

## Stephanie Reed Communications

### Case study: Facebook and Twitter growth for UK-based tour operator

**24<sup>th</sup> August 2018**

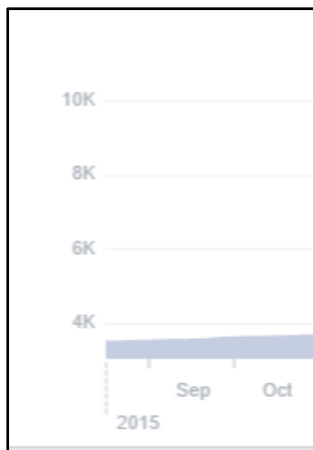
#### **Brief overview of activity**

I have been managing a UK tour operator's Facebook and Twitter channels since November 2015 and my activity involves sharing five to seven posts a week, answering all customer questions/comments every day, growing follower numbers, setting up and running Facebook advertising, including pixel advertising that demonstrates sales.

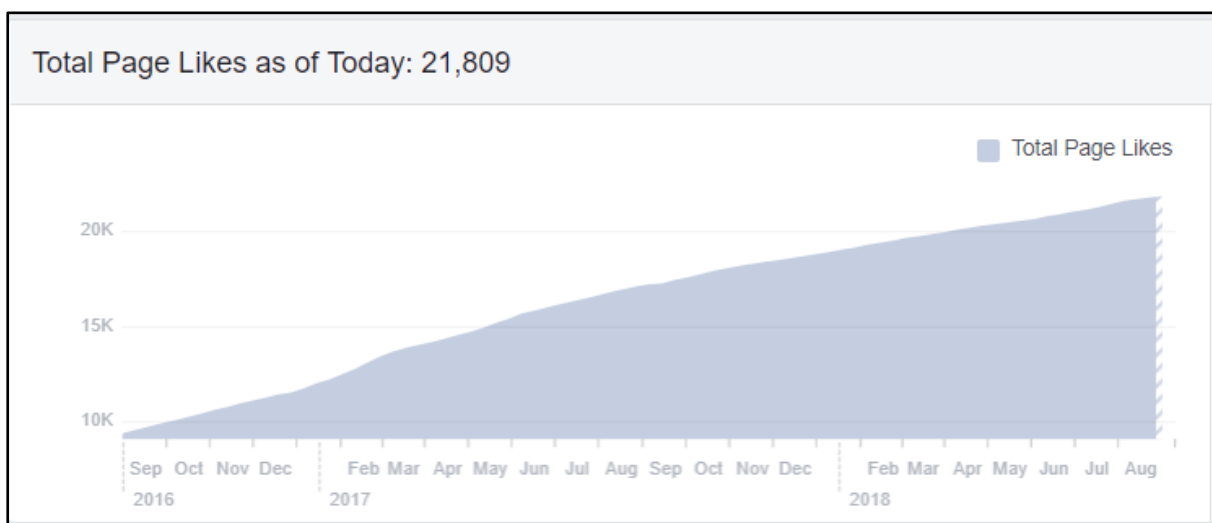
#### **Facebook growth**

##### **Page likes**

Total Facebook page likes at the end of October 2015: **3,000** (demonstrated in chart below)

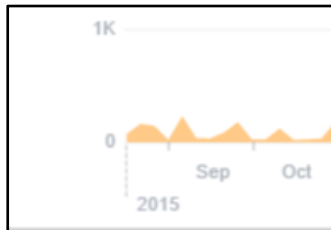


Total Facebook page likes currently (as of 24<sup>th</sup> August 2018): **21,809** (chart below). Therefore, I have grown the total page likes by almost **20,000** since November 2015.

