TORTOISE GROUP

April 2024 Report





In April, we published 11 posts on Facebook and Instagram. We continued to utilized 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.







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.







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.







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.







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 signifcantly 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





APRIL 2024



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 0 \$300.00 spent over 5 days. 6 **Cost per Link Click** Link clicks 1.917 \$0.16 Lower than others Reach 0 37,653 Usually: \$0.21 - \$0.57 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









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.







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.)



© 2024 Google | Analytics home | Terms of Service | Privacy Policy | 🛄 Send feedback

APRIL 2024



Google Analytics

LandingPage

Of the 15,871 website visitors in April, 7, 7,816 entered the site via the landing page, which was the most popular entry point. Of which, 7,789 were New Users to the site.

Image: proper interpretation problem = /plants-pointonic biological		Custom					Add comparison +
a 63 63 67 69 11 13 15 17 19 21 23 23 27 1 7 63 63 67 69 11 13 15 17 19 21 23 23 27 1 7 63 63 67 69 11 13 15 17 19 21 23 23 27 1 7 7 19 21 23 23 27 23 23 27 1 7 7 19 21 23 23 23 27 23 23 27 1 7 7 19 21 23 23 23 27 23 23 23 27 1 7 7 7 79 20 23 23 27 23 23 23 27 23 23 23 27 23 23 23 23 23 23 23 23 23 23							
pr province search the overpopulation problem • /plants-poison due to train priority per per search + / Plants-poison due to train priority per per search + / Plants-poison due to train priority per per search + / Plants-poison due to train priority per per search + / Plants-poison due to train priority per per search + / Plants-poison due to train priority per search + / Plants-poison due to train priority per search + / Plants-poison due to train priority per search + / Plants-poison due to train priority per search + / Plants-poison due to train priority per search + / Plants-poison due to train poison due to train priority per search + / Plants-poison due							ons by Landing page over time
r zer zer zer zer zer zer zer ze							
Image: proper interpretation problem = /plants-pointonic biological							
pr province search the overpopulation problem • /plants-poison due to train priority per per search + / Plants-poison due to train priority per per search + / Plants-poison due to train priority per per search + / Plants-poison due to train priority per per search + / Plants-poison due to train priority per per search + / Plants-poison due to train priority per search + / Plants-poison due to train priority per search + / Plants-poison due to train priority per search + / Plants-poison due to train priority per search + / Plants-poison due to train priority per search + / Plants-poison due to train poison due to train priority per search + / Plants-poison due			\sim				
Image: proper interpretation problem = /plants-pointonic biological							
Arright we desert data less ends the overpopulation problem of plants polanos p	29	27	9 21 23 25	17 1	15	13	03 05 07 09 11
NoteNo	 1-10 of 126 					ang Vplanding-prickly-pi	aptive-mojave-desert-tortoises-and-the-overpopulation-problem 🛛 /plants-poisonous-to-tortoises 🕤 / 🕤 /m
1 /captive-mejave-desert-tortolses-and-the-overpopulation-problem 7,966 7,816 7,789 9 0.0 2 /plants-poisonous-to-tortolses 2,421 2,165 2,130 42s 0.00 3 / 0 980 811 747 1110s 0.00 4 /mating 617 567 564 52s 0.00 5 (not set) 316 376 0 38 0.00		Key events		Newusers	Users		Search
2 /plants-polsconous-to-tortolses 2,421 2,165 2,130 42s 0.00 3 / 980 811 747 1m10s 0.00 4 /mating 667 567 564 52s 0.00 5 (not set) 491 376 0 3s 0.00	Total revenu	Key events All events	Average engagement time per session	15,604	15,871	↓ <u>Sessions</u> 17,714	Search
4 /mating 617 567 564 52s 0.00 5 (not set) 491 376 0 3s 0.00	Total revenu	Key events All events + 0.00	Average engagement time per session 32s Avg 0%	15,604 100% of total	15,871 100% of total		Search Landing page +
5 (not set) 491 376 0 3s 0.00	Total revenu \$0.0 \$0.0	Key events All events 0.00	Average engagement time per session 32s Avg 0% 9s	15,604 100% of total 7,789	15,871 100% of total 7,816	↓ Sessions 17,714 100% of total 7,966	Search Landing page + /captive-mojave-desert-tortoises-and-the-overpopulation-problem
	Total revenu \$0.0 \$0.0 \$0.0	Key events All events • 0.00 0.00	Average engagement time per session 32s Avg 0% 9s 42s	15,604 100% of total 7,789 2,130	15,871 100% of total 7,816 2,165		Search Landing page + /captive-mojave-desert-tortolses-and-the-overpopulation-problem /plants-poisonous-to-tortoises
	Total revenu \$0.0 \$0.0 \$0.0 \$0.0	Key events All events 0.00 0.00 0.00 0.00	Average engagement time per session 32s Avg 0% 9s 42s 1m 10s	15,604 100% of total 7,789 2,130 747	15,871 100% of total 7,816 2,165 811	↓ Sessions 17,714 100% of total 7,966 2,421 980	Search Landing page + /captive-mojave-desert-tortolses-and-the-overpopulation-problem /plants-poisonous-to-tortoises /
6 /planting-prickly-pear-pads-for-tortoises 307 277 267 45s 0.00	Total revenu \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0	Key events All events • 0.00 0.00 0.00 0.00	Average engagement time per session 328 Avg 0% 98 428 1m 108 528	15,604 100% of total 7,789 2,130 747 564	15,871 100% of total 7,816 2,165 811 567	 ↓ Sessions 17,714 100% of total 7,966 2,421 980 617 	Search Landing page + (captive-mojave-desert-tortoises-and-the-overpopulation-problem / /plants-poisonous-to-tortoises / / / mating // mating // // mating // // mating // // // // // // // // // // // // //
7 /desert-tortoise-habitat-checklist 298 260 242 1m 44s 0.00	Total revenu \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0	Key events All events • 0.00 0.00 0.00 0.00	Average engagement time per session 328 Avg 0% 98 428 1m 108 528	15,604 100% of total 7,789 2,130 747 564	15,871 100% of total 7,816 2,165 811 567	 ↓ Sessions 17,714 100% of total 7,966 2,421 980 617 	Search Landing page + (captive-mojave-desert-tortoises-and-the-overpopulation-problem / /plants-poisonous-to-tortoises / / / mating // mating // // mating // // mating // // // // // // // // // // // // //
8 /re-home-your-tortoise 293 238 229 33s 0.00	Total revenu \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0	Key events All events ~ 0.00 0.00 0.00 0.00 0.00 0.00	Average engagement time per session 32s Arg 0% 9s 9s 42s 1m 10s 52s 10 52s 3s 45s 45s 45s	15,604 100% of total 7,789 2,130 747 564 0 2267	15,871 100% of total 2,165 811 567 376 277		Search Landing page
9 /cold-weather 268 254 244 52s 0.00	Total revenu \$0.0	Key events 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00	Average engagement time per session 326 Arg 0% 96 425 425 11m 105 526 33 455 11m 445 526	15,604 100% of total 7,789 2,130 747 564 0 2267 242	15,871 100% of total 2,165 811 567 376 2,777 2,260	 ↓ Sessions 17,714 100% of total 7,966 2,421 980 6117 491 307 298 	Search Landing page

© 2024 Google | Analytics home | Terms of Service | Privacy Policy | 💷 Send feedback





SUMMARY

April was by far the most a 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!