

FUNKAWAY Q1 SOCIAL MEDIA REPORT

APRIL 2022

AGENDA

- Paid Social
 - Boosted Social Posts
 - Consideration Ads
- Organic Social
- Next Steps



PAID SOCIAL

BOOSTED POSTS

**PROMOTED ORGANIC
POSTS**

ENGAGEMENT

CONSIDERATION ADS

**3 ADS:
SMOKE | SPRAY | BEADS**

TRAFFIC

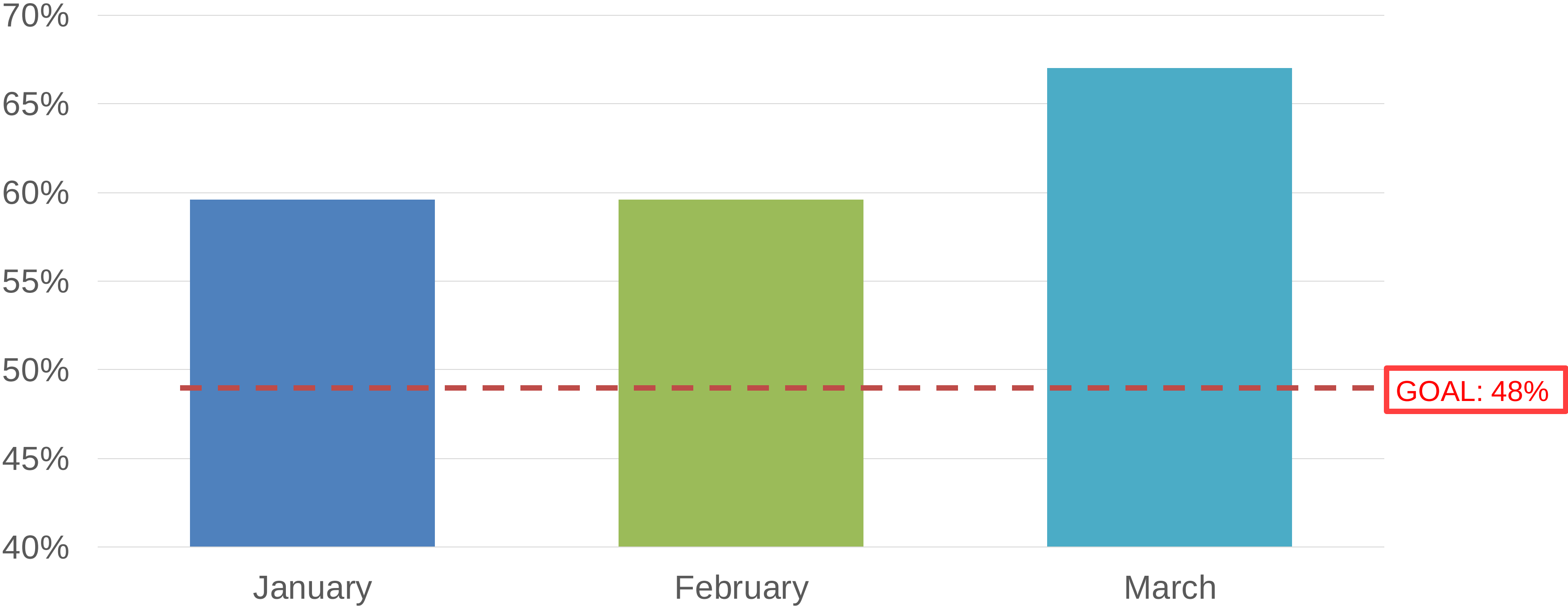
CONSIDERATION

BOOSTED POSTS

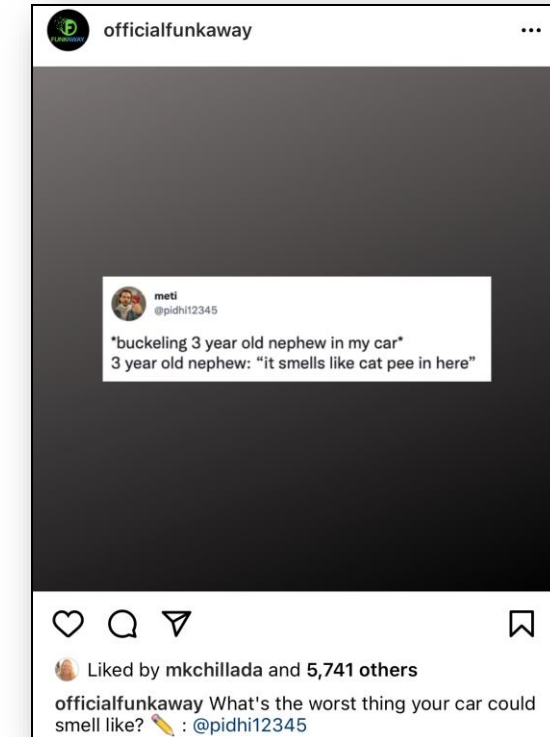
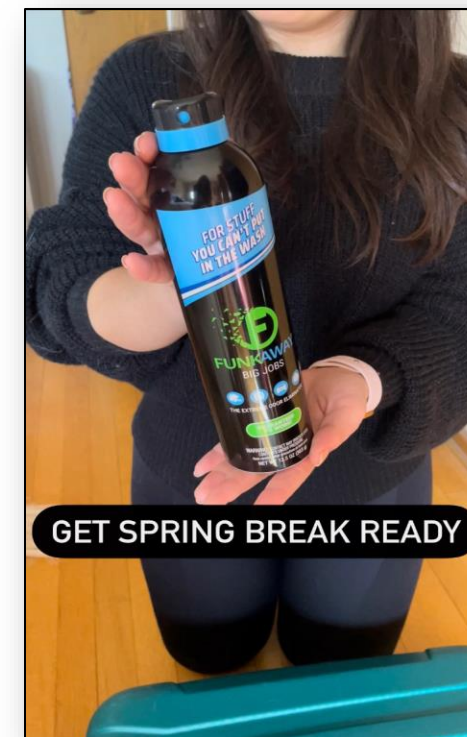
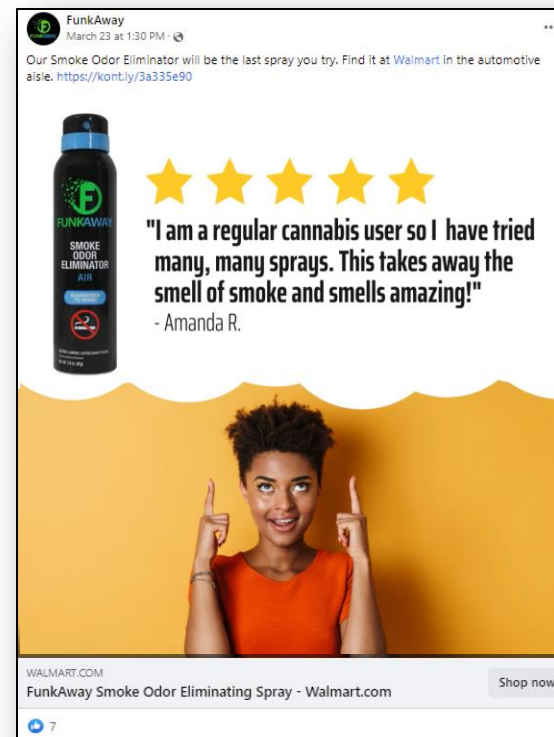
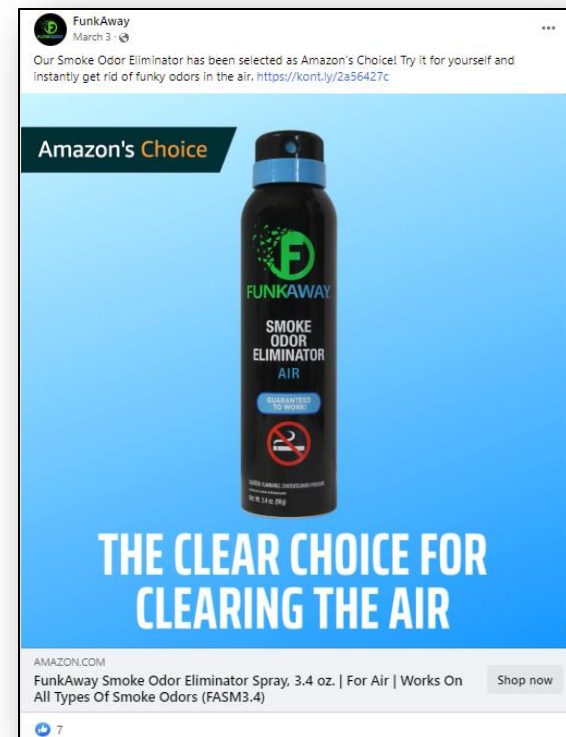
Reach: 1.1M

