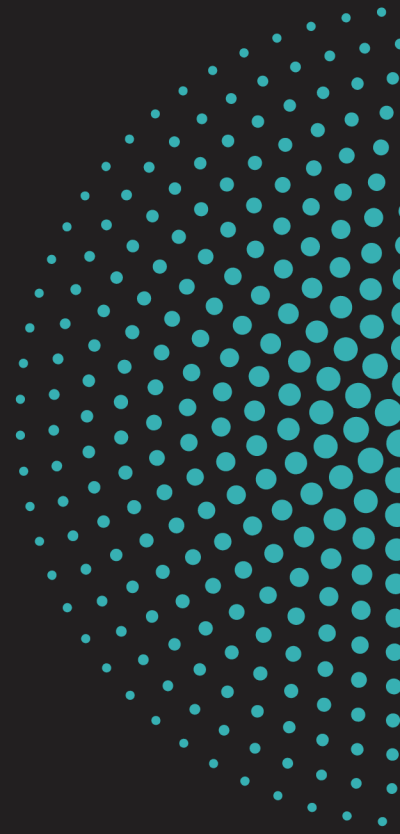
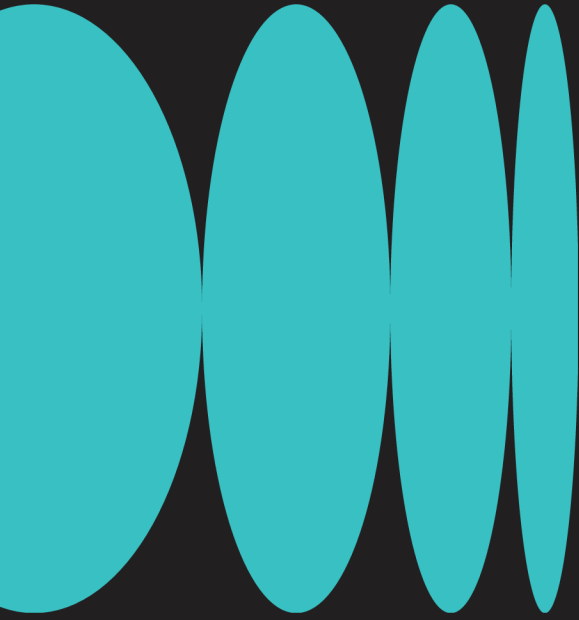


MARKETING



Social Media Report

December, 2024

IN PARTNER WITH



Prepared by
BRADLEY KENLY

Campaign Overview

Sample Pizza – Calgary, Alberta

Objective

Our recent video campaign for SAMPLE Pizza Co. Was designed to drive traffic to your website, specifically targeting the “Contact Us” page. This video was carefully crafted to highlight your unique offerings and capture the attention of your audience.

Target Audience

Within a 40 km radius of Calgary, targeting professionals aged 25-60 in sample management, culinary, small business ownership, contractors, decision makers, and related fields.

Platforms

Instagram/3rd Party Ads

\$78

Facebook Budget

\$172

Behaviours/Field of Study

Small Business Owners

Culinary Management

Restaurant Management

General Contractor

Business Decision Makers

Interests

Kitchenware

Kitchen and Dining

Small Businesses

Restaurant Management

Business Decision Makers

Campaign Performance Summary

Instagram/Facebook/3rd Party

Campaign Highlights



The ad campaign for Sample Pizza Co. – reached 28,482 people and generated 500 website clicks at an efficient cost-per-click of \$0.50. With 6,217 total post engagements, including 5,842 video views and strong interaction from the target audience, the campaign successfully captured attention and drove meaningful traffic.

The most active demographic was women aged 25–44, aligning perfectly with the campaign’s goals to engage key decision-makers and loyal customers in the food and hospitality industries.



Impressions (times on screen)

38,703



Budget

\$250



Reach (Different Accounts)

28,482



Website Visits

500



Cost Per Click

\$0.50



Industry Standard

\$0.70 - \$1.20



Post Engagement

6217



Video Plays

5842

Overall Campaign Insight and Recommendations

Our collaboration with Sample Pizza Co. – delivered outstanding results, particularly on Facebook, which achieved an impressive cost-per-click (CPC) of \$0.50. Facebook emerged as the most cost-effective platform, driving 500 website clicks, substantial reach (28,482 people), and high engagement (6,217 interactions). These results clearly position Facebook as a critical driver of traffic and brand visibility. We recommend focusing the majority of future ad budgets on Facebook to maximize ROI.

For Instagram, we suggest emphasizing organic, staff-created videos to sustain engagement and maintain authenticity without the need for heavy ad spend. This approach ensures the platform remains vibrant and appealing while enabling a more strategic allocation of resources.

Given the strong traffic we are directing to the website, it's vital to provide a seamless and engaging user experience. We recommend conducting a website review or redesign to ensure visitors are guided smoothly through their journey, increasing the likelihood of conversions and sales.

➤ We are going to narrow our age focus to the most engaged demographic (35–54) while maintaining interest-based targeting for better ROI.

➤ Collaboration Strategy

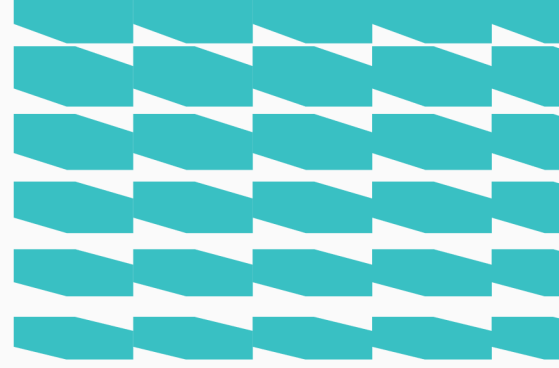
We are set up to meet with and create content with the following clients:

- Book Today
- Follow Us

We are going to build on the momentum by creating content that further encourages website visits or inquiries, such as promotions or behind-the-scenes features.

Your
Logo





HERE



Thank you!

Thank you for taking the time to read this report. If you have any questions or would like to discuss our findings further, please don't hesitate to reach out to us.



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