

CLIENT MEDIA STATS

Statistics from January 2022 through March 2023.



SOCIAL MEDIA

LSM utilizes two social media platforms, Facebook and Instagram. During the timeframe listed above, the following increases were made:

Facebook:

- Page reach of 221,351, a **13.4% increase**
- Paid reach of 23,456, a **3.2K% increase**
- 623 new Page followers, a **22.6% increase**
- 28,124 Page visits, a **123.7% increase**
- 52,519 Paid impressions, a **4.1K% increase**
- 72.8K Post reach, a **377.2% increase**
- 3.5K Post engagement, a **34.6% increase**

Instagram:

- Page reach of 9,655, a **100.5% increase**
- 158 new Page followers, a **23.2% increase**
- 4,010 Profile visits, a **110.5% increase**
- 2.5K Post reach, a **42.3% increase**
- 1.8K Post engagement, a **14.2% increase**

WEBSITE TRAFFIC

While LSM's website does not utilize Google Analytics, the following tracked increases were made during the timeframe listed above:

- 38K visits, a **26% increase**
- 24K unique visitors, a **14% increase**
- 84K page views, a **32% increase**

EMAIL CAMPAIGNS

Increased Monthly Newsletter Open Rate

LSM's monthly newsletter open rate in 2021-2022 averaged **27.41%**. During the timeframe listed above, the average open rate was **42.15%**. The current non-profit services open rate is **39.42%**.

Increased Monthly Newsletter Click Rate

LSM's monthly newsletter click rate in 2021-2022 averaged **2.59%**. During the timeframe listed above, the average click rate was **5.00%**. The current non-profit services click rate is **1.71%**.

AT A GLANCE

SOCIAL MEDIA VISITS

- Facebook Page: **123.7% Increase**
- Instagram Profile: **110.5% Increase**

WEBSITE TRAFFIC

- Visits: **26% Increase**

EMAIL CAMPAIGNS

- Open Rate: **53% Increase**
- Click Rate: **93% Increase**



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Owner

Learn how Relevate Solutions can help improve your media presence at:
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