

# Monthly Report

MAY 2022

## OVERVIEW

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## Summary

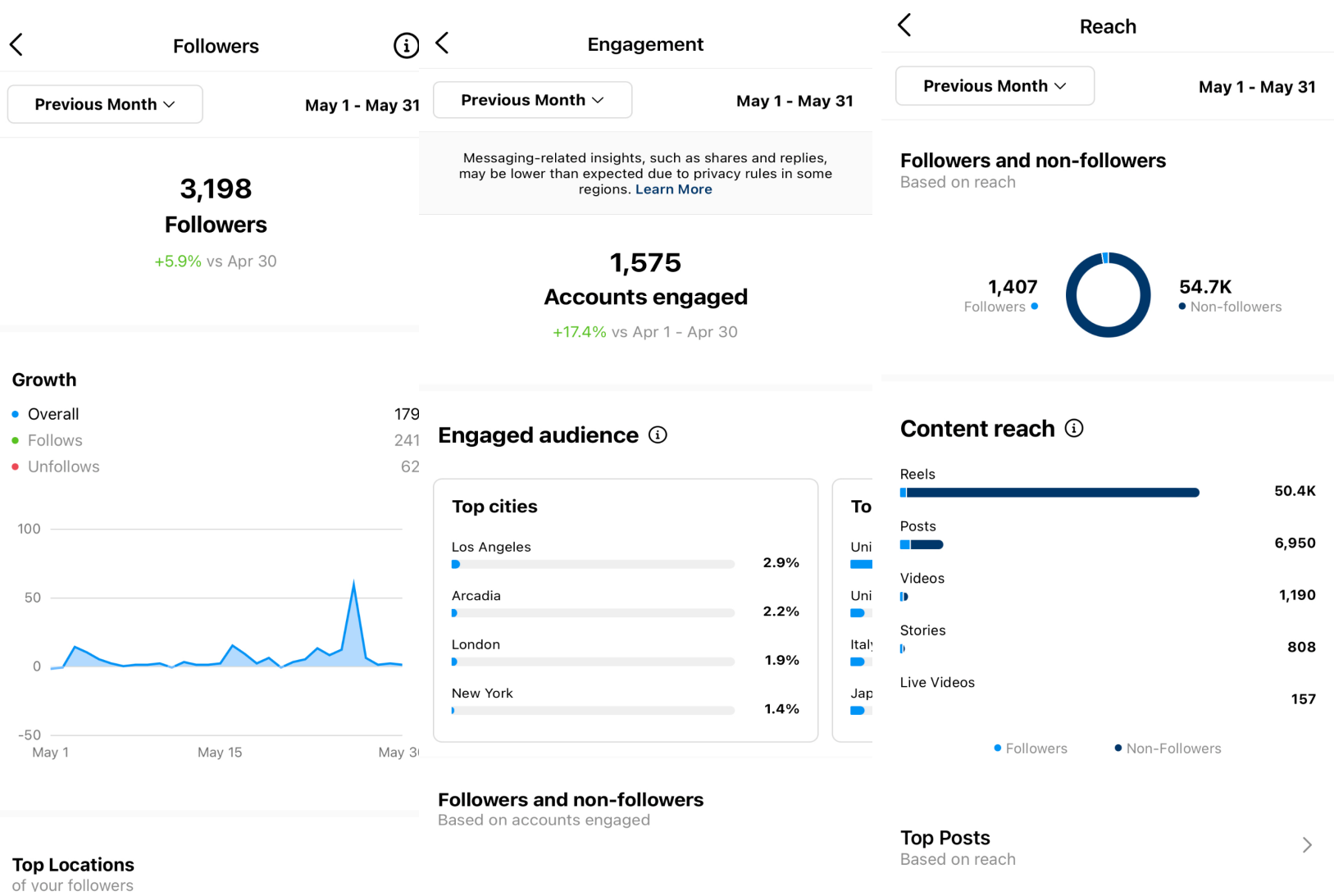
We reflect on our social media marketing efforts on Instagram and TikTok for this month. On Instagram, we have dropped on engagement but **grew in followers by 6.78%**. On TikTok we have grown exponentially on following and overall views. In a matter of one month, we grew in followers by

## INSTAGRAM

For May on Instagram we were +.8% on total accounts reached compared to April. Of those reached accounts, 54.7K are not following us compared to April 1 - April 30. Our reach is at a steady growth from 55,907 to 56,199. From the content reach, 50.4K were from Reels which shows reels are VERY important for reach. We uploaded 14 reels with month but had most success on TikTok with short-form videos.

Followers, Impression, and Reach

| Month    | Followers |       | Impressions |       | Reach  |       |
|----------|-----------|-------|-------------|-------|--------|-------|
| February | 2,750     | 2.45% | 54,796      | 23.3% | 16,377 | 31.3% |
| March    | 2,885     | 4.79% | 106,099     | 80.6% | 49,692 | 193%  |
| April    | 2,995     | 3.42% | 115,808     | 8.75% | 55,907 | 11.2% |
| May      | 3,198     | 6.78% | 105,439     | 9%    | 56,199 | .8%   |



## Profile Views and Website Clicks

| Month    | Profile Views |        | Website Clicks |        |
|----------|---------------|--------|----------------|--------|
| February | 1,265         | 44.40% | 99             | 23.72% |
| March    | 2,305         | 82.2%  | 103            | 4%     |
| April    | 3,471         | 40.79% | 106            | 2.83%  |
| May      | 3,077         | 11.4%  | 154            | 45.2%  |

| Month    | Most Likes |        | Most Comments |        | Highest Reach |         | Saves |         |
|----------|------------|--------|---------------|--------|---------------|---------|-------|---------|
| February | 118        | 20.53% | 19            | 30.30% | 988           | 53.50%  | 7     | 78.26%  |
| March    | 127        | 7.34%  | 24            | 23.25% | 1,440         | 37.23%  | 12    | 52.63%  |
| April    | 337        | 90.52% | 25            | 4.08%  | 35,021        | 184.20% | 49    | 121.31% |
| May      | 193        | 42.73% | 8             | 68%    | 59,199        | 69.03%  | 12    | 75.51%  |


## Post Performance


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Stories


Reach ▾


Last 30 Days ▾


391

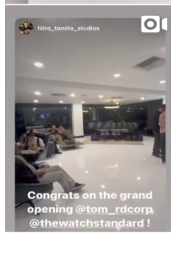
381

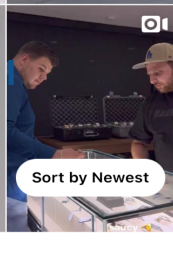
377


372

368

362

Congrats on the grand opening @tom\_rdcorp @thewatchstandard!

Sort by Newest




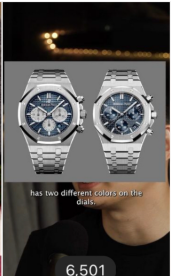
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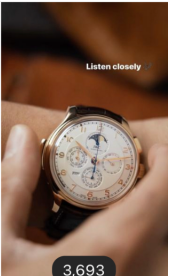
Reels

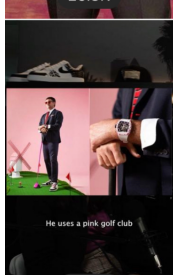
Plays ▾

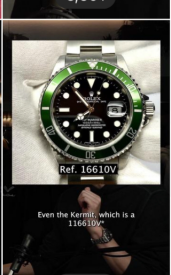
Last 30 Days ▾

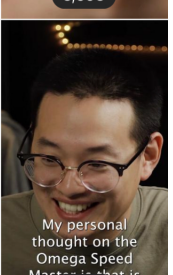
26.8K

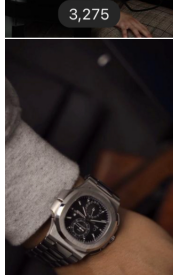
6,501

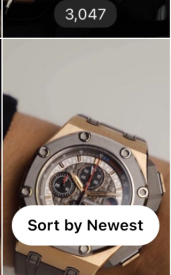
3,693


3,275

3,047

2,516



Sort by Newest




<


Posts

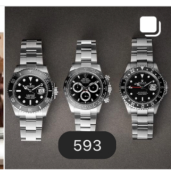
Any ▾

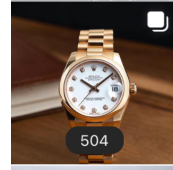
Reach ▾

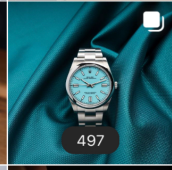
Last 30 Days ▾

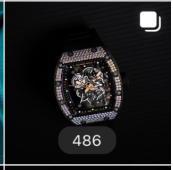
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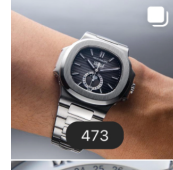
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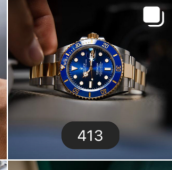
593

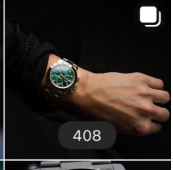
504


497

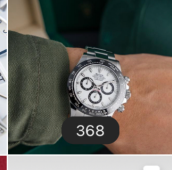
486

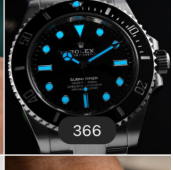
473


413

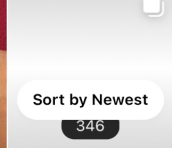
408


400

368

366

355

Sort by Newest

327

# Linkin.Bio Interactions

Page Views: 113

Button Clicks: 53

Post Clicks: 46

Click Through: Average 70%

# TIKTOK

Followers: 665 to 3,559 (505.34%)

- Video views: 42.7K to 307.5K (284.18%)
- Profile views: 647 to 5,116 (669.32%)
- Likes: 2,413 to 14.2K (488.79%)
- Comments: 33 to 220 (566.67%)
- Shares: 131 to 506 (298.43%)



## Analytics

### Overview

May 01 - May 30

### Engagement

- Video views  
307.5K (+623.82%)
- Profile views  
5,116 (+669.32%)
- Likes  
14.2K (+488.79%)
- Comments  
220 (+566.67%)
- Shares  
506 (+298.43%)

### Followers

3,558 in total  
Net +2,931 in May 01 - May 30

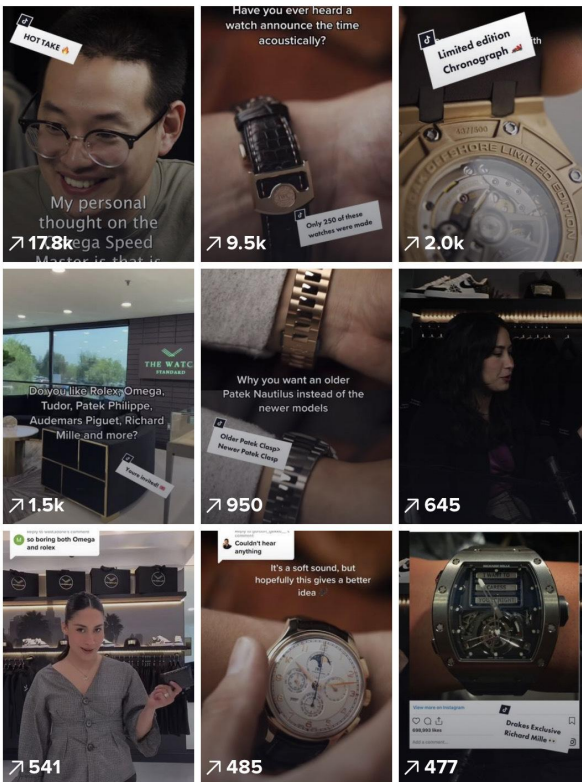
### Content

2 posts  
-4 (vs. May 19 - May 25)

We published 14 TikToks during the month of May. Our stats include number of followers, video views, and likes, comments and shares.

### Trending videos

Last 7 days

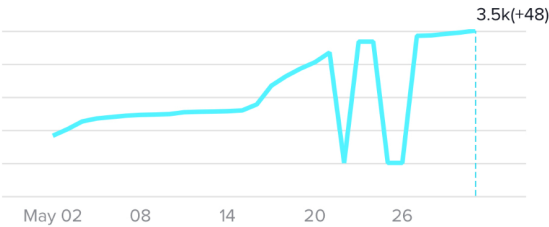


## Analytics

Overview Content Followers LIVE

Total followers  
3558

May 01 - May 30



New followers +2931

Growth rate 505.34%  
(vs. Apr 02 - May 01)

### Gender

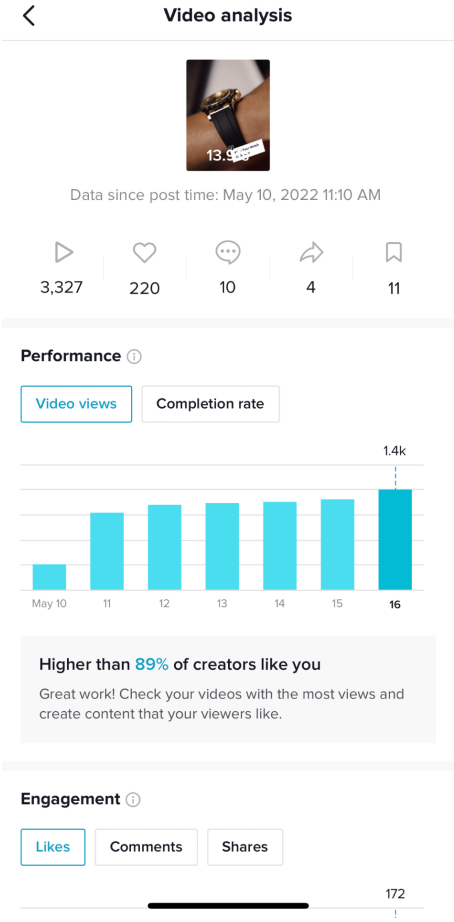
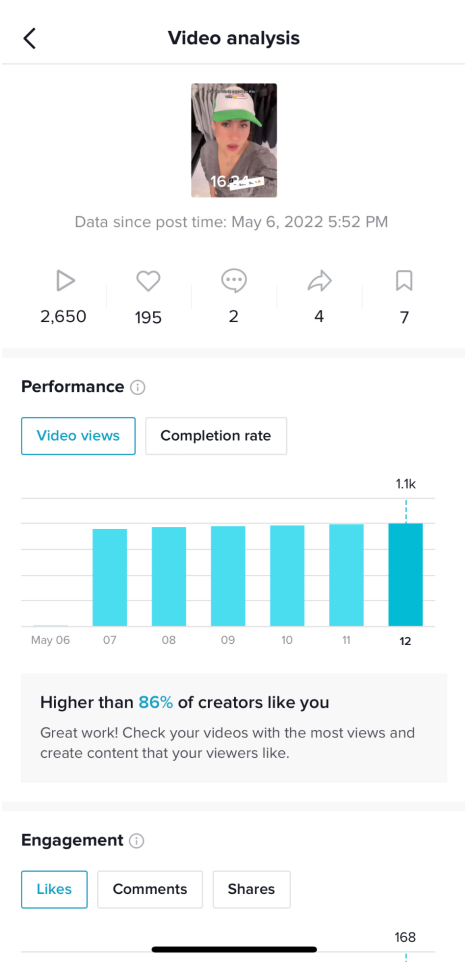
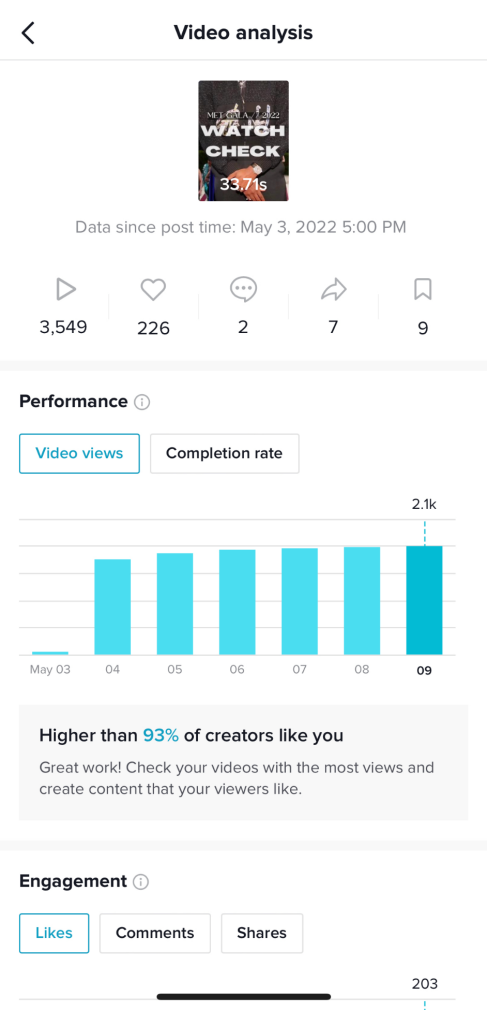


15.2%  
Female

84.8%  
Male




# Post Performance



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Video analysis



Data since post time: May 23, 2022 12:33 PM

1,945

96

5

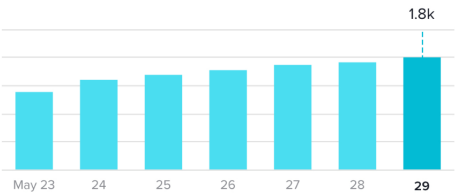
0

7

Performance ⓘ

Video views

Completion rate



| Date   | Views |
|--------|-------|
| May 23 | ~1.2k |
| May 24 | ~1.3k |
| May 25 | ~1.4k |
| May 26 | ~1.5k |
| May 27 | ~1.6k |
| May 28 | ~1.7k |
| May 29 | 1.8k  |

Higher than 92% of creators like you


Great work! Check your videos with the most views and create content that your viewers like.

Engagement ⓘ

Likes


Comments

Shares



<

Video analysis



Data since post time: May 13, 2022 11:17 AM

1,764

16

0

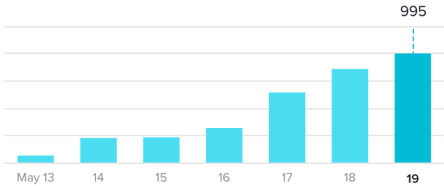
0

0

Performance ⓘ

Video views

Completion rate



| Date   | Views |
|--------|-------|
| May 13 | ~100  |
| May 14 | ~200  |
| May 15 | ~200  |
| May 16 | ~300  |
| May 17 | ~600  |
| May 18 | ~800  |
| May 19 | 995   |

Higher than 86% of creators like you


Great work! Check your videos with the most views and create content that your viewers like.

Engagement ⓘ

Likes


Comments

Shares



<

Video analysis



Data since post time: May 24, 2022 4:46 PM

2,305

146

5

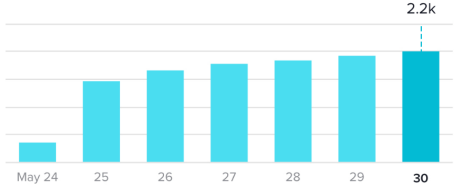
3

6

Performance ⓘ

Video views

Completion rate



| Date   | Views |
|--------|-------|
| May 24 | ~100  |
| May 25 | ~1.2k |
| May 26 | ~1.4k |
| May 27 | ~1.5k |
| May 28 | ~1.6k |
| May 29 | ~1.7k |
| May 30 | 2.2k  |

Higher than 94% of creators like you


Great work! Check your videos with the most views and create content that your viewers like.

Engagement ⓘ

Likes

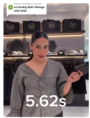
Comments

Shares



<

Video analysis



Data since post time: May 17, 2022 4:39 PM

4,339

111

9

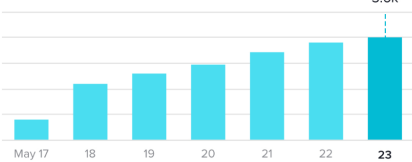
0

2

Performance ⓘ

Video views

Completion rate



| Date   | Views |
|--------|-------|
| May 17 | ~100  |
| May 18 | ~1.2k |
| May 19 | ~1.4k |
| May 20 | ~1.5k |
| May 21 | ~1.6k |
| May 22 | ~1.7k |
| May 23 | 3.6k  |

Higher than 96% of creators like you


Great work! Check your videos with the most views and create content that your viewers like.

Engagement ⓘ

Likes

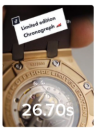
Comments

Shares



<

Video analysis



Data since post time: May 24, 2022 1:35 PM

3,983

365

9

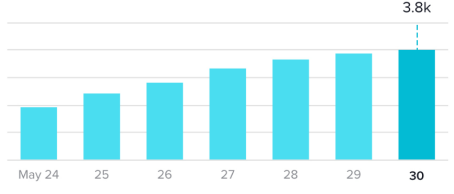
4

21

Performance ⓘ

Video views

Completion rate



| Date   | Views |
|--------|-------|
| May 24 | ~1.2k |
| May 25 | ~1.4k |
| May 26 | ~1.5k |
| May 27 | ~1.6k |
| May 28 | ~1.7k |
| May 29 | ~1.8k |
| May 30 | 3.8k  |

Higher than 97% of creators like you


Great work! Check your videos with the most views and create content that your viewers like.

Engagement ⓘ

Likes


Comments

Shares



<

Video analysis



Data since post time: May 19, 2022 2:57 PM

5,927

349

5

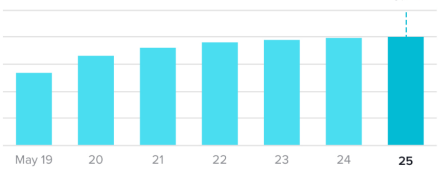
1

12

Performance ⓘ

Video views

Completion rate



| Date   | Views |
|--------|-------|
| May 19 | ~1.2k |
| May 20 | ~1.4k |
| May 21 | ~1.5k |
| May 22 | ~1.6k |
| May 23 | ~1.7k |
| May 24 | ~1.8k |
| May 25 | 5.2k  |

Higher than 98% of creators like you


Great work! Check your videos with the most views and create content that your viewers like.

Engagement ⓘ

Likes

Comments

Shares





Video analysis



Data since post time: May 31, 2022 1:02 PM

1,671

70

2

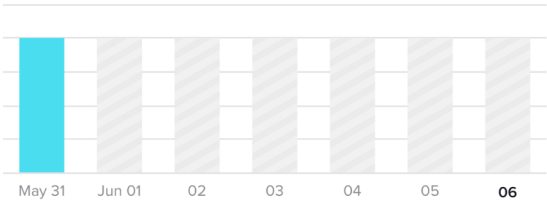
0

2

Performance ⓘ

Video views

Completion rate



Higher than 81% of creators like you

Great work! Check your videos with the most views and create content that your viewers like.

Engagement ⓘ

Likes

Comments

Shares

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## Other Key Responsibilities and Accomplishments

- Produced and began our podcast with the help of Adrian and David.
- Tiktok consistent traffic with .
- Brain stormed TikToks and Reel ideas for April.
- Collaborated with Adrian to create higher quality videos for Tiktok and Reels.

## Things to try for next month

- Podcast
  - New Segments
    - a. Neighborhood Watch: Looking Over Clients Watch Collections
    - b. The Watch Corner– Updates on our stock, “the more you know” watch talk
- Social Media
  - Engage with other accounts daily.
  - Upload reels onto the grid no hashtags
  - Using older assets from photoshoots to add a more human element and break the lifestyle/watch grid.
  - Work with Brina to create more segments on YouTube and ways to enhance IG



