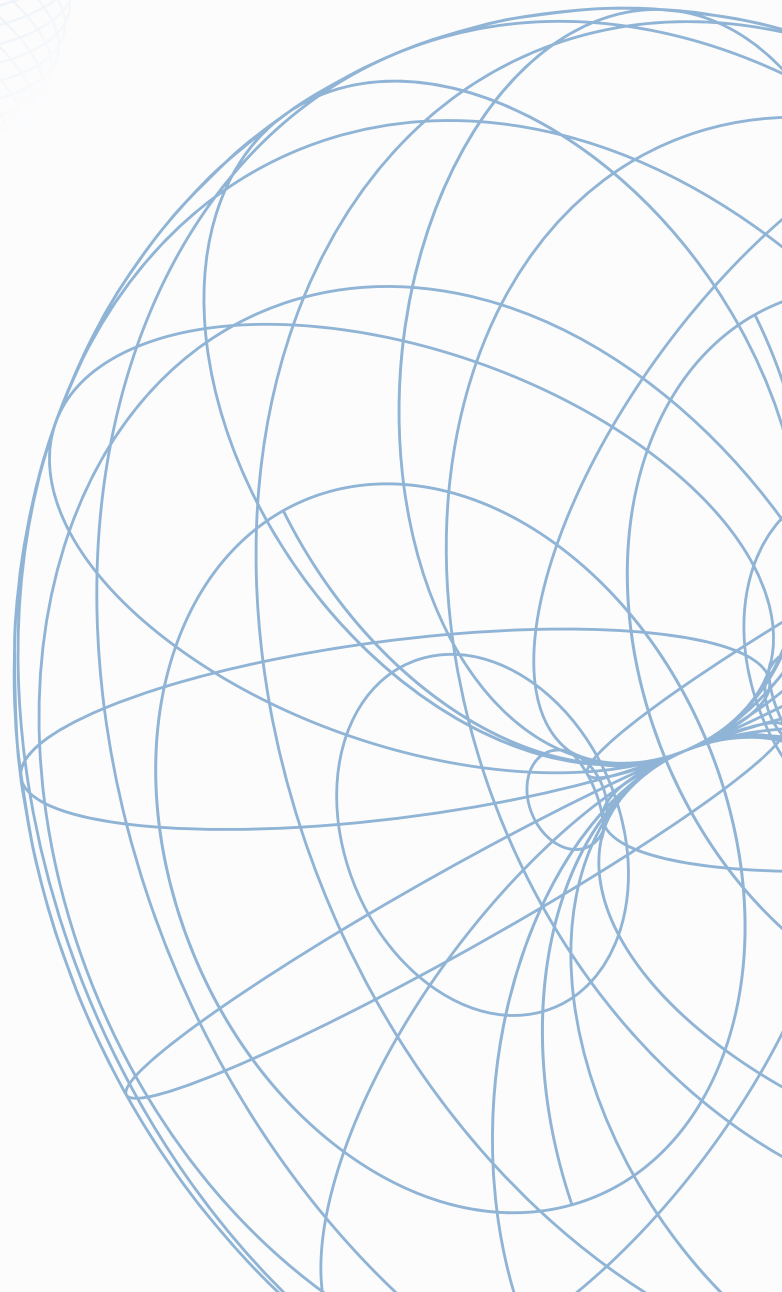




SOCIAL METRICS

60 DAY REPORT

PRESENTED TO
Matisse 167



MATISSE 167

INSTAGRAM AT A GLANCE AFTER MONTH 1

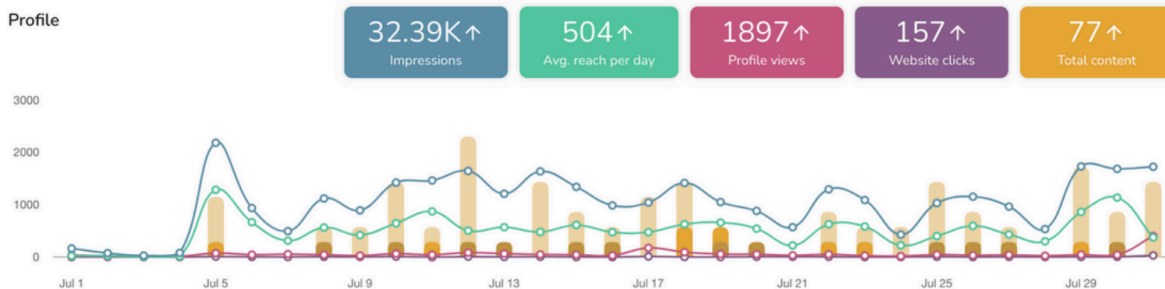
AFTER MONTH ONE:



Impressions: The number of times your content, whether a post or a story, was shown to users, total number of times your content could have been seen.

Reach: The number of unique users that saw your Instagram post or story on any given day.

