

LMRC SOCIAL MEDIA

REPORT- NOVEMBER



EVOLUTION OF MEDICINE™
PRESENTS
FUNCTIONAL FORUM™



► ● Reporting

on Campaigns and Objectives

► ● HubSpot Reporting

- HubSpot Forms
- HubSpot UTM

► ● FB + IG + IN Insights

GOALS



Establish Trust

Improve Overall Social Presence

Humanize the brand: behind the scenes posts

Create Consistency

Provide useful info

Build Engagement

Social community

Increase community engagement

Connect rather than advertise

LMRC groups

Increase Loyalty

LMRC

Promote benefits of memberships

KEY TAKEAWAYS

Overview

- Increased Followers on all channels
- Clicks on LinkedIn increased compared to previous month
- November - slower month due to Thanksgiving and Black Friday interest
- Instagram has more results than Facebook
- Awareness posts (SOS, WellMatrix) started showing up in SERP (Search Engine, Results, Pages)
- *Demographics - mostly women*
- Strategically targeted posts based on clear objectives
- *Continued Creating Campaigns in HubSpot*



OBJECTIVES RESULTS

Increase Awareness

KPI
Reach and Impressions
Increase Page Likes

October			
Reach Impressions New Followers			
in	980	1,496	11
o	1,311	3,684	41
f	199	1,135	1

November			
Reach Impressions New Followers			
in		877	5
o	1,888	2,592	28
f	493	1,092	5

Increase Traffic
to the website

Click Through Rate: 2 - 4%

Clicks Click Through Rate		
in	62	4.14%
o	18	
f	79	4.57%%

Clicks Click Through Rate		
in	152	
o	19	
f	48	

Increase Engagement
FB + IG

Engagement rate: 2%

Interations Engagement Rate		
in	277	6.2%
o	149	4.67%
f	18	8.81%%

Interations Engagement Rate		
in	173	3.76
o	99	4.82%
f	14	12.05%

Increase Conversions
(Lead Conversions)

Conversion rate of
Event Sign Ups
Memberships
sales (Targetings pecific
lists)

