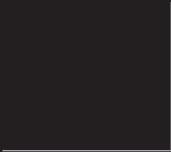




TORTOISE GROUP

April 2024 Report



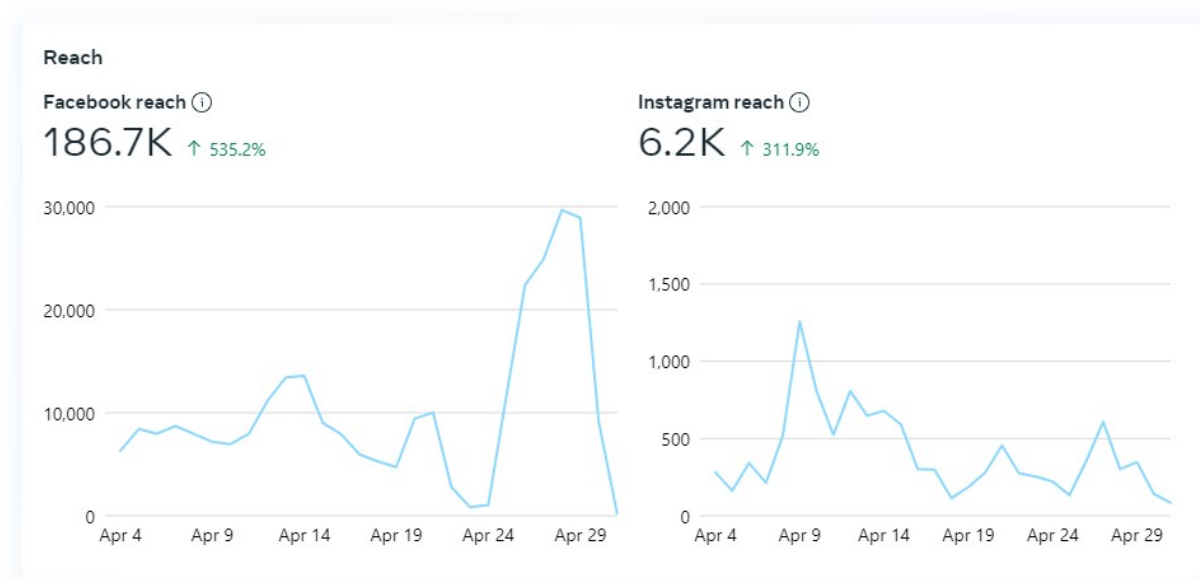
Facebook + Instagram

In April, we published 11 posts on Facebook and Instagram. We continued to utilize Facebook's Meta Business Suite and scheduled posts on alternate days of those published by Twelve Marketing, particularly during the Earth Day campaign. Additionally, we monitored analytics daily and posted during times when your audience was most commonly on each platform. Please refer to the breakdown below for more details on our campaign results.

REACH

The graph below shows our total Reach on Facebook as 186.7K, which is a 535.2% increase from previous month. For Instagram there was a 311.9% increase with a 6.2K Reach. Our Paid Reach constituted 171.6K of the Total Reach and will be discussed more in the Ads section.

