



# BRANDFIT

Campaign Report & Analytics for Contact Internet.

# Introduction

Welcome to your latest **Campaign Analytics Report**.

Now that the web has made the world local, your online advertising should be, too. Whether your potential customers are across town or across the world, targeting potential customers is easier than ever before with our carefully crafted social media campaigns that run through our network of social media influencers. You can reach your customers wherever they are.

In this analytics report, we will show you specific location targeting strategies that can help focus and expand your online advertising in regions where your campaign has been most successful. We will go through which social networks your brand was more engaging on and how we can use this information for the future. We will also go through the top social media trends and how you can improve your branding strategies with our forecast for next year.

From our team at BrandFIT,  
Thank you for your business Contact Internet.

## BRANDFIT

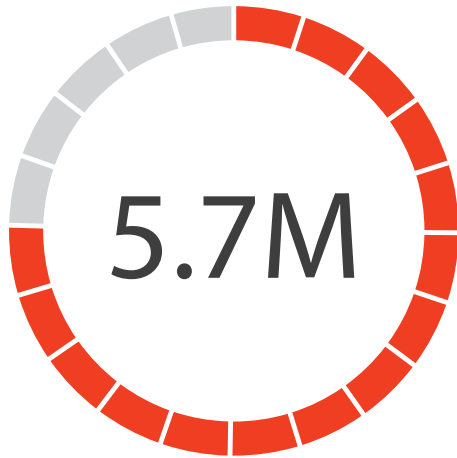






# Post-Campaign Report

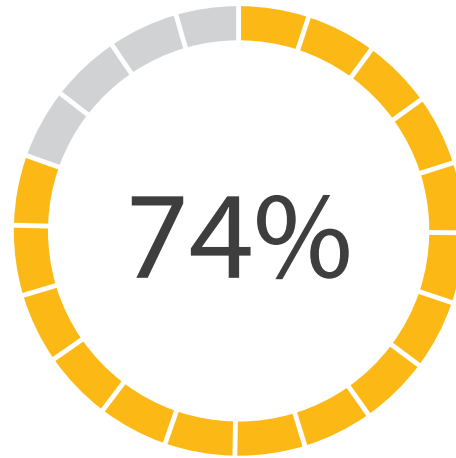
We ran a great campaign Contact Internet. Here are some of your analytics based on your goals.



## Impressions

Total people the ad reached.

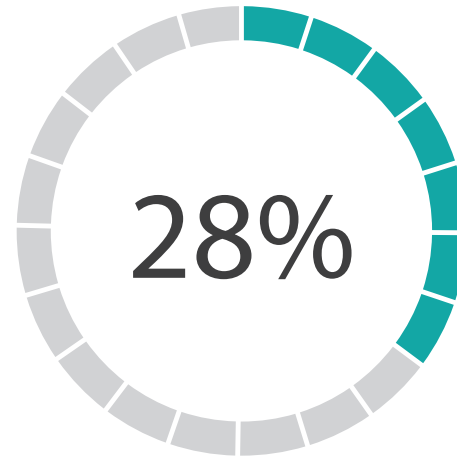
The focus for this campaign was Ontario and Quebec with emphasis on Toronto.



## Engagement

Comments, Likes, Shares.

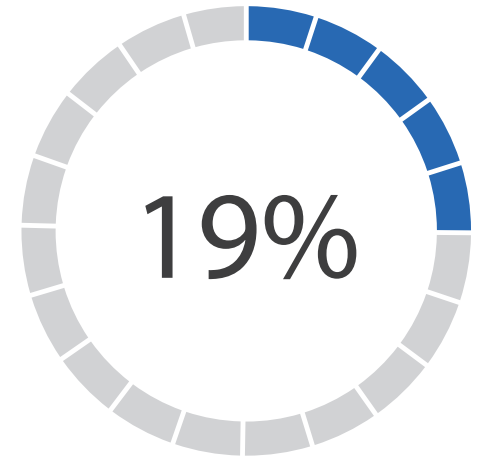
The goal of your campaign was to get lots of engagement and visibility.



## URL Clicks

Clicks to your website.

