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

Overview

Performance

Daily

Cumulative



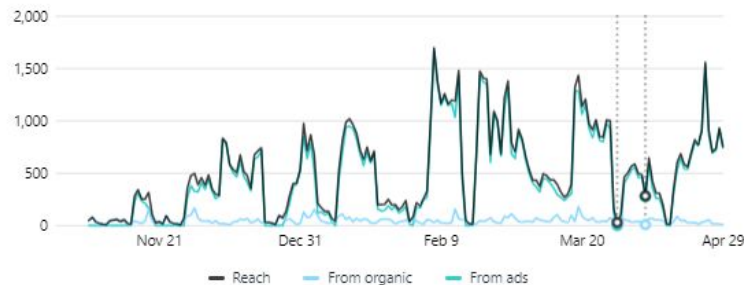
Reach ⓘ
48.5K ↑ 367%

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 ⓘ



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 ⓘ Median Facebook post interactions ⓘ

67 ↑ 11.7%

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 ⓘ

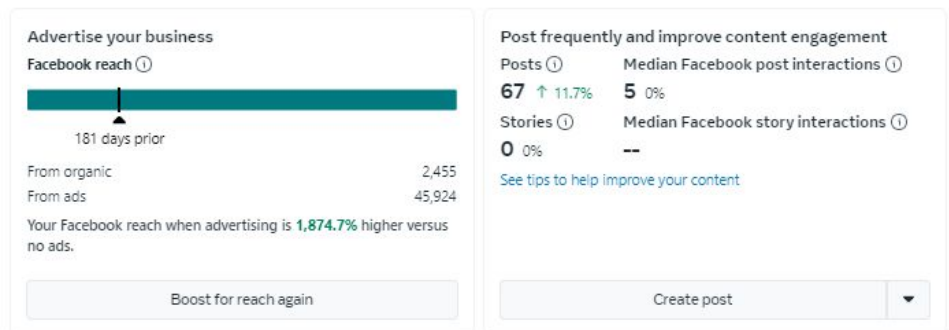
0 0%

Response rate ⓘ

15%



Ways to help grow your reach



Messaging

See more about your messaging performance ⓘ



Overview

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

Cumulative Growth

Performance

Daily

Cumulative

1

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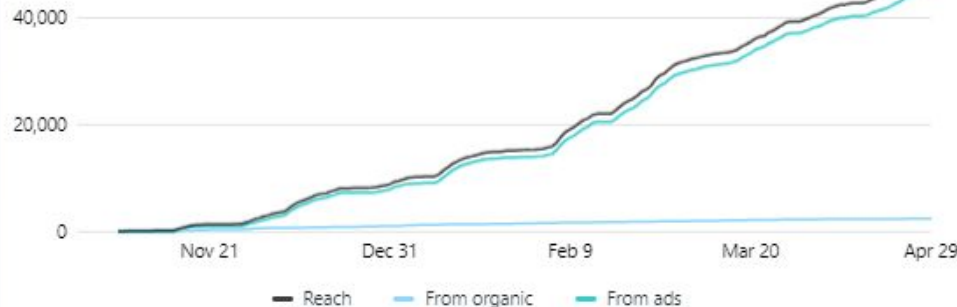
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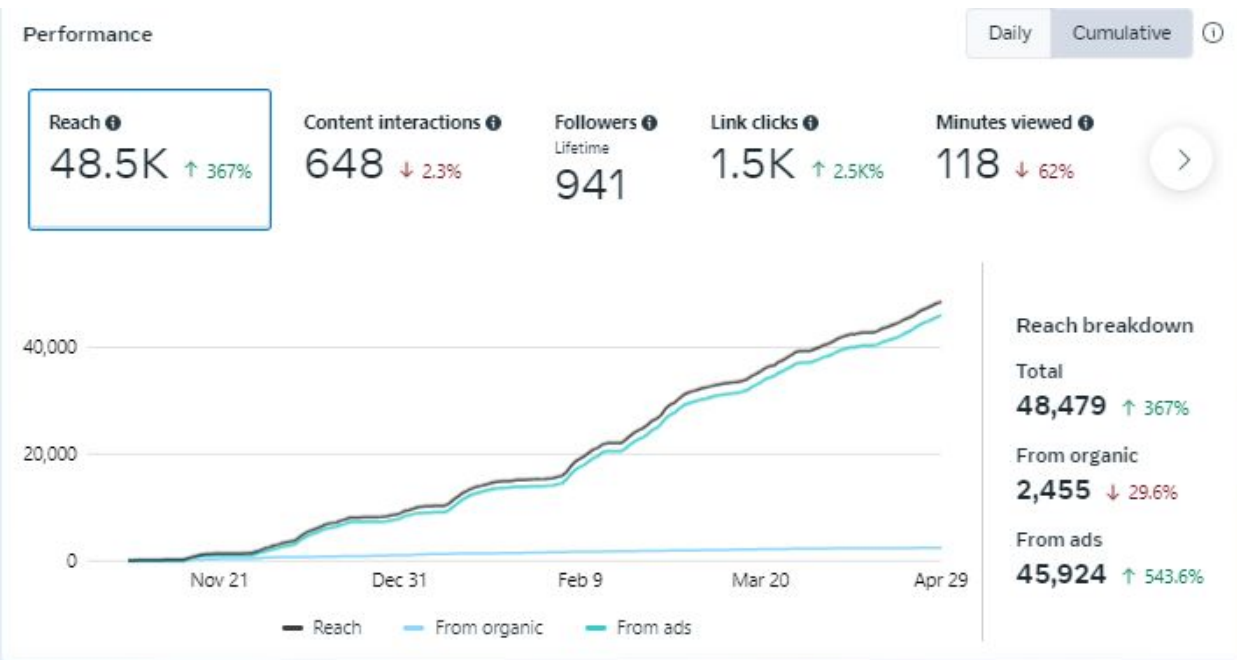
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Cumulative Growth

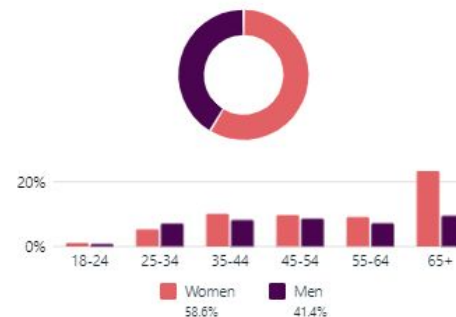
When looking at the cumulative chart, we can see that reach has grown a noticeable amount. When it comes to social media posting, reach is more important than anything; it means more people are seeing the ads and posts and potentially visiting the website to make calls.

Audience

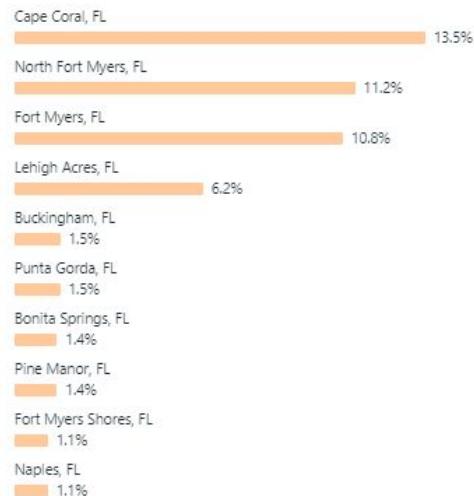
Facebook followers ①

941

Age & gender ①



Top cities



Instagram followers ①

50

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

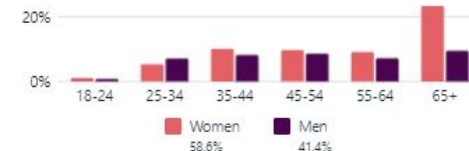


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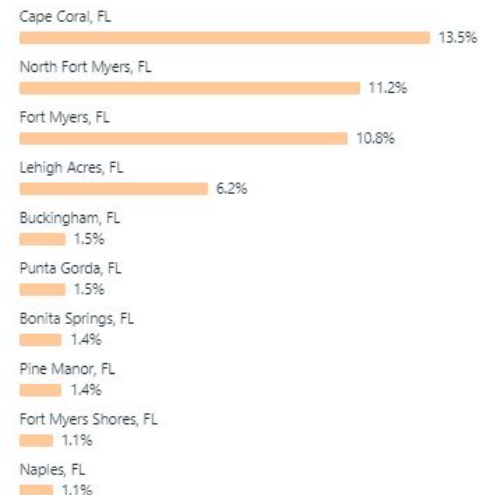
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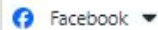
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Audience

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

Activity

Benchmarking



Business comparison

Businesses to watch

Compare your performance against businesses in the Home Services category

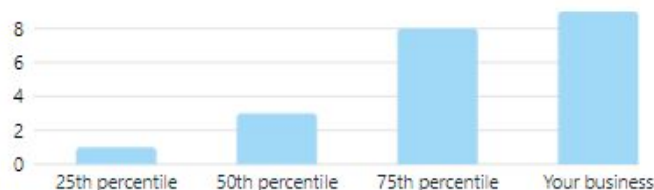
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

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

Facebook followers ⓘ

941

Similar to others

Typically: 640

Follows ⓘ

5

Similar to others

Typically: 3

Content interactions ⓘ

84

Higher than others

Typically: 25

Benchmarking

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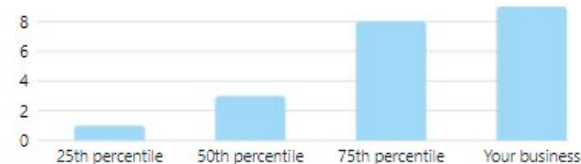
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Activity

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.