April



APRIL 2024

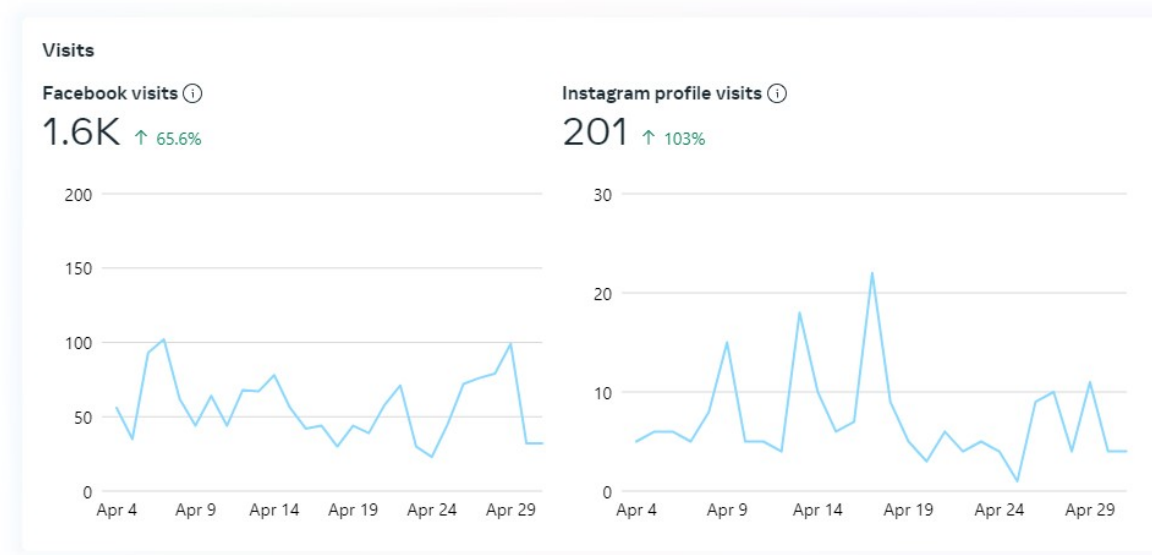
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Facebook + Instagram

PAGE AND PROFILE VISITS

The graphs below show visits to your Facebook and Instagram profiles for April. There was a 65.6% increase in page visits on Facebook and a 103% increase on Instagram. Facebook is still your audience's preferred platform but our campaign efforts to build your Instagram audience is slowly starting to make an impact.

April

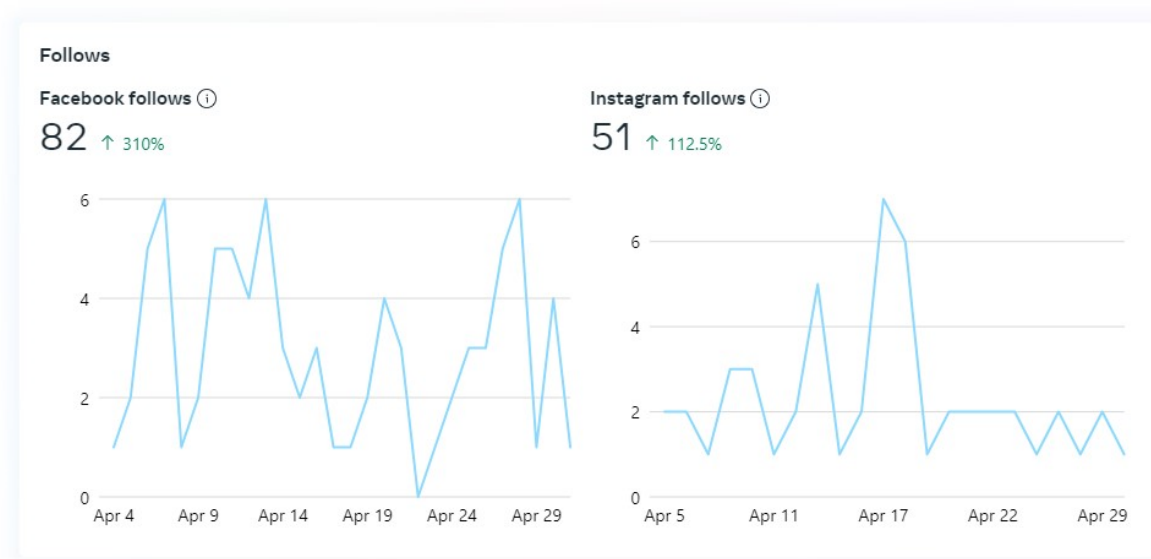


Facebook + Instagram

NEW LIKES AND FOLLOWS

Tortoise Group currently has 7,635 Followers on Facebook and 1,652 on Instagram. We picked up 82 new Facebook Followers and 51 Instagram Followers in April. This increase can be attributed to both the "Overpopulation" and "Earth Day" campaigns.

