



THE ORIGINAL SAUCE COMPANY SOCIAL MEDIA REPORT

FREE TRIAL PERIOD 1/2/22-1/8/22



PRIMARY AIM
CONTENT
CREATION AGENCY

WHO ARE WE?

Primary Aim Content Creation Agency is a full service social media marketing company. Our mission is to bring attention to a business, which will lead to more sales and revenue. "Attention win's" is our motto. Our service includes content creating (videos, photos, editing, graphic designs, logos, flyers, creative captions, and so much more), social media marketing, social media management, digital marketing consulting, and visual content.



@doriginalsauceco Instagram Analytics

1/2/22-1/8/22



Insights



Last 7 Days ▾

Jan 1 - Jan 7

Insights Overview

You gained **114** more followers compared to Dec 25 - Dec 31.

| | | |
|------------------|-------|---|
| Accounts reached | 2,807 | > |
| Accounts engaged | 77 | > |
| Total followers | 143 | > |
| | +393% | |



Reach

Last 30 Days ▾

Dec 10 - Jan 8

3,391
Accounts reached

Reached audience ⓘ



Currently unavailable due to a lack of data needed to provide a value.

Content reach ⓘ





Reach

Last 30 Days ▾

Dec 10 - Jan 8

Based on reach



Jan 3

Top Live Videos

Based on reach



Start a live video to see your top-performing videos by reach.

Impressions

5,629

Profile Activity ⓘ

Profile Visits 749

Website Taps 23

Email Button Taps 0

Business Address Taps 1

Call Button Taps 0

Content reach

These insights help you understand which types of content are reaching your audience and which specific content is being seen most. Top performing content is based on the number of unique accounts that have seen your content. These metrics are **estimated**.

Impressions

The number of times your posts, stories, reels, videos or live videos were on screen, including when your content was promoted.

Insights are shown for the selected time period, not including today's date.

-- indicates a metric that is currently unavailable due to a lack of data to provide a value.





Followers



Last 7 Days ▾

Jan 1 - Jan 7

143 Followers

+393% vs Dec 31

Growth

- Overall 21
- Follows 21
- Unfollows 0

Wednesday, Jan 5





Followers



Last 7 Days ▾

Jan 1 - Jan 7

Top Locations

of your followers

Cities

Countries



Age Range

of your followers

All

Men

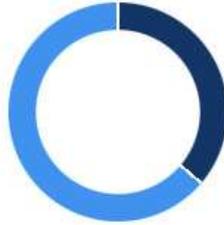
Women



Gender

of your followers

63.7%
Women ●



36.2%
● Men

Most Active Times

Hours

Days



Mondays



OUR PRODUCTION COMMERCIAL DID AMAZING



Video insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)



Untitled

January 3 · Duration 0:45


383


40


6


301


3

Overview

| | |
|----------------------|-----|
| Accounts Reached | 807 |
| Content Interactions | 350 |
| Profile Activity | 31 |

Reach

807



Video insights

Impressions **961**

From Other 697

From Home 151

From Profile 112

From Hashtags 1

Content Interactions ⓘ **341**

Shares 292

Likes 40

Comments 6

Saves 3

Profile Activity ⓘ **31**

Profile Visits 27

Follows 4

Call Button Taps 0

Email Button Taps 0

What are Content Interactions?

This set of insights shows the actions that people take when they engage with your content.

Shares

The number of shares of your video.

Likes

The number of likes on your video.

Comments

The number of comments on your video.

Saves

The number of saves of your video.

SUMMARY OF YOUR SUCCESS

- **Primary Aim Content Creation Agency created The Original Sauce Company instagram from scratch, we strategized every post/content/instagram name/commercial/page look and layout. (INSTAGRAM IS THE #1 SOCIAL MEDIA PLATFORM)**
- **With 6 days of starting up and taking over The Original Sauce Company social media page, you gained 144 followers.**
- **The Original Sauce Company commercial video has 400 views to date and over 302 shares in 7 days. This is the biggest amount of shares any small business has seen locally in a short time span of 10 hours. This tells you how many times your post is sent to someone in a direct message. Shares and Saves of your post translate to sales.**
- **@dcoriginalsauceco page has 23 website taps in 6 days. This means people seen your instagram profile and clicked your website to get more information on your company or to consider buying your product.**
- **5,629 Impressions in 7 days. This means the number of times your content has been seen, impressions are the total number of times your content could have been seen by instagram users.**
- **521 Content Interactions in 6 days. Interactions includes how many people have visited your profile, how many have clicked on the link in your bio, and how many have asked for directions to your business.**
- **Influencer post featuring Chaka Khan has 2,434 views to date and reached 2,450 instagram accounts. AMAZING**
- **Your overall content of your social media page is in competition with your national and local competitors.**

Overall your trial period was a major success based on the statistics, and your instagram profile is on track to gaining popularity quickly. PRACCA believes The Original Sauce Company will be the #1 sauce in the country working with us long term. We believe your company will need a social media manager, content creator, production for future commercials & ads, and campaign social media marketing to boost product sales.

A successful marketing campaign begins and ends with a tactful strategy.

We believe the same is true for social media. Our team is dedicated to creating and executing unique strategies for your brand. We know that social media gives brands the power to reach their ideal audiences through granular targeting, relevant content, and meaningful conversation. However, reaching social media's full potential can be tricky. With so many ever-changing platforms, performing the day-to-day online operations can become a grueling task. Primary Aim Content Creation Agency is committed to remaining a step ahead of online trends and keeping your brand at the forefront of the social media world.



Social Media Marketing Facts

What Is A Social Media Marketing Plan?

A social media marketing plan is an overview of your marketing goals and the actions you intend to follow in order to successfully achieve those goals.

Social media plans act as a guide to keep your business on track, and you'll see more results as you develop a more detailed plan of action.

Part I: Why Social Media Marketing is Important

According to Social Media Examiner, 97% of small businesses use social media to attract new customers.

But, 85% of business owners aren't sure what social media tools to use.

And 63% of consumers who search for businesses online are more likely to become consumers of brands with an established social media presence.

This demonstrates a huge potential for social media marketing to increase sales but a lack of understanding on how to achieve those results.

The consumers are there, itching to become brand ambassadors, but where is your business?

see all 350 comments