



## Social Media Metrics for Elements Athletics – July Report

Social Media Package: Beginner

Launch Date: June 15<sup>th</sup>, 2016

This Month's Report: July 2016

### High Level Results

We've had amazing results with the Facebook advertising. It's working even better than expected, driving many people to your website who are spending quality time browsing the site. You're also gaining new followers on Facebook in particular. Twitter and Instagram are also successful, but Facebook is driving the conversation.

### Social Media Overview

Twitter		Facebook	
Total Tweets	221	Actions on Page	15
Tweet Impressions	3911	Reached	54671
Impressions per Day	122.94	Engagement	4684
Profile Visits	40	Page Views	487
Clicks	11	New Page Likes	181
Retweets	3	Total Page Likes	739
Likes	36		
Replies	0	<b>Instagram</b>	
Mentions	13	New Posts	11
New Followers	16	Total Posts	21
Total Followers	39	Image Likes	458
Engagement rate	2.90%	Comments	7
		New Followers	33
		Total Followers	313

**Facebook** – The reach has been incredible this month. You've had exposure 54,671 times to people in the Brooklyn area—that's **up 151%**. There were 4,684 instances of engagement, **up 92%**. You've gained an additional **181** page likes. The ads have been really successful and are providing a great return on your investment.



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**Instagram** – Your engagement on Instagram is great. Though there were only 5 new posts this month, but you received **458** image likes, **224** higher than last month. Definitely keep posting spontaneous photos to mix in with the edited images that are posted. You gained 33 new followers.

**Twitter** – Everything is going well on Twitter. Tweet impressions grew by **1711** with an additional 44.36 impressions each day. You had an additional 9 clicks this month and 41 new followers. It's hard to compare it to the massive success of Facebook and the solid engagement on Instagram, but these numbers are still great for steady exposure and steadily building your base.

**Google+** – We're continuing to post on Google+ for your search engine optimization.

## Facebook Demographics

It's nice to keep an eye on the demographics of the people who are responding to you on Facebook. The highest percentage is 22-44yrs but we touched mostly 18-24yrs. Last month it was 36% women vs. 63% men, but this month the male engagement grew again to 68% men with just 31% women:

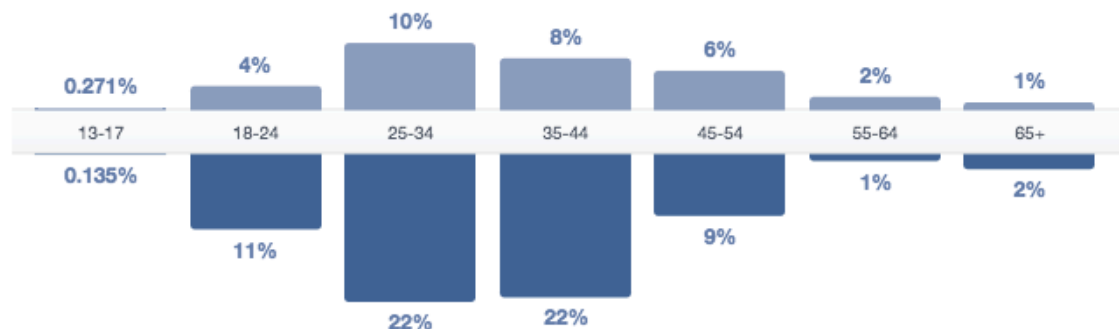
The people who like your Page

### Women

■ **31%**  
Your Fans

### Men

■ **68%**  
Your Fans





## Boosted Advertising

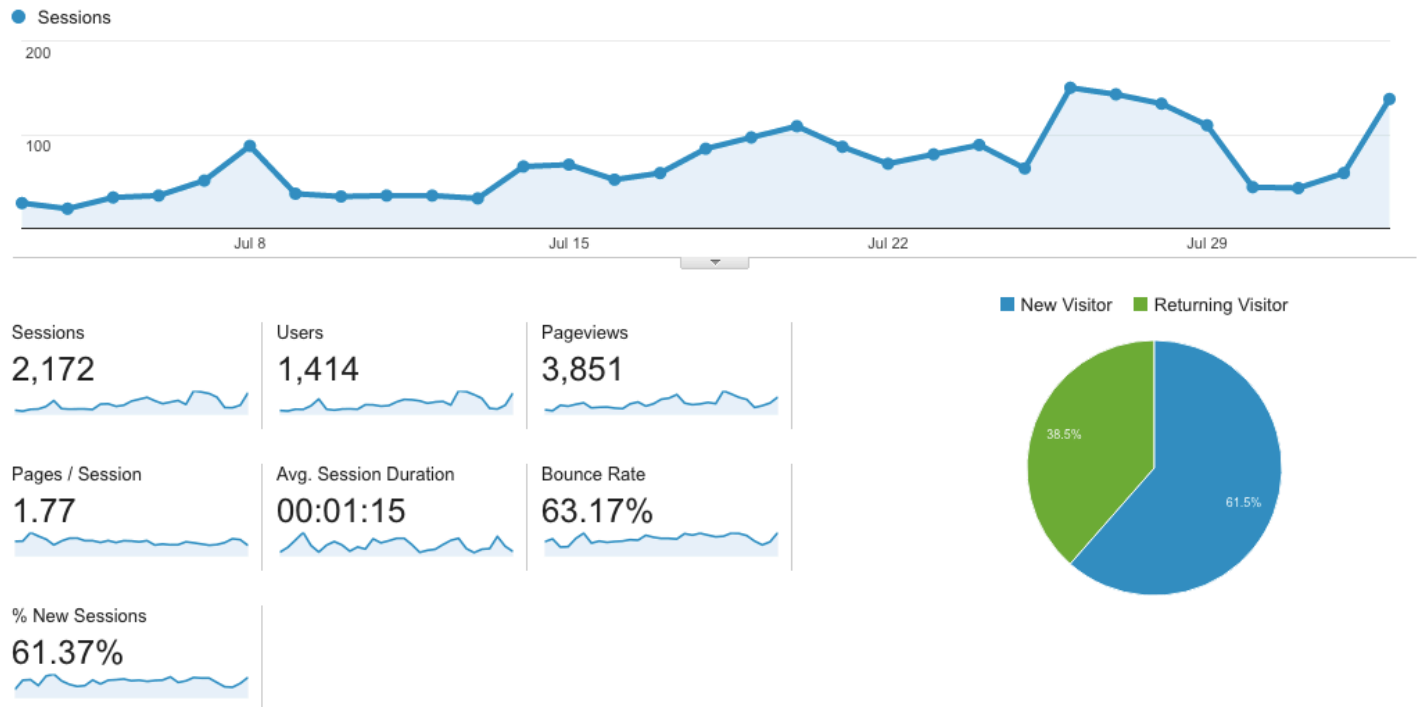
Visual	Result	Reach	Cost	Amount Spent
	167 Page Likes	4180	\$0.45	\$74.90
	479 Website Clicks	14,003	\$0.16	\$74.79
	754 Website Clicks	15987	\$0.13	\$95.62
	521 Website Clicks	11556	\$0.14	\$75.00

We took the statistics from the first ads in June and ran the most successful ads again. The response has been terrific with a high number of page likes and website clicks and very high visibility. There is still \$30 remaining for our 2<sup>nd</sup> month's add budget with the woman kicking ad running for the last stretch before we wrap up August 15<sup>th</sup>.



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## Website Snapshot



## Website Analytics

Website		Acquisition	
Sessions	2080	Organic	611
Users	1339	Social	715
Pageviews	3749	Direct	772
Pages	1.8	Referral	
Avg. Session	0:01:17		
Bounce Rate	61.97%	Facebook	654
New Sessions	60.19%	Yelp	45
Returning Visitors	826	Instagram	16
New Visitors	1254		



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These numbers are terrific and have continued to grow. Since last month, sessions increased by **1152** with 599 new visitors and 553 returning visitors. Pageviews increased by **1677**. The traffic has come from an additional 313 organic users, 451 additional direct users, and 503 more users from social media than last month for a total of 715. That was 497 additional users from Facebook and 9 more from Instagram than last month.

### Noteworthy

We've highlighted several noteworthy highlights throughout the metrics, with the numbers on both Facebook and the website traffic being excellent. You've continued to receive a little bit of traffic from Yelp, but just 45 users. Facebook is definitely where your target audience is located and where you're receiving quality engagement.