

---

# Status Report: Fort Myers Pest Control Nov. 2023-April 2024

---

# Overview

Performance

Daily Cumulative ⓘ

Reach ⓘ 48.5K ↑ 367% Content interactions ⓘ 648 ↓ 2.3% Followers ⓘ Lifetime 941 Link clicks ⓘ 1.5K ↑ 2.5K% Minutes viewed ⓘ 118 ↓ 62%

Reach breakdown

Total 48,479 ↑ 367% From organic 2,455 ↓ 29.6% From ads 45,924 ↑ 543.6%

Ways to help grow your reach

Advertise your business

Facebook reach ⓘ

181 days prior

From organic 2,455  
From ads 45,924

Your Facebook reach when advertising is 1,874.7% higher versus no ads.

Boost for reach again

Post frequently and improve content engagement

Posts ⓘ 67 ↑ 11.7% Median Facebook post interactions ⓘ 5 0% Stories ⓘ 0 0% Median Facebook story interactions ⓘ --

See tips to help improve your content

Create post

Messaging

See more about your messaging performance ⓘ

Messaging conversations started 53 ↑ 960% New contacts ⓘ 52 ↑ 940% Approximate earnings ⓘ \$0.00 0% Orders created ⓘ 0 0% Response rate ⓘ 15%

Performance

Daily Cumulative ⓘ

Reach ⓘ 48.5K ↑ 367%

Content interactions ⓘ 648 ↓ 2.3%

Followers ⓘ Lifetime 941

Link clicks ⓘ 1.5K ↑ 2.5K%

Minutes viewed ⓘ 118 ↓ 62%

>

Reach breakdown

Category	Value	Change
Total	48,479	↑ 367%
From organic	2,455	↓ 29.6%
From ads	45,924	↑ 543.6%

Ways to help grow your reach

Advertise your business

Facebook reach ⓘ

181 days prior

From organic 2,455

From ads 45,924

Your Facebook reach when advertising is **1,874.7%** higher versus no ads.

Boost for reach again

Create post

Post frequently and improve content engagement

Posts ⓘ Median Facebook post interactions ⓘ

67	↑ 11.7%	5	0%
Stories ⓘ	Median Facebook story interactions ⓘ	0	0%
--			

See tips to help improve your content

# Overview

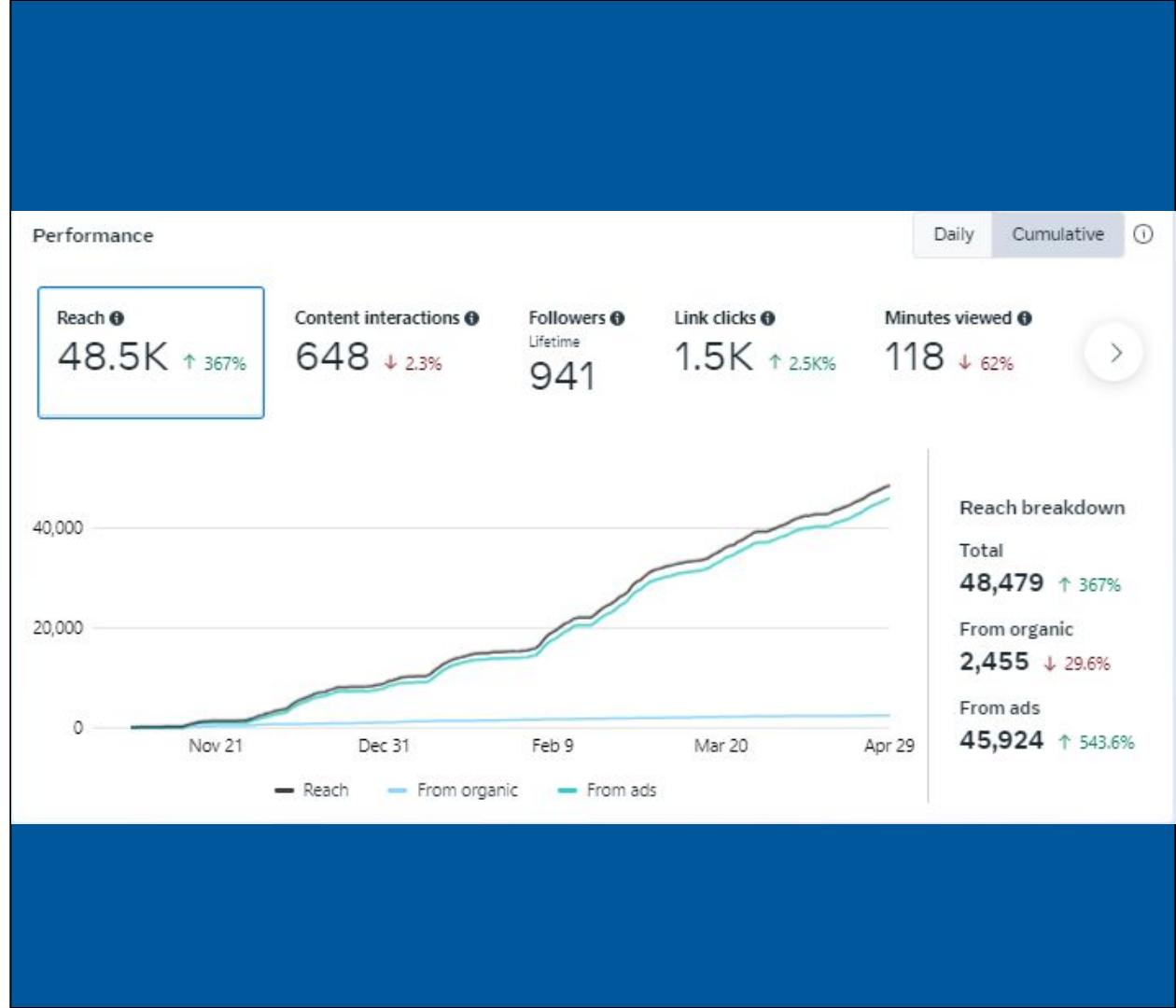
The ads and posts have gained a significant amount of attention in the past 6 months, showing clear growth during active ad campaigns.

