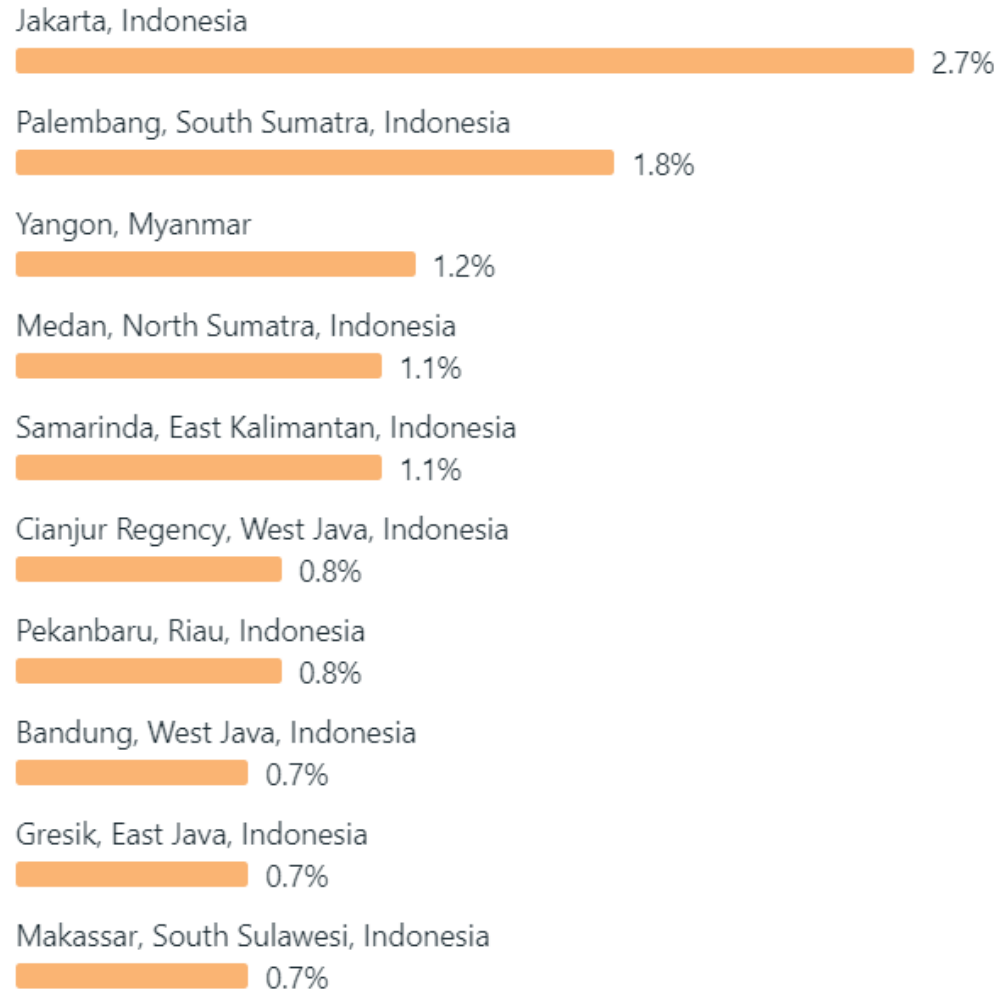
Daily Post Content Instagram (October)

Title			Reach ⓘ ↓	Likes and reactions ⓘ ↑↓
	Berikut ini adalah beberapa komponen dari Exc... persadajcb	Boost post	213 Accounts Centre accou...	21 Likes
	JCB menyediakan rangkaian produk unggulan u... persadajcb	Boost post	203 Accounts Centre accou...	13 Likes
	Upgrade your Compactor with JCB. Vibromax 1... persadajcb	Boost post	193 Accounts Centre accou...	13 Likes
	Berikut ini 5 Tips aman pengoperasian Backhoe ... persadajcb	Boost post	155 Accounts Centre accou...	12 Likes
	The ultimate performing machine with easy to u... persadajcb	Boost post	144 Accounts Centre accou...	10 Likes

