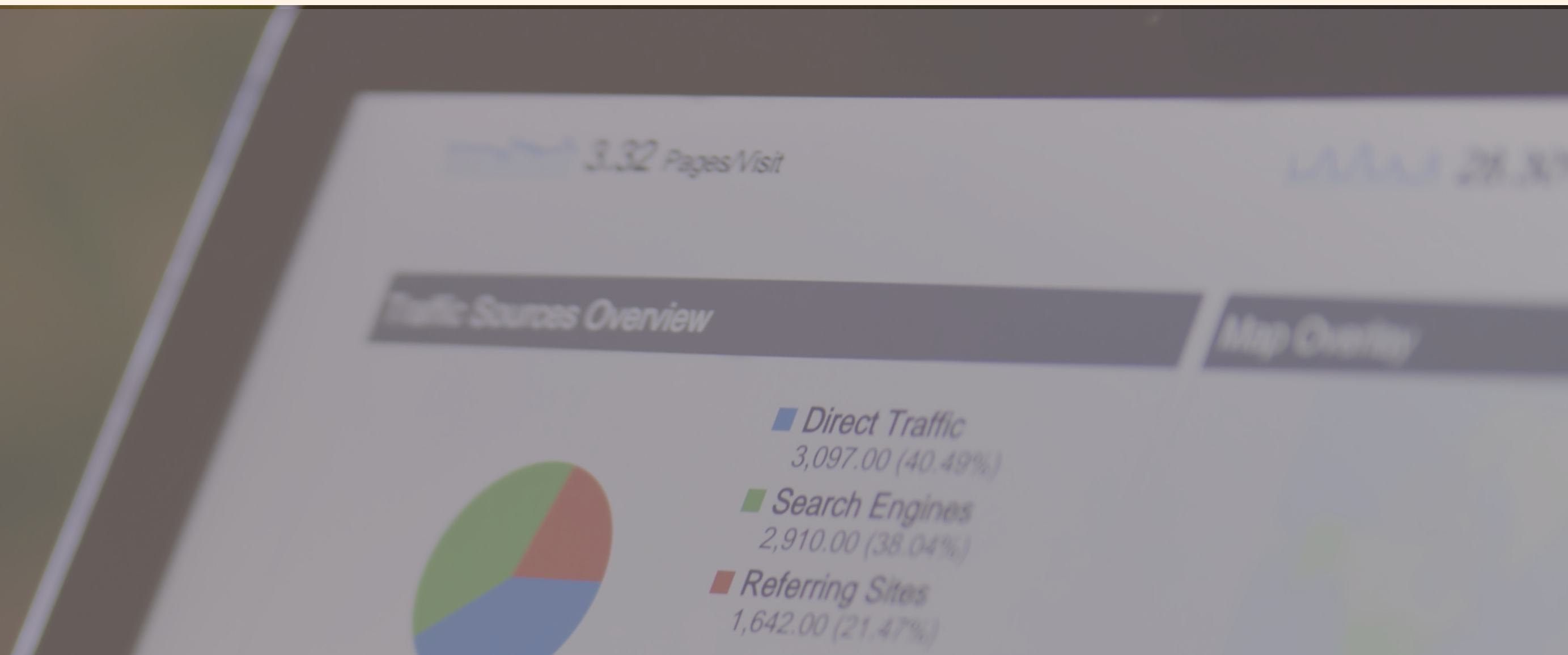




INSIDE MY MONEY

Digital Marketing Report

Kelly Baker - Peaks Marketing Solutions





Snapshot

Reach

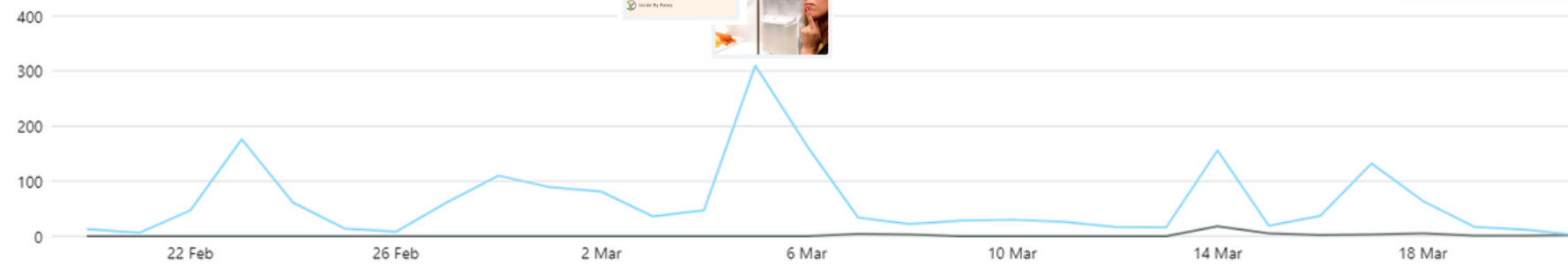
Compare your reach from this period to the previous one.