April



Facebook + Instagram

AUDIENCE DEMOGRAPHICS

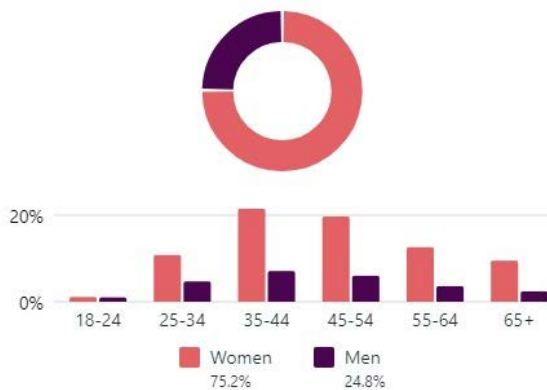
Tortoise Group currently has 7,635 Followers on Facebook as compared to 7,543 Followers from our previous report. Whereas, Instagram is at 1,652 which is an increase from 1,599. Your overall demographics have remained the same during the tenure of our campaign.

April

Facebook followers ⓘ

7,635

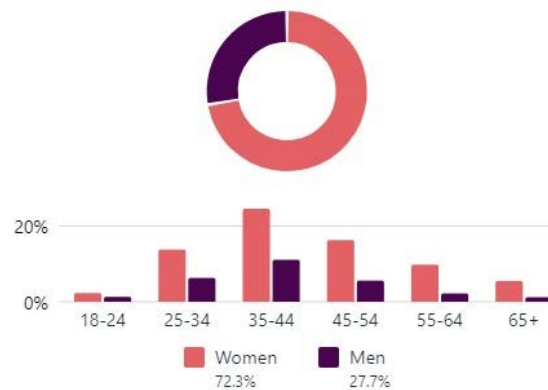
Age & gender ⓘ



Instagram followers ⓘ

1,652

Age & gender ⓘ



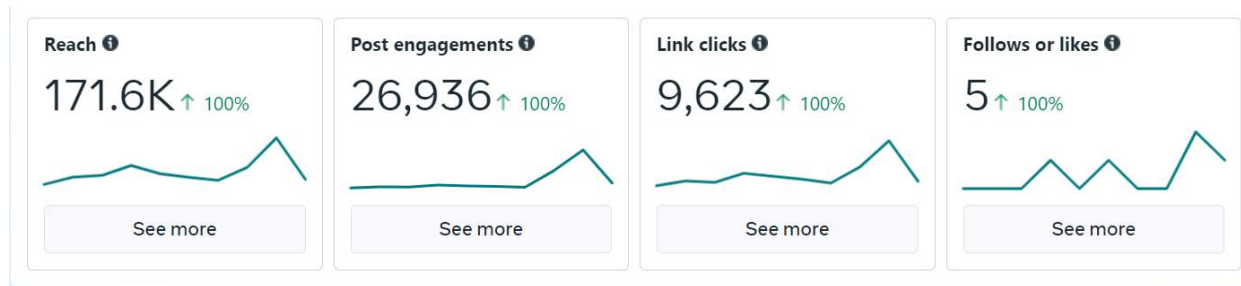
APRIL 2024

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Facebook + Instagram

ADVERTISING

We created 5 ads in the month of April with a total ad spend of \$1,690. This was the most successful ad campaign since the beginning of our campaign in 2023. As you will see below, we were able to significantly control the CPC costs to be well below the "normal" rates for this time of year. Below, are the top 3 performing posts and (once again) our TOP POST featured the 30-second radio spot.



TOP POST #1

Backyard breeding of Mojave desert tortoises are rising at an alarming rate! Listen and learn how you can help at <https://bit.ly/3N320WZ> #deserttortoise #nevada



Performance

\$300.00 spent over 5 days.