Spend: \$6,097

Engagement Rate



TOP PERFORMING POSTS



- Reviews - WOM
- Videos - Entertaining
- Tweets - Easy to read
- Pets - Funny

TOP PERFORMING POST - PARENTS



**FunkAway**
Sponsored ·  

Once your teenager's funk is this noticeable, they should start doing their own laundry. Our Max Strength Laundry Booster can ...[See more](#)





"I had to start doing my 16 year old's laundry separate from everyone else's to stop cross-funk. This stuff gets the whole load fresh!!"
-Lisa P

AMAZON.COM
**FunkAway Laundry Detergent
Booster (32 oz.)** [SHOP NOW](#)

 Teresa Verastique and 3 others

ENGAGEMENTS: 33,392

CPE: \$0.01

ER: 40.5%



**officialfunkaway** 



1,153 views · Liked by mkchillada

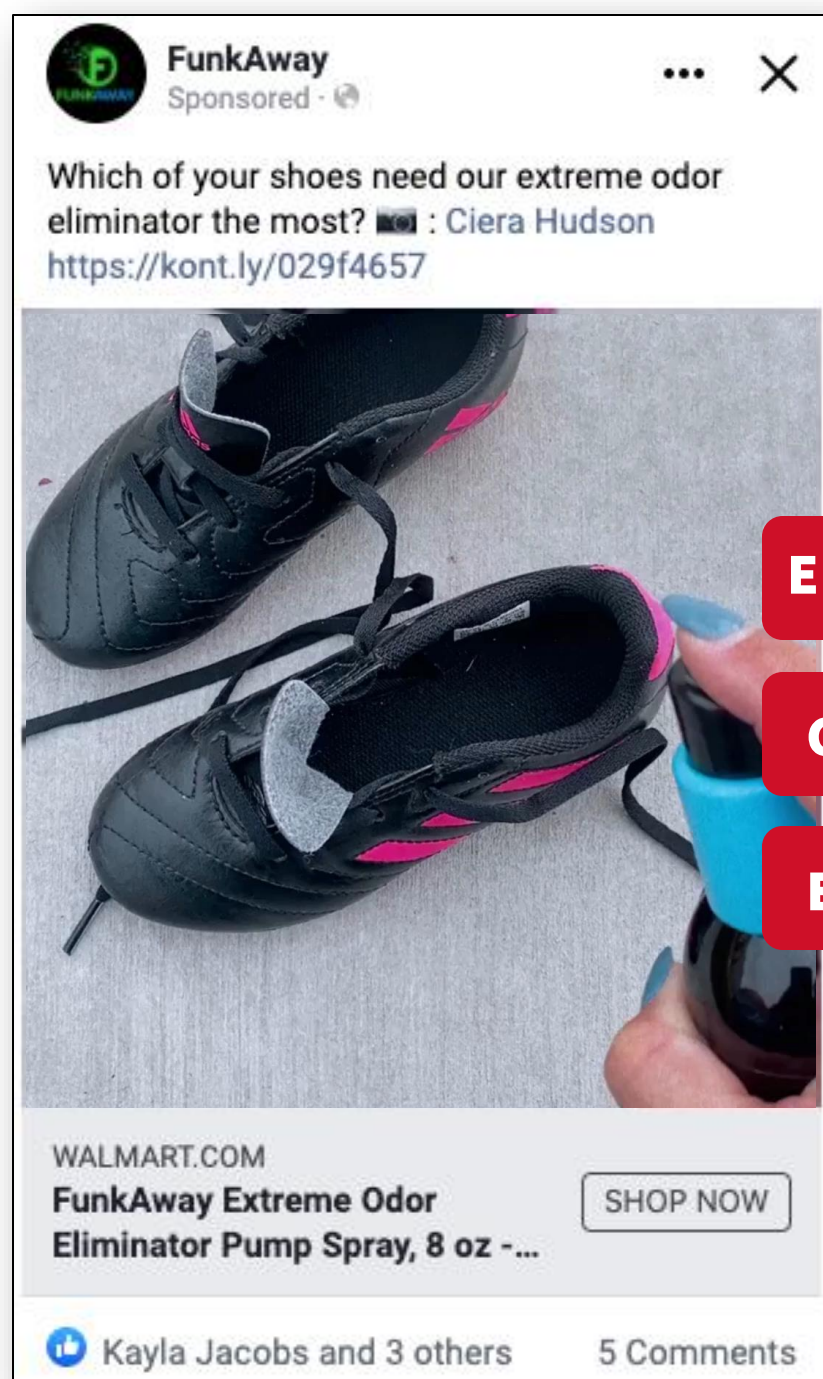
officialfunkaway FunkAway has an extreme odor eliminator for every room in your home! 🗣️ : [@dailyparenting](#)

