

LEVERAGING OFF LOCAL, RELATABLE CONTENT

Tailoring content to the demographics of our audiences places your business and brand firmly in the spotlight.

For this case study, we shared a members published post to two pages on the network over 24 hours to show how engagement and reach can be dramatically increased with a few calculated steps.

KEY POINTS ABOUT THE POST:

- Ocean Grind are looking to attract new customers to their brand.
- The post was created by Ocean Grind - not by us.
- Our team noticed the post and then chose an appropriate audience to place the post in front of.
- The stats were taken less than 24 hours after the original post was published.
- **No sponsored budget was applied to the post.**

THE POST

THIS POST WAS PUBLISHED ON THE BUSINESSES FACEBOOK PAGE ONLY.

- A LOCATION WAS ADDED - NOTIFYING US OF THEIR POST. (LOCATION TAG : TORQUAY BEACH - A DESTINATION NETWORK PAGE)
- THE POST WAS A LOCAL PIECE OF CONTENT RELEVANT TO AN AUDIENCE DEMOGRAPHIC IN THE NETWORK.

POST ON OCEAN GRIND'S FACEBOOK PAGE






IMPORTANT NOTE: THIS POST REACH WAS ALL ORGANIC - NO PAID OR SPONSORED BUDGET WAS APPLIED.

INSIGHTS FROM POST


STATS FROM THE POST THAT WAS PUBLISHED ON THE BUSINESSES FACEBOOK PAGE ONLY.


INSIGHTS FROM POST




Ocean Grind is at  Torquay Beach.
16 hrs · Torquay · 



Summer finishing in fine form.




 **Get More Likes, Comments and Shares**
Boost this post for \$10 to reach up to 3,600 people.


 **5,596 people** reached


Boost Post


  Irene Fish, Carole Brinsmead and 24 others

23 Shares

 Like


 Comment




 Share




Performance for Your Post

5,596 People Reached

458 Reactions, Comments & Shares 

378  Like	25 On Post	353 On Shares
34  Love	2 On Post	32 On Shares
2  Wow	0 On Post	2 On Shares
21 Comments	0 On Post	21 On Shares
23 Shares	23 On Post	0 On Shares

304 Post Clicks

77 Photo Views	0 Link Clicks	227 Other Clicks 
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NEGATIVE FEEDBACK















































3 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

COMPARISON WITH OTHER POSTS ON THE BUSINESSES FACEBOOK PAGE

THIS IS THE POST THAT WAS SHARED TO THE DESTINATION NETWORK

A SCREENSHOT OF THE INSIGHTS FROM OCEAN GRIND'S FACEBOOK BUSINESS PAGE LESS THAN 24 HOURS AFTER THE POST WAS PUBLISHED.

Reach: Organic / Paid  Post Clicks  Reactions, Commr 							
Published 	Post	Type	Targeting	Reach 	Engagement		
02/27/2018 7:30 pm	 Summer finishing in fine form.			5.6K 	304		458 
02/27/2018 8:47 am	 We love Tuesdays. Enjoy a Colombian cold brew with your Perla T			183 	5		5 
02/26/2018 9:41 am	 Start your week right. Right here. @kaylafordd			212 	3		6 
02/23/2018 6:19 pm	 Stormy yet calm. Hope you get an ocean fix this weekend.			242 	6		13 
02/23/2018 9:20 am	 How's your Friday looking? Grab a burger with our mates The Gyp			254 	3		4 
02/21/2018 8:33 pm	 Fresh stock. Green beans from Brazil and Colombia, ready to be ro			261 	9		11 
02/20/2018 4:44 pm	 Savour the moment. Shared via the cracker collective: · · · Perf			278 	11		10 