in	
o	
f	

in	
o	
f	

Increase Loyalty

Loyalty Customer Rate
Kits | CE Purchase
Engagement

in	
o	
f	

in	
o	
f	

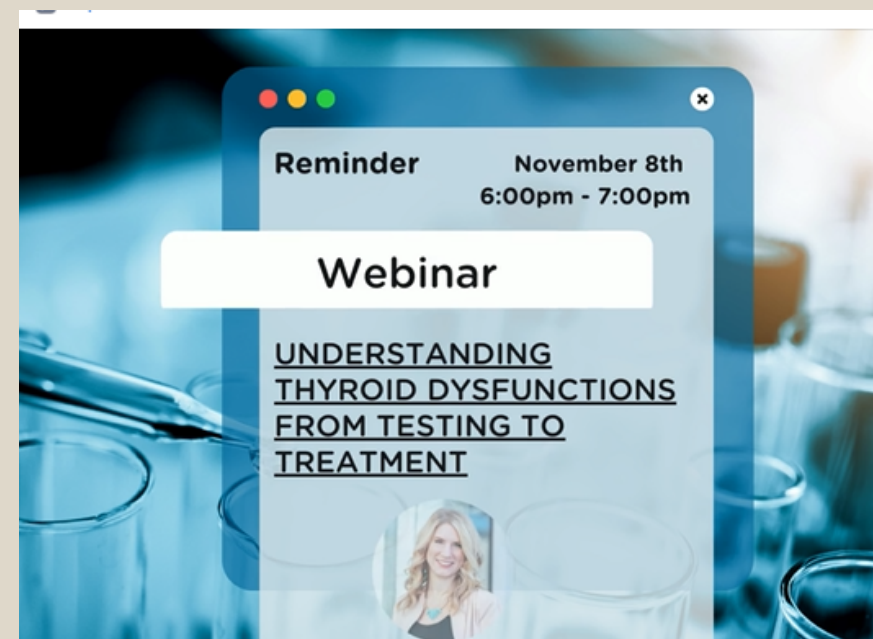




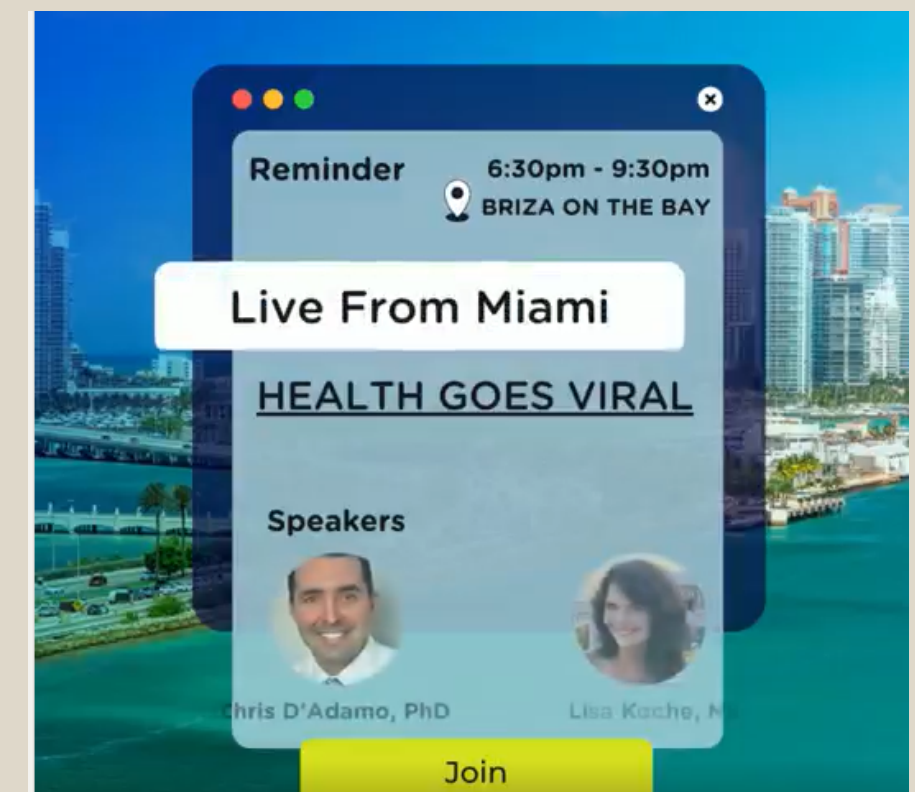
TOP PERFORMING LINKEDIN POSTS



Impressions: 113
Reactions: 7



Impressions 86
Reactions: 3

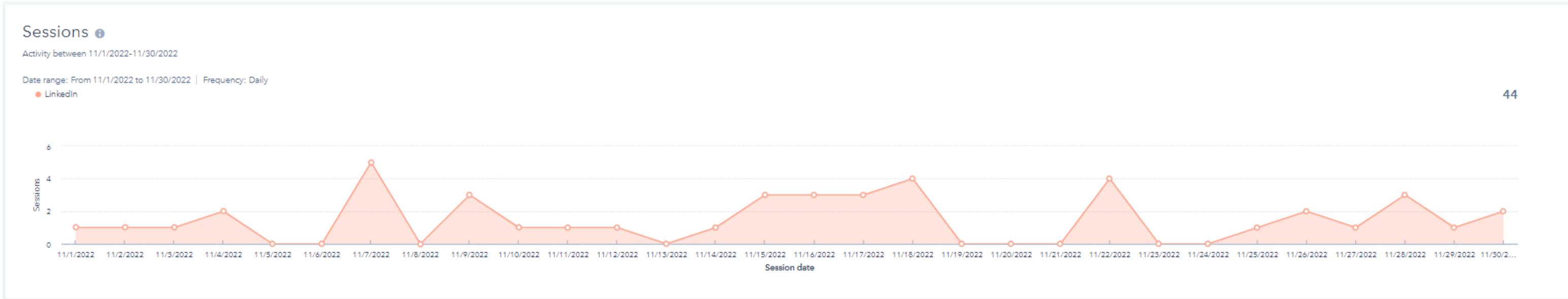
