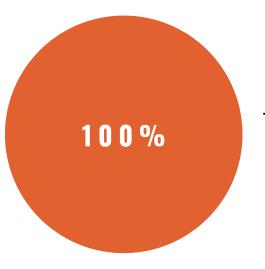


OVERVIEW

We used Influencer marketing to push the Maldives trip. This campaign started from September 10th 2021 and ended October 10th 2021.

COMPANY OBJECTIVE/ GOALS



100% increase Engagement



To make N40,000,000 in revenue

ACCOUNT

BASELINE

• FOLLOWERS: 4865

• Profile visits: 932

• Reach: 28029

• Impression: 46739

• E-mail button taps: 1

• Call button taps: 2

Text button taps: 0

• Website taps: 9

RESULTS

• FOLLOWERS: 7,703 (+64%)

• Profile visits: 29,214 (3,034%)

• Reach: 29,020 (+3.5%)

• Impression: 388,714 (+731%)

• E-mail button taps: 4 (300%)

• Call button taps 69 (+3,350%)

• Text button taps: 3

• Website taps: 848 (+9,322%)

REVENUE

N39,560,000

ENGAGEMENT RATE

O.O3% 56.4% O.5%

SEPTEMBER 9 2021 OCTOBER 10 2021

CONTENT

POSTS

BASELINE

• Interactions: 403

• Likes:321

• Comments: 41

• Saves: 21

• Shares:18

RESULTS

• Interactions: 4801 (+1,091%)

• Likes: 2859

• Comments: 116

• Saves: 875

• Shares: 913

REELS

BASELINE

• Interactions: 484

• Likes: 427

• Comments: 9

• Saves: 27

• Shares: 21

RESULTS

• Interactions: 2958(+511%)

• Likes: 2288

• Comments: 69

• Saves: 374

• Shares: 227

CONTENT

STORY

BASELINE

Interactions: 3

• Replies: 1

• Shares: 2

RESULTS

• Interactions: 52 (+1,633%)

• Replies: 17

• Shares: 35

IGTV

BASELINE

• Interactions: 0

RESULTS

• Interactions: 391

• Likes: 289

• Comments: 27

• Saves: 50

• Shares: 25

LIVE

BASELINE

Comments: 0

RESULTS

Comments: 89