[See more about your content performance](#)

Facebook Page reach ⓘ

1,499 ↑ 5.7K%

Daily Cumulative



Facebook Page visits ⓘ

75 ↑ 17.2%



Benchmarking

Business comparison

Businesses to watch

Compare your performance against businesses in the Professional services category

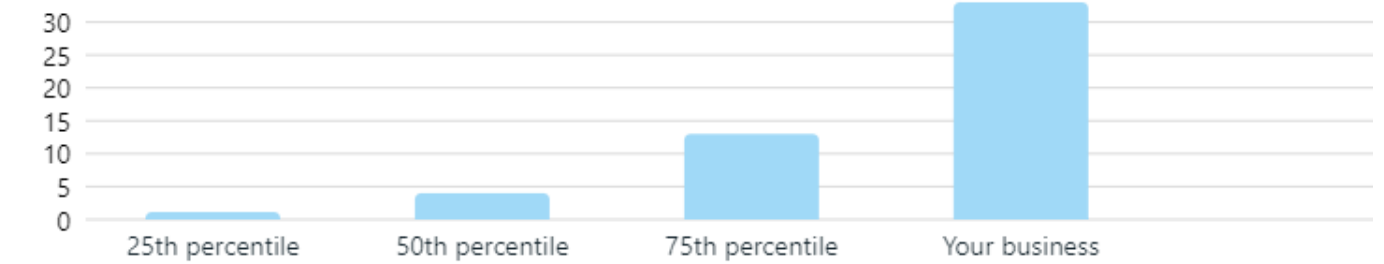
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

33

Higher than others

How often your business published versus others in this category



Facebook Page followers ⓘ

25

Lower than others
Typically: 609

New Facebook Page followers ⓘ

1

Lower than others
Typically: 5

Content interactions ⓘ

108

Higher than others
Typically: 33



Content Overview

Content overview

Explore noteworthy trends from the content that you recently created and shared.