- The most Reach Content by Organic

Top 10 Facebook Audience by Cities

Top towns/cities



Top 5 Instagram Audience by Cities

Top towns/cities

Jakarta, Indonesia



Palembang, South Sumatra, Indonesia



Istanbul, Istanbul Province, Turkey



Medan, North Sumatra, Indonesia



Jambi, Indonesia

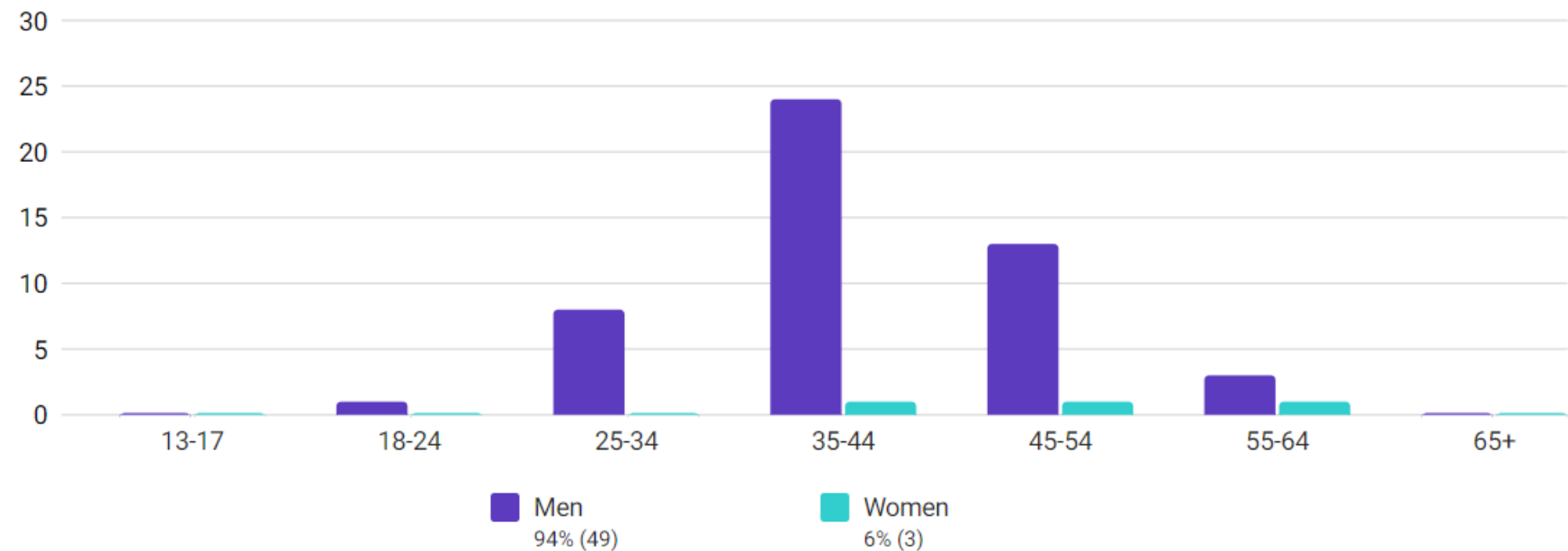


PERSADA **JCB**

Indicators	Result
Impressions	20,669
Reach	12,164
Engagement	336
Link Clicks	264
Leads	52

Data From Meta

Meta Ads Breakdown by Age and Gender



11 Aug 2023–17 Aug 2023
Data From Meta

Meta Ads Breakdown by Region



Region	Impressions	Reach	Engagement	Link Clicks	Leads Result
Aceh	982	600	11	9	1
Bali	223	166	2	1	0
Bengkulu	462	196	7	4	2
Jakarta	313	132	5	4	1
Jambi	249	532	21	18	5
Central Java	952	632	6	4	0
East Java	1,127	720	14	13	2
Papua	462	292	7	6	0
Jogjakarta	153	68	0	0	1
West Kalimantan	616	336	7	7	2

11 Aug 2023–17 Aug 2023
Data From Meta

Paid Ads : Promo Sept 2023





Persada JCB
Sponsored · 🌐

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Sangat Optimal Untuk Kontruksi, Perkebunan dan Semua kebutuhan anda karena Backhoe Loader dari JCB Bermesin Turbo 92 ...see more