Link clicks 1,981

Reach 32,866

Cost per Link Click
\$0.15

Lower than others
Usually: \$0.21 - \$0.57

Activity

Post engagements 18067

3-second video plays 15942

Link clicks 1981

Post reactions 108

APRIL 2024

CANYON
CREATIVE

TOP POST #2

No one wants to do more harm than good. Think twice about breeding Mojave desert tortoises in captivity. <https://bit.ly/3N320WZ> #deserttortoise #nevada



Performance

\$300.00 spent over 5 days.

Link clicks 1,917

Cost per Link Click
\$0.16

Lower than others
Usually: \$0.21 - \$0.57

Reach 37,653

Activity

Post engagements

2254

Link clicks

1917

Post reactions

268

Post comments

38

TOP POST #3

Take it from a tortoise. Mojave desert tortoises are endangered in the wild, but releasing those backyard-bred endangers them even more. Here's why. <https://bit.ly/3N320WZ> #deserttortoise #nevada



Performance

\$400.00 spent over 10 days.

Link clicks 2,299

Cost per Link Click
\$0.17

Lower than others
Usually: \$0.21 - \$0.57

Reach 39,896

Activity

Post engagements

2690

Link clicks

2299

Post reactions

307

Post shares

61

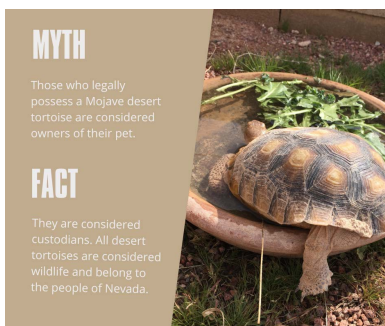
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CREATIVE

Facebook + Instagram

Infographic-Based Campaign Strategy

We continue to implement the strategy of combining text and image graphics for our posts. We have enjoyed great success with this type of content with increased views and engagement for both organic and paid posts. Below are some examples of the post content for April.



APRIL 2024



X (formerly Twitter)

We posted 11 tweets in April, which received 69 Views and 1 Like. You did however enjoy 256 Profile Visits, which was a significant increase from the 128 visits in March. You now have 162 Followers as opposed to the 134 followers reported in our last report.