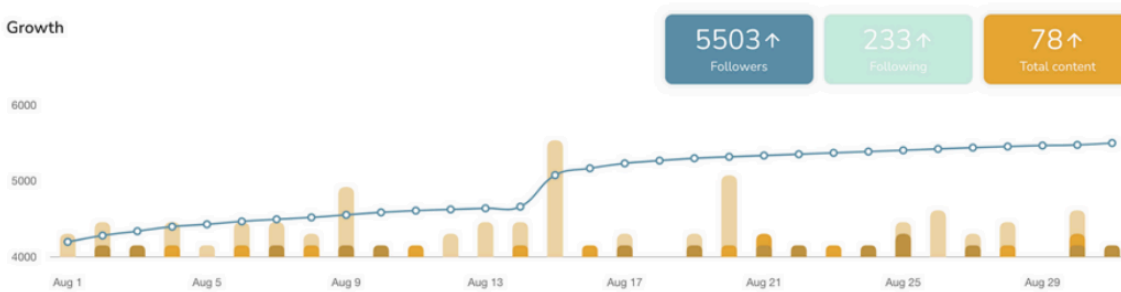
AFTER MONTH ONE:



MATISSE 167

INSTAGRAM AT A GLANCE AFTER MONTH 2

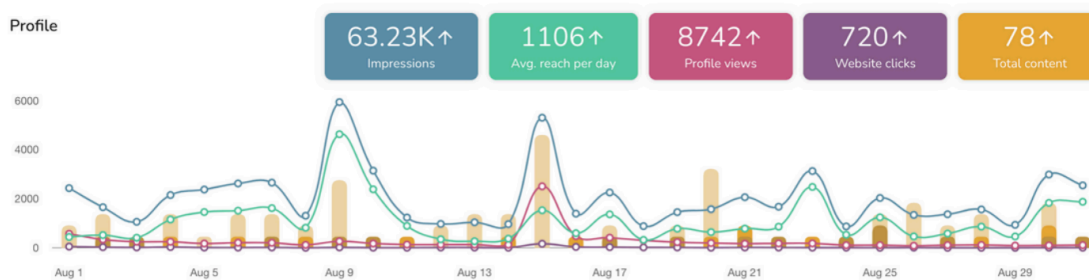
AFTER MONTH TWO:



Impressions: *The number of times your content, whether a post or a story, was shown to users, total number of times your content could have been seen.*

Reach: *The number of unique users that saw your Instagram post or story on any given day.*

AFTER MONTH TWO:



Website clicks grew by 563 and profile views grew by 6,845. Instagram followers grew by 1494.

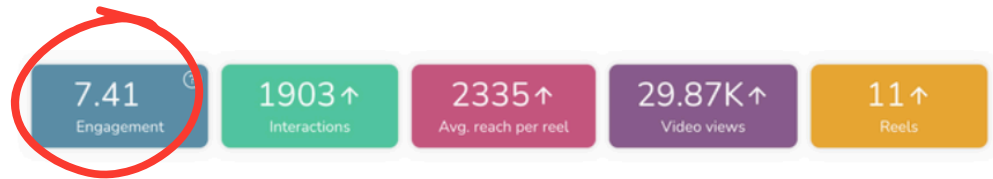
Tracking profile visits and website clicks indicate that the content is engaging and appealing enough to prompt users to learn more about the business!

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INSTAGRAM AT A GLANCE

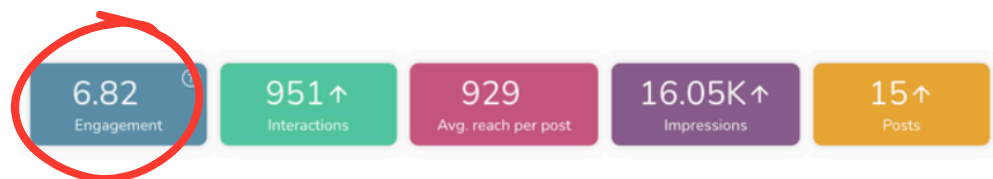
Reels:

Organic Summary



Posts:

Organic Summary



INDUSTRY AVERAGE ENGAGEMENT RATES ARE BETWEEN 1-3%

Engagement: A metric that measures how users interact with your content on Instagram. It includes any action a follower takes on your profile or in response to a post, such as likes, comments, shares, and saves. Engagement also takes into account your follower count and can sometimes include impressions.

KEY TAKEAWAYS

1

INSTAGRAM FOLLOWING GREW BY OVER 1400 FOLLOWERS IN 60 DAYS ORGANICALLY.

SIMILAR ACCOUNTS HAVE REPORTED IT TAKING 3-5 MONTHS TO EXCEED 1000 FOLLOWERS.

2

POST ENGAGEMENT RATE WAS CONSISTENTLY ABOVE 5%.

INDUSTRY AVERAGE IS BETWEEN 1-3%.

3

WEB TRAFFIC TO RESERVATION LINK INCREASED DRASTICALLY, REPORTING OVER 800 CLICKS GENERATED ORGANICALLY.

INCREASING WEB TRAFFIC & RESERVATIONS WAS CRUCIAL FOR THIS CLIENTS GOALS.

QUESTIONS? CONTACT US.



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