



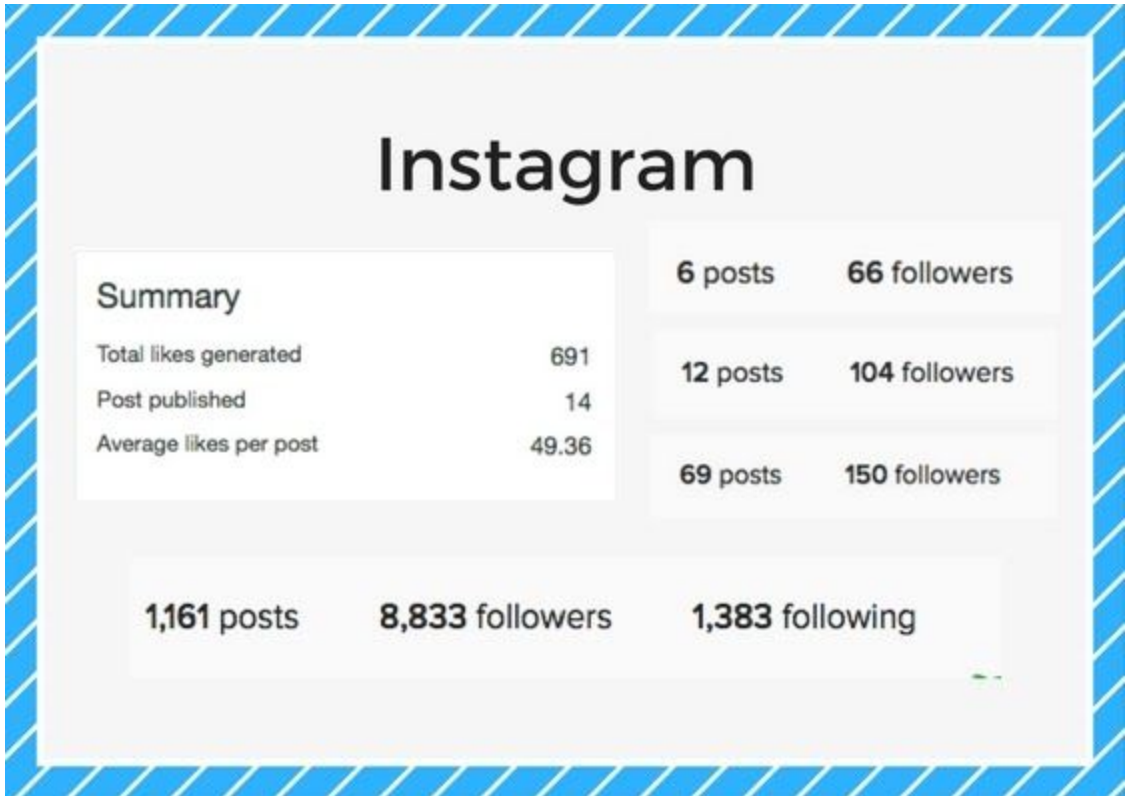
Organic Social Media Results

International Fishing Tackle and Bait Client - Organic work only

Daily posts
Daily following
Daily Engagement



These results were for a client who wanted to direct Facebook traffic to their landing page and collect opt ins. We were able to send 5,389 new prospects to their page.



This image is from a series of my Instagram clients. It displays follower growth over a short period of time and a longer period of time at the bottom with a clients large following.

Gadhouse (Facebook 30 Days)

Gadhouse sells Brad vintage record players that are compatible with Bluetooth. They already had a well established online brand and wanted to maintain this as well as drive traffic to their websites and increase ROI.

In about a month - via some ads, boosted posts and daily posts, we've helped them increase their total fans by 215.

The client provides us with their own images and we come up with the captions and hashtags as well as post them at the best times of the day based on the target audience in order to grow reach, engagement and shares.

Total Page Likes as of Today: 13,977



THIS WEEK

162,615
Post Reach

341
Post Engagement

13
Shop Now

8
Website Clicks

1 of 1
Response Rate

1 hour
Response Time

Last 28 days ▾

Export

Actions on Page

17 June – 14 July

42

Total actions on Page ▲0%



People

17 June – 14 July

Men 18-24

Largest audience (25%)

Mobile devices

Most common device (63%)