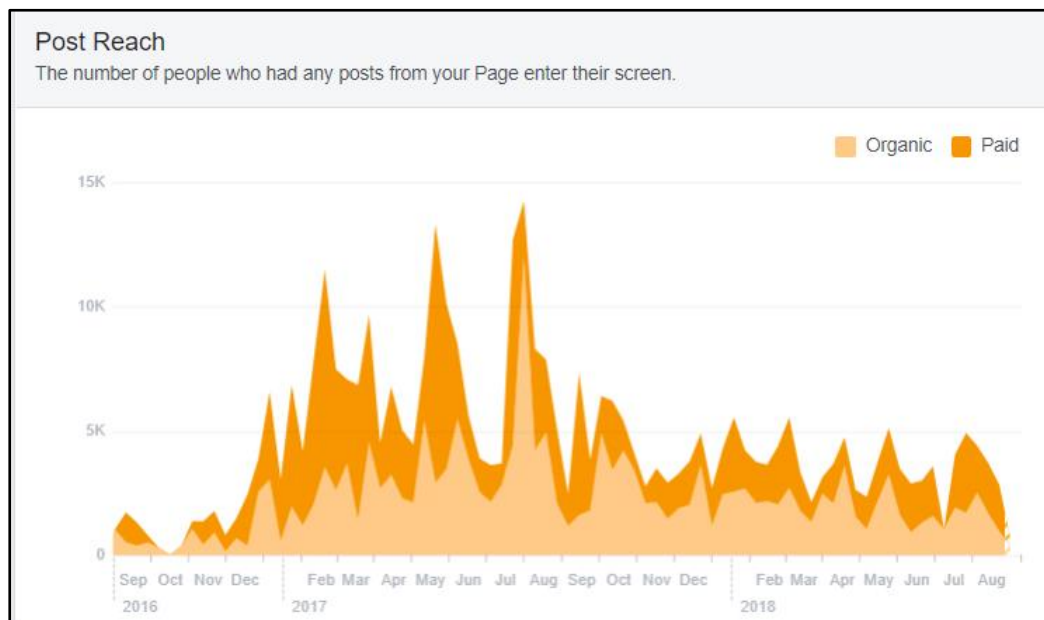


## Post reach

Facebook posts during September and October 2015 reached a very small audience: **less than 100 per post** (demonstrated in chart below)

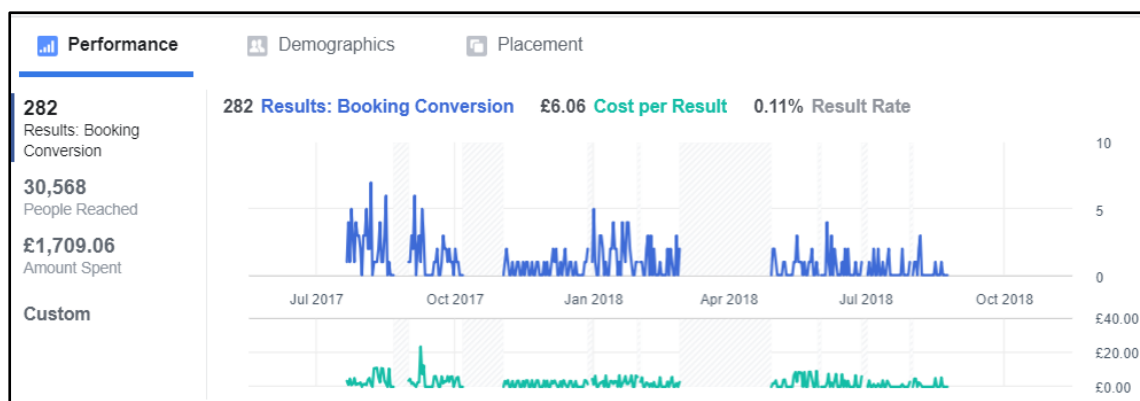


Nowadays, each Facebook post reaches around **5,000** people on average, with some posts even reaching **12,000** people organically (chart below):

