

Social Media Ad Campaign Analytics Report

*For The Community Conversations on Leadership: Leadership Burnout
Event*



Community Conversations
ON LEADERSHIP

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INTRODUCTION

For the event *Community Conversations on Leadership: Leadership Burnout*, we paid for ad promotion on both Instagram and LinkedIn. The ads ran for around 9 days before the events.

Unlike the previous Community Conversation on Leadership, the posts used to promote the event were different. The image used for LinkedIn was nearly identical to the image used to promote the last event. As a team, we made the decision for the image on LinkedIn to be simpler and more professional in nature.

This is the image we used on LinkedIn.



The image used on LinkedIn for the ad campaign

This is the image we used for Instagram. It featured a quote from one of the panelists, Jess Cleves, and we decided to use a quote to make the post simpler but still engaging for those seeing it on Instagram.



The image used on Instagram for the ad campaign

LINKEDIN PERFORMANCE

The LinkedIn Ad boost ran from **10/30/23-11/8/2023**.

Impressions

Our LinkedIn Ad had **3,243 impressions**, meaning the ad was delivered 3,243 times. The highest number of impressions occurred on **Wednesday, 11/8/23**, the day before the event, with **678 impressions**. The second highest number occurred on **Thursday, 11/2/23**, with **402 impressions**.

The impressions are up from the previous event, as the highest number we received before was **456 impressions**, which was **10 days before the event** and the first day the boosted ad ran.

Clicks

The ad received **10 clicks** on LinkedIn. The ad received the highest number of clicks on **Wednesday, 11/8/23**, with **3 clicks**. This is the day that also had the highest number of impressions.

The previous campaign received **6 clicks** in total. However, the highest number of clicks did not occur on the day with the highest number of impressions.

Demographics

Based on the overview of job titles for whom the ad reached on LinkedIn, **students made up 0.31%**. This number is down from the still small 0.4% total from the previous campaign.

The job titles and functions displayed in the demographics portion of the LinkedIn campaign are hard to use to evaluate who the ad reached due to the extreme diversity of job titles and functions the platform lists. They don't seem to be fully representative of who the ad reached.

INSTAGRAM PERFORMANCE

Our Instagram ad campaign started on **10/25/2023**.

Impressions

The Instagram ad **reached 9,087 users**. The ad for the last event reached **5,440 users**. The post itself led to **45 profile page visits**. The previous post led to **20 profile page visits**. The content itself had a total of **71 interactions**. The previous events post got **15 interactions**. Of the 71 interactions, 50 were likes, 12 were saves, and 9 were shares.

Clicks

The website received **155 visits** from this post. The post from the previous event led to **89 website visits**.

Demographics

The Instagram ad's gender demographics show that it was seen by **63.7% women** and **34.9% men**. The numbers from the previous event were nearly equal, so more women encountered the post this time.

The top age group it reached was **18-24**, totaling **31.6% of viewers**. Next came the **25-34** age group, making up **34.8% of viewers**. Next was the **35-44** group with **20.7%**, **45-54** with **9.4%**, and finally **55-64** with **3.2%**. All of these demographic percentages are within 5% of the previous ad campaign post.

The ad was set to reach the Utah area.

COST BREAKDOWN

The chart below shows the cost breakdown for the ad campaign on both LinkedIn and Instagram. The cost per visit column is the cost per website visit based on the total number of people who clicked on the website link, considering how much the overall campaign cost. The total cost is how much was spent to run each ad campaign.

This time, we spent **\$100 more** on Instagram due to its success with the last event. However, the **visit cost decreased to \$1.29**. The last event cost per visit for Instagram was **\$1.69**.

Though it was less successful, LinkedIn's cost per visit was cut in half. Despite the **cost per visit** total being relatively high compared to Instagram at **\$10**, it is an improvement from the previous event. The previous event's cost per visit for LinkedIn was **\$20**. However, we spent **\$50 less** to run the LinkedIn ad during this campaign.

| Platform | Cost Per Visit | Total Cost |
|-----------|----------------|------------|
| LinkedIn | \$10 | \$100 |
| Instagram | \$1.29 | \$200 |

CONCLUSION

Based on the analytics reviews of both ad campaigns, Instagram was the more successful platform for running the ad campaign around this event once again. Contributing factors included age range and overall ad reach. The cost spent on Instagram was higher, but even bearing that in mind, it still performed better.

A contributing factor to Instagram's success could be the choice of the image used to promote the event.

While Instagram may have primarily reached the 18-24 age group due to the age of its general users, the ad still reached a wide range of ages on the platform, all things considered. This is consistent with the demographics from our previous ad campaign for our last event.

Instagram's success rate, even when considering the spending difference, is superior to that of LinkedIn. LinkedIn did show improvement during this campaign, though. Still, Instagram reaches more people, produces more clicks, and earns more engagement overall.