

FEBRUARY 29 - JUNE, 2024



ANTOINETTE BAKERY AND CAFE

SOCIAL MEDIA

REPORT



HUMMINGBIRD CREATIVES

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OBJECTIVES AND GOALS

GROWTH

To grow an online presence through consistent posting and quality content.

PROMOTE SPECIAL EVENTS

To drive in-store and online purchases through marketing special events

PROMOTE ALL AREAS THE BUSINESS

To bring more awareness to all areas of the business (Coffee, Pastries, Special Orders, Brunch and Lunch)

INSIGHTS DESCRIPTION

Metrics being evaluated

Reach: total number of unique users who saw your post or stories.

Engagement: a measure of how many people interact with the content posted. How well content connects with the audience, and how passionate the online community is about a brand.

Impressions: total number of times that content has been displayed, regardless of whether it was viewed by the same user multiple times.

Follows: Increase in followers.

Non-Followers: How many users who do not follow the account interact with the account or view the content.



OVERVIEW

March

Reaching Non-Followers is one the main supporters of growth so this is an awesome achievement!

8,546

Accounts reached

Reached audience ⓘ

Audience demographics are not available for this time period. Please select the last 7 or 30 days period.

Followers and non-followers

Based on reach

+3.4%

6,069

Followers

+335%

2,477

Non-followers

Impressions

90,015

+15.2%

Previous Month ▾

Mar 1 - Mar 31

Overview

You reached +30.9% more accounts compared to Feb 1 - Feb 29

Accounts reached

8,546

+30.9%

>

Accounts engaged

720

+19%

>

Total followers

22.7K

>

Reels interactions

599

+1,030%

Likes

500

Comments

26

Saves

17

Shares

56

32 Shares!!! Excuse me!?
32 people said “hey this is cool, I’m going to share it to a friend”

<

Reel insights

Brown Sugar Cake, Caramel Ganache, Vanilla Bean Butt...

March 25 · Duration 0:17

▶

6,132

♥

171

💬

11

🚩

32

🔖

7

Overview ⓘ

Accounts reached

3,982

Reel interactions

221

Profile activity

2

OVERVIEW

April

Considering March was the first month of intentional posting and we still saw Reach growth after that launch is

awesome!!



Overview

You reached +6.5% more accounts compared to Mar 1 - Mar 31

Accounts reached

9,105
+6.5% >

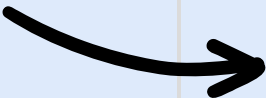
Accounts engaged

589
-18.2% >

Total followers

22.7K >

And still seeing an increase in Reached Audience is fantastic!



9,105
Accounts reached

Reached audience ⓘ

Audience demographics are not available for this time period. Please select the last 7 or 30 days period.