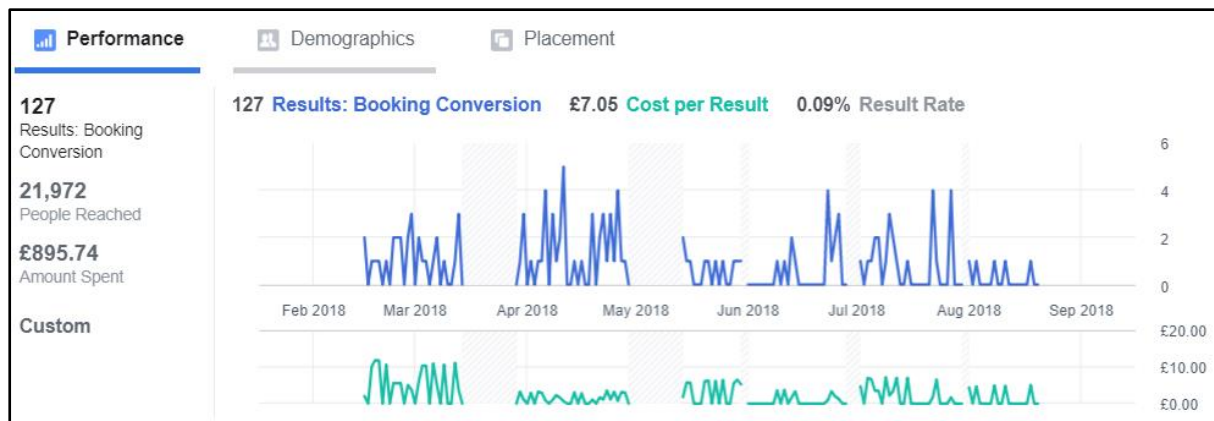


## Advertising

I run pixel advertising on Facebook to help generate sales. These perform exceptionally well for a modest budget. For example, one advert has **generated 282 holiday bookings** and reached 30,568 people on a spend of £1,709 so far:



And another pixel advert has **generated 127 holiday bookings** and reached almost 22,000 people on a spend of £895 so far:



### Twitter growth

I began managing this client's Twitter channel in November 2015. I have grown the followers by around 4,000 since this time. Average monthly Twitter impressions and profile visits have rapidly grown, too. For example, 2,963 tweet impressions and 367 profile visits were generated in October 2015 compared to 104,000 tweet impressions and 6,469 profile visits generated in April 2017:

OCT 2015 SUMMARY	
Tweets	Tweet impressions
4	2,963
Profile visits	Mentions
367	7
New followers	
7	

APR 2017 SUMMARY	
Tweets	Tweet impressions
49	104K
Profile visits	Mentions
6,469	22
New followers	
54	

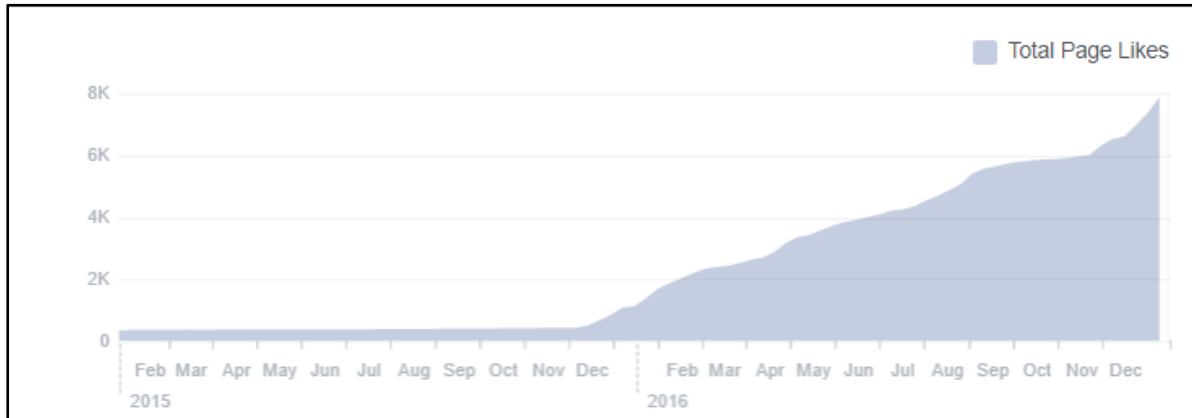
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### Case study: Travel client's Facebook and Twitter growth in 2016 compared to 2015

#### Facebook

I began managing a tour operator's Facebook page in December 2015. The following graphs demonstrate the Facebook page growth in 2016 compared to 2015 in terms of page likes, post reach, audience reactions, comments and shares, and overall page reach.