ENGAGEMENTS: 16,669

CPE: \$0.005

ER: 68.2%

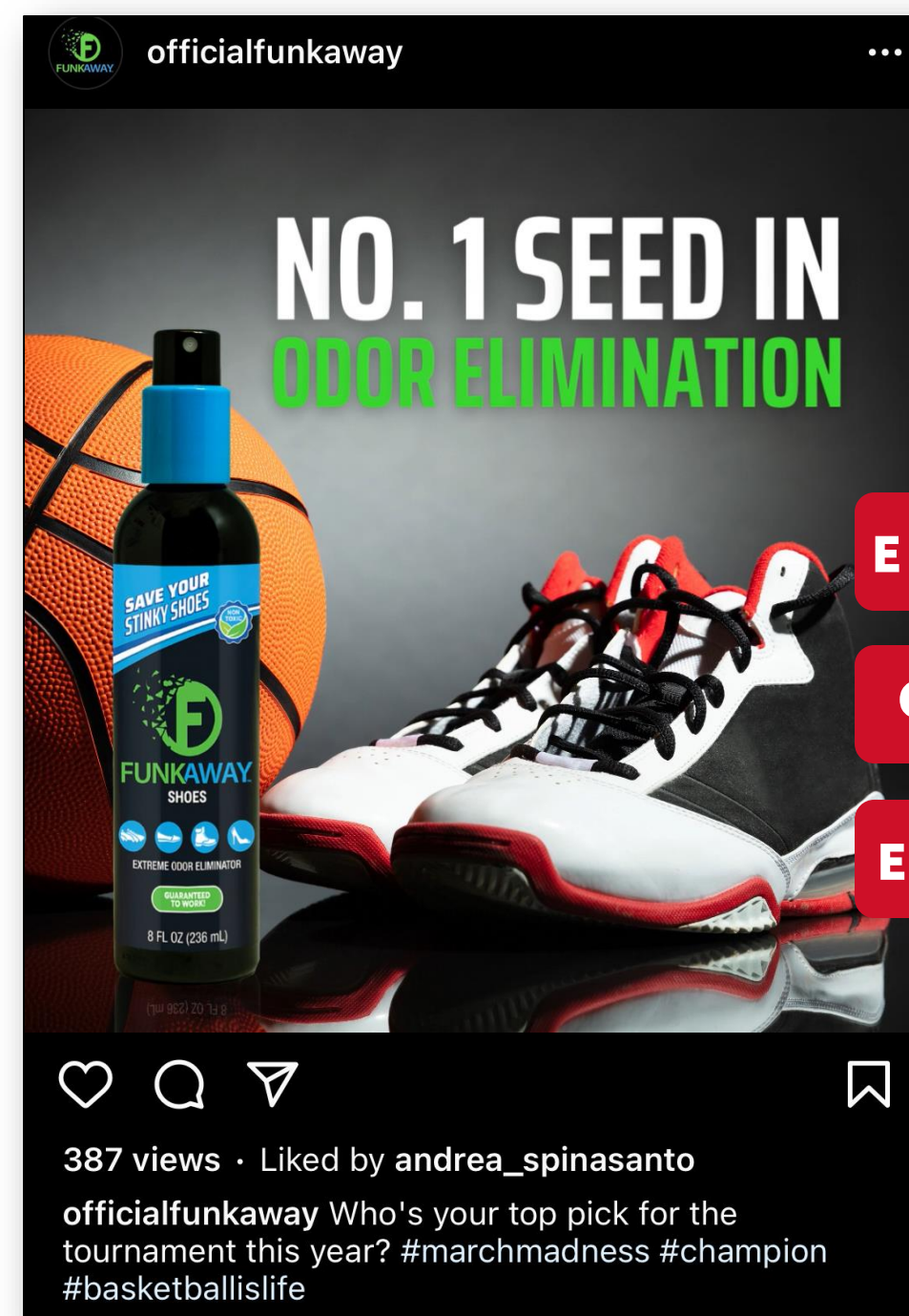
TOP PERFORMING POST - ATHLETES



ENGAGEMENTS: 33,063

CPE: \$0.003

ER: 47.2%



