



T H R E E   M O N T H

# REPORT

DEC, 2017 - FEB, 2018





# OVERVIEW

**Tulsa Studio Snapshot**

**Organic Reach and Promotion**

**Posts of Note**

**Follower Trends at other Studios**

**Paid Promotions in Smaller Audiences**

**Suggested Efforts in March**



# TULSA STUDIO

## TRENDS AT A GLANCE

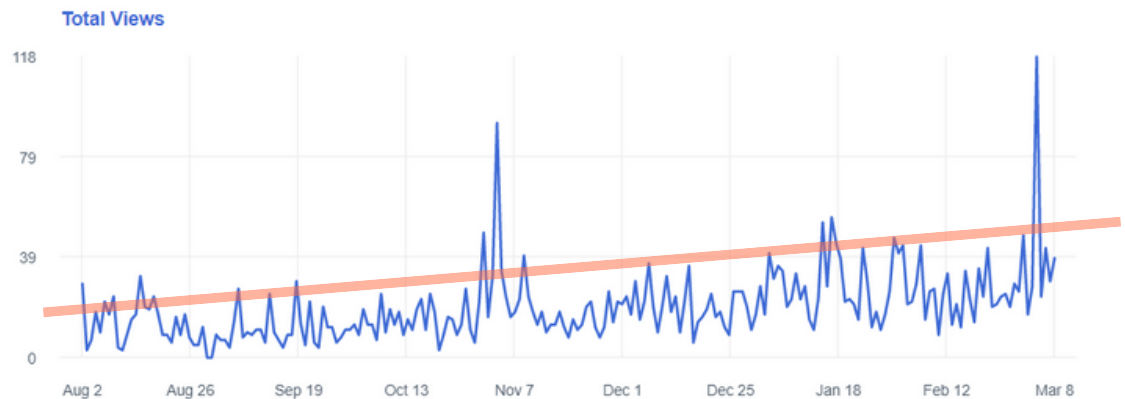
Total Page Followers as of Today: 4,795



◀ Pg. Followers are slowly increasing, holding steady around ~ 4,800



Page Views steadily increasing with spikes to note when viewed over 6 months ▶



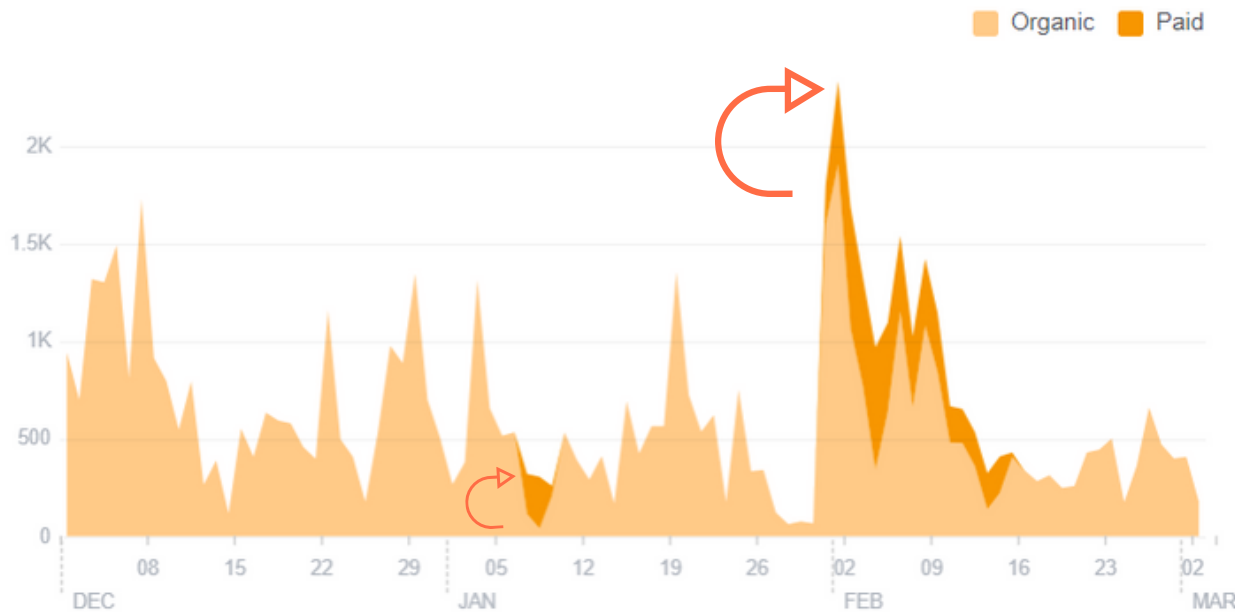


# TULSA STUDIO

REACH DEC 2017 - FEB 2018

## Post Reach

The number of people who had any posts from your Page enter their screen.



Boosting content increases reach measurably, demonstrating benefit to the expenditure, but note that it follows a similar trend to the organic reach. This suggests that the content's engagement level has more impact on post reach than dollars spent promoting it. Perhaps you can spend more efficiently by paying to promote only content that is expected to engage well to begin with, like video's or events, for example.