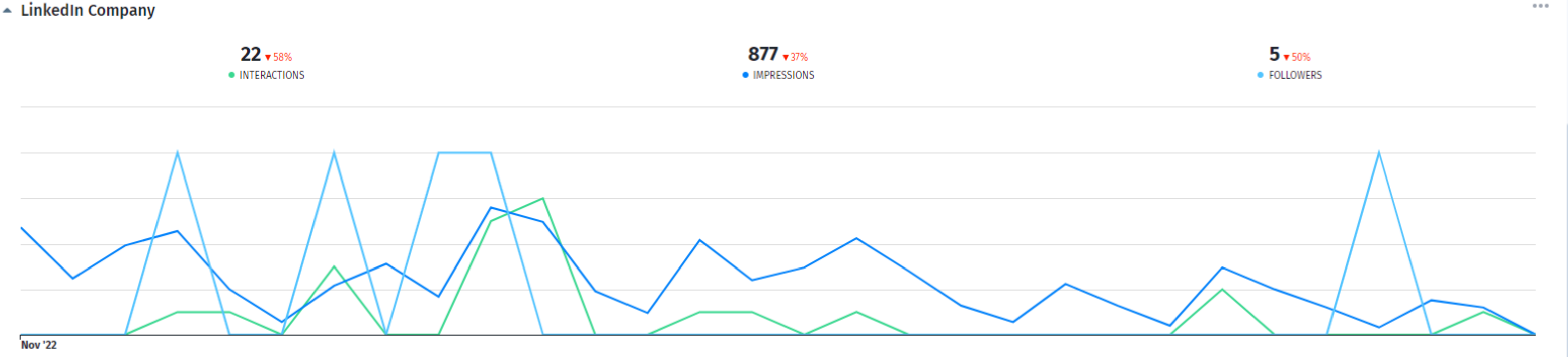


Impressions: 83
Reactions: 4
Views: 69



Overview

44 sessions to the website from the posts

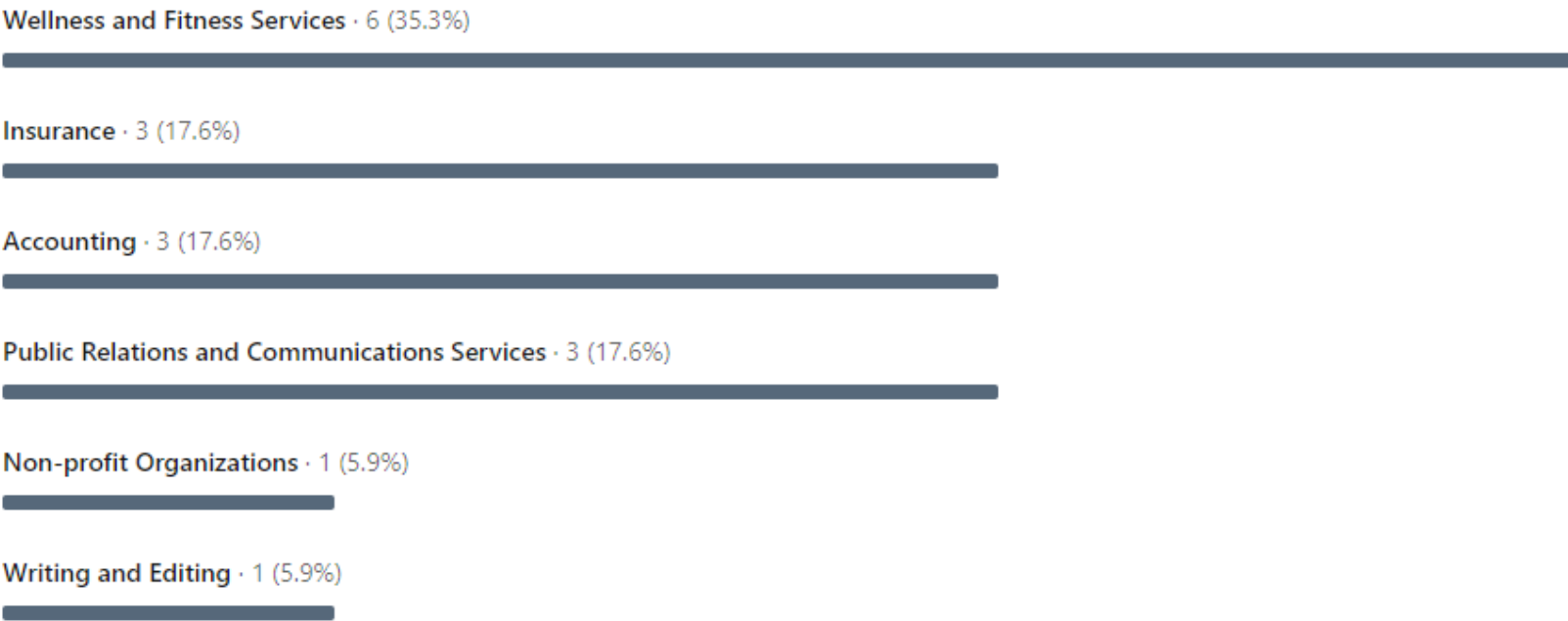




Demographics

Visitor demographics ?

Industry ▾



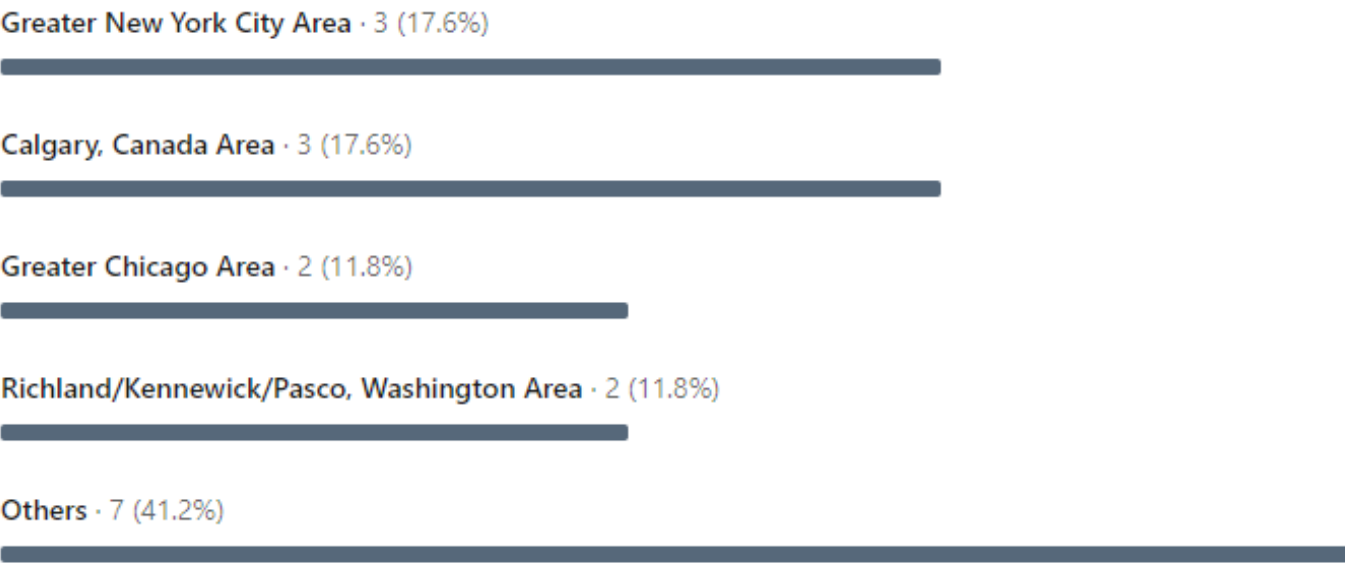
Visitor demographics ?

Job function ▾



Visitor demographics ?