Messaging

See more about your messaging performance

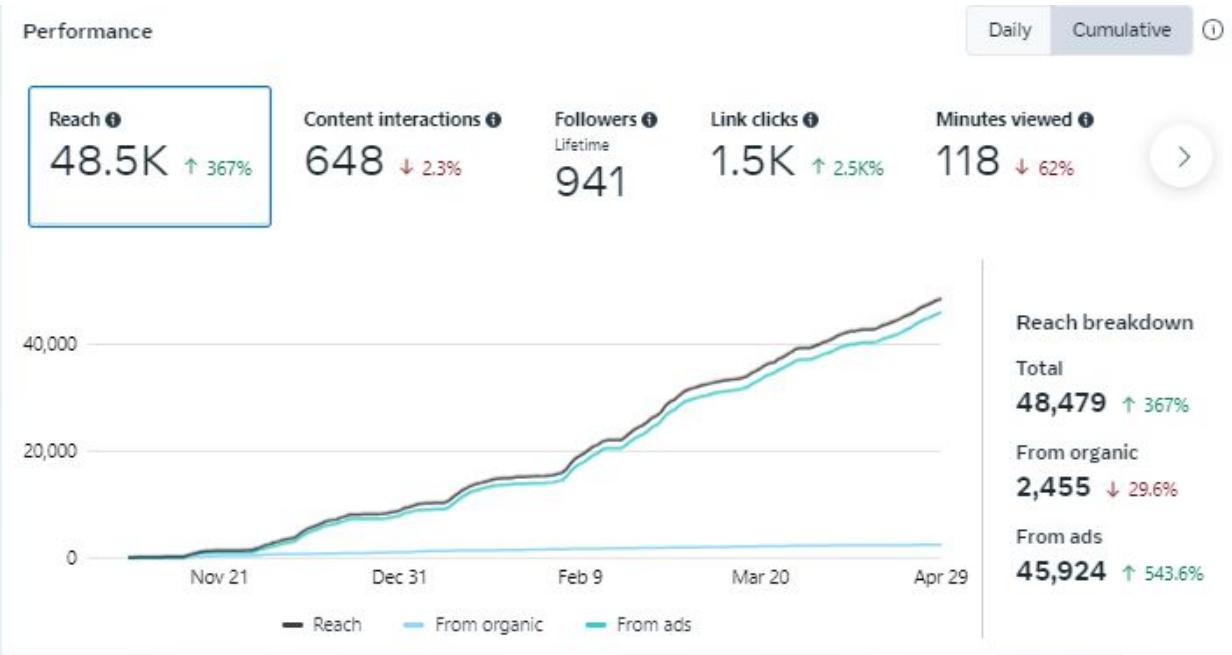
Messaging conversations started	53 ↑ 960%	New contacts ⓘ 52 ↑ 940%	Approximate earnings ⓘ \$0.00 0%	Orders created ⓘ 0 0%	Response rate ⓘ 15%
---------------------------------	-----------	--------------------------	----------------------------------	-----------------------	---------------------

# Cumulative Growth



# Cumulative Growth

When looking at the cumulative chart, we can see that reach has grown a noticeable amount. When it comes to social media posting, reach is more important than anything; it means more people are seeing the ads and posts and potentially visiting the website to make calls.