LIMITED-TIME OFFERS

UNTIL 30 SEP

Rp1.000.000.000*



BACKHOE LOADER 3DX PLUS

92 HP TURBO ENGINE WITH 408 NM HIGH TORQUE

FORM ON FACEBOOK

Dapatkan Harga Special Backhoe Loader 3DX Plus

Get Offer

👍 Like

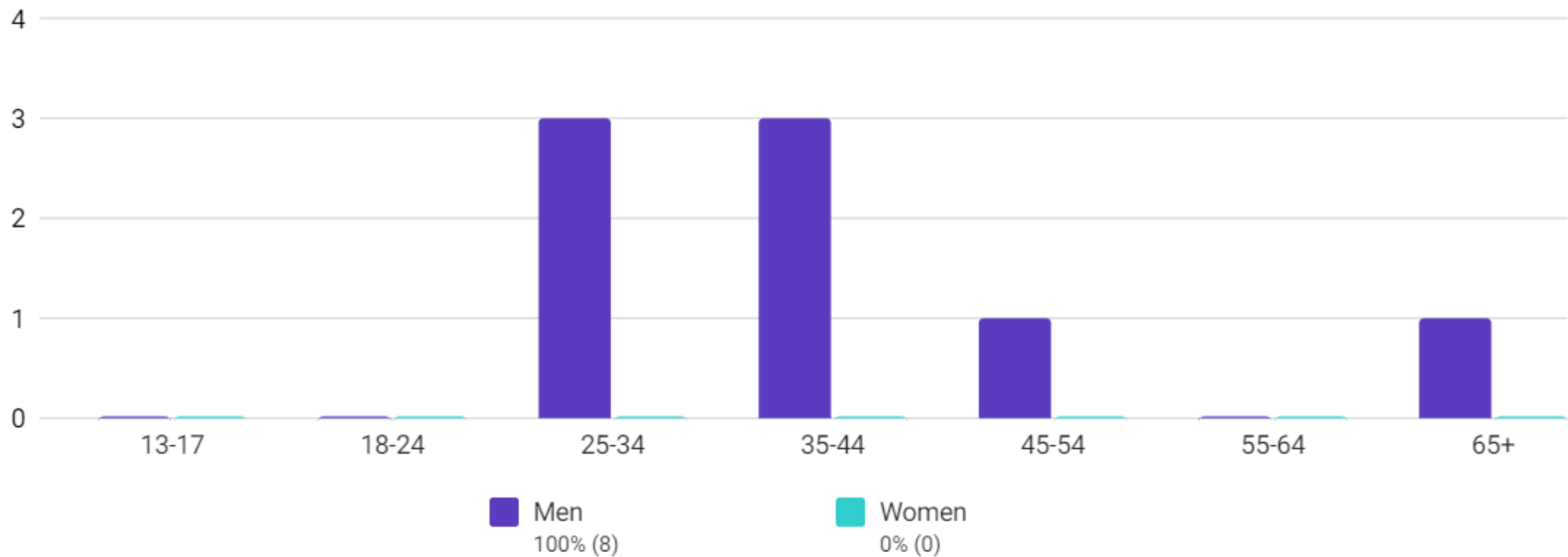
💬 Comment

Indicators	Result
Impressions	4,964
Reach	<u>2,521</u>
Engagement	55
Link Clicks	38
Leads	8

11 Sep 2023–15 Sep 2023

Data From Meta

Meta Ads Breakdown by Age and Gender



11 Sep 2023 – 15 Sep 2023

Data from Meta

Meta Ads Breakdown by Region



Region	Impressions	Reach	Engagement	Link Clicks	Leads Result
Aceh	236	120	2	2	0
Bali	56	32	0	0	0
Bengkulu	75	40	2	1	1
Jakarta	66	50	4	2	1
Jambi	256	112	1	18	0
Central Java	158	94	0	1	0
East Java	197	121	3	0	2
Papua	150	63	2	3	0
Jogjakarta	20	14	0	2	0
West Kalimantan	616	79	1	0	0

11 Sep 2023 – 15 Sep 2023

Data diambil dari Meta

Paid Ads : Promo October 2023





Persada JCB

Sponsored · 

Dapatkan Subsidi DP hingga 60,000,000 khusus pembelian Product JCB Backhoe Loader, Telehandler, Compactor, ...see more

END OF YEAR LIMITED OFFER!