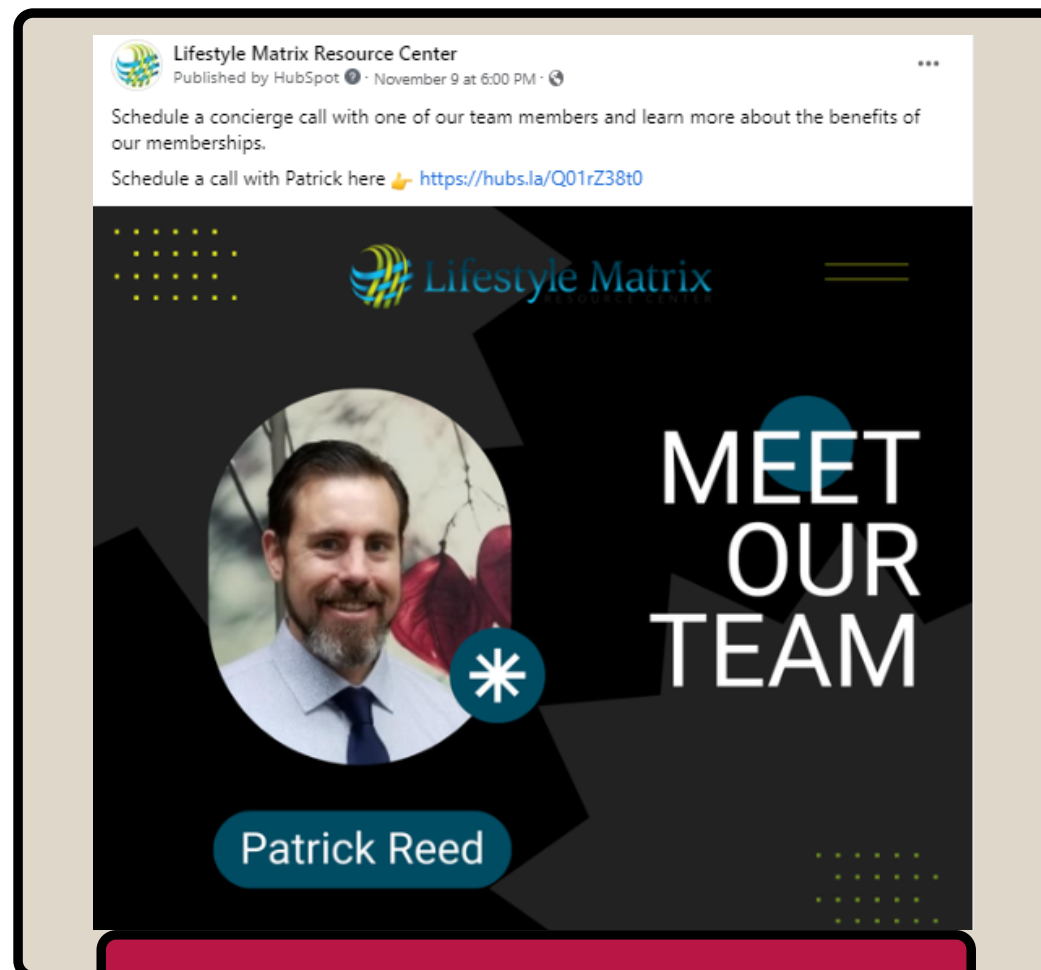
Location ▾



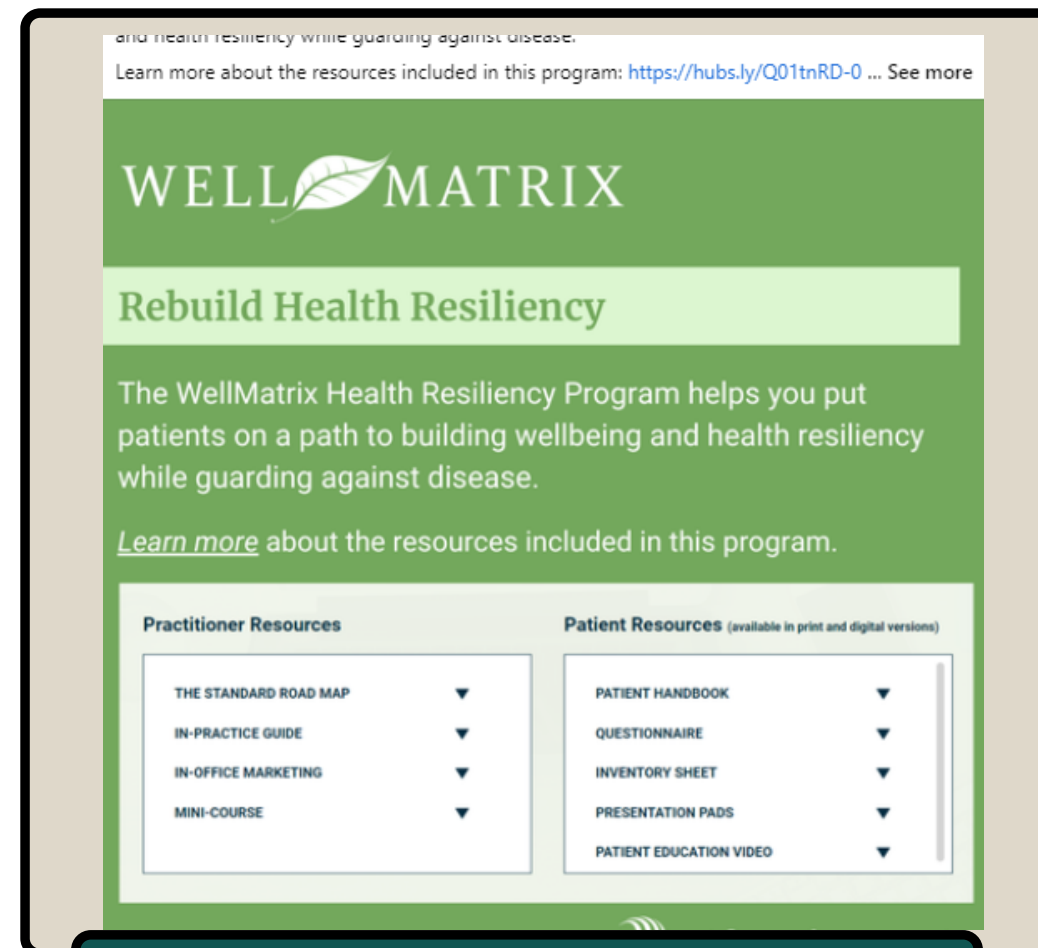




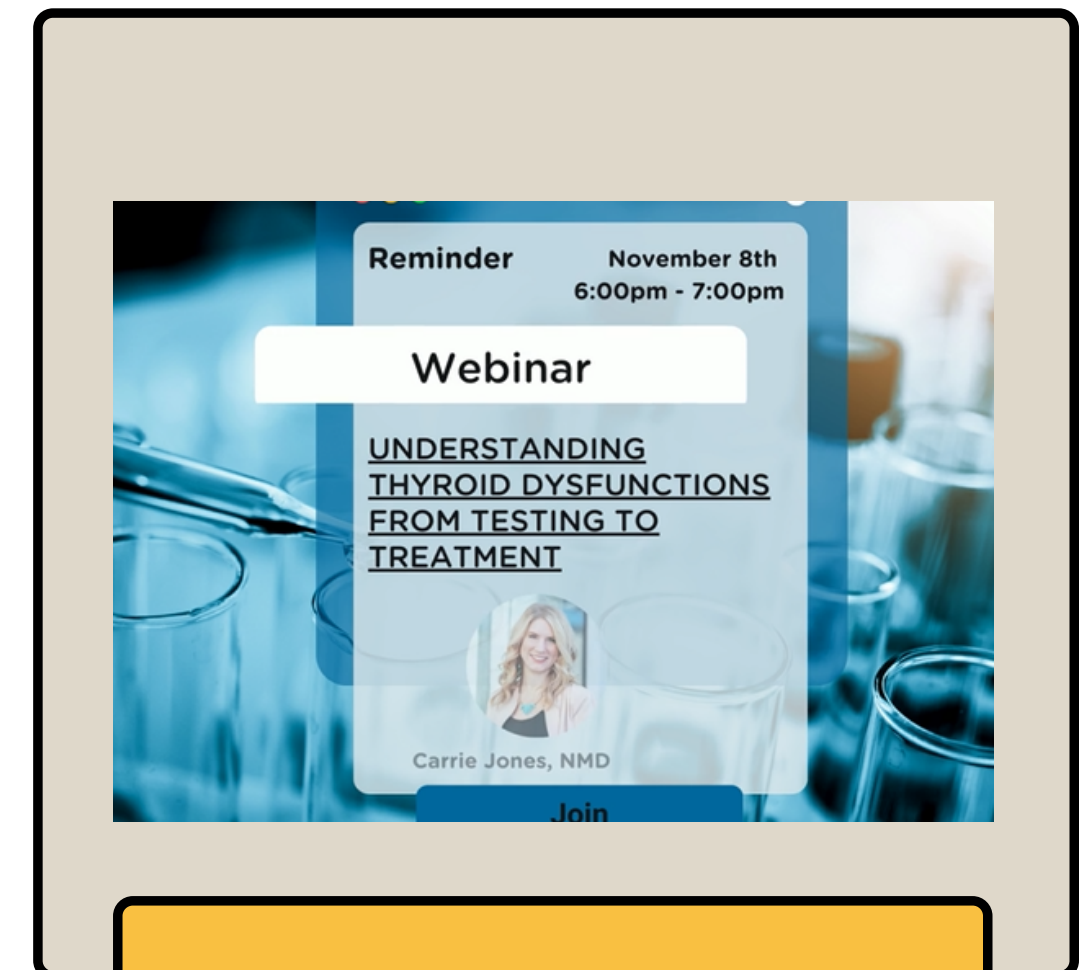
TOP PERFORMING FACEBOOK POSTS



This post reached 156% more people (87 people) than our median post (34 people) on Facebook.



This post received 2 reactions compared to your median post (0 reactions) on Facebook.