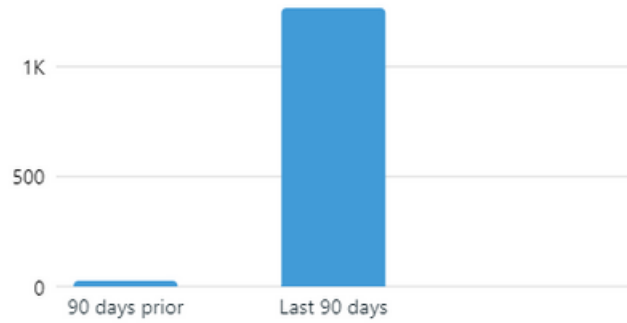
Facebook posts Facebook Stories

Reach

Post reach ⓘ

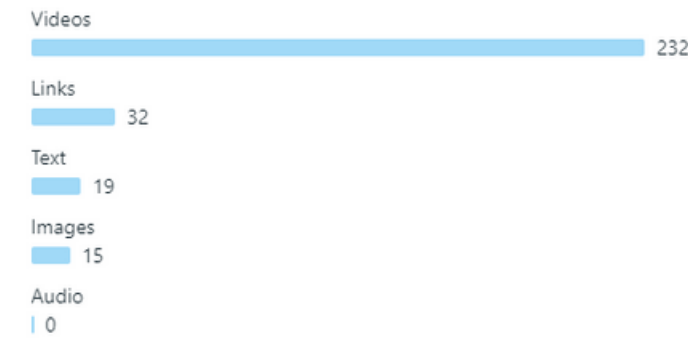
1.3K

Total from last 90 days vs 90 days prior



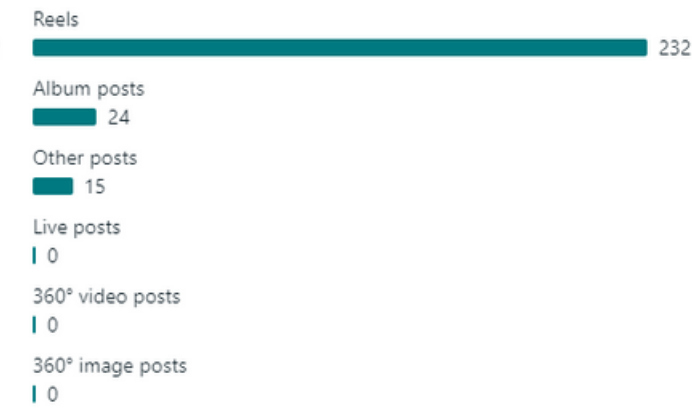
Median post reach per media type ⓘ

For posts created in the last 90 days



Median post reach per content format ⓘ

For posts created in the last 90 days

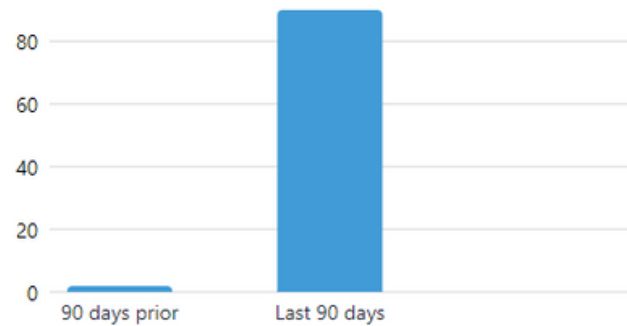


Engagement

Post reactions, comments and shares ⓘ

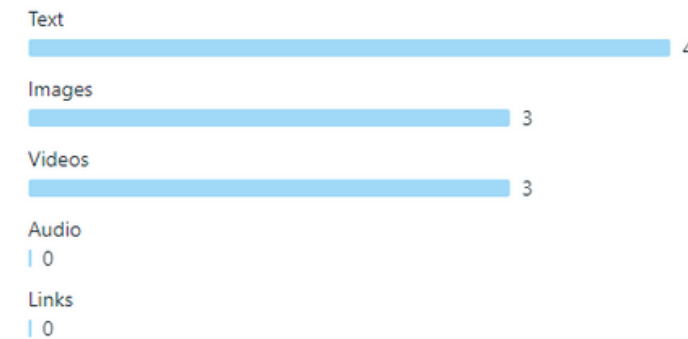
90

Total from last 90 days vs 90 days prior



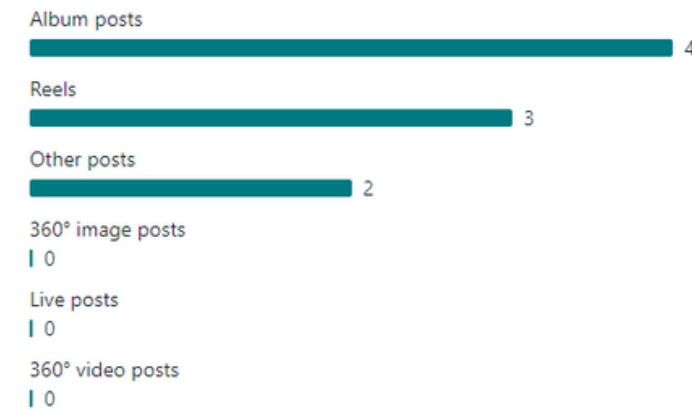
Median post reactions, comments and shares per media type ⓘ

For posts created in the last 90 days



Median post reactions, comments and shares per content format ⓘ

For posts created in the last 90 days



Top-performing organic posts

Highest reach on a post ⓘ



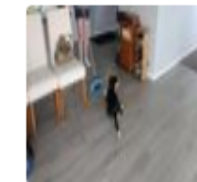
Facebook post

Do you struggle to understand money and investing? Have you tried financial training courses but found the...

27 Feb 2023, 20:47

This post reached **2,222%** more Accounts Centre accounts (418 Accounts Centre accounts) than your median post (18 Accounts Centre accounts) on Facebook.