Followers and non-followers

Based on reach

64.1%
Followers ●

+36.2%
35.9%
● Non-followers

OVERVIEW

May

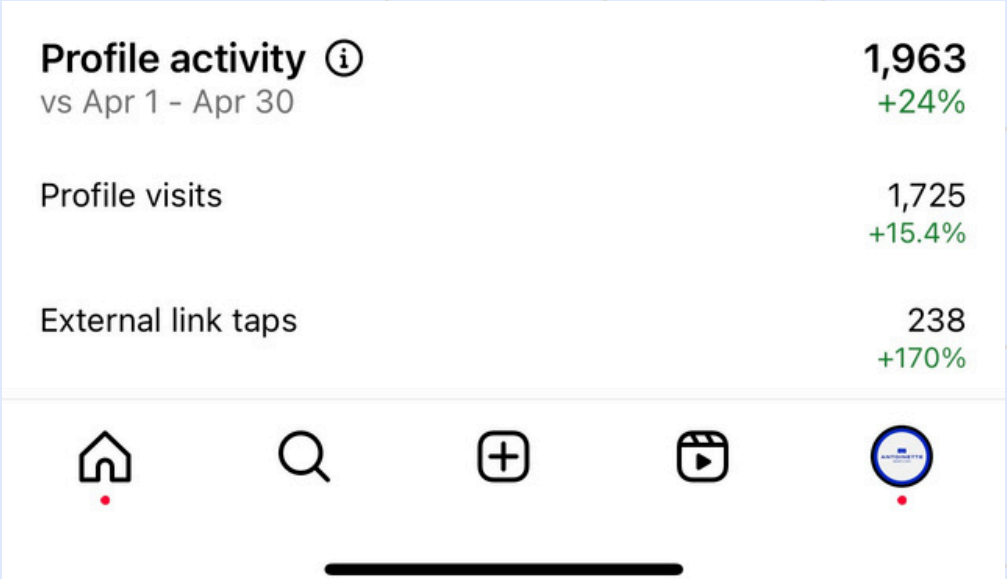
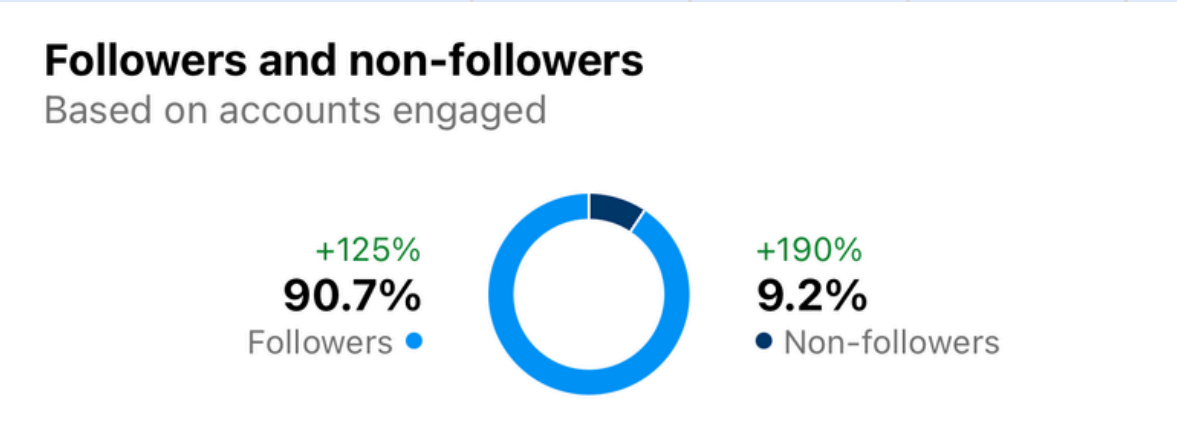
Overview

You reached **+26.3%** more accounts compared to Apr 1 - Apr 30

Accounts reached	11.5K	>
	+26.3%	
Accounts engaged	1,337	>
	+126%	
Total followers	22.7K	>

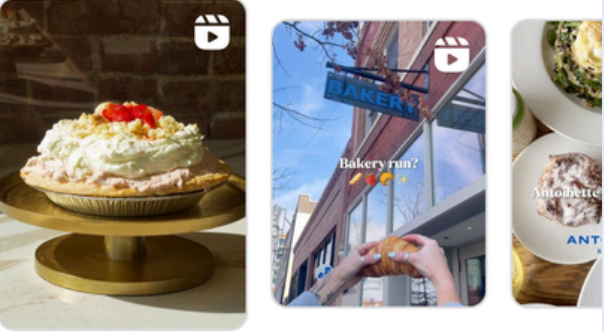
May was a **BIG** month which I'm sure you know and felt it haha but **126% increase in engagement** is big because this means people are intentionally interacting with our content and enjoy it!

Since May was a big month and we had a couple high performing posts, more users **(190% more than the previous month to be exact)** discovered Antoinette's account!



170% increase in external link taps 🙌
Posting links in stories is a perfect and easy way to bring in more website traffic so its a great that IG shows us the results of those taps!

Lastly - 40 Shares and 10 Saves ?!
AMAZING
Go off Antoinette (and Hannah for the beautiful pie) !!!



If you don't romanticize your pies, what are you doing??