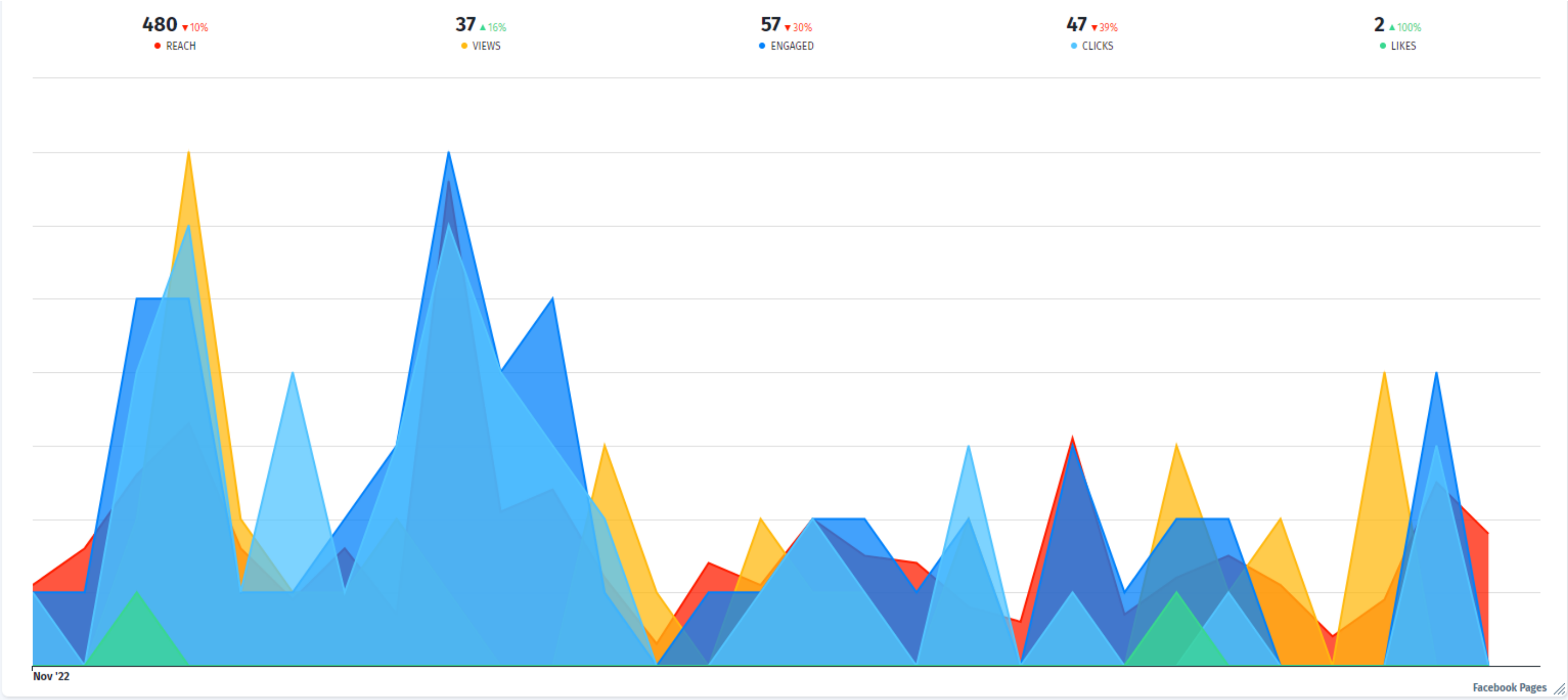


3 reactions



Overview

578 sessions to the website from the posts

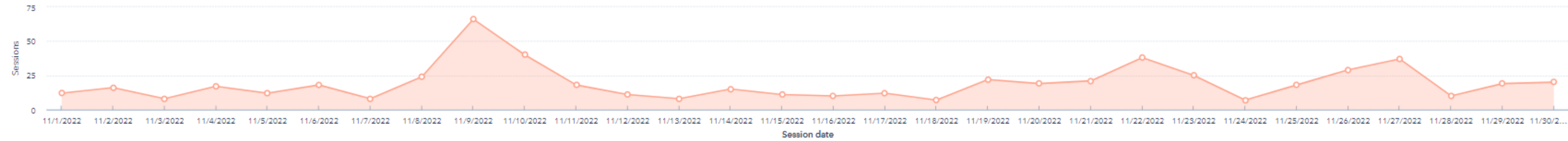


Sessions

Activity between 11/1/2022-11/30/2022

Date range: From 11/1/2022 to 11/30/2022 | Frequency: Daily

Facebook

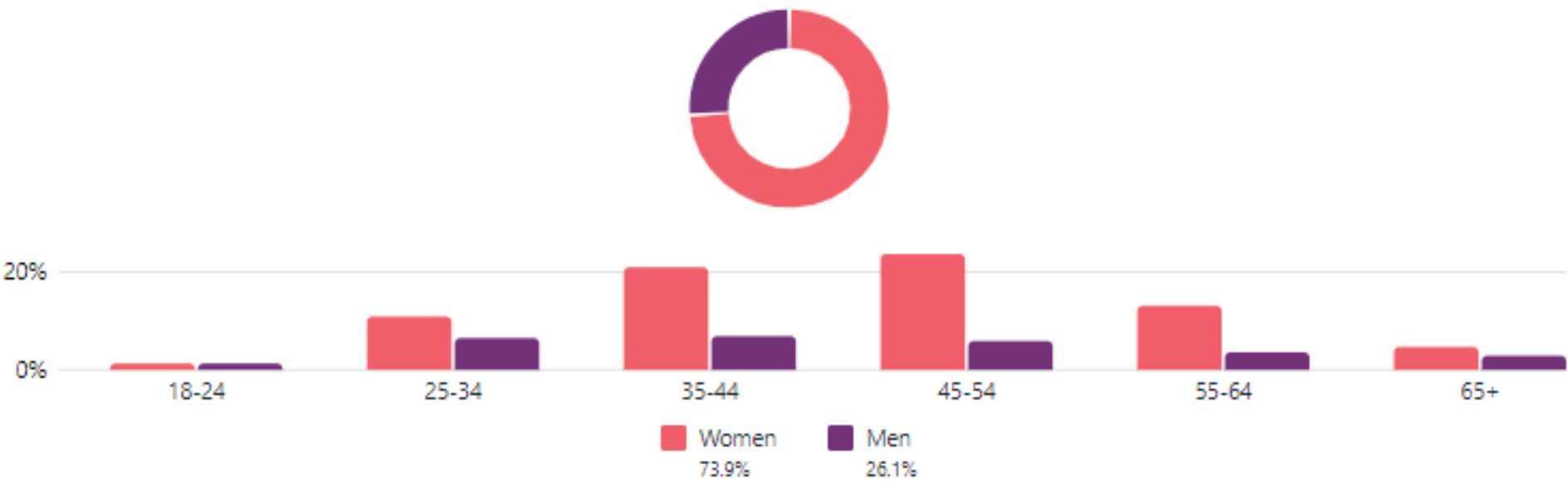


578

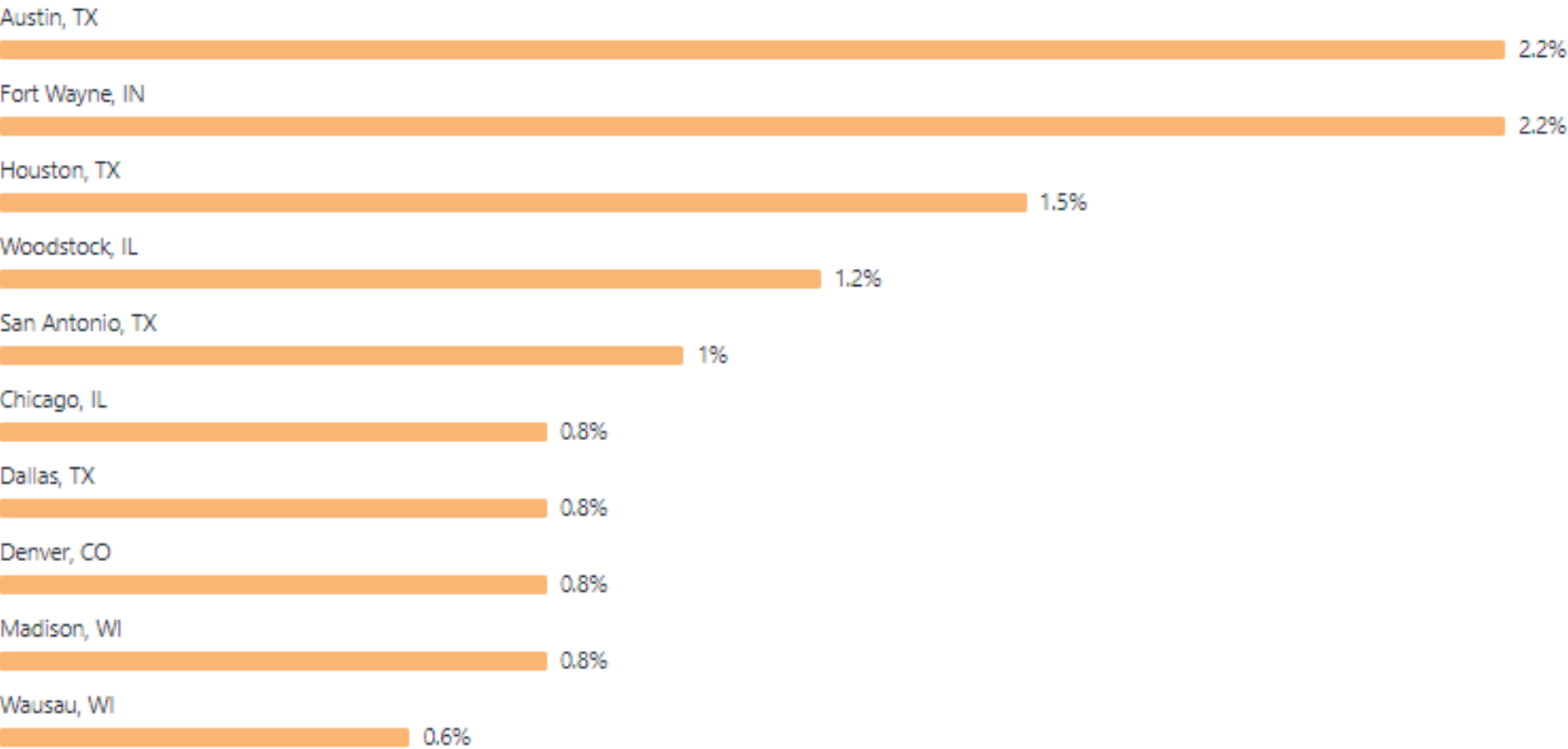


Demographics

Age & gender ⓘ



Top cities



Top countries



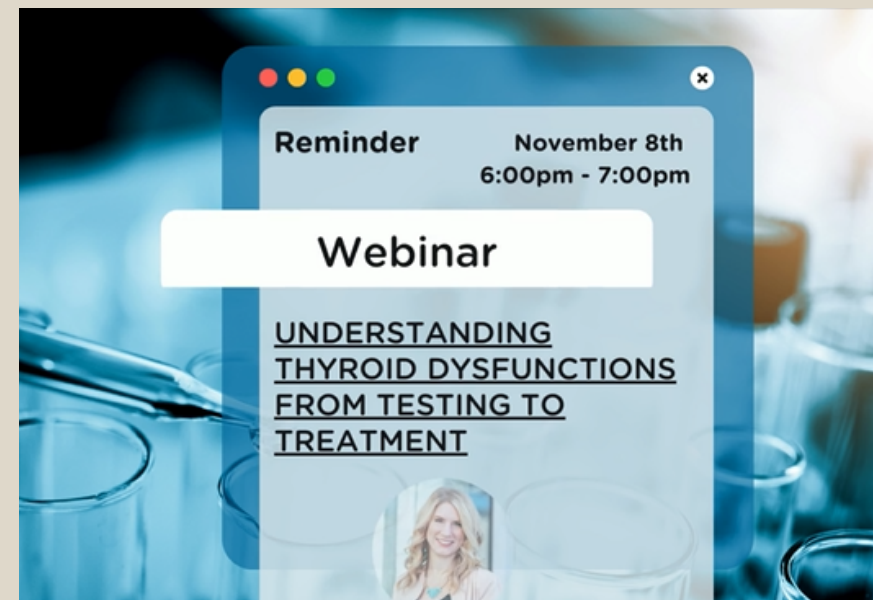




TOP PERFORMING INSTAGRAM POSTS



Reach: 179
Reactions: 14



Reach: 224
6 reactions: 6



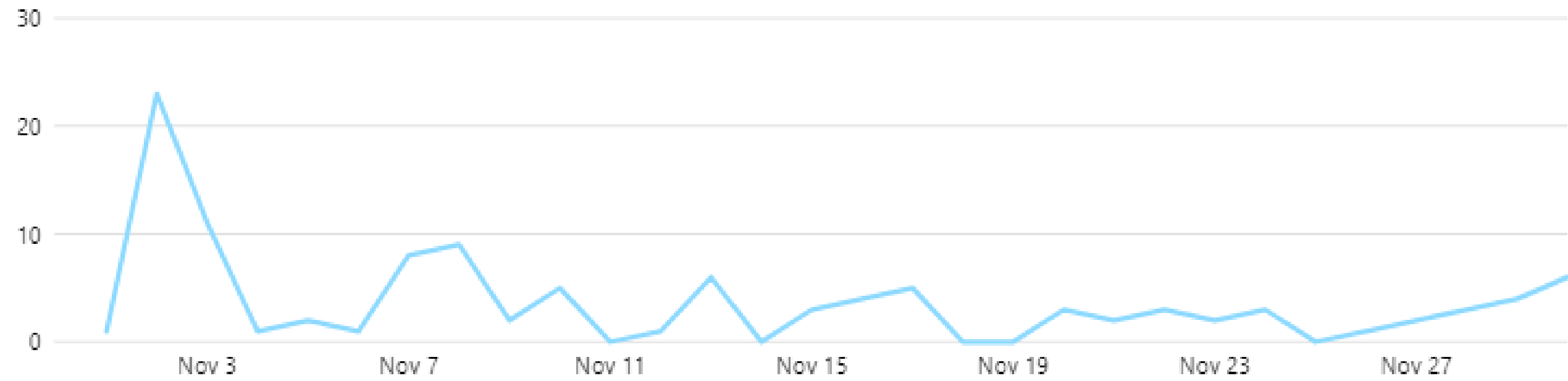
Reach 192
Reactions 16



Overview

Instagram profile visits ⓘ

111 ↓ 29.3%



Sessions ⓘ

Activity between 11/1/2022-11/30/2022

Date range: From 11/1/2022 to 11/30/2022 | Frequency: Daily

Instagram

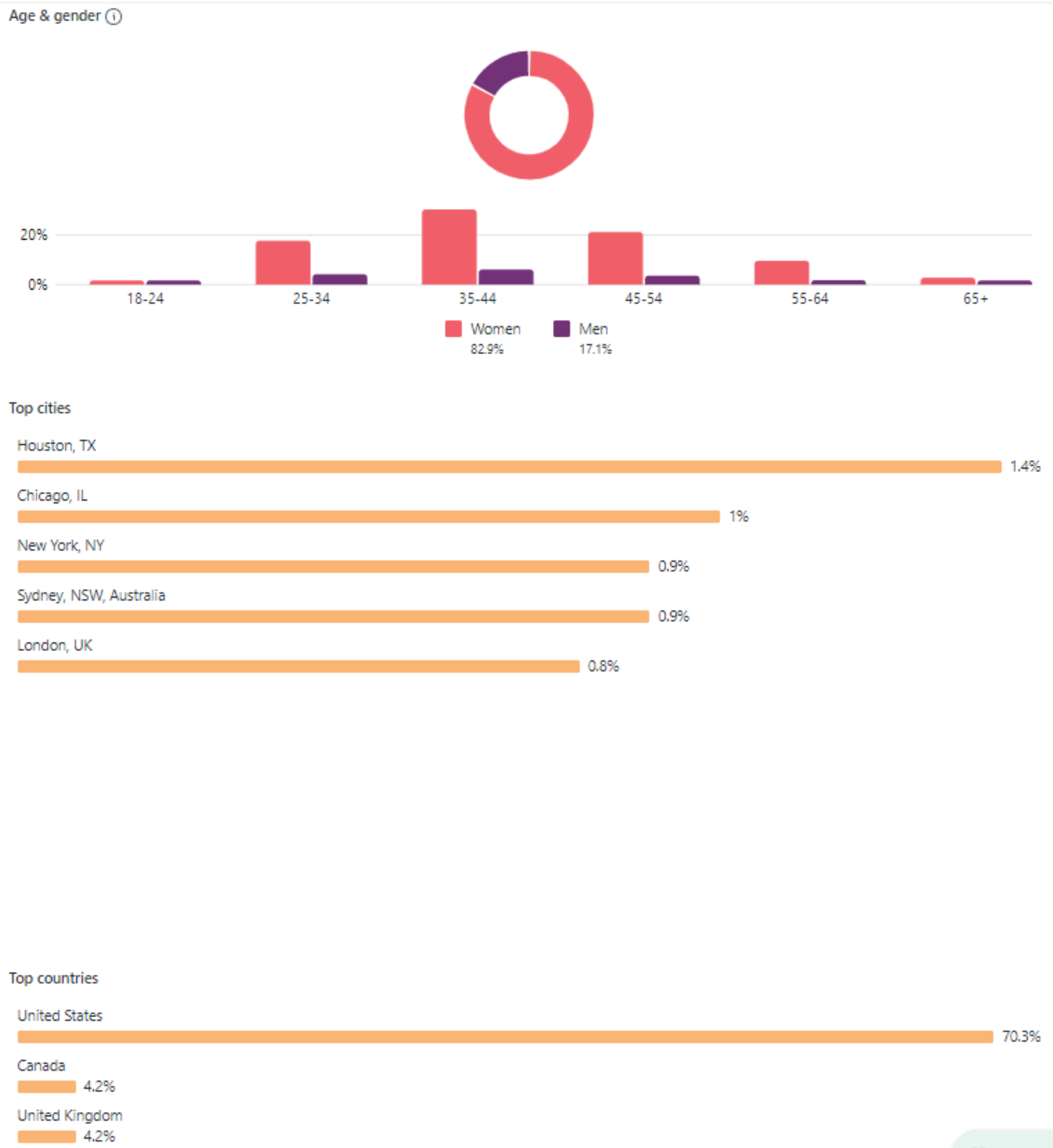


34 sessions from the posts to the website



Demographics

Predominantly: Females





LMRC -October



Instagram Profile Audit

Engagement Rate

0.40%

Posts: 922

Average like rate: 0.39%

Average comment rate: 0.02%

PERCENTAGE: AVERAGE

Instagram Analysis

Subscriber Reach

1.49K

Followers

227

Following

89.58%

of followers have less than 1500 followings

Audience Type

93.75%

1.36K

Real People

4.17%

60.42

Influencers

2.08%

30.21

Non Engaging

Average Engagement

5.7

views per video

Average Likes

5.5

likes per video

Average Comments

0.2

interactions per video

Authentic Engagement

6

interactions per post

Likes-Comments Ratio

8.5

comments per 100 likes

Brand Mentions

Posts with highest Engagement

Posts with Highest Engagement

lowers risk for fatal

18

