

THE POWER OF THE SHARE

Creating leverage is paramount to social media success. Our audience demographics have been carefully built to maximise the reach and engagement on businesses posts.

For this case study, we used a members business facebook page to show the power of sharing content in front of our highly engaged audiences.

KEY POINTS ABOUT THE POSTS:

- Patto's RV Centre is looking to target people who want to travel Victoria.
- The posts were links to similar articles on two different websites.
- The intent of each post was to provide knowledge on locations of travel in Victoria.
- The posts were posted one week apart.
- **No sponsored budget was applied to either post.**

THE POSTS

THIS POST WAS PUBLISHED ON THE BUSINESSES FACEBOOK PAGE ONLY.

A SIMILAR POST, WITH THE SAME KEY FEATURES, WAS PUBLISHED ON THE BUSINESSES FACEBOOK PAGE THEN SHARED TO **ONE** PAGE ON THE DESTINATION NETWORK.


THE POST WAS THEN SHARED TO A **SECOND** PAGE ON THE DESTINATION NETWORK (**ONE WEEK LATER**) TO EXTEND ITS LIFE IN THE NEWS FEED.

POST 1

Patto's RV Centre
6 February at 8:30 pm · 🌐

THINK you know Victoria? These wild and beautiful places are among our best-kept secrets.

<http://places2visits.info/wild-victorian-beaches-waterfalls-and-lakes-you-never-knew-existed/>



PLACES2VISITS.INFO
Wild Victorian beaches, waterfalls and lakes you never knew existed

POST 2

Destination Surf Coast shared **Patto's RV Centre's** post. ...

Posted by Kate Walsh
Thursday at 9:17 am · 🌐

Are you heading down the Great Ocean Road this weekend?

Patto's RV Centre
14 February at 8:00 pm · 🌐

LOOKING to take a trip to some of Victoria's most scenic spots? Here's a list of the best camping experiences along the Great O... [Continue reading](#)



HERALDSUN.COM.AU
Top camping spots on the Great Ocean Road
LOOKING to take a trip to some of Victoria's mos...

POST 3

Great Ocean Road shared **Patto's RV Centre's** post. ...

Posted by Kate Walsh
14 February at 8:58 pm · 🌐

Come on, get on down here!

Patto's RV Centre
14 February at 8:00 pm · 🌐

LOOKING to take a trip to some of Victoria's most scenic spots? Here's a list of the best camping experiences along the Great O... [Continue reading](#)

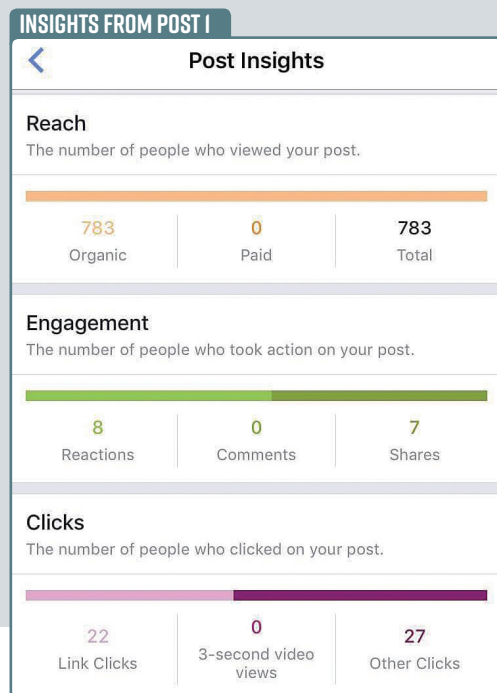


HERALDSUN.COM.AU
Top camping spots on the Great Ocean Road
LOOKING to take a trip to some of Victoria's mos...

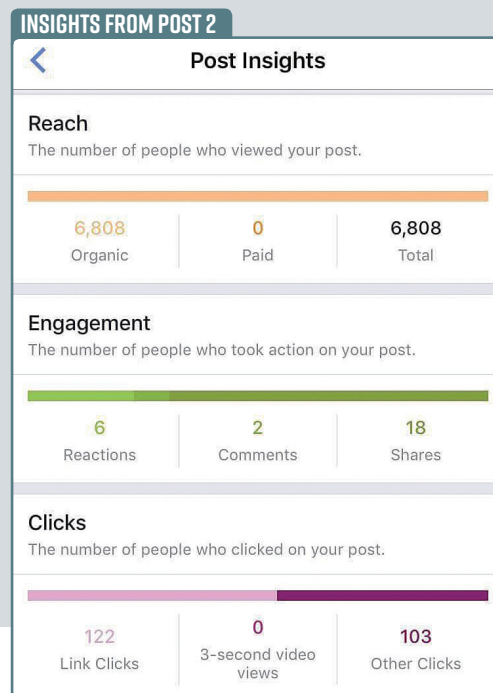
IMPORTANT NOTE: THIS POST REACH WAS ALL ORGANIC - NO PAID OR SPONSORED BUDGET WAS APPLIED.

INSIGHTS FROM POST

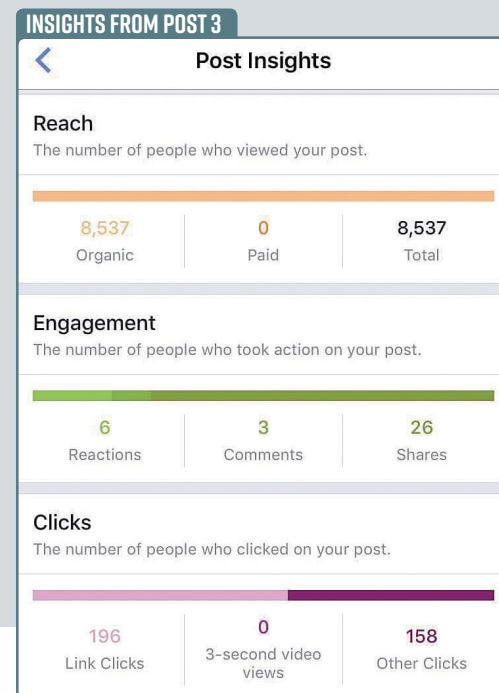
STATS FROM THE POST THAT WAS PUBLISHED ON THE BUSINESSES FACEBOOK PAGE ONLY.



STATS FROM THE POST THAT WAS PUBLISHED ON THE BUSINESSES FACEBOOK PAGE THEN SHARED TO **ONE** PAGE ON DESTINATION NETWORK.



STATS FROM THE POST THAT WAS SHARED TO A **SECOND** PAGE ON THE DESTINATION NETWORK (**ONE WEEK LATER**) TO EXTEND ITS LIFE IN THE NEWS FEED.



KEY STATS COMPARISONS

ORGANIC REACH

THE POST, PUBLISHED ON THE BUSINESSES FACEBOOK PAGE ONLY

THE POST SHARED TO ONE PAGE ON THE DESTINATION NETWORK

SHARED TO SECOND PAGE ON THE DESTINATION NETWORK (1 WEEK LATER)

783

6808

8537

LINK CLICKS

THE POST, PUBLISHED ON THE BUSINESSES FACEBOOK PAGE ONLY

THE POST SHARED TO ONE PAGE ON THE DESTINATION NETWORK

SHARED TO SECOND PAGE ON THE DESTINATION NETWORK (1 WEEK LATER)

27

103

158

COMPARISON WITH OTHER POSTS ON THE BUSINESS FACEBOOK PAGE

A SCREENSHOT OF THE POSTS AND INSIGHTS FROM PATTO'S RV CENTRE FACEBOOK BUSINESS PAGE THE WEEK OF THE TEST FOR CASE STUDY PURPOSES.

THIS IS THE POST THAT WAS SHARED TO THE DESTINATION NETWORK

| | | | | | | | | |
|------------------------|--|---|--|--|------|--|------------|--|
| 02/22/2018 10:23 am | | Michael is super excited and ca n't wait to get out and try out his n | | | 262 | | 17 15 | |
| 02/22/2018 10:20 am | | Paul and Belinda with their New Mars Titan. They are super excite | | | 204 | | 12 16 | |
| 02/20/2018 8:05 pm | | Have you discovered the WikiCa mps App? With the largest and m | | | 190 | | 22 17 | |
| 02/17/2018 7:42 am | | The Mars Surveyor Soft Floor Ca mper Trailer is the perfect getawa | | | 203 | | 6 7 | |
| 02/14/2018 8:00 pm | | LOOKING to take a trip to some of Victoria's most scenic spots? H | | | 8.6K | | 359 225 | |
| 02/12/2018 8:00 pm | | Are you thinking about buying a c amper trailer? Here are some gre | | | 235 | | 11 4 | |