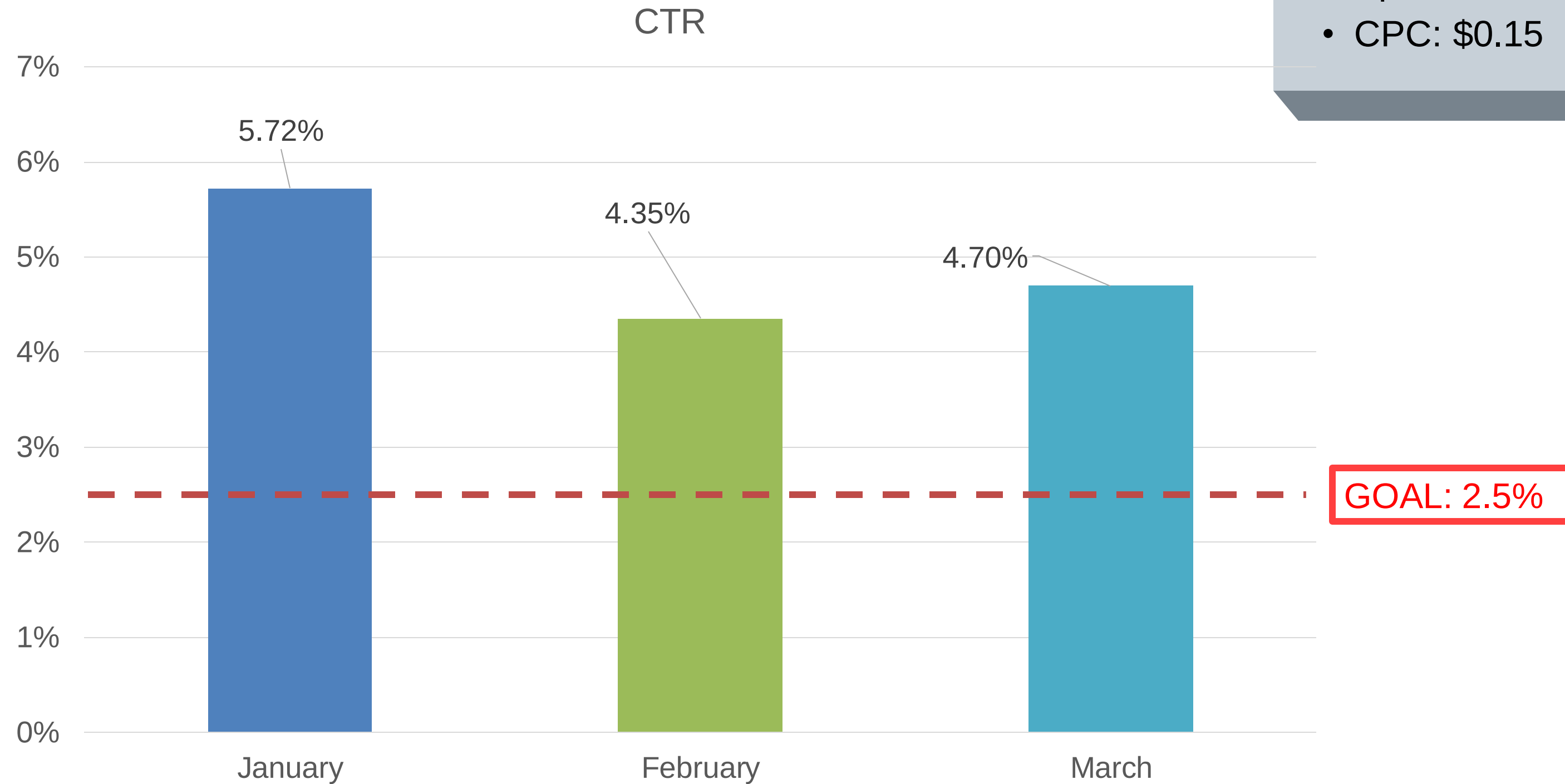
ENGAGEMENTS: 28,021

CPE: \$0.005

ER: 40.5%

CONSIDERATION ADS

- Reach: 777,393 (unique views)
- Clicks: 40K
- Q1 AVG CTR: 4.9%
- Spend: \$10,277
- CPC: \$0.15