# Audience

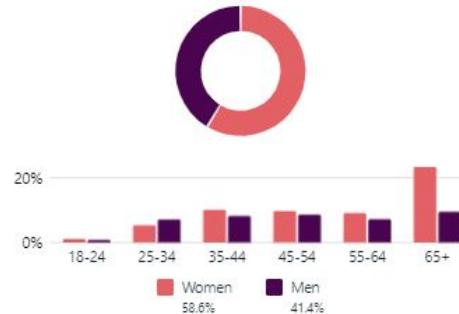
Facebook followers ①

941

Instagram followers ①

50

Age & gender ①



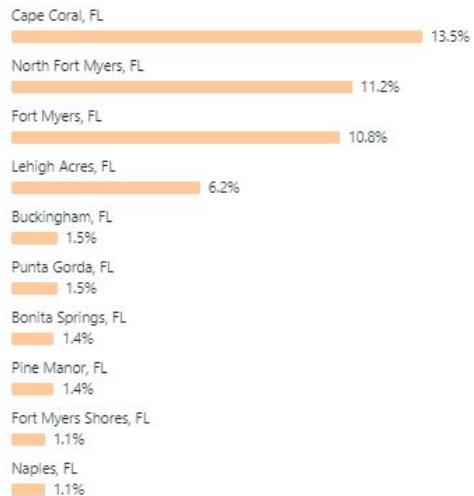
Age & gender ①



You need 100 followers to see this demographic data

To protect the privacy of people who follow your account, there needs to be at least 100 Instagram followers to see these insights.

Top cities



Top cities



You need 100 followers to see this demographic data

To protect the privacy of people who follow your account, there needs to be at least 100 Instagram followers to see these insights.

Facebook followers ⓘ

941

Instagram followers ⓘ

50

Age & gender ⓘ



Age & gender ⓘ



You need 100 followers to see this demographic data

To protect the privacy of people who follow your account,  
there needs to be at least 100 Instagram followers to see these  
insights.

20%

0%

Women  
58.6%  
Men  
41.4%

Top cities

Cape Coral, FL 13.5%

North Fort Myers, FL 11.2%

Fort Myers, FL 10.8%

Lehigh Acres, FL 6.2%

Buckingham, FL 1.5%

Punta Gorda, FL 1.5%

Bonita Springs, FL 1.4%

Pine Manor, FL 1.4%

Fort Myers Shores, FL 1.1%

Naples, FL 1.1%

Top cities



You need 100 followers to see this demographic data

To protect the privacy of people who follow your account,  
there needs to be at least 100 Instagram followers to see these  
insights.

# Audience

The majority of your audience are coming from Cape Coral and North Fort Myers, and are mostly in the 65+ age range.

# Activity

Benchmarking

[Facebook](#)

**Business comparison** Businesses to watch

Compare your performance against businesses in the **Home Services** category  
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

**Published content** ⓘ

**9**

**Higher than others**

How often your business published versus others in this category

Over the last 28 days, you typically published more posts and stories compared to other businesses in this category. Keep up the great work by scheduling content in advance.

[Create post](#)



Category	Value
25th percentile	1
50th percentile	3
75th percentile	8
Your business	9

**Facebook followers** ⓘ

**941**

**Similar to others**  
Typically: 640

**Follows** ⓘ

**5**

**Similar to others**  
Typically: 3

**Content interactions** ⓘ

**84**

**Higher than others**  
Typically: 25

## Benchmarking

Facebook ▼

### Business comparison

Businesses to watch

Compare your performance against businesses in the Home Services category

Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ①

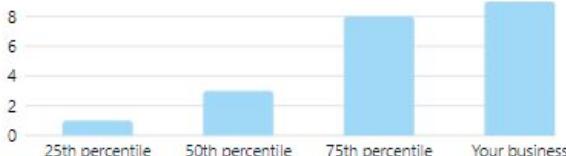
9

Higher than others

How often your business published versus others in this category

Over the last 28 days, you typically published more posts and stories compared to other businesses in this category. Keep up the great work by scheduling content in advance.

Create post



Facebook followers ①

941

Similar to others

Typically: 640

Follows ①

5

Similar to others

Typically: 3

Content interactions ①

84

Higher than others

Typically: 25

# Activity

Compared to other similar businesses, your page is much more active and receiving more attention. This is good, the interactions are high and plenty more people see the content when it is posted frequently and shared into groups.

# Goals For The Next 6 Months

1. Continue our reach growth using tagging, sharing and interacting with other pages.
2. Engage younger groups of homeowners.
3. Continue to post engaging video ads.