LinkedIn

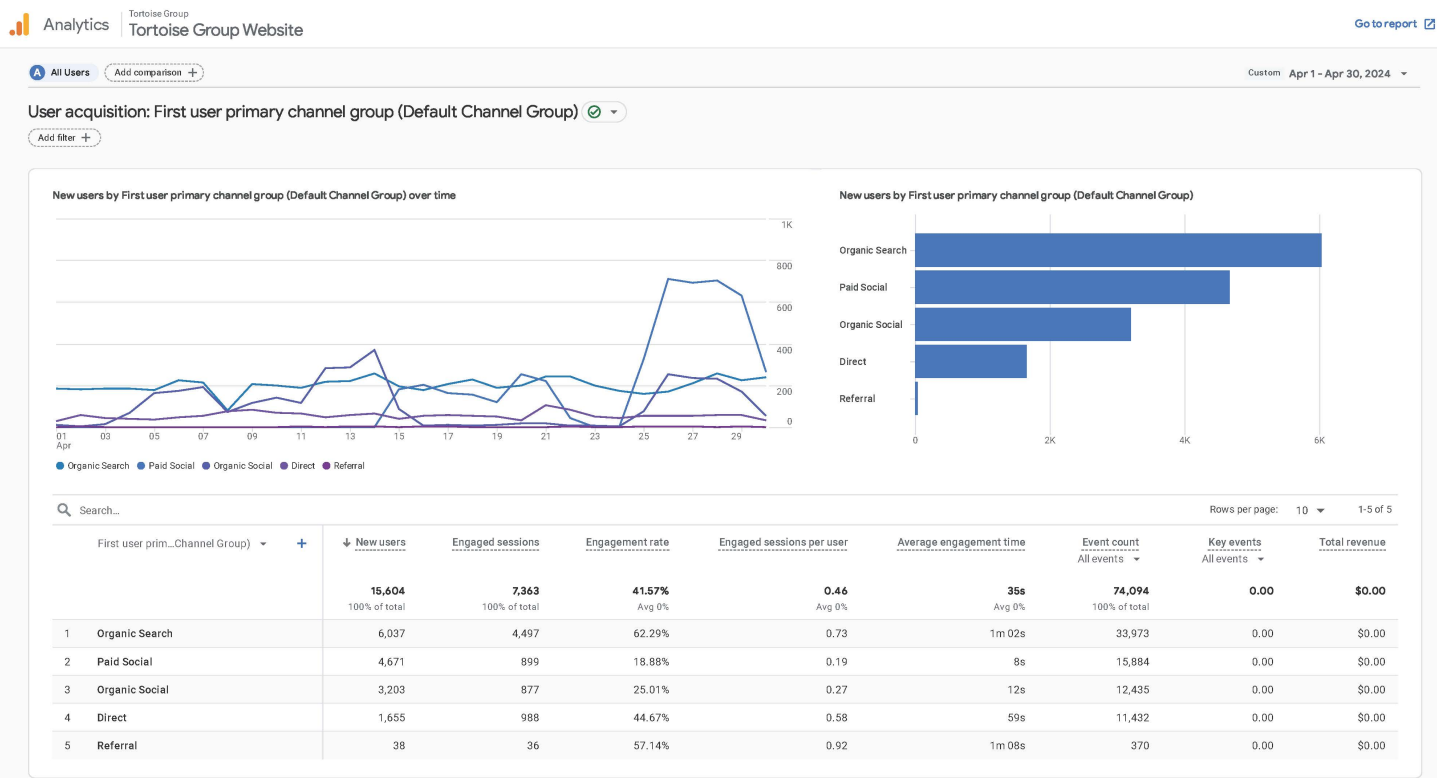
We posted 11 times on LinkedIn garnishing 14 reactions, which is a 366.7% increase from the month prior. You received 4 Page Views with 3 Unique Visitors to your profile. Also, Tortoise Group is up to 23 Followers and picked up 2 New Followers in April.