TOP PERFORMING AD - SMOKE



REACH: 234,563

CTR: 4.51%

CPC: \$0.15

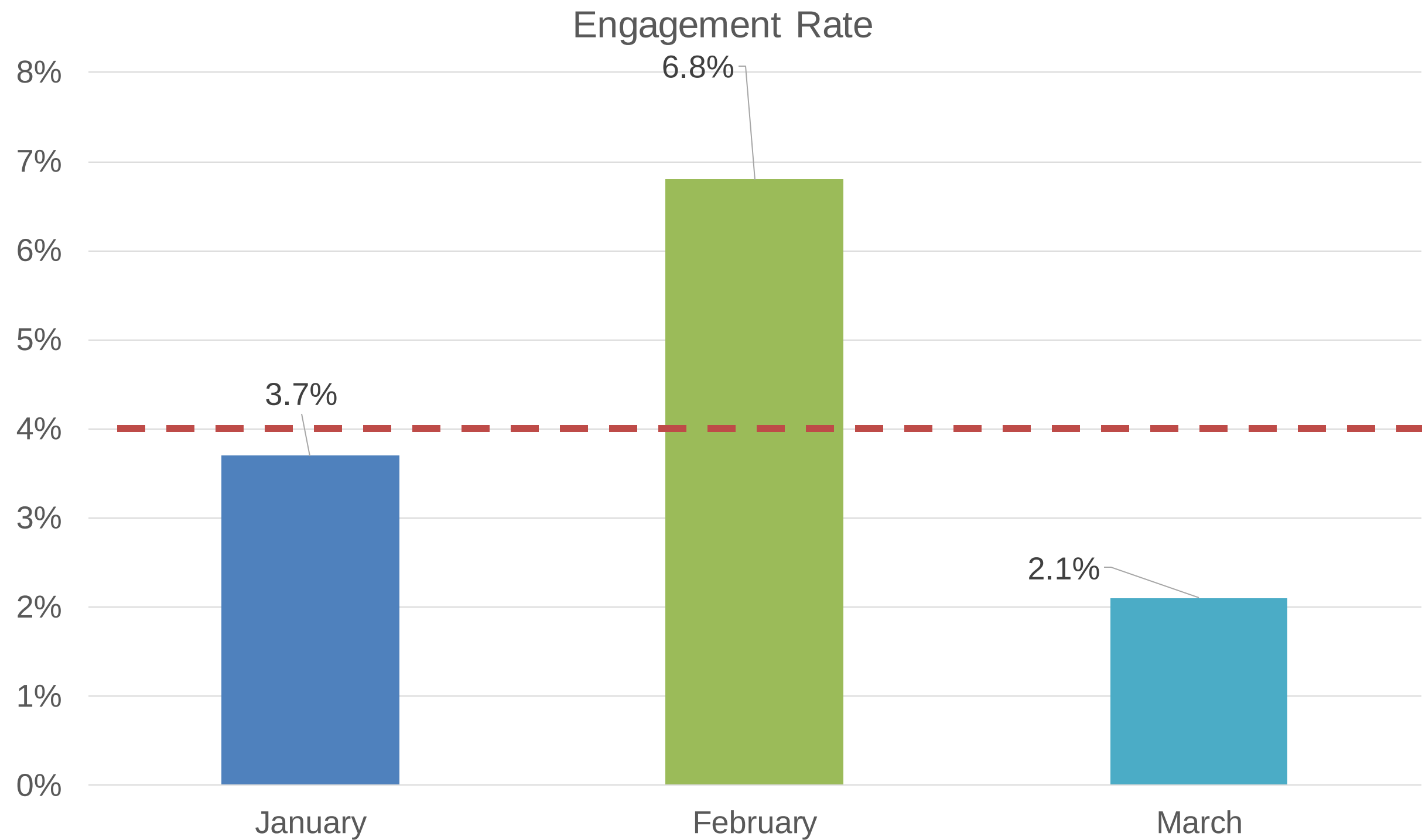
**ORGANIC
SOCIAL**

ORGANIC ACTIVITY

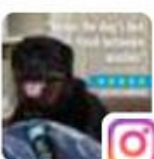
Facebook	Instagram
13.2K Followers	5K Followers

- Engagements: 49,742
- ER: 4.2%

GOAL: 4%



MORE ORGANIC ENGAGEMENT ON IG

Recent content 	Type	 Reach 	 Likes and reactions 
 What's the worst thing your car c... Fri Mar 11, 7:02am	Post	40,363	5,742
 Our Big Jobs can is tough enoug... Mon Jan 17, 7:00am	Post	38,309	4,304
 What's the longest you've gone ... Wed Feb 9, 11:01am	Post	15,456	3,851
 Elmo says use FunkAway when a... Tue Feb 1, 1:01pm	Post	41,538	3,743
 Our Big Jobs can is tough enoug... Mon Jan 17, 7:04am	Post	10,014	3,730
 Get our Supercharged Odor Elimi... Mon Mar 7, 7:30am	Post	12,162	2,990

IN SUMMARY

- In Q1 we reached **1.9M** people with over **3.4M** impressions, driving over **63K clicks** to Amazon at a cost of \$16,374.
- Boosted Parents & Athletes content continues to excel
- Smoke focused ads are killing it

WE ARE OVERACHIEVERS!

- Engagement Rate was 32% over our goal
- Click-thru Rate was a whopping 96% over our goal

NEXT STEPS

NEXT STEPS

Boosted Posts

- IG Reels
- Shoppable posts
- Add new products
- Increase the ER goal to 60%

Consideration Ads

- Focus on conversions and retargeting
- Add new products
- Improve the audience quality
- Increase the CTR goal to 5%

NEXT STEPS

Organic Social

- Continue with consistency to build trust
- Keep focusing on Tweets | Testimonials | TikTok videos
- Kick-off influencer partnerships
- Update profiles for e-commerce capabilities
- Customize messaging
- Create TikTok account
- Transition to Sprout Social
- Optimize posting times

The image features a minimalist, abstract design. A large white rectangular area is positioned on the left side of a solid black background. To the right of this white area, there is a black rectangular shape. Two horizontal red lines are present: one above the black shape and one below it, both extending from the right edge of the white area towards the right side of the frame. The text "Thank You" is written in a bold, black, sans-serif font within the white area.

Thank You

TERMINOLOGY

Engagement: any action someone takes on our social page. The most common examples are likes, comments, and shares, but it also includes post clicks, link clicks, video views.

ER: A measurement of user interaction with content. Takes into account number of followers, likes, comments and shares.

Cost Per Engagement: each user interaction on one of our ads - shows how well the audience is responding to an ad.

Reach: the number of unique people who saw the social content

Impressions: the total number of times the boosted post has been shown on screen while a user is viewing Facebook

Post Reactions: the extension of the Like button on Facebook, which includes Love, Haha, Wow, Sad, or Angry. Instagram is limited to just the Like reaction

Video View: when a user watches a video for at least three seconds

Link Click: The number of clicks on links within the ad that led to advertiser-specified destinations on/off Facebook

Click Through Rate: The percentage of times people saw an ad and performed a link click