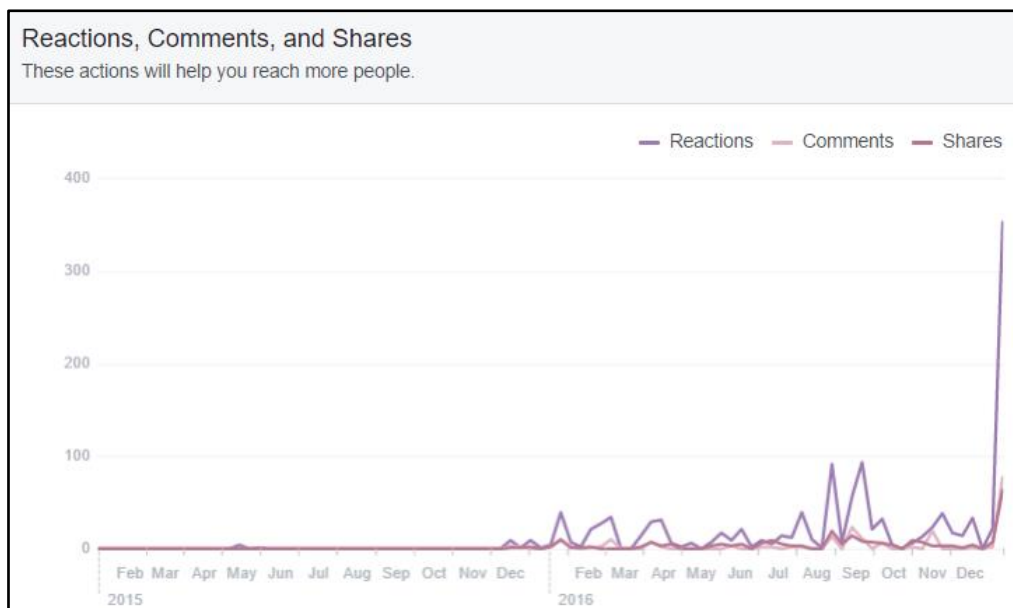
**Page likes increased by around 8,000 in 2016:**



The following graph shows the number of people my client's Facebook posts reached in 2016 compared to 2015, **with individual posts in 2016 reaching up to 15,000 people and the reach increasingly over the year:**



The following graph shows the number of audience reactions, comments and shares on my client's posts in 2016 compared to 2015, **with individual posts in 2016 generating up to close to 400 reactions each:**



The following graph shows the total reach of my client's Facebook page in 2016 compared to 2015, **with the page reaching up to more than 20,000 people in total per day towards the end of 2016:**



**The most successful Facebook post shared on behalf of my client in 2016, reached 26,000 people and generated 641 reactions, comments and shares.**

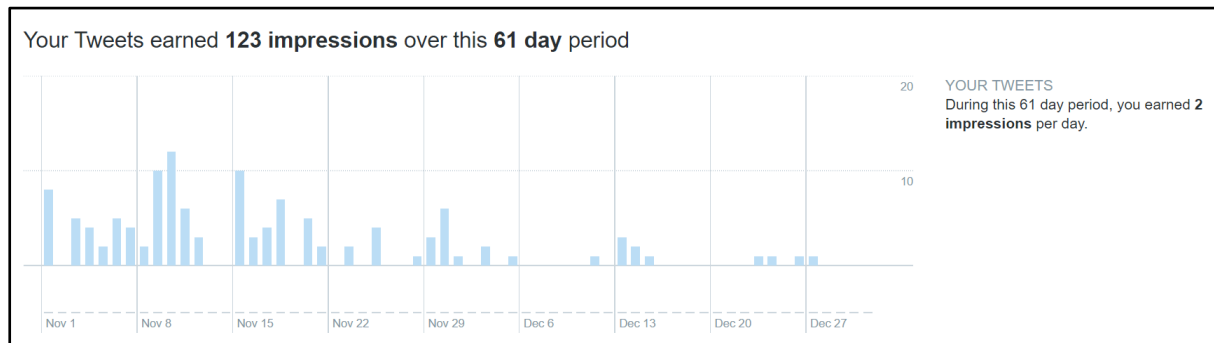
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## Twitter