Page Views

17 June – 14 July

937

Total Page views ▲55%



Page Likes

17 June – 14 July

244

Page likes ▲114%



Reach

17 June – 14 July

166,456

People reached ▲3,625%

2,607

Post engagement ▲16%

Videos

17 June – 14 July

215

Total video views ▲27%



Published	Post	Type	Targeting	Reach	Engagement	Promote
19/06/2016 10:30	 #SundayFunday = listening to our favorite tunes. #WhatsSpinnin			16.1K 	125 524 	Boost post
19/04/2016 06:11	 Oldie but goodies. #gadhouse #brad #recordplayer #vinylrecord			1.7K 	86 20 	Boost post
27/04/2016 14:25	 We found an article about the best vinyl albums (according to ra			1.5K 	23 7 	Boost post
30/05/2016 11:03	 A little old meets a little new. #MeetBrad #Vinyl #WhatsSpinning			1.3K 	46 22 	Boost post
04/05/2016 16:12	 Today in #vinylrockhit column we listen «(I Can't Get No) Satisfacti			1.3K 	29 9 	Boost post
01/05/2016 13:34	 GADHOUSE At Gadhouse our design philosophy is to take the b			1.3K 	38 2 	Boost post
09/05/2016 21:17	 Love never dies, Vinyl also! #gadhouse #brad #recordplayer #vi			1.3K 	33 15 	Boost post
13/05/2016 10:53	 RADIOHEAD : NO ALARM, NO SURPRISE BUT NOT SILENT			1.3K 	82 47 	Boost post
21/05/2016 09:24	 "Biggie Biggie Biggie can't you see Sometimes your words just h			1.3K 	64 22 	Boost post
07/05/2016 16:11	 Take a pic with your vinyl records collection, use the hashtag #ga			1.2K 	38 8 	Boost post
23/05/2016 11:15	 Looking for a few good tunes for #Brad to play. Purchase any goo			1.2K 	41 10 	Boost post
30/04/2016 12:32	 Take a pic with our Brad recorder, use the hashtag #gadhouse a			1.2K 	37 5 	Boost post
22/05/2016 12:15	 Exactly how we love to spend our Sunday's. #SundayFunday #G			1.2K 	37 11 	Boost post
08/05/2016 16:33	 Add A Retro Touch To Your Decor! #gadhouse #brad #vinylphoto			1.2K 	23 8 	Boost post

Kitchen Visions

Kitchen Visions had a small social media marketing budget of \$100/month and wanted to grow their brand and drive some traffic from Facebook to their website.

We created a facebook page, and with a limited ad campaign budget (.80cents / like) we were able to help them grow their followers to about 7 new ones each week.

In less than 3 weeks, they had a new customer walking into their store and mentioned that they found them via facebook.

We are still helping this company grow their fans and online website traffic through our social media management plan on a limited budget. They started with 141 local followers.



Luxtreaux

Luxtreaux is a clothing brand company in New York. They wanted to increase their engagement, branding, traffic and reach to help their business grow using social media. The strategy is to post beautiful images, artwork and fan creations. With a combination of boosted posts and organic posts, Luxtreaux is able to steadily increase their page likes, traffic, reach and engagement.

Total Page Likes as of Today: 1,470



THIS WEEK

9,939

Post Reach

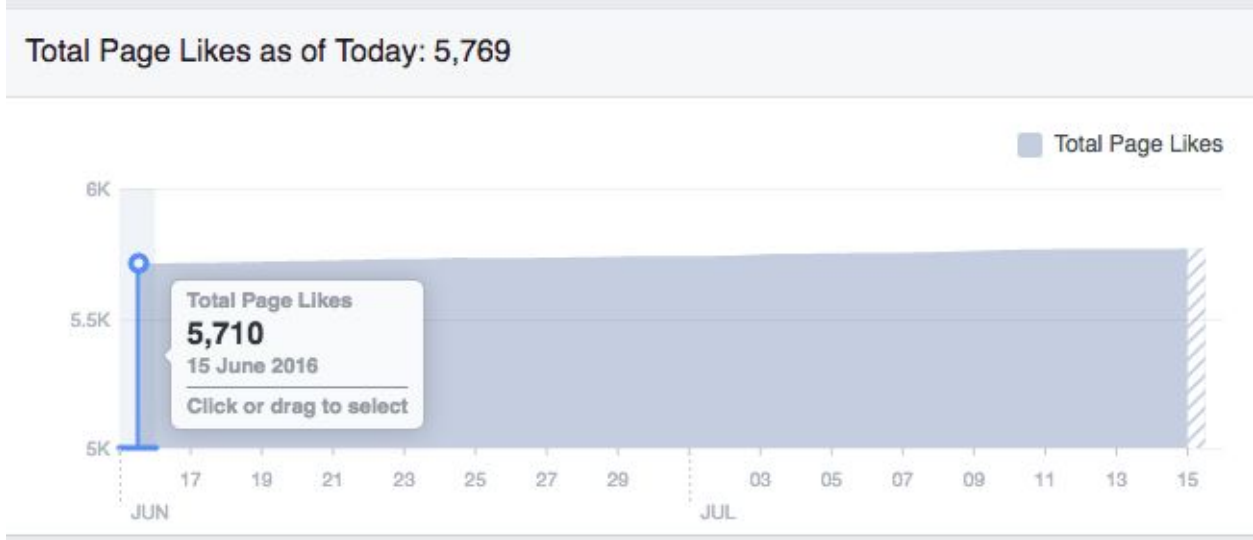
450

Post Engagement

Low Carb Canada

Low Carb Canada is a well established brand who wanted to grow their online presence, increase their reach, grow their fan base as well as increase their ROI through social media marketing.

