



## 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%**

100% increase  
Engagement

**N40,000,000**

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

0.03%

SEPTEMBER 9 2021

56.4%

OCTOBER 10 2021

0.5%

# 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