May 6 · Duration 0:14

4,951

157

7

40

10

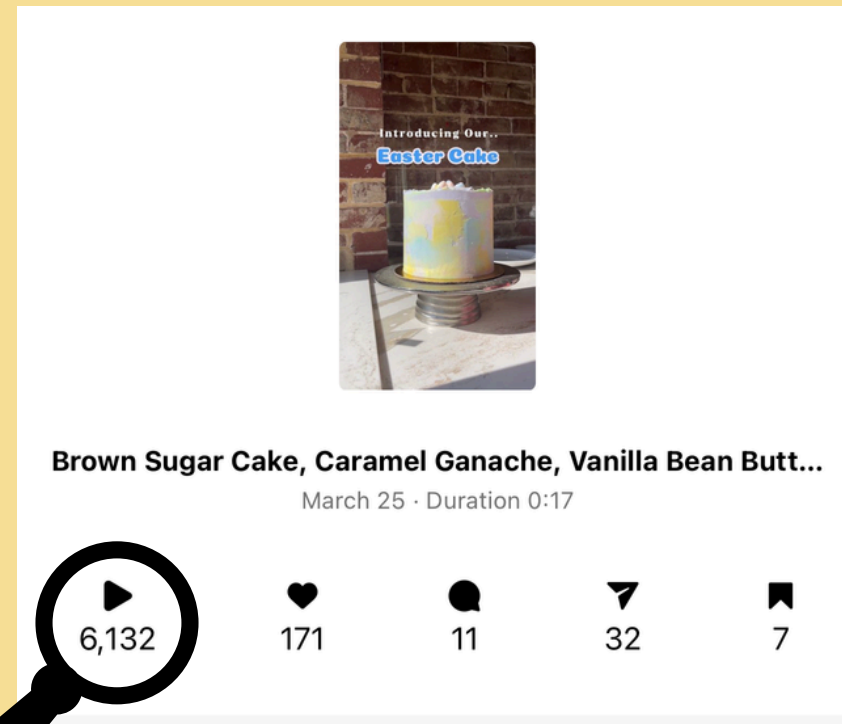
Overview

This reel reached 17% more accounts than the average of your recent reels.
Create more reels like this.

TOP POSTS

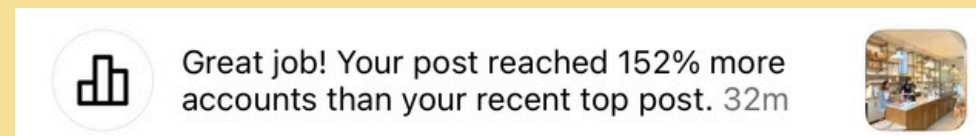
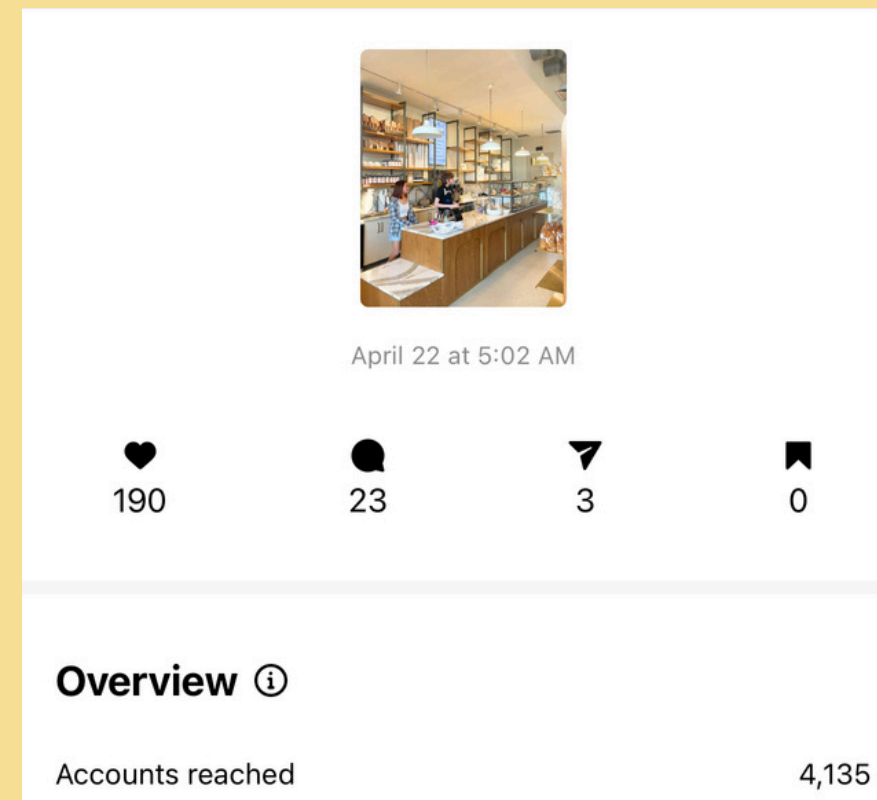
Top performing Reels and Posts based off Reach!