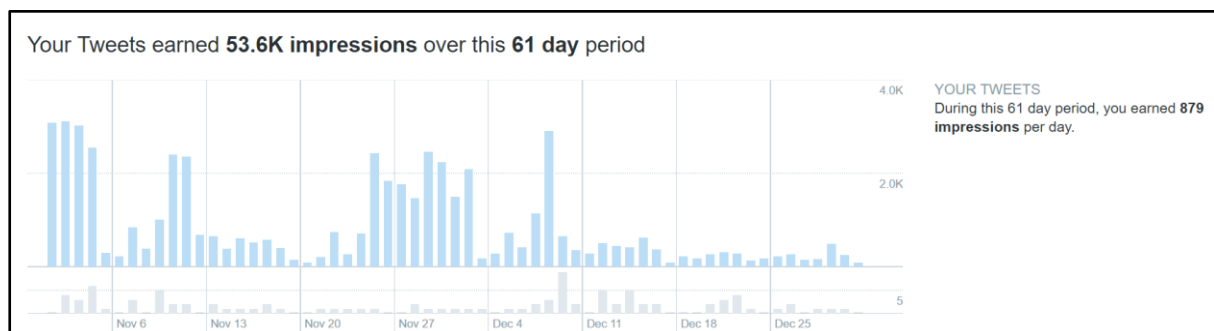
I began managing this client's Twitter page in February 2016, **increasing followers by around 1,000 by the end of 2016.**

The following graphs provide a snapshot of my client's tweet impressions in November and December 2015 compared to the same time months in 2016, **with my client's tweets earning 53.6K impressions during this time in 2016, compared to only 123 impressions in 2015:**

### 2015



### 2016



The following statistics compare tweet impressions, profile visits, mentions and new followers in October 2015 compared to in October 2016, demonstrating the high increase in audience reach and engagement. For example, **my client's Twitter profile received 67 visits in October 2015, compared to 3,490 visits during the same month in 2016:**

OCT 2015 SUMMARY			
Tweet impressions		Profile visits	
89		67	
Mentions		New followers	
2		-	

OCT 2016 SUMMARY			
Tweets		Tweet impressions	
79		71.1K	
Profile visits		Mentions	
3,490		19	
New followers			
99			

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### Case study: Beauty client's social media growth in 2016 compared to 2015