With a focus mostly on engagement, a large number of people visited 'contact.net'.



## Blog Shares

Shares Post-Campaign.

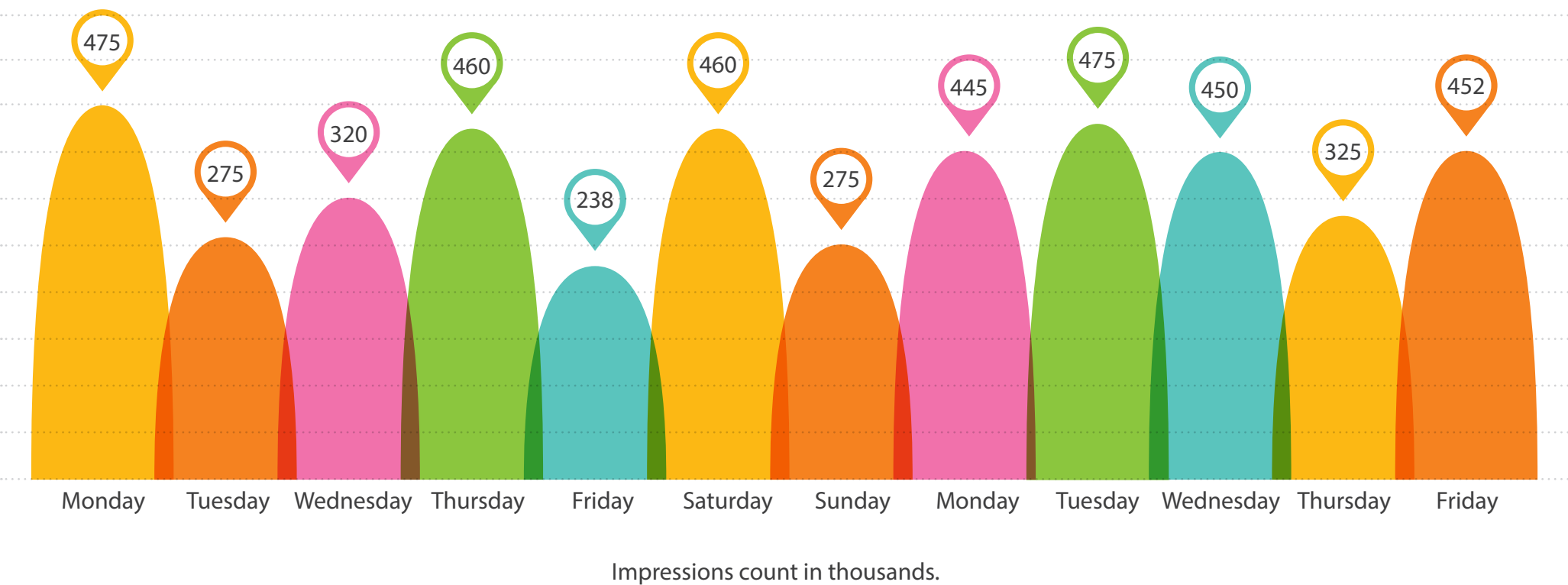
A number of blogs started talking about Contact Internet post-campaign.



We ran this campaign through the biggest influencers on all major social media networks.

Based on your campaign goals, your story was shared with over 5.7 Million people around the world with more than 3.4 Million impressions in Canada. The number of comments, likes, and shares were much higher than expected at 74%. Influencers posted all throughout the day with the majority of the postings being done between 5 - 10 pm to attain higher engagement.

The tech community was the most engaging as well as the gaming community. Impressions in Quebec were weakest on weekends, however, Montreal showed a good amount of shares on the first week of campaign run. This high engagement in Quebec is due to our tech influencers who posted during the week. We ran the campaign through our tech influencers for the first week as requested in the campaign goals section.



# Engagement Analytics

See which locations had the most engagement and where **your message was best received**.



The goal was to spread your story to Ontario and Quebec. Your goal was met with over 3 Million impressions in both provinces. The rest of Canada still engaged with the ads and reached over 700 Thousand users.