MARCH

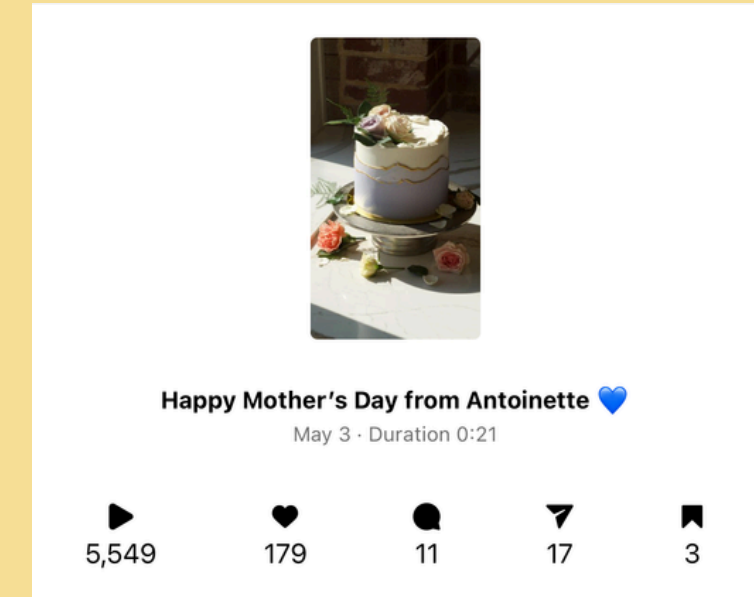


People loveeee the cake content!

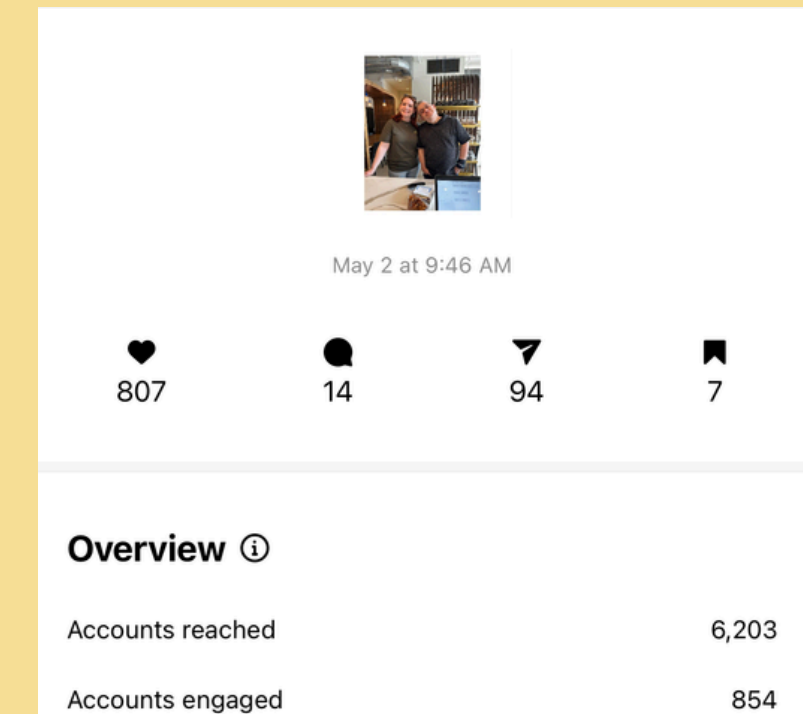
APRIL



MAY



Over 5550 Views !!



Andrea and Patton achieved a record number of likes! S'cute

CONSISTENCY

Remain consistent with quality Reels, Posts and Captions that intrigue, entertain and bring your audience to your account and/or website more!

PROMOTE SPECIAL EVENTS

Consistently bring awareness to Pie Night, Cake Night, Holiday items and Special Events through strong copy and quality content!

INCREASE ENGAGEMENT

Keep working on building a loyal and supportive community around Antoinette through engaging with current and new accounts, creating content that relates to Antoinette's target audience.

DRIVE ONLINE TRAFFIC

Increase website traffic by posting more stories with links to website. Create copy that intrigues customer to view online items and make a purchase.

INCREASE FOLLOWING

Continue to create entertaining content and compelling copy that makes users want to follow Antoinette because they are excited by Antoinette's products and store environment and feel that Antoinette is a company they would support!

NEXT STEPS

Looking at Summer..

PACKAGE BREAKDOWN



The Drip Delight

4 Posts Weekly

2 Static Posts

1 Carousel

1 Reel

Story Shares of UGC and
Antoinette's Content

Hashtag Groups

30 Min Engagement Weekly

\$475



Our Bread and Butter

3 Posts Weekly

2 Static Posts

1 Reel

1 Curated Story

Story Shares of UGC and
Antoinette's Content

Hashtag Groups

30 Min Engagement Weekly

\$425



THANK YOU!