Highest reactions on a post ⓘ



Facebook post

Housekeeping is a lot more interesting with a new puppy! This is Fox, a new addition to our home.

11 Mar 2023, 19:07

This post received **750%** more reactions (17 reactions) than your median post (2 reactions) on Facebook.

Highest comments on a post ⓘ



Facebook post

Beautiful lunch at Palliser Estate for my birthday.










24 Feb 2023, 16:41

This post received 3 comments compared to your median post (0 comments) on Facebook.












All Content

All content

Recent content ↑↓	Type	Reach ⓘ ↓	Likes and reactio... ⓘ ↑↓
 Do you struggle to understand mo... 20 February 21:00	Post	Boost post	28 7
 Are Cashless Payments Better or W... 15 March 21:00	Post	Boost post	25 5
 Beautiful lunch at Palliser Estate fo... 24 February 16:41	Post	Boost post	24 1
 Do you struggle to understand mo... 27 February 10:00	Post	Boost post	22 3
 Do you see all the opportunities ar... 24 February 11:00	Post	Boost post	19 3
 Did you know? 🙌 Goals are more t... 22 February 23:00	Post	Boost post	18 1
 Want one of my top tips for saving... 13 March 23:00	Post	Boost post	16 3
 Want some tips to save money and... 28 February 21:00	Post	Boost post	16 2
 Ben is one of our RDA ponies, I get... 18 March 22:42	Post	Boost post	15 3

All content

Recent content ↑↓	Type	Reach ⓘ ↓	Likes and reactio... ⓘ ↑↓
 Quick check in this morning. Every ... 9 March 10:22	Post	Boost Unavailable	15 2
 Are you in Control of Your Money?... 19 March 00:00	Post	Boost post	14 2
 Make Your Goals Awesome! 🤩👍 ... 11 March 13:00	Post	Boost post	13 3
 Are returns all that matter with an i... 9 March 22:00	Post	Boost post	13 1
 The person who makes a success o... 7 March 22:00	Post	Boost post	13 3
 Money is usually attracted, not pur... 20 March 11:00	Post	Boost post	12 2
 "Where Focus Goes, Energy Flows."... 17 March 00:00	Post	Boost post	11 1
 Does your environment support yo... 5 March 22:00	Post	Boost post	8 0
 Are you ready to turn your goals in... 3 March 21:00	Post	Boost post	7 0



All Content

All content

Recent content ↑↓	Type	Reach ⓘ ↓	Likes and reactio... ⓘ ↑↓
Your video 13 March 23:30	Story	3	0
Your video 18 March 13:00	Story	2	0
Your video 16 March 14:00	Story	1	1
Your video 20 March 14:00	Story	0	0
Housekeeping is a lot more interes... 11 March 19:07	Reels	Boost Unavailable	--
Are returns all that matter with an i... 10 March 00:00	Reels	Boost Unavailable	--
Your video 9 March 11:00	Story	0	0
Your video 7 March 13:00	Story	0	0
Does your environment support yo... 5 March 20:19	Reels	Boost Unavailable	--

All content

Recent content ↑↓	Type	Reach ⓘ ↓	Likes and reactio... ⓘ ↑↓
Does your environment support yo... 5 March 20:19	Reels	Boost Unavailable	--
Your video 5 March 20:16	Story	0	1
Your video 4 March 16:52	Story	0	0
What keeps you grounded? Taking ... 4 March 14:49	Reels	Boost Unavailable	--
Your video 3 March 13:00	Story	0	1
Your video 28 February 11:00	Story	0	0
Do you struggle to understand mo... 27 February 20:47	Reels	Boost Unavailable	--
Your video 27 February 10:00	Story	0	0
Your video 24 February 11:00	Story	0	0



Video



Title	Date published	Minutes viewed	Reach	Plays	Likes and reactions
0:20 Housekeeping is a lot more int... Inside My Money	12 March 16:07	65 Minutes viewed	368 Accounts Centre accou...	433 Plays	17 Reactions
0:11 Are returns all that matter with... Inside My Money	10 March 21:00	1 Minutes viewed	24 Accounts Centre accou...	31 Plays	1 Reactions
0:07 Does your environment suppor... Inside My Money	6 March 17:19	8 Minutes viewed	269 Accounts Centre accou...	284 Plays	1 Reactions
0:38 What keeps you grounded? Ta... Inside My Money	5 March 11:49	7 Minutes viewed	28 Accounts Centre accou...	47 Plays	4 Reactions
0:13 Do you struggle to understand... Inside My Money	28 February 17:47	17 Minutes viewed	418 Accounts Centre accou...	462 Plays	2 Reactions
0:15 Did you know? 🙌 Goals are m... Inside My Money	23 February 20:21	14 Minutes viewed	195 Accounts Centre accou...	208 Plays	4 Reactions