"Perhaps the most well-known fact about the omega-3 index (O3I) is that it is inversely related to cardiovascular events and mortality, where the highest risk is associated with subjects who have an O3I of less than 4% and the lowest risk is in subjects who have an O3I greater than 8%. A meta-analysis of 10 cohort studies measuring risk in subjects based on their estimated omega-3 index predicted that subjects with an omega-3 index of 8% had a 30% lower risk for fatal CHD compared to those with an omega-3 index of 4%." [#linkinbio](#) to learn more [#fishoil](#) [#omega3](#) [#nutrition](#) [#health](#) [#healthylifestyle](#) [#lifestyle](#) [#functionalmedicine](#) [#transformingmedicine](#) [#lifestylemedicine](#) [#wellness](#) [#healthy lifestyle](#) [#fishoilomega](#) [#health](#) [#multivitamin](#) [#brainfood](#) [#naturesway](#)

October 10, 2022

See post

12

Read the latest monograph from Thomas G. Guillems, PhD, which discusses the drug-induced nutrient depletions you need to know about. "Helping a person attain an optimal status for each essential nutrient is the theoretical goal of dietary and nutritional interventions. However, even if this were achievable, this goal is complicated by various disputes about how one defines "optimal" nutrient status for each of the important dietary nutrients." [#linkinbio](#) to read the full monograph. [#nutrition](#) [#health](#) [#healthylifestyle](#) [#lifestyle](#) [#functionalmedicine](#) [#transformingmedicine](#) [#lifestylemedicine](#) [#wellness](#) [#nutrients](#) [#nutrientdepletion](#) [#nutrientrich](#) [#nutrientdensefood](#) [#nutrientseeker](#) [#nutrientdeficient](#) [#nutrientabsorption](#) [#nutrientminerals](#) [#nutrientrichfood](#) [#nutrientrescue](#)