APRIL 2024

Google Analytics

Website Visits

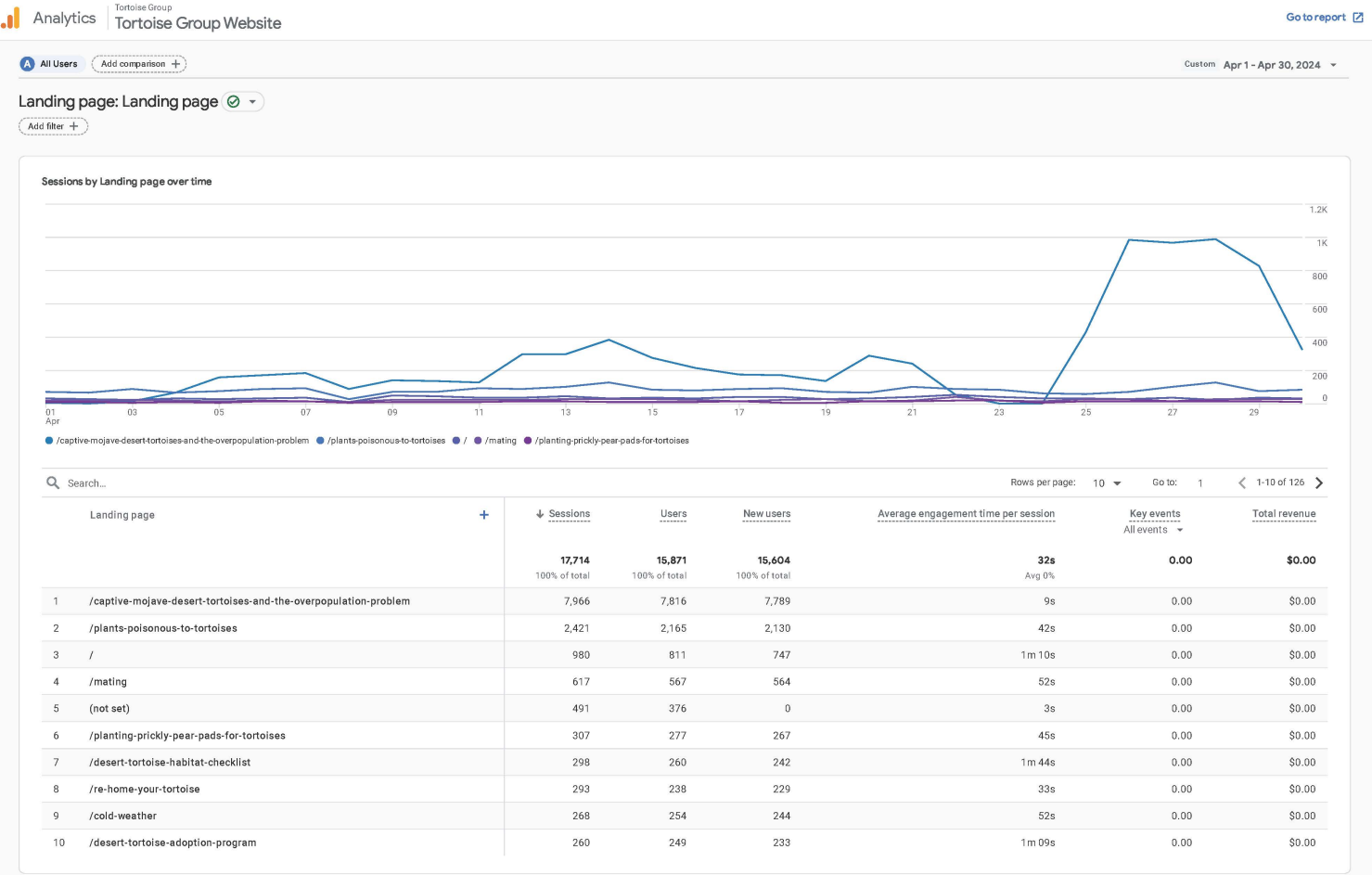
The User Acquisition report shows the number of website visits in September, as well as the origination point of the visitor. In April, your website had 15,604 out of a total of 15,781. The number of visitors originating from social media (predominantly Facebook) were 7,874 with the following breakdown: 4,671 (paid advertising) and 3,203 (organic.)



Google Analytics

LandingPage

Of the 15,871 website visitors in April, 7, 7816 entered the site via the landing page, which was the most popular entry point. Of which, 7,789 were New Users to the site.



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SUMMARY

April was by far the most significant month since beginning this social media campaign. Our total Reach on Facebook was 186.7K and a 6.2K Reach on Instagram. Tortoise Group also picked up 82 new Facebook Followers and 51 Instagram Followers. While X and LinkedIn are not your audiences preferred platforms, there were increases in Profile Visits and New Followers on these sites.

We are pleased to report the ad campaign in April was our most successful yet. The total Reach of 171.6K garnished 26,936 Post Engagements and 9,623 Link Clicks. Our average Cost-per-Click rate was \$0.17, which was well below the \$0.21 - \$0.57 typical rate range this time a year.

Website visits originating from social media was 7,874, which is a vast increase from that during our last campaign in November (2,609). There was a total of 7,816 entering the site via the landing page and 7,789 were New Users.

In conclusion, we look forward to your review of this report and meeting to provide more insight and answer any questions you might have. As always, please feel free to provide feedback on what you want (or not want) to see in these reports going forward.

On behalf of Canyon Creative, thank you very much for this opportunity!