By posting popular content and boosting some popular posts, Low Carb Canada was able to grow their likes, traffic, engagement and reach.



Page like increase = **59 likes** this month without ad spend

Facebook Advertising

*Results are based on the client's budget, goals, target audience and competition

343 Website Clicks	9,554	\$0.24 Per Website Click	\$83.99
22 Page Likes	454	\$0.99 Per Page Like	\$21.73
21 Page Likes	725	\$0.96 Per Page Like	\$20.26
3 Page Likes	52	\$1.00 Per Page Like	\$2.99
4 Page Likes	35	\$0.75 Per Page Like	\$2.99
1 Page Like	69	\$2.99 Per Page Like	\$2.99
4 Page Likes	53	\$0.75 Per Page Like	\$2.99
2 Page Likes	55	\$1.50 Per Page Like	\$2.99
1 Page Like	44	\$2.85 Per Page Like	\$2.85
22 Page Likes	475	\$0.65 Per Page Like	\$14.30

Published	Post	Type	Targeting	Reach	Engagement
03/07/2016 20:13	 Huge July 4th Sale			5.5K 	117 56 
27/05/2016 01:04	 Save Huge Now!			4.9K 	77 15 
30/06/2016 20:33	 Canada Day Sale - 1 Day ONLY			2.5K 	31 16 
02/06/2016 21:20	 Which one is your favourite of these 23 Super Satisfying Low-Ca			1.9K 	88 21 
18/06/2016 13:10	 Did you know: Ketosis is a normal metabolic flow or process, wh			1.8K 	65 17 
16/06/2016 13:48	 Low Carb Canada Now Hiring Warehouse Associates! Due to ex			1.7K 	80 26 
04/06/2016 20:00	 We all know this low carb diet too well...			1.5K 	37 42 
30/06/2016 20:00	 "This was the result of my first 30 days using Thinslim! I lost 19 l			1.4K 	79 11 
27/04/2016 15:57	 Just got one of our employee's cars wrapped today! Looks amazi			1.4K 	52 11 
29/04/2016 18:12	 Check out our most recent newsletter!			1.4K 	73 18 
20/04/2016 17:12	 We're getting one of our employee's cars wrapped this week. Th			1.3K 	59 5 
22/04/2016 13:41	 Try Zeroodle low carb noodles in your favorite dishes! Zeroodle is			1.2K 	69 13 
05/07/2016 16:45	 A Delicious and simple Zeroodle Black Bean Spaghetti Recipe 1.			1.2K 	24 6 
13/05/2016 17:28	 We have just the right products for your weekend barbeque #su			1.2K 	44 6 

Crestify Canada

(Small Canadian T-Shirt Company)

Goals:

- Create a Facebook Page
- Gain Likes and Fans
- Get More Traffic to the Website

Budget: \$100/month

Likes

We went from 0 fans to 78 fans in 1 month which is great!

Organic Likes = 56

Paid Likes = 22 (Facebook ad promoting the page @ .65c/like)

