



CHARLEY JEAN CANDLE CO



# SOCIAL MEDIA.

REPORT



HUMMINGBIRD CREATIVES

# TABLE OF CONTENT



1

OBJECTIVES AND GOALS

2

DESCRIPTIONS

3

PERFORMANCE OVERVIEW

4

TOP PERFORMERS

5

PERFORMANCE BREAKDOWN

6

NEXT STEPS

# OBJECTIVES AND GOALS

Goals and Objectives based off Client Questionnaire

## GROWTH

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

## INCREASE WEBSITE TRAFFIC

To drive online traffic through copy that brings audience to company website.

## PROMOTE SPECIAL PRODUCTS

To bring awareness to limited edition products (Mother's Day Candle) and gift items.

# 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 you post on Instagram. How well your content connects with your audience, and how passionate your online community is about your brand.

**Impressions:** measure of how many times your content is viewed.

**Follows:** Increase in followers

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



# OVERVIEW

We reached 2.1% more followers compared to the month before! Although that doesn't seem like much, when you compare it to how many followers are on IG, it is a great number! Especially since this was the first round of content!

This metric will be something to note every month!

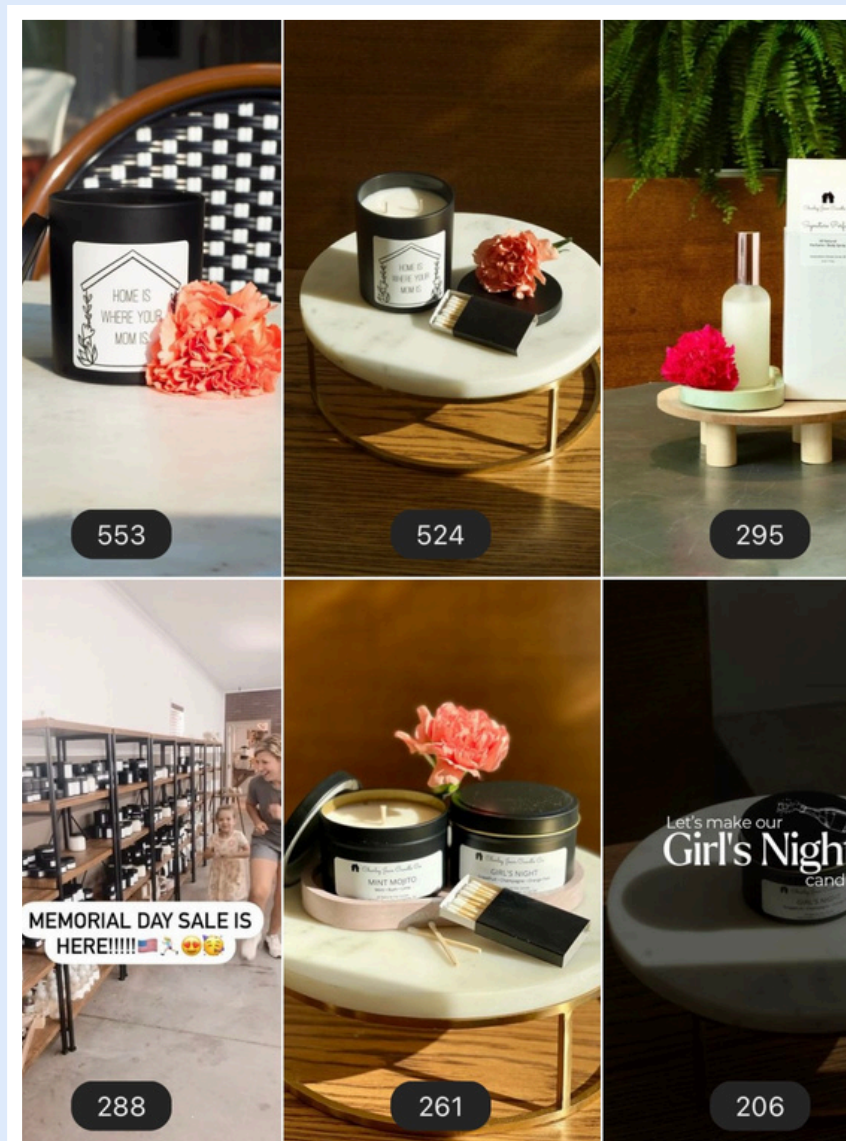




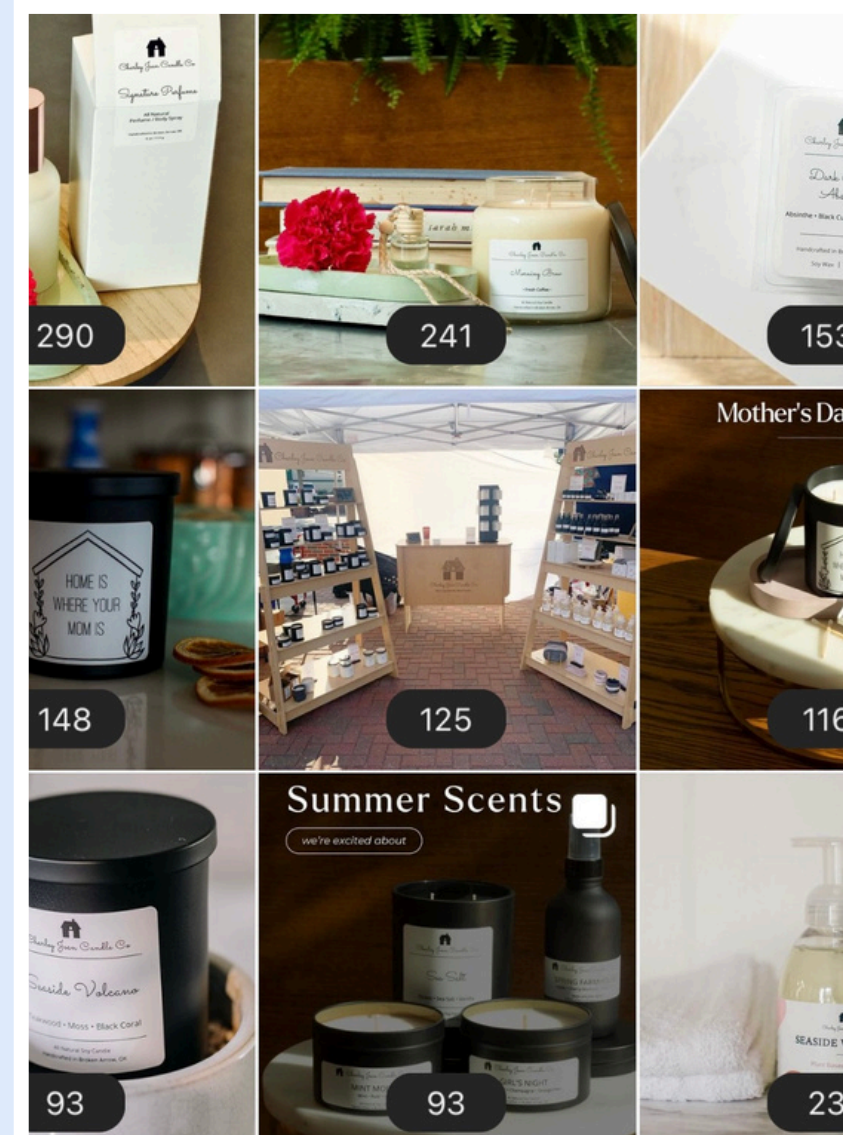
# TOP POSTS

Top performing Reels, Posts and Stories based off Reach!

