

## MARKETING REPORT – 4 WEEKS OF GIFT BOX GIVEAWAYS

### SOCIAL MEDIA MARKETING

Paid ad spending is being targeted to people living within St. Catharines, age 18 to 65+.

Week 1: 5 prizes awarded on Friday May 29, 2020

Platform	Date	Organic or Paid	People Reached	Engagements
Facebook	May 25 to 28	Paid Targeted	1,392	137
Instagram	May 25 to 28	Paid Targeted	3,386	330
		Overall Ad Spend \$20	Total 4,778	Total 467
Total Contest Entries	235			

Week 2: 4 prizes awarded on Friday June 5, 2020

Platform	Date	Organic or Paid	People Reached	Engagements
Facebook	June 1 to 4	Paid Targeted	1,830	170
Instagram	June 1 to 4	Paid Targeted	3,136	349
		Overall Ad Spend \$20	Total 4,966	Total 519
Total Contest Entries	306			

Week 3: 4 prizes awarded on Friday June 12, 2020

Platform	Date	Organic or Paid	People Reached	Engagements
Facebook	June 8 to 11	Paid Targeted	1,540	161
Instagram	June 8 to 11	Paid Targeted	3,108	256
		Overall Ad Spend \$20	Total 4,648	Total 417
Total Contest Entries	199			

Week 4: 5 prizes awarded on Friday June 19, 2020

Platform	Date	Organic or Paid	People Reached	Engagements
Facebook	June 15 to 18	Paid Targeted	840	121
Instagram	June 15 to 18	Paid Targeted	3,173	302
		Overall Ad Spend \$20	Total 4,013	Total 423
Total Contest Entries	215			