## Demographics

*Age group based on your target demographic goals*



The most engagement came from users aged 18 - 50 years old. However, over 85% of the url click-throughs were by users aged 50+.



Your story was much more engaging in the evenings with well over 75% of the total engagement coming after 4 pm.



The most ammount of comments were made in Toronto. We saw an increase in impressions due to the high number of comments from Toronto.

# Tips for Improvement

There is always more room for improvement, [here are some tips from our social media experts.](#)



## Research

Finding potential customers

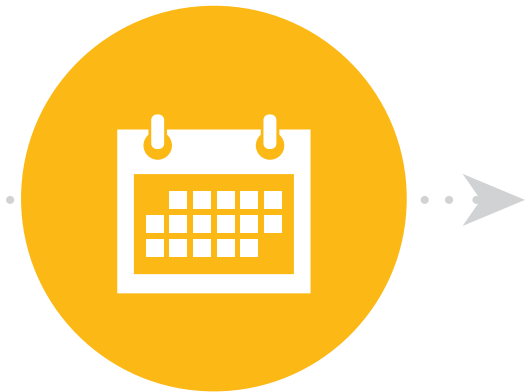
It is important to identify a potential customer in order for us to strategically deliver your brand's message to them.



## Contests

Always have promotions

Contests and promotions are the most shared form of advertisement whether it be word of mouth or on a social media network.



## Holidays

Always spread the message

Always run a campaign to celebrate popular holidays. (Christmas, Valentines, Victoria Day)  
The engagement is off the charts!

# Forecast for next year

How the world of social media is rapidly changing **and how to stay on top of the trends.**

We expect to see social media spending grow at a five-year compound annual growth rate (CAGR) of 17.9% in the US to reach 18.7 billion by 2019, up from \$8.2 billion in 2014. This forecast estimates both the number of social media users and the social media spending by the type of device -- desktop and mobile. By year-end 2019 we expect social network users to reach 2.72 billion and account for 36% of the population.

As companies continue to invest in social media, they'll be forced to improve their metrics to show revenue and ROI. Most businesses are hindered by a lack of strategic focus for their social activity which requires a strategic plan.

- Facebook is losing its key demographic; namely teens and young adults.
- YouTube retains its second place position as a social media platform and search engine making it a must in every marketing plan.
- Both businesses and individuals will become more savvy in their LinkedIn by 2016.
- Instagram passed Facebook in terms of the number of photographs in 2015.



Algorithm changes have plunged organic reach on Facebook from 16% to the single digits.



Instagram's engagement rate is 18 times that of Facebook and average 3,200+ interactions per post.



YouTube's sustained growth ensures it will also continue to remain a static part of the marketing mix.



Snapchat is the fastest growing major social network with a growth of 56% for the year 2015.



## Which social media platforms are failing and which ones are on the rise?

Instagram continues to impress marketers, maintaining amazing engagement even with their rapid community growth. The visual sibling of Facebook enjoys the most active users for both engagement rate and interactions. Instagram's engagement rate is 18 times Facebook, and the absolute engagement (3,200+ interactions per post) is twice that of the social giant despite being only 15 percent of its size. Facebook is guilty of the greatest bait and switch in marketing history – convincing brands to invest in building large communities so they (brands) would have an owned asset. Algorithm changes have plunged organic reach on Facebook from 16 percent in April 2012, to the low single digits, and continues to fall.

### Average user base for the top 10 social media networks:

Facebook	1.44 billion
Instagram	300 million
Twitter	303 million
Youtube	1.05 billion
Vine	40 million
Snapchat	100 million
Pinterest	70 million
Tumblr	420 million
Linked In	350 million
Google+	300 million

We publish full reports on Social Media trends and how they are being used by major brands.

Seeing the future is the key to success in 2015. We collect and analyze big data from social media activity of major international brands to better understand social media advertising. Our analytic reports are made into presentations and available for **BRANDFIT ANALYTICS SUBSCRIBERS**. To access our monthly report and our industry specific social media trends, visit [brandfit.ca/analytics](http://brandfit.ca/analytics).

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Have a question?

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Marketing through Social Media. Learn more at [BrandFIT.ca](http://BrandFIT.ca)