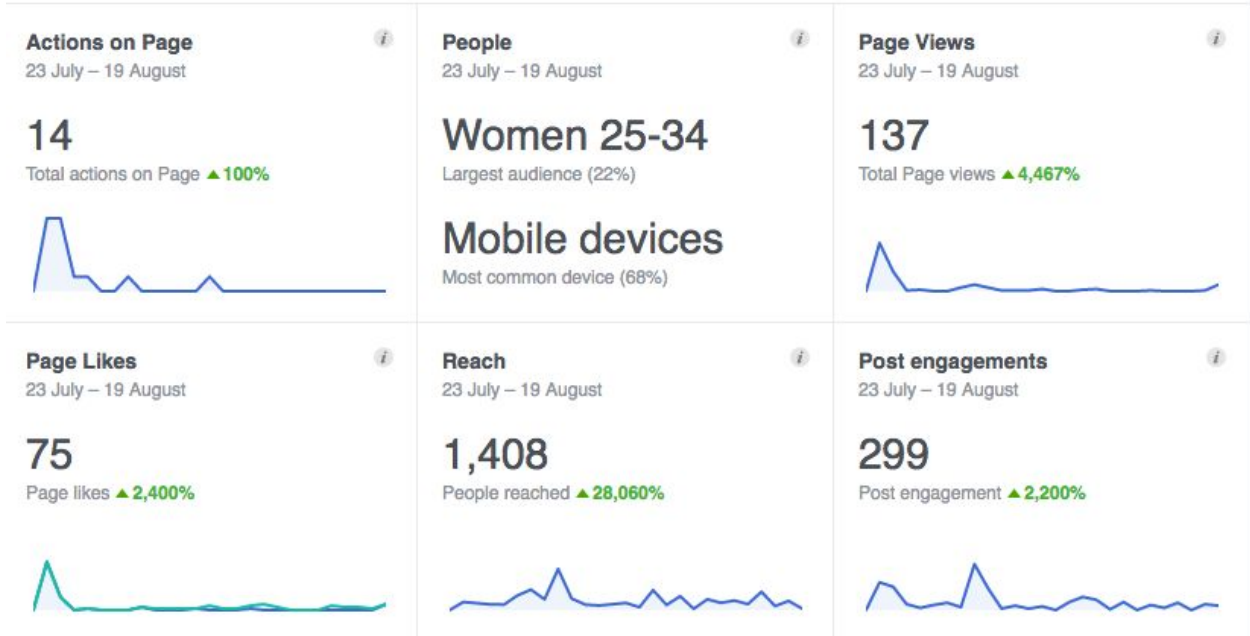
22 Page Likes	475	\$0.65 Per Page Like	\$14.30
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Page summary Last 28 days ↕

[Export Data](#)

Results from 24 July 2016 – 20 August 2016

■ Organic ■ Paid



Now when you type in Crestify Canada, your Facebook Page appears **#1** in Google



crestify canada



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About 401 results (0.40 seconds)


Crestify Canada - About | Facebook

<https://www.facebook.com/Crestify-Canada-280745948957295/info> ▾

Crestify Canada. 2 likes · 2 talking about this. Canadiana designs, apparel and accessories for women, men, kids and babies. Wear your Canadian clothing...

Post Engagement/Reach:

Reach and engagement improvements for a local cat groomer

Published	Post	Type	Targeting	Reach	Engagement	Promote
01/08/2016 03:02	 Does this shrub art look familiar? Made by Trevor Relitz from beau			237 	27 16 	Boost post
29/07/2016 19:35	 Helloooooo weekend			177 	4 13 	Boost post
08/08/2016 15:20	 Top 10 reasons why Canada is a wesome http://ow.ly/sVFf302QH			118 	3 4 	Boost post
16/08/2016 12:05	 Clothing and accessories made by Canadians, for Canadians... h			90 	3 5 	Boost post
12/08/2016 09:25	 Keep it up Canada! #Rio2016			84 	4 5 	Boost post
10/08/2016 12:02	 Birthday coming up? Check out our Kids & Babies Canadiana CI			76 	6 4 	Boost post
14/08/2016 12:01	 Meanwhile in Canada....			71 	2 3 	Boost post
31/07/2016 19:35	 Our Screaming Beaver Baby on esies are now in blue, pink, gree			66 	4 5 	Boost post
06/08/2016 13:20	 The truth			58 	3 4 	Boost post
18/08/2016 10:58	 Don't miss the final tonight at 9:3 0 ET! http://olympic.ca/2016/08/1			52 	1 2 	Boost post
04/08/2016 20:01	 We think it's time for a new iPho ne case http://ow.ly/h9iR302QG			50 	1 4 	Boost post
02/08/2016 19:35	 12 Must-Have Items for Your Ne xt Canadian Road Trip http://ow.l			50 	10 3 	Boost post
25/07/2016 13:30	 Simply Cariboutiful http://ow.ly/Y7gT302zXOD			46 	5 3 	Boost post
27/07/2016 20:05	 A truly Canadian clothing hanger			42 	3 2 	Boost post



































On a small budget, this local kitchen company was able to grow their followers 35+ and get some more engagement, over 150 new web visitors and reached over 5,000 targeted customers.

Local Cat Groomer

With organic posts, a few contests and follower growth, we helped our client grow their followers, traffic and engagement rates.



	Did you find your cat or did they find you?!			438	
	Here's looking at you Freya!			206	
	Why yes...I am ready for the cat spa!			386	
	Starting grooming early makes it a lifelong			401	
	Today we had a new visitor. "Ron Swanson"			328	
	Cat hair flurries in the forecast? Nonsense! Get			218	
	Congratulations to Kathleen Malley and			4.9K	
	Just thought I would share a quick slideshow			313	

* There are many more clients that I have helped that cannot be listed because of privacy or NDA clauses.

Please contact Lark@ProfitParrot.com if you have any questions about services or pricing.