October 19, 2022

See post

8

Register for this two-day interactive symposium and take advantage of easy-to-implement tools and a step-by-step guide to becoming a catalyst for patient transformation, chronic disease prevention and health promotion. [#linkinbio](#) for more information [#functionalmedicine](#) [#stress](#) [#healing](#) [#lifestylemedicine](#) [#holistichealth](#) [#Clinician](#) [#Physician](#) [#Dallas](#) [@redefiningmedicine](#)

October 05, 2022

See post

7

The Stress and Healing symposium is only days away. This two-day interactive symposium will provide easy-to-implement tools and a step-by-step guide to becoming a catalyst for patient transformation, chronic disease prevention and health promotion. [#linkinbio](#) [@redefiningmedicine](#)

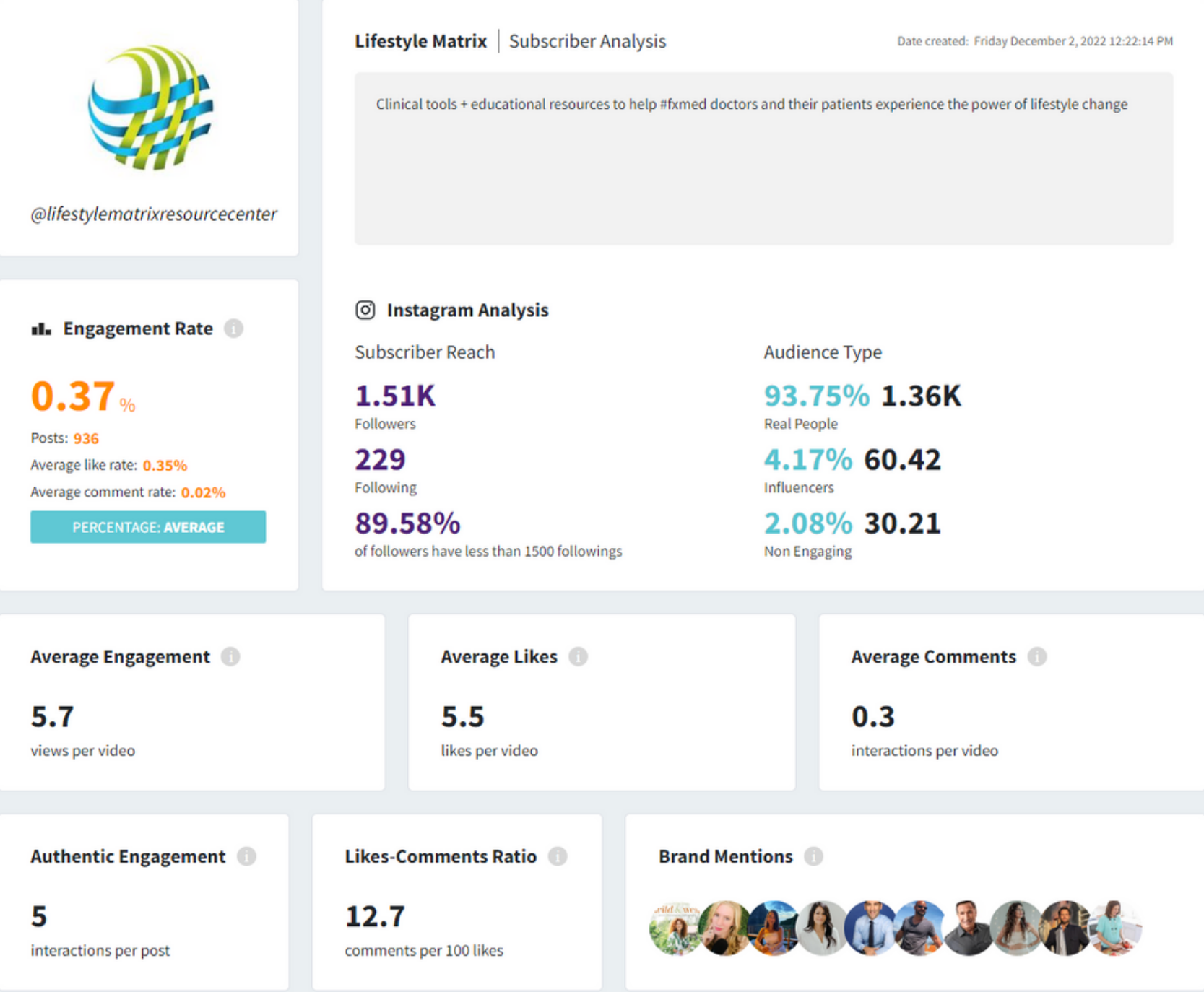
October 12, 2022

See post

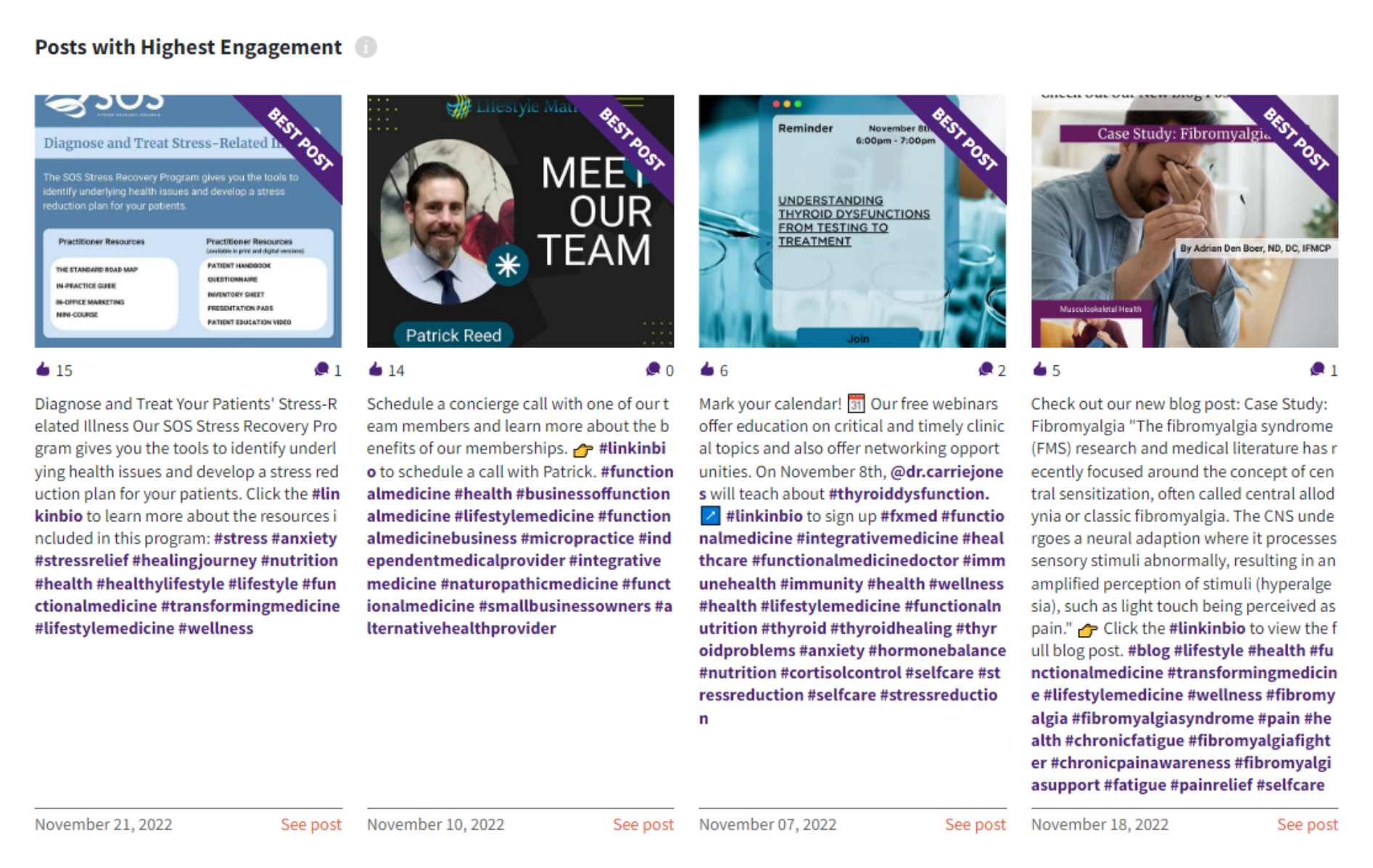
LMRC - November



Instagram Profile Audit



Posts with highest Engagement



Hashtags

- Researched most effective ## and captions
- Use hashtag generators like: **# Hashtag Expert**
All #ASHTAG