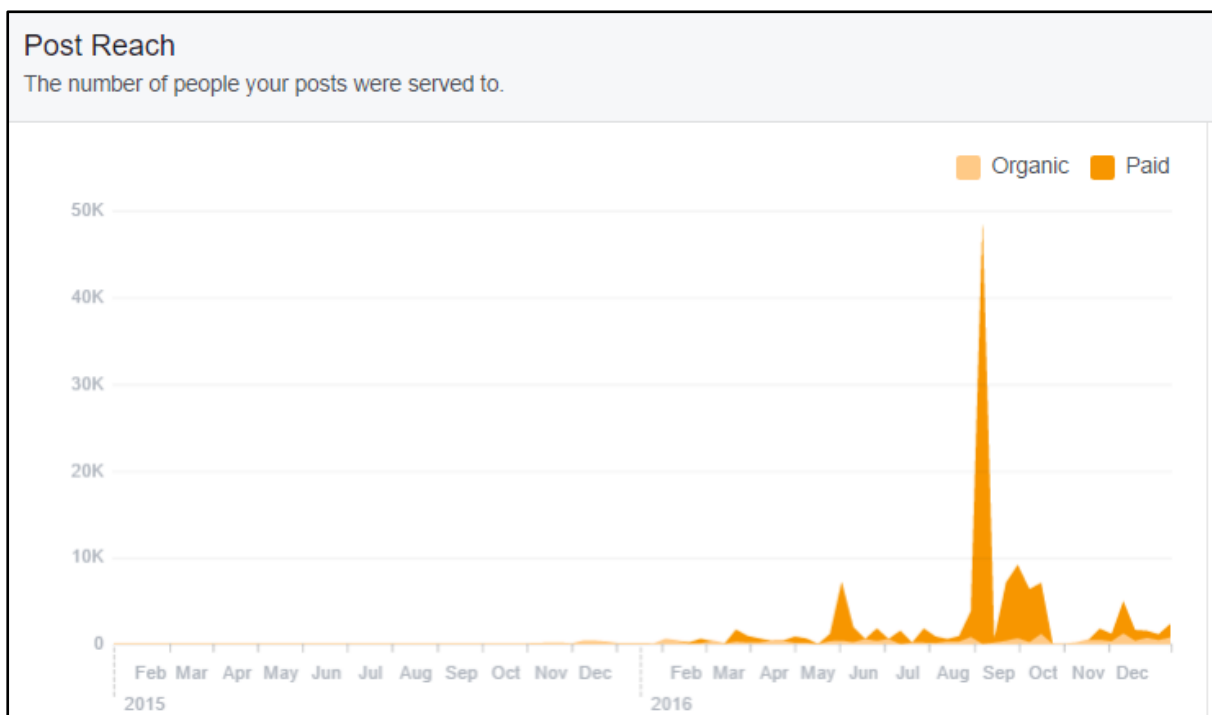
#### Facebook

I began managing a skincare beauty brand's Facebook page in December 2015. The following graphs demonstrate the Facebook page growth in 2016 compared to 2015 in terms of page likes, post reach, audience reactions, comments and shares, and overall page reach.

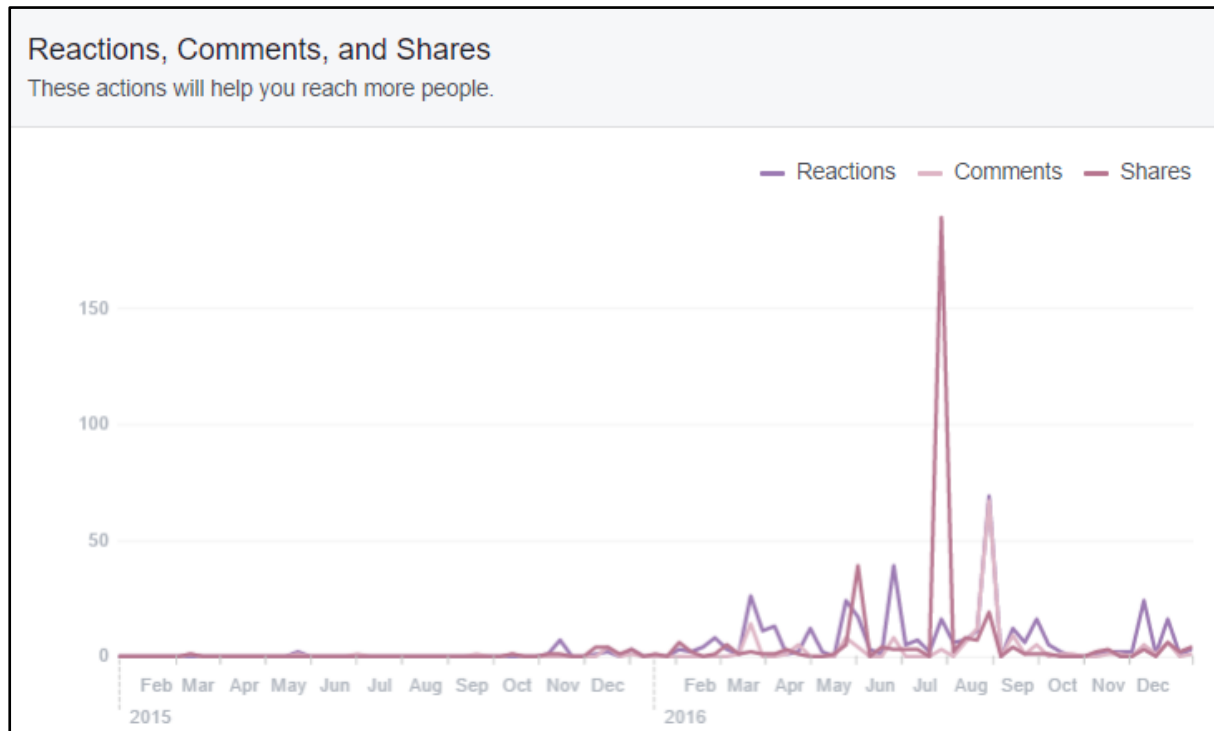
**Page likes increased by around 7,000 in 2016:**



The following graph shows the number of people my client's Facebook posts reached in 2016 compared to 2015, **with individual posts in 2016 reaching up to close to 50,000 people:**



The following graph shows the number of audience reactions, comments and shares of my client's posts in 2016 compared to 2015, **with individual posts in 2016 generating up to more than 150 shares**:



The following graph shows the total reach of my client's Facebook page in 2016 compared to 2015, **with the page reaching up to more than 40,000 people in total per day in 2016**:



**The most successful Facebook post shared on behalf of my client in 2016, reached 24,580 people, generated 10,116 video views and 436 reactions, comments and shares.**

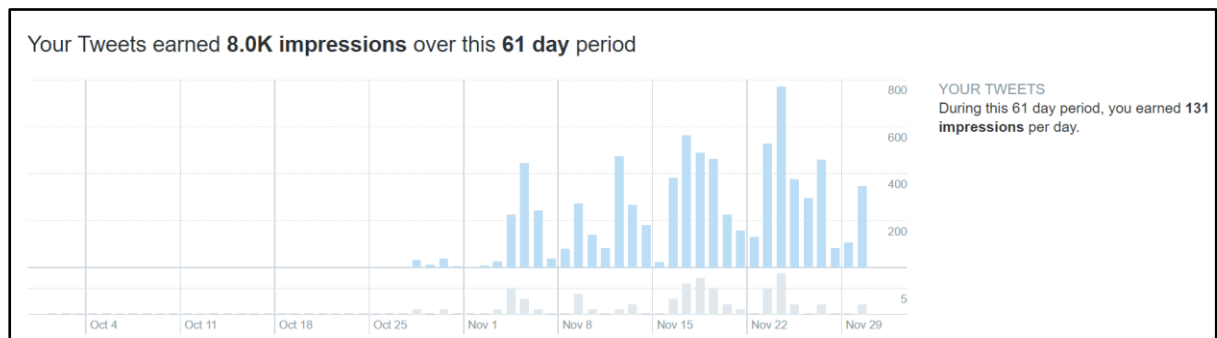
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## Twitter

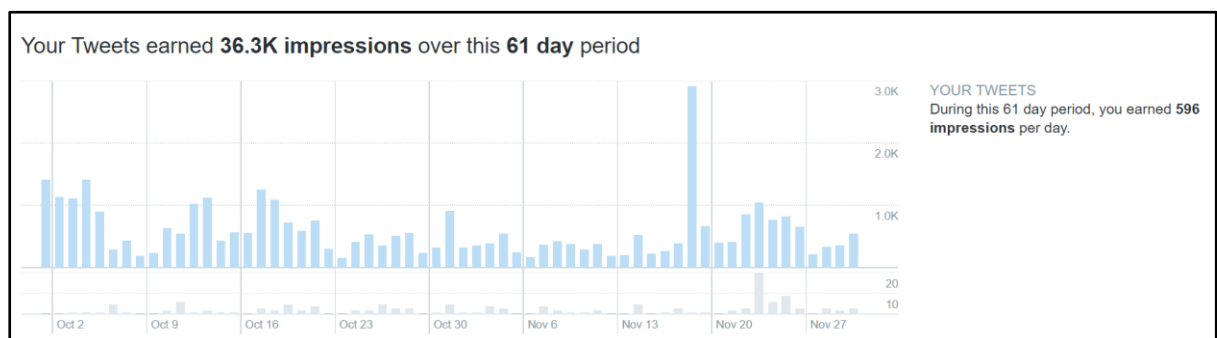
I began managing this client's Twitter page in December 2015, **increasing followers by around 1,000 by the end of 2016.**

The following graphs provide a snapshot of my client's tweet impressions in October and November 2015 compared to the same time months in 2016, **with my client's tweets earning 36.3K impressions during this time in 2016, compared to 8.0K impressions in 2015:**

### 2015



### 2016



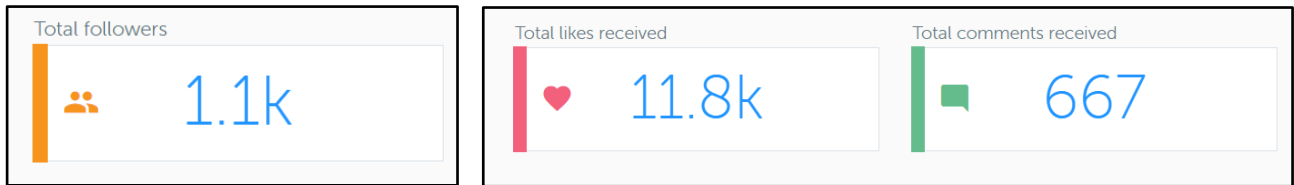
The following statistics compare tweet impressions, profile visits, mentions and new followers in October 2015 compared to in October 2016, demonstrating the high increase in audience reach and engagement. For example, **my client's Twitter profile received 189 visits in October 2015, compared to 1,219 visits during the same month in 2016:**

