



METROMAX SOLUTIONS
Catalyst For Your Success



**METROMAX
GROUP**
GO BEYOND

CLIENT NAME

Bi-Weekly Report

Date : MM/DD/YYYY

MILESTONES ACHIEVED IN THE LAST 15 DAYS (FROM OCTOBER 5th TILL OCTOBER 19th)



S.NO	FACEBOOK INSIGHTS FOR THE LAST 15 DAYS	DATA
1	Number of Posts Posted in Facebook	14
2	Number of Facebook Followers Increased	18
3	People Reached	192210
4	Engagement	1575
5	Comments	1205
6	Shares	15
7	Reactions	114
8	Photo Views	NA

S.NO	INSTAGRAM INSIGHTS FOR THE LAST 15 DAYS	DATA
1	Accounts Reached	137919
2	Content Interactions	188
3	Total Posts Posted	14

S.NO	LINKEDIN INSIGHTS FOR 15 DAYS	DATA
1	Page Views	111
2	Unique Visitors	15
3	Number of Posts Posted in LinkedIn	14


BEST PERFORMED POST IN LAST 15 DAYS

Post Details

Fuel cost is the most variable expense in the trucking industry. A single truck can consume over 15,000 gallons of diesel per year, costing the owner anywhere between \$40,000-\$50,000.

More prominent companies do not take this lightly, but the smaller one fails to address and end up shutting their business.

... See more



Get more likes, comments and shares
When you boost this post, you'll show it to more people.

250 People reached 6 Engagements [Boost post](#)

Performance for your post

250 People Reached

6 Likes, Comments & Shares

1 Likes	0 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
5 Shares	5 On Post	0 On Shares

0 Post Clicks

0 Photo views	0 Link clicks	0 Other Clicks
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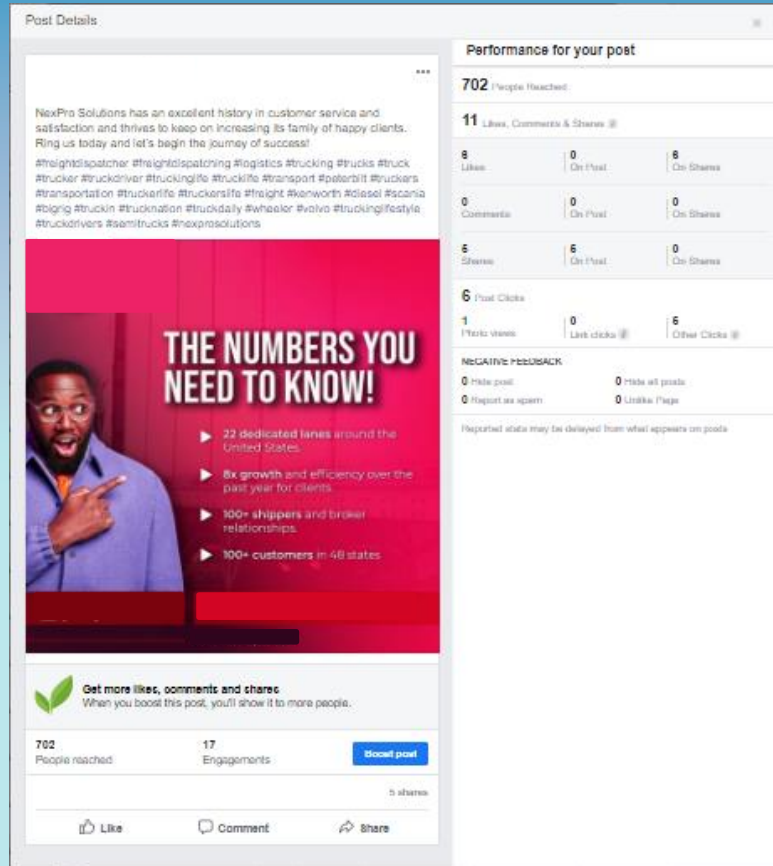
NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

This post was explaining about the problem that the trucking industry is facing nowadays. As a result of which this post got a very good number of likes, shares as well as engagements.

BEST PERFORMED POST TILL DATE



This post was all about the statistics of the trucking industry, so this post added some good value to the audience's existing knowledge. As a result of which this post got a good number of likes as well as reaches.

TILL DATE REPORT

(FROM AUGUST 18th 2021 TILL OCTOBER 19th 2021)



S.NO	FACEBOOK INSIGHTS FOR THE TILL DATE	DATA
1	Number of Posts Posted in Facebook	119
2	Number of Facebook Followers Increased	190
3	People Reached	226289
4	Engagement	10772
5	Comments	1130
6	Shares	1135
7	Reactions	1206
8	Photo Views	111

S.NO	INSTAGRAM INSIGHTS TILL DATE	DATA
1	Accounts Reached in the Last 90 Days	182169
2	Content Interactions in the Last 90 Days	1499
3	Total Posts Posted	119

S.NO	LINKEDIN INSIGHTS TILL DATE	DATA
1	Total Number Of LinkedIn Posts	119

When we compare the people reach insights of both the slides. It clearly shows we have reached the overall reach rate of **41% within 15 days**. It shows that our reach rate is progressively increasing

When we compare the Instagram accounts reach insights of both the slides. It clearly shows we have reached **46% of the new accounts within 15 days**. As a result of which we can conclude that we are reaching the Instagram audience exponentially.

COMPETITOR SOCIAL MEDIA INSIGHTS



S.NO	KEY PERFORMANCE INDICATORS	CLIENT NAME	COMPETITOR NAME
1	ORGANIC KEYWORDS	112	1084
2	ORGANIC MONTHLY TRAFFIC	1110	1246
3	DOMAIN AUTHORITY	11	9
4	BACKLINKS	111	430

Due to the absence of quality keywords as well as backlinks **CLIENT NAME** failed to attract a good quality traffic as a result of which its data is not available. Whereas on the other hand the competitor **COMPETITOR NAME** is able to attract a good number of traffic because of the good number of keywords as well as backlinks.

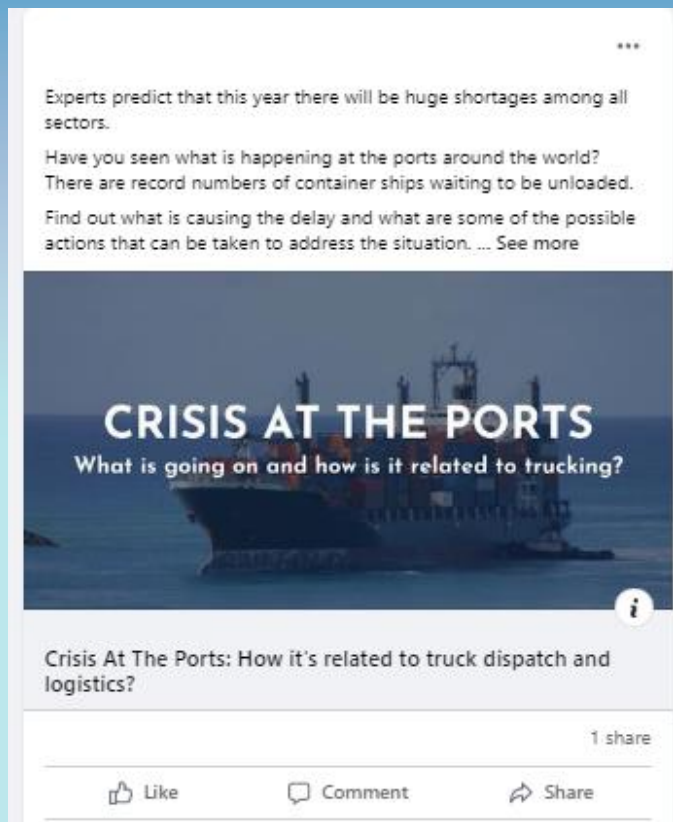
COMPETITOR DATA INSIGHTS



S.NO	KEY PERFORMACE INDICATORS	CLIENT NAME	COMPETITOR NAME
1	FACEBOOK FOLLOWERS	1236	1363
2	INSTAGRAM FOLLOWERS	1183	NA

When it comes to the Facebook Followers **CLIENT NAME** is having 54% more followers when compared with the **CLIENT NAME** while **COMPETITOR NAME** is not having an Instagram account itself.

COMPETITOR SOCIAL MEDIA INSIGHTS



Like this, we can also share the website blog posts via social Media which in result will help you to increase the website traffic



THANK
YOU