Audience overview

Follower growth rate ⓘ

0% Top 25%

One-minute views growth rate ⓘ

0% Top 25%

Follower video views ⓘ

19

6.79%
Of total video views

Non-follower video views ⓘ

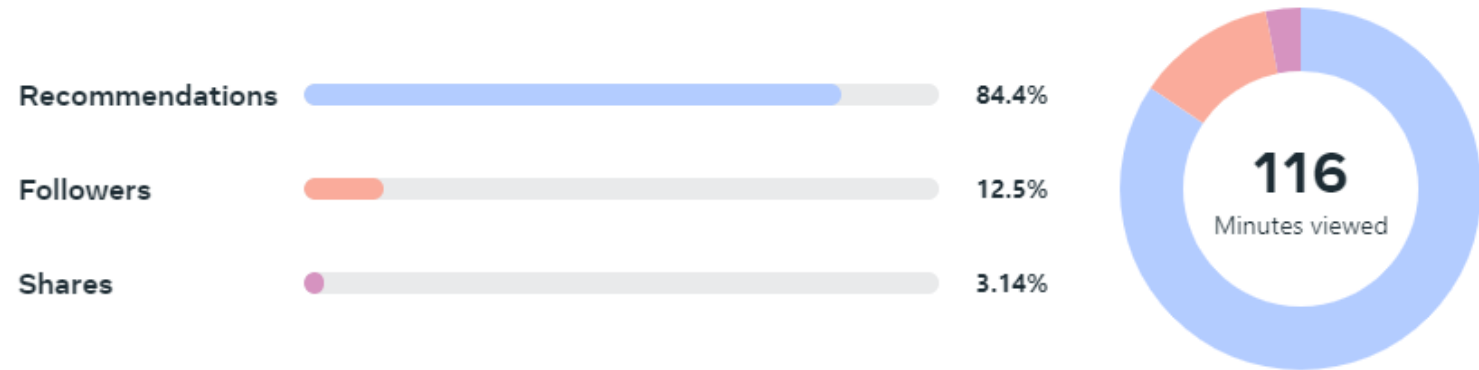
261

93.2%
Of total video views



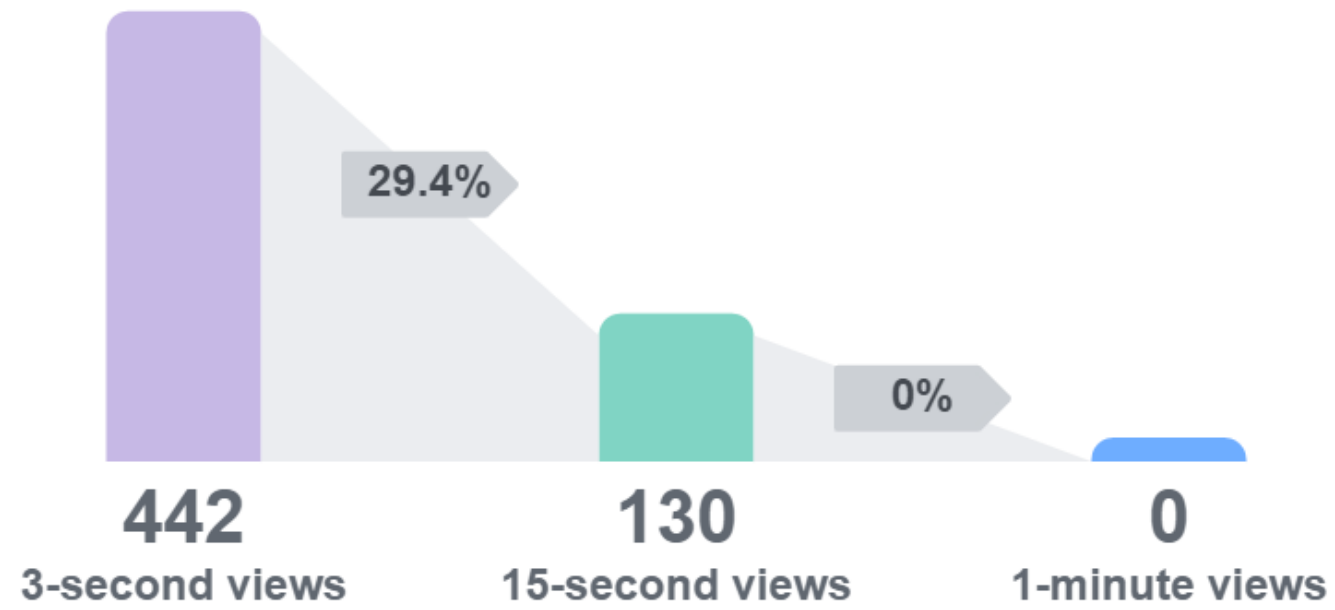
Where your views are coming from

Traffic sources from 20 Feb 2023 - 23 Mar 2023



How long people are watching for

The breakdown of your video views this period.



Average time people spent watching

20 Feb 2023 - 23 Mar 2023

0:04 Average minutes viewed





Objective

Over the past four weeks, our aim has been to demonstrate the types of content IMM should produce to attract new customers to your training programmes. The more your brand is visible online, the greater the chances of people becoming acquainted with it and eventually making a purchase. Facebook is merely one platform that can enhance your online presence and drive traffic to your website. Your content on Facebook must be captivating and engaging, offering value to the viewer. You now possess a diverse array of content on your feed for any potential new leads to explore upon visiting your page. To draw people to your business profile, continue producing content consistently.

Website recommendations

Now your website has had an overhaul make sure you are tracking conversions by setting up Pixels. Also, ensure you keep a close eye on your Google Analytics and traffic acquisition to understand how beneficial social media marketing is to your business.

Content

As predicted content that has a personal touch has a higher reach, but this is generally the type of content Facebook users engage with the most. With a modest following, be mindful that your posts' potential audience is confined to your followers unless you share posts or opt for paid promotions. Reels, employing carefully researched hashtags (research provided) relevant to your content and business, present the best opportunity to organically reach beyond your followers. To boost your following and drive website traffic, setting up regular adverts is highly recommended.

The sales posts have achieved notable reach, with one being shared organically. When creating content, there's no need to hastily become a graphic designer; a compelling image can be as effective as a professionally designed post, while a poorly designed one could backfire. Your products are premium, and to attract customers willing to invest in your courses, your sales posts must be well-crafted and aligned with your brand. I've provided creatives for your sales posts, which can be reused and promoted as needed