Hashtags

Hashtags ⓘ

#functionalmedicinedoctor #autumn #instagood #wellbeing #skincare
#alternativehealthprovider #Reminder #naturopathicmedicine #fxmed #thyroidgland
#givethanks #immunity #smallbusinessowners #stressmanagement #gastrointestinalhealth #miami #thyroiddiet
#musculoskeletal #functionalmedicinebusiness #integrativemedicine #immunesupport #holistichealth
#stressreduction #immunehealth #micropractice #linkinbio #detox #skin #perimenopause
#brizaonthebay #immune #detoxification #independentmedicalprovider #invisibleillness
#longevity #immunesystem #guthealth #businessoffunctionalmedicine #thyroidhealing
#thyroidissues #thyroidawareness #thyroidfood #thyroidfighter #thyroidfatigue #healthcare
#functionalnutrition #cortisolcontrol #hormonebalance #thyroiddysfunction. #thyroiddysfunction

Caption

Antioxidant: Bioavailability @redefiningmedicine learn those
Master resources transformation, fatal included guide step-by-step Program
interactive symposium post: Check patients their dietary catalyst
health Register status subjects about omega-3 nutrient disease more #fishoil
easy-to-implement Learn patient chronic index tools which becoming
#functionalmedicine address prevention information two-day estimated
lower compared predicted 4%." #linkinbio Health Glutathione

► ● **HubSpot Reporting**

► ● **Top Performing Posts**

► ● **Integrated campaigns**

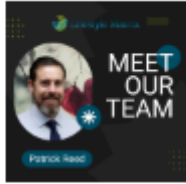
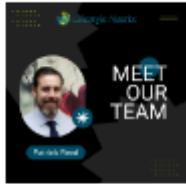
HubSpot Campaigns

- SOS
- Meet Patrick
- Understanding Thyroid Dysfunctions
- Blogs

Top posts accross channels

Top posts

Filter by: **Most interactions**

	Diagnose and Treat Your Patients' Stress-Related Illness Our SOS Stress Recovery Program gives you the tools to identify underlying health... Published Nov 21, 2022 11:03 AM	  Image	INTERACTIONS 16	CLICKS N/A	IMPRESSIONS 209
	Schedule a concierge call with one of our team members and learn more about the benefits of our memberships. 📞 #linkinbio to schedule a call... Published Nov 9, 2022 6:00 PM	  Image	INTERACTIONS 14	CLICKS N/A	IMPRESSIONS 200
	Mark your calendar! 📅 Our free webinars offer education on critical and timely clinical topics and also offer networking opportunities. On... Published Nov 7, 2022 2:32 PM	  Video	INTERACTIONS 8	CLICKS N/A	IMPRESSIONS 244
	Schedule a concierge call with one of our team members and learn more about the benefits of our memberships. Schedule a call with Patrick here... Published Nov 9, 2022 6:00 PM	  Image	INTERACTIONS 7	CLICKS 1	IMPRESSIONS 115
	Check out our new blog post: Case Study: Fibromyalgia "The fibromyalgia syndrome (FMS) research and medical literature has recently focused..." Published Nov 18, 2022 11:04 AM	  Image	INTERACTIONS 6	CLICKS N/A	IMPRESSIONS 111

HubSpot Campaigns

November Functional Forum

- **Objective: Increase Registrations**
- **Marketing Channels:**
 - **Email: 50 opens | 14 clicks**
 - **Social: 5 clicks**

November Functional Forum

Business unit

Lifestyle Matrix Resource

Budget

-

Owner

-

Spend

-

Goal

Registrations

Start date

-

Audience

-

End date

-

[See details](#)

Performance

Attribution

Assets

Tasks

Contact attribution: [First touch](#)

Date range: [All data](#)

Overview

SESSIONS ⓘ

1

NEW CONTACTS (FIRST TOUCH) ⓘ

0

INFLUENCED CONTACTS ⓘ

35

▼ Emails (2)

[Compare emails](#)

NAME	SENT	UNIQUE OPENS	UNIQUE CLICKS
[Event] 22-LMRC-0612 EvoMed Functional Forum November 2022 (#1/1)	256	29	8
[Event] 22-LMRC-0612 EvoMed Functional Forum November 2022 - Last Chance (#1/1)	253	21	6
Total	509	50	14

▼ Social posts (5)

NAME	FACEBOOK CLICKS	TWITTER CLICKS	LINKEDIN CLICKS
Add November 7th to your calendar @mrjamesmaskell, @dr.lisakoche and an incredible lineup of speakers will be LIVE from Mi...	-	-	-
Add November 7th to your calendar @JamesMaskell, @LisaKoche and an incredible lineup of speakers will be LIVE from Miami...	-	-	1
This is your #Reminder to join the Health Goes Viral Forum @mrjamesmaskell, @dr.lisakoche and an incredible lineup of speake...	-	-	-
This is your #Reminder to join the Health Goes Viral Forum @mrjamesmaskell, @dr.lisakoche and an incredible lineup of speake...	-	-	-
This is your #Reminder to join the Health Goes Viral Forum @mrjamesmaskell, @dr.lisakoche and an incredible lineup of speake...	-	-	4
Total	-	-	5

▼ Traffic ⓘ

All traffic >

[View tracking URLs](#)

[Create tracking URL](#)

Date range: All time

SOURCE	VIEWS	NEW VISITOR SESSIONS	CONTACTS (FIRST TOUCH)
Email marketing	39	1	-
Report Total	39	1	0

HubSpot Campaigns

Group Visits Campaign

- Objective: Form Submissions
- Marketing Channels:
 - Forms: 186 views | 7 submissions

Group Visits

Business unit



Lifestyle Matrix Resource

Budget

-

Owner

-

Spend

-

Goal

lead generation

Start date

-

Audience

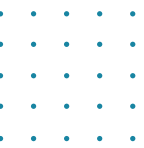
-

End date

-

Clone

Actions ▾



[See details](#)

Performance

Attribution

Assets

Tasks

Contact attribution: [First touch](#) ▾

Date range: [All data](#) ▾

Overview

SESSIONS ⓘ

2

NEW CONTACTS (FIRST TOUCH) ⓘ

1

INFLUENCED CONTACTS ⓘ

6

CLOSED DEALS ⓘ

0

▼ Forms (1)

NAME

VIEWS ▴ ▾

SUBMISSIONS ▴ ▾

[\[Group Visit Toolkit\]](#)

186

7

Total

186

7

Next Steps

- ▶ ● **Increase Engagement**
Repost and mention
- ▶ ● **Start Loyalty Campaigns**
Incorporate Survey Questions
- ▶ ● **Continue with the frequency 3 post/wk**
Include more stories
- ▶ ● **Continue improving campaigns in HubSpot**
- ▶ ● **Paid Social**

Social Media Metrics Definitions

- **Link Click:** The number of clicks on links within the post.
- **Click Through Rate:** The percentage of times people saw a post and performed a link click.
- **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 (Engagement Rate):** A measurement of user interaction with content. Takes into account number of followers, likes, comments and shares.
- **Reach:** the number of unique people who saw the social content.
- **Impressions:** the total number of times the post has been shown on screen while a user is on a social channel.
- **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.
- **Conversion Rate:** Conversion rate measures how often your social content starts the process to a conversion event like a subscription, download, or sale.
- **Video View:** when a user watches a video for at least three seconds.
- **VCR (Video Completion Rate):** A measurement of users who watch your videos all the way through to the end.