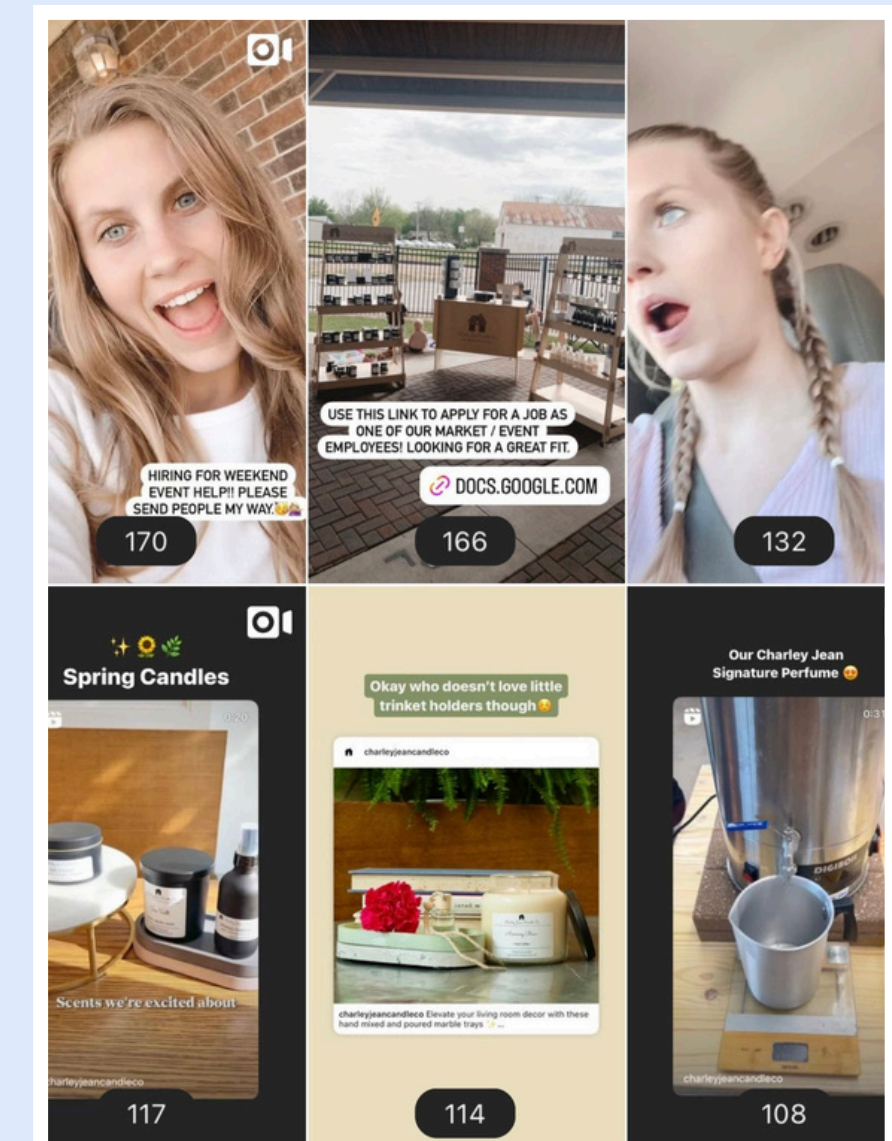
## REELS



## POSTS




## STORIES



# PERFORMANCE BREAKDOWN

Say hello to 17 new followers in just one month!



Word is out - Charley Jean in fact approves of the Moth...

May 3 · Duration 0:43

2,151

70

11

5

0

Overview ⓘ

This is one of your best reels in the last 30 days. It reached 553 accounts. Create more reels like this.

Of course, Charley Jean’s Review was a hit! Shes a natural. This Reel reached over 550 users and 5 shares! People took the time to watch and send it to a friend - we loooooove that!

1,502

Followers

Growth

• Overall followers

17

• Follows

31

• Unfollows

14

<

Reach ⓘ

Custom ▾


Apr 29 - May 24

1,357

Accounts reached

43%

Followers •



+29.4%

56.9%

• Non-followers

Compared to the previous month your account reached 29.4% more Non-Followers! People who do not follow you are seeing your account and content which is a HUGE plus!

<

Engagement ⓘ

Last 30 Days ▾

Apr 28 - May 27

Post interactions

102

+18.6%

Likes

89

Comments

11

Shares

2

Compared to last month’s content there was an almost 19% increase in interactions with your content. We caught more people’s attention and will continue it since we are continuing service!



## CONSISTENCY

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

## HIGHLIGHTS OPTIMIZATION

Build Highlights section to keep audience updated, provide spot for go to resources, and increase brand visuals and cohesiveness.

## INCREASE ENGAGEMENT

Keep working on building a loyal and supportive community around Charley Jean Candle Co through engaging with current and new accounts, creating content that relates to CJ'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 products.

## INCREASE FOLLOWING

Continue to create entertaining content and compelling copy that makes users want to follow CJ because they are excited by your products and feel that CJ is a company they would support!

# NEXT STEPS

Looking at June and July..





THANK YOU