Content Recommendations

Moving forward, with your website ready, include links to your landing pages in all sales posts and stories. Boost blog traffic by sharing links in your social media posts, ensuring your blogs link back to the products you wish to sell. Promote your newsletters and encourage sign-ups to your database with regular social media posts and adverts.

I recommend one sales post per week, organically shared on your own, personal profile, and in groups that permit sharing. Begin with modest advertising budgets until you ascertain the effectiveness of your targeting setup. Prioritise posting regularly, but always consider the effectiveness of the content towards your end goal – quality over quantity. Don't overthink your content, but do reflect on it before posting to ensure it's relatable and understandable by those without financial expertise.

Engagment

Be conscientious about whether you're logged in as your business or personal profile. Seize opportunities within groups to offer advice and establish yourself as an expert. Promote your business through both personal and business profiles. Dedicate at least 30 minutes a day to engagement, even if it's just browsing and liking posts. This is your chance to network digitally and establish a presence online beyond your current following. Become a familiar face online where your target audience frequents.

Support local businesses and community groups, who understand the value of engagement and will reciprocate. Engage in groups relevant to your business and where your target audience is likely to be. Look for opportunities to promote your courses and share links to your website. Every chance to drive traffic to your products should be taken. Monitor analytics closely to gauge the engagement level of new traffic. If traffic is high but sales are low, reassess your website and products for potential improvements.

You've made a commendable start with your content and are well-positioned to manage it successfully moving forward. Consider investing in professional design for your crucial sales materials. I wish you the utmost success with your new business and am here should you require further marketing assistance in the future.