UP TO **Rp60,000,000** (Subsidi DP)

*Syarat & ketentuan berlaku



TOP PRODUCT LINE-UP

EASY IN A HARD WORLD

Backhoe Loader | Telehandler | Compactor | Excavator | Mini Excavator

FORM ON FACEBOOK

Dapatkan Promo Sekarang!

Promo Terbatas! Syarat dan...

Get Offer

Like

Comment

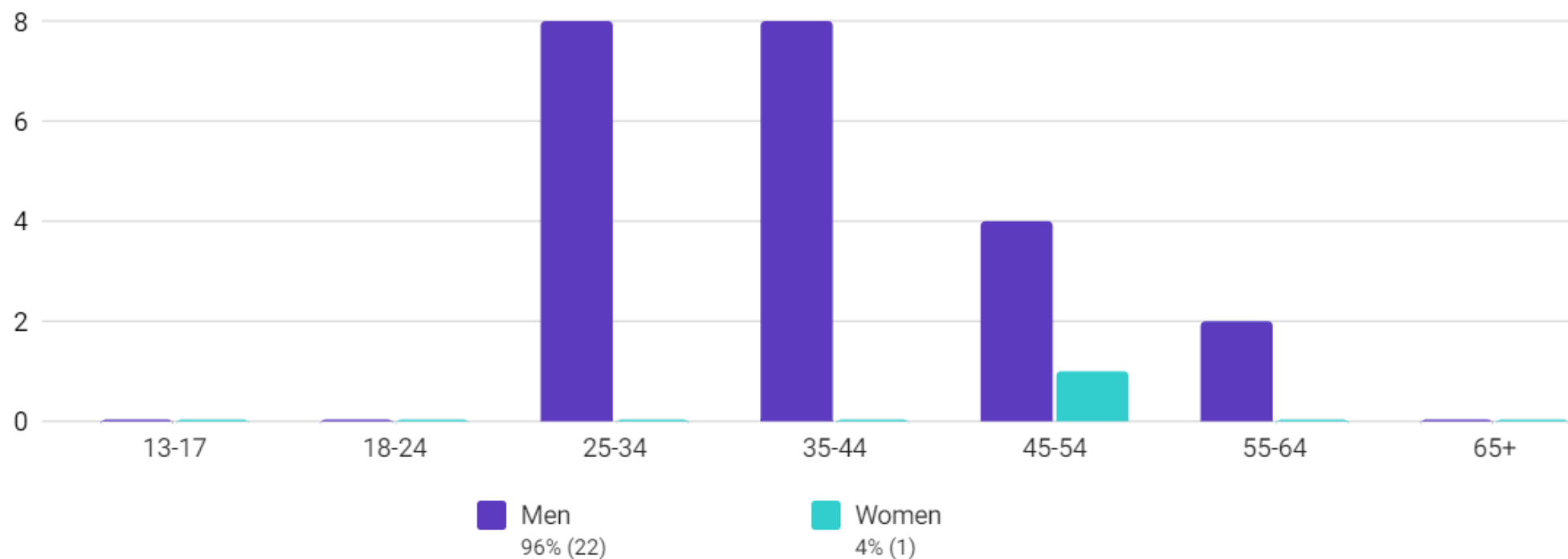
Share

Indicators	Result
Impressions	10,383
Reach	5,585
Engagement	160
Link Clicks	129
Leads	23

Campaign Duration 17 Oct 2023 – 21 Oct 2023

Data From Meta

Meta Ads Breakdown by Age and Gender



17 Oct 2023 – 21 Oct 2023
Data from Meta

Meta Ads Breakdown by Region



Region	Impressions	Reach	Engagement	Link Clicks	Leads Result
Aceh	379	180	5	5	0
Bali	159	78	7	6	1
Bengkulu	222	134	1	1	0
Jakarta	223	148	2	2	0
Jambi	256	228	10	10	2
Central Java	409	316	13	12	1
East Java	489	310	3	5	2
Papua	486	106	7	2	2
Jogjakarta	221	26	3	0	0
West Kalimantan	68	174	0	7	2

17 Oct – 21 Oct 2023

Data From Meta

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PERSADA**JCB**

THANK YOU

Dian Novtani

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