

CASE STUDY



<https://my-mountains.ch>



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Project Requirements



Likes

Client want more likes on the every social media accounts



Engagement

Client want more engagement on the every social media accounts



Impressions

Client want more impressions on the every social media accounts



Followers

Client want more followers on the every social media accounts



INSTAGRAM FOLLOWERS



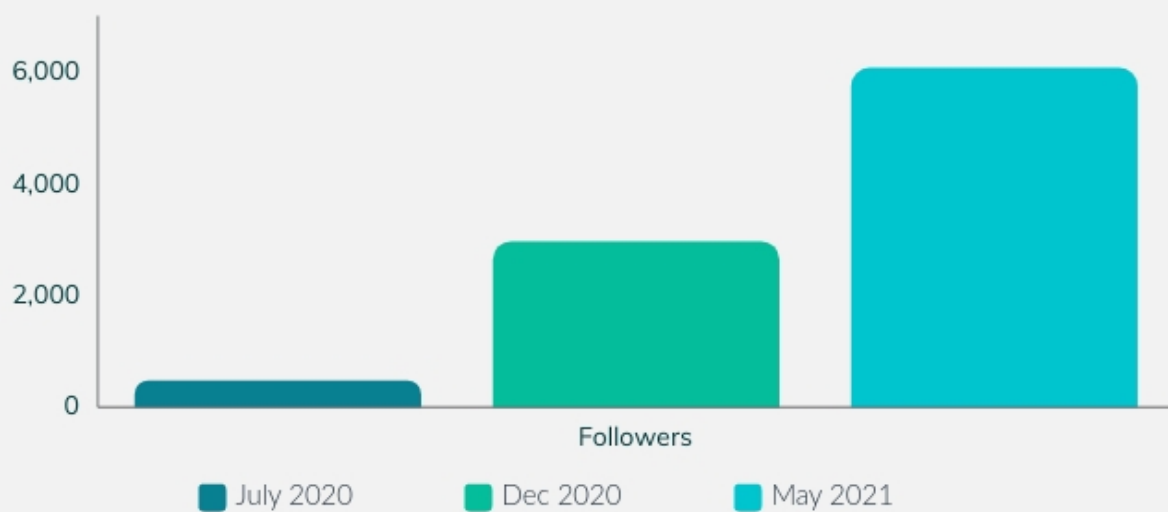
mymountains

Message Follow ...

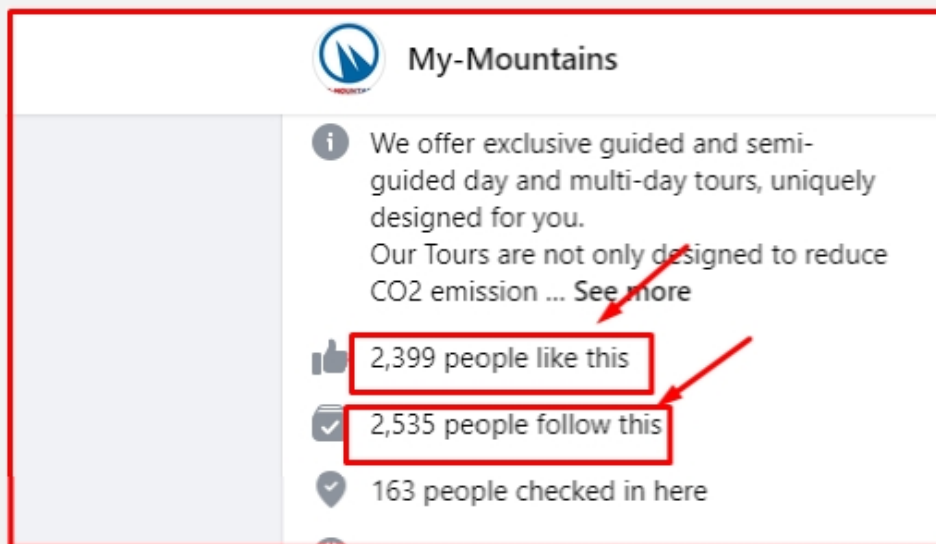
489 posts 6,117 followers 6,127 following

Exclusive Travel Experiences
Travel Company

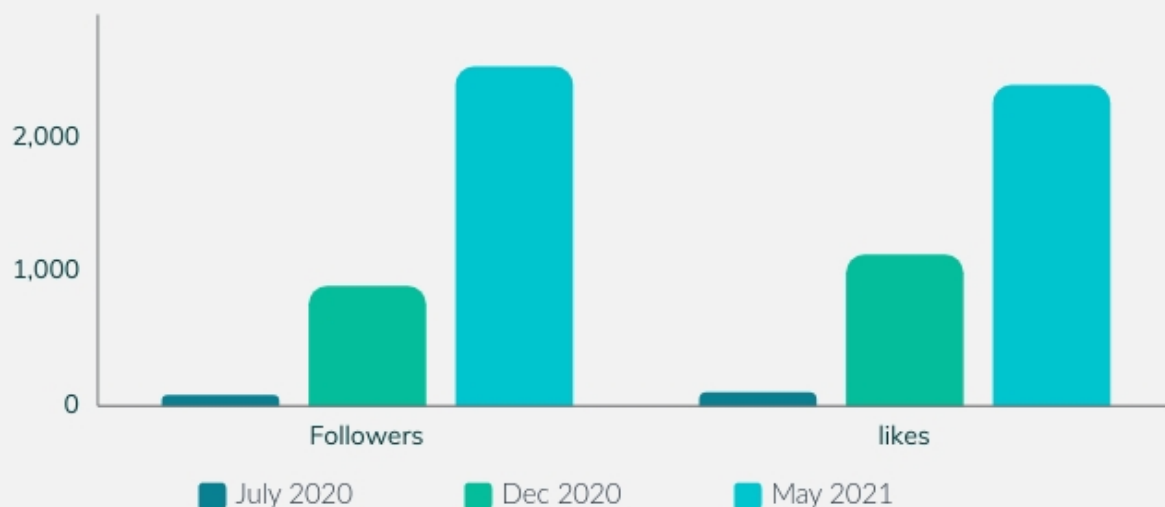
- ▲ May 2021 had the most Followers & Likes
- ▲ Followers & Likes during May 2021 performed 3x better than those in Dec 2020



FACEBOOK FOLLOWERS & PAGE LIKES

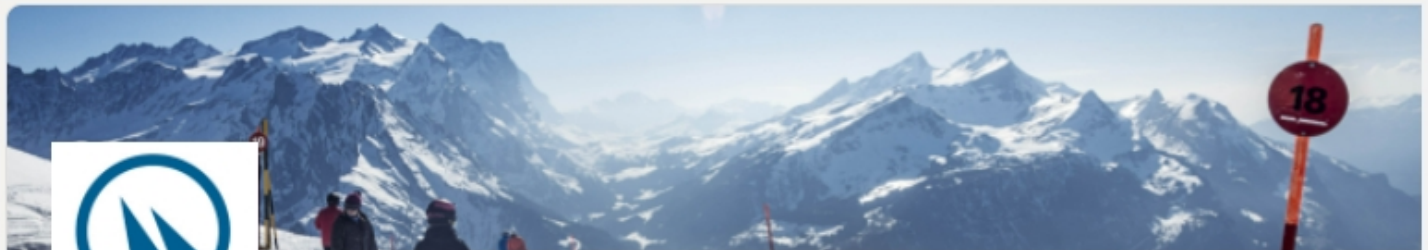


- May 2021 had the most Followers & Likes
- Followers & Likes during May 2021 performed 2x better than those in Dec 2020





LINKEDIN FOLLOWERS



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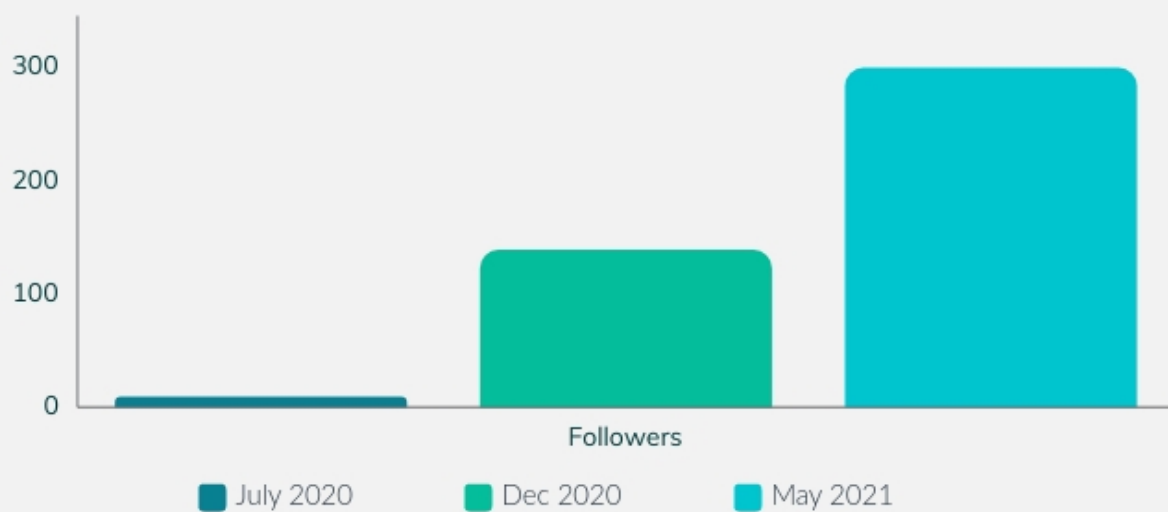
My-Mountains

We bring cultures together through Life-enriching Travel Experiences

Travel Arrangements · Lucerne, Lucerne · 301 followers

See all 4 employees on LinkedIn

- May 2021 had the most Followers
- Followers during May 2021 performed 2x better than those in Dec 2020



MARKETING REPORT

FOLLOWER GROWTH AND SOCIAL MEDIA ENGAGEMENT



**Facebook
Engagement**