OCT 2015 SUMMARY			
Tweets	Tweet impressions		
2	91		
Profile visits	Mentions		
189	3		
New followers			
-			

OCT 2016 SUMMARY			
Tweets	Tweet impressions		
59	20.7K		
Profile visits	Mentions		
1,219	20		
New followers			
39			

## Instagram

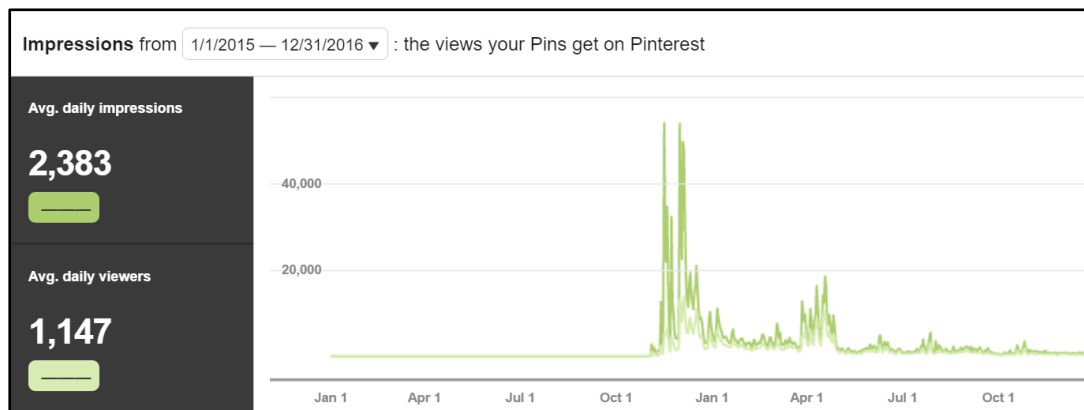
I started managing my client's Instagram page in December 2015, setting it up from scratch. **By the end of 2016, it had over 1,000 followers and posts had received 11.8K likes and 667 comments:**



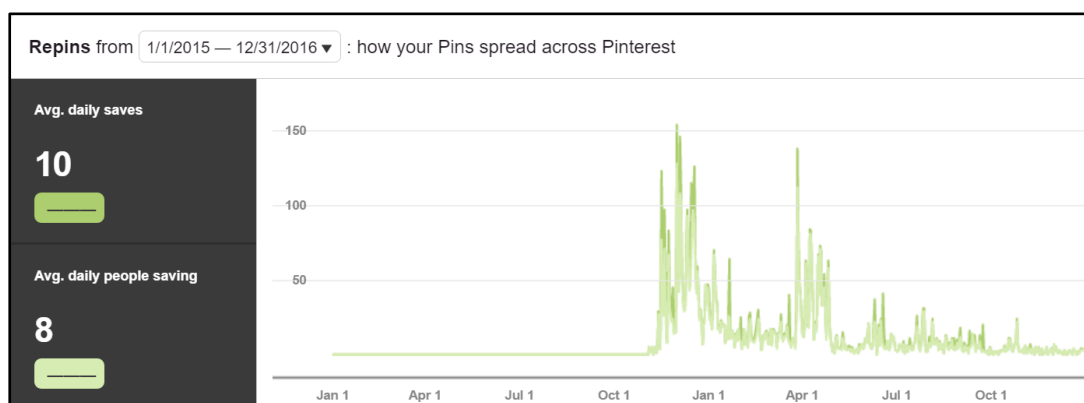
## Pinterest

I started managing my client's Pinterest page in December 2015, when it had around 200 followers. **By the end of 2016, followers had grown by over 850 to 1,051 total followers.**

The following graphs demonstrate the growth of my client's Pinterest in 2016 compared to 2015. Average daily impressions and viewers of my client's pins increased significantly in 2016:



Re-pins of my client's pins also increased rapidly in 2016:



Please note, I dedicated less time to Pinterest towards the end of 2016 due to the client asking me to focus on other social media projects.