

JUNE 2021



ORGANIC SCOREBOARD

FACEBOOK

Total Posts 52
Total Reach 36,522
Engagements 1229
Total Link Clicks 1126

INSTAGRAM

Reach 64,162
Profile Visits 334
Likes 4642

BIA CAMPAIGN GOALS

Interdependency:

- ✓ Witnessing multiple shares by engaged BIA members

Consistent Presence:

- ✓ A massive increase within 1 month indicating high performance trend

Web Traffic:

- ✓ Need better access to website & have analytics set up






BIA Profile to Members:

- ✓ 2 Individual member profiles (see results below)

NOTABLE ORGANIC SHOUT OUTS

- Huge increases over last month
- FB Total post 44% increase
- FB Total reach 66% increase
- FB Engagement increase 131%
- Inst Reach increase 67%
- Inst Profile Visits 14% increase
- Inst Likes 71%

PAID CAMPAIGN RESULTS

Ad Name	Reach	Impressions	Link Clicks	Video Plays
 GOULASH HOUSE Q&A	922	1,348	22	—
 METROPOLIS Q&A	4,549	8,066	107	—
 BIA AD #2	5,448	9,575	363	7,543
 BIA AD #1	7,215	13,382	344	9,995
 PATIO VIDEO	1,637	1,907	120	1,466
> Results from 5 ads ⓘ	11,419 People	34,278 Total	956 Total	19,004 Total