# TULSA STUDIO

## DECEMBER POSTS OF NOTE

12/01/2017 4:18 pm		"Betrayal of yourself in order not to betray another is betrayal nonet			1.4K		54 23	
12/03/2017 7:56 am		Where is your heart leading you?			1.7K		50 17	
12/04/2017 8:42 pm		We are grateful to share our new small video series, My Story. We			2.1K		178 59	
12/07/2017 8:20 am		Be Love Yoga Studio Tulsa shared Russell Brand's video.			1.9K		118 27	
12/07/2017 6:01 pm		A spiritual revolution is happening. Come Be Love with us, the wor			1.8K		131 24	
12/27/2017 12:40 pm		"Rasa Lila Sadhana" translates to "tasty play practice". One hour yo			1.1K		68 27	
12/29/2017 1:16 pm		Join us for #poweryoga on Sundays at noon with Joe Picorale. You			1.5K		64 37	

Video Content & Events get double or triple the Organic Reach without any paid promotion.



# TULSA STUDIO

## POSTS OF NOTE

02/26/2018 1:53 pm		Watch out New York, move over Paris. Be Love Yoga Studio is sha			1K		141 59	
02/08/2018 11:09 am		We are grateful to share our new small video series, My Story. We			1.2K		85 54	
01/19/2018 2:59 pm		How is your handstand coming along?			1.3K		46 25	
01/31/2018 3:44 pm		We are grateful to share our new small video series, My Story. We			5.7K		412 186	
01/31/2018 10:47 am		Unlimited memberships get 15% off all Be Love merch, workshops,			1.4K		69 55	

Suggestion: Survey to find more hot educational topics like this whopper post in November!

11/05/2017 2:17 pm		Don't live with back pain. Yoga can help, and here are more tips to			3.9K		346 306	
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# SURROUNDING STUDIOS

TRENDS AT A GLANCE

Total Page Followers as of Today: 1,875



**Broken Arrow**

Total Page Followers as of Today: 1,691



**Jenks**

Total Page Followers as of Today: 1,120



**Owasso**

Total Page Followers as of Today: 628



**Bristow**

Total Page Followers as of Today: 1,598



**Bentonville, AR**

Page Followers for All Be Love Studios is Trending Up!





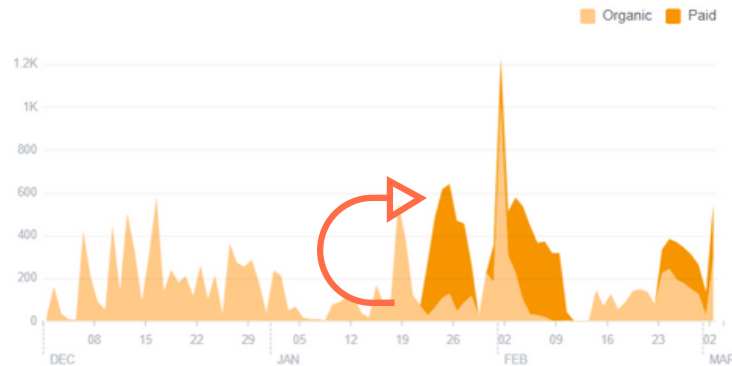
# REACH TRENDS

## BOOSTING TO SMALLER AUDIENCES

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### Post Reach

The number of people who had any posts from your Page enter their screen.

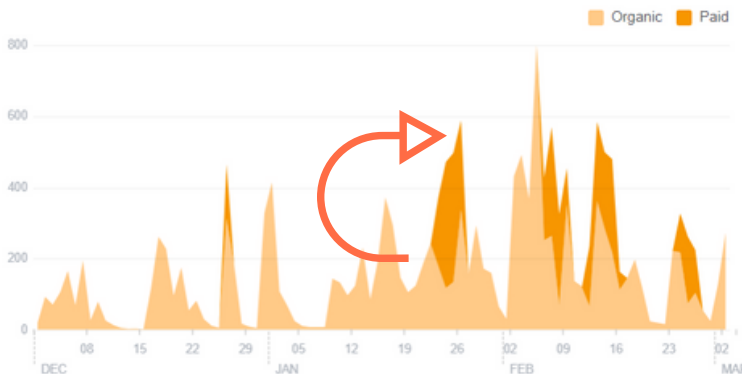


◀ Paid promotion has more benefit when trying to capture interest of smaller audiences. It is doubling and tripling content exposure in some cases. Keep it up in the newer studios that are building followers, while still focusing on content engagement as well

Bristow

### Post Reach

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**Suggestion: Run some paid promotions intended to test engagement concepts while also working to build followers for newer studios. Let's learn about what you're buying with paid "boosts"**



# Followers

By Studio

4,810

Tulsa

1,692

Jenks

1,875

Broken Arrow

1,597

Bentonville, AR

1,120

Owasso

628

Bristow

Suggestion: Run social media promotions in coming months to nurture follower counts for newer studios



# UP NEXT

## SUGGESTIONS FOR MARCH

Educational Posts to increase organic reach

Survey for education topics and to engage audiences

Video Content for increased engagement and reach on organic posts

Promos to increase non-tulsa followers audiences

A/B testing on paid promotions to see if beneficial [could wait a month on this]