

Lavinia
Stamps



July & August

Social Media Report

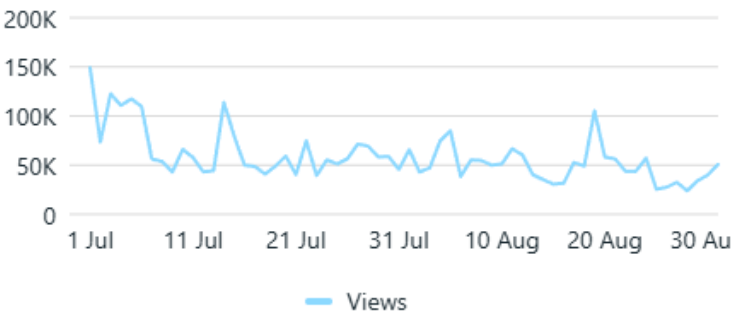
Facebook & Instagram Analytics

A brief overview of our insights from the 1st of July to the 31st of August
All organic with no paid ads.

Views	Reach	3-second views	1-minute views	Content interactions	Watch time
3.6M	555.5K	1.1M	162.8K	101.5K	594 days 3 hours
Up by 11.4%	Up by 14.9%	Up by 28.1%	Up by 3.5%	Up by 19.9%	Up by 10.7%

Views

3,638,839 ↑ 11.4%



Views

3.6M

Up by 11.4%

Keep in mind
July has had
longer growth
time!

July

Highest Performance in Views



Title: Using the new
Acorn Stamps to
create a mystical tag

Views: 106,874
Reach: 91,324
3s Views: 60,491
1min Views: 30,331
Watch Time: 37d 2h

From non-followers 81%
From followers 19%



August

Highest Performance in Views



Title: Something
spooky is brewing at
Lavinia Stamps

Views: 22,515
Reach: 16,101
3s Views: 10,794
1min Views: ?
Watch Time: 2d

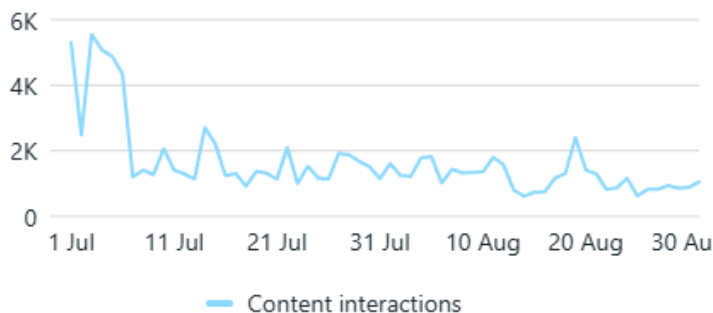
From non-followers 63%
From followers 37%



Content Interactions

101,508

↑ 19.9%



Content Interactions

101,508

Up by 19.9%

July

Highest Performance in Engagement



Title: Day 4 Fairy Fest
£200 Giveaway

Reach: 29.5k
Reactions: 2.3k
Comments: 822
Shares: 573

From non-followers
73%

From followers
24%

Notes:

- High engagement for prize incentive
- Last day of Fairy Fest (following consistent high engagement)
- New stamp release of the 'Twilight Tea' collection

August

Highest Performance in Engagement



Title: A New Friend
Has Arrived at Lavinia

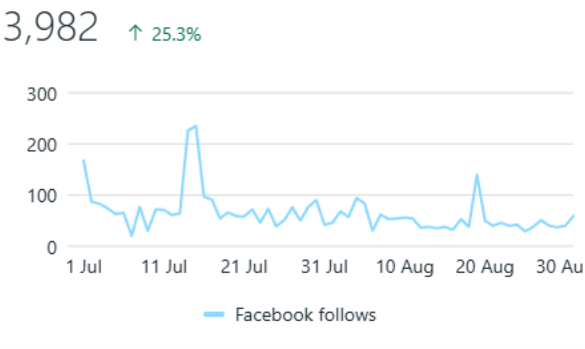
Reach: 11.9k
Reactions: 459
Comments: 151
Shares: ?

Post nor reel

Notes:

- New feature at Lavinia Stamps
- Getting customers to name our 'new friend'
- Builds community interactions and lets people get involved with decision making

Follows

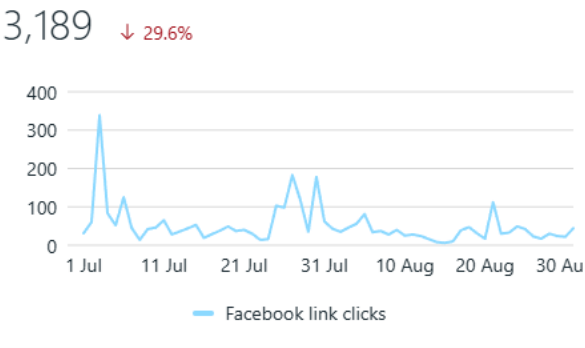


Follows

3,982

Up by 25.3%

Link clicks



Link clicks

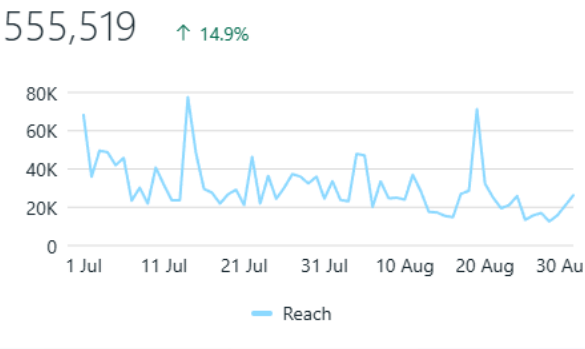
3,189

Down by 29.6%

To improve:

- Clearer CTAs (Call to Actions)
- Add more urgency or exclusivity
- Write more compelling captions

Reach

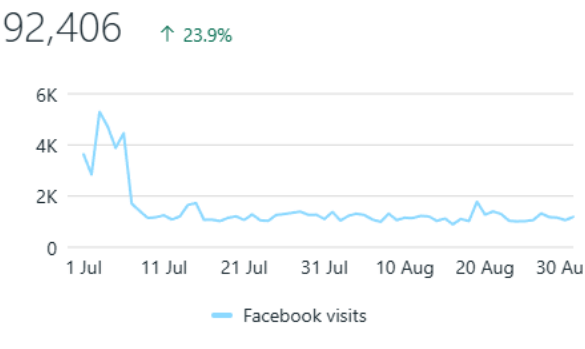


Reach

555,519

Up by 14.9%

Visits



Visits

92,406

Up by 23.9%