



BUILDING A LASTING SOCIAL MEDIA STRATEGY

Social media provides a conduit for brands to interact with their constituents, handle crisis in real time, and provide a place to converse, rather than “talk at” your customers.

Social media also provides insights into what messaging resonates with your audience, informing your marketing plans.

Advance 360 crafts and executes social media strategies for clients that generate results. Check out how we’ve helped this client move their social media needle, increasing their fans by nearly 70%!

Shown here is an analysis of a real client of Advance 360 who, over time, has reaped dramatic results from their social media strategy.

FACEBOOK AUDIENCE GROWTH



Total fans increased by

68%

since previous date range

FACEBOOK ACTIVITY OVERVIEW



4,205,391

Impressions



23,597

Engagements



8,837

Clicks

FACEBOOK PUBLISHING BEHAVIOR

The number of posts sent increased by

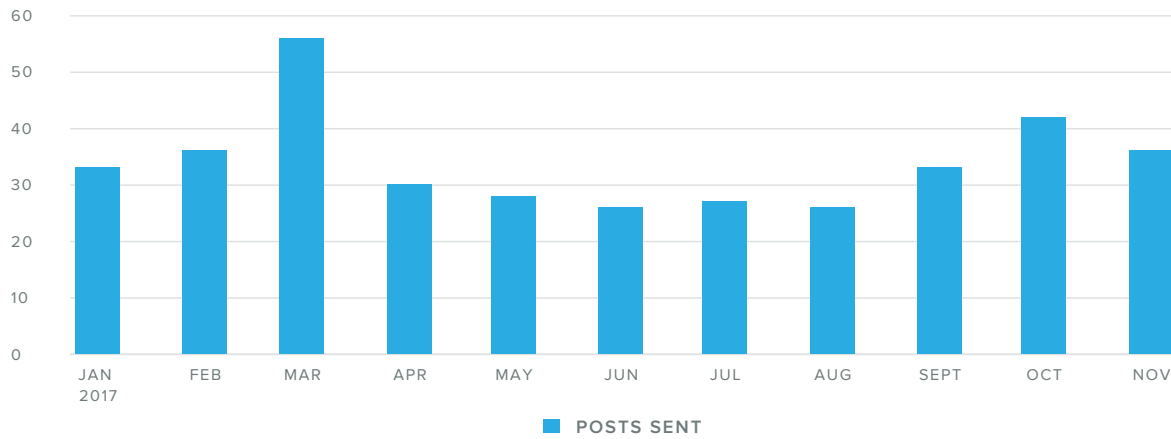
113%

since previous date range

373

Total posts

POSTS, BY MONTH



FACEBOOK IMPRESSIONS

4,205,391

Total impressions

7,085

Average daily users reached

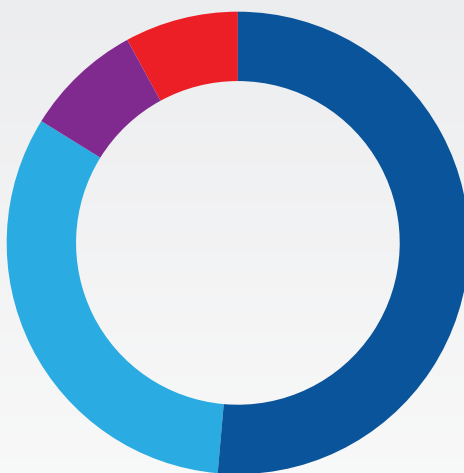
Total impressions increased by

95%

since previous date range

FACEBOOK VIDEO PERFORMANCE

VIEW METRICS



VIEWING BREAKDOWN

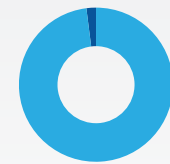


60%

Paid views

80%

Organic views



98%

Auto plays

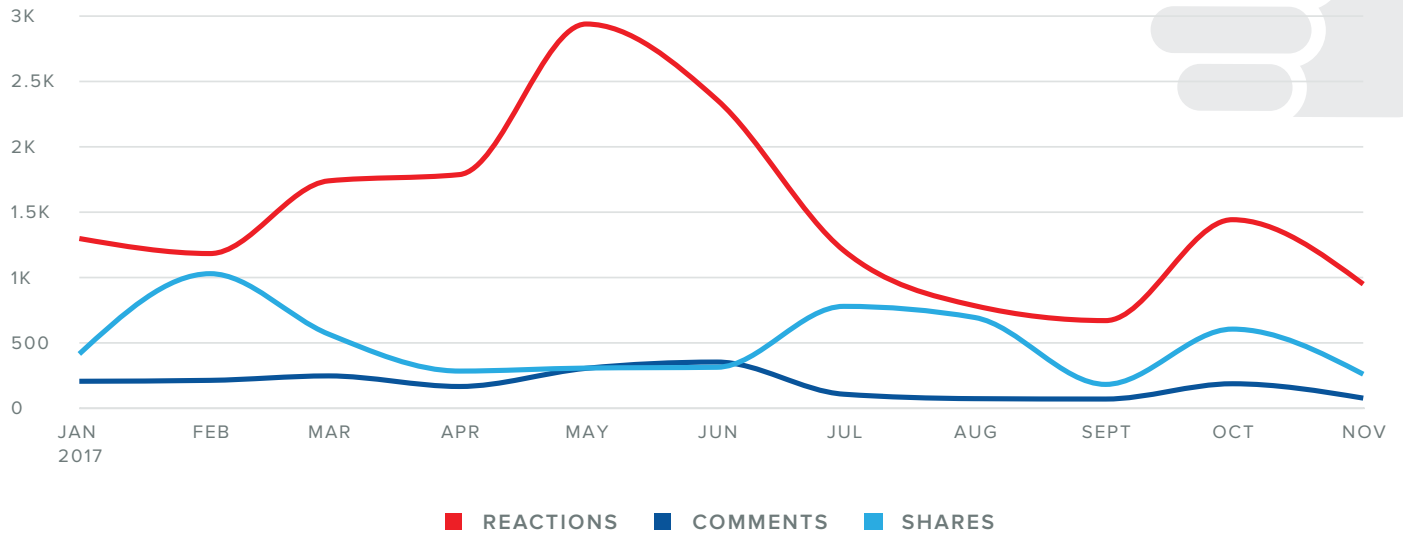
2%

Click plays

FACEBOOK ENGAGEMENT



AUDIENCE ENGAGEMENT, BY MONTH

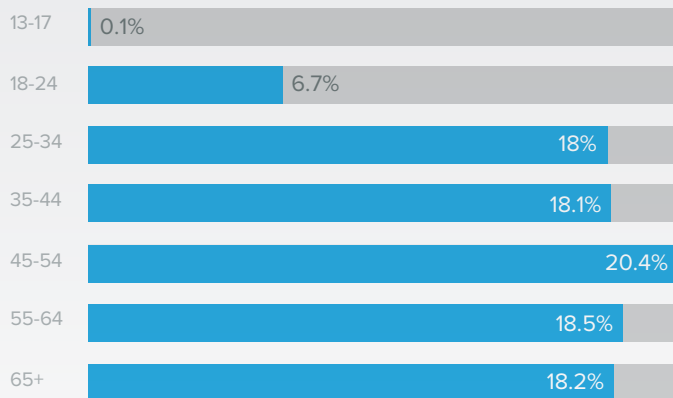


23,597
Total engagements

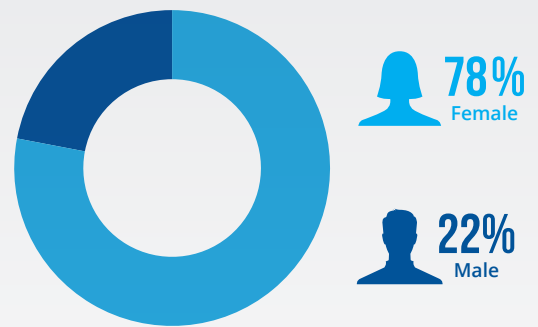
Total engagements increased by
84%
since previous date range

FACEBOOK AUDIENCE DEMOGRAPHICS

BY AGE



BY GENDER



Women between the ages of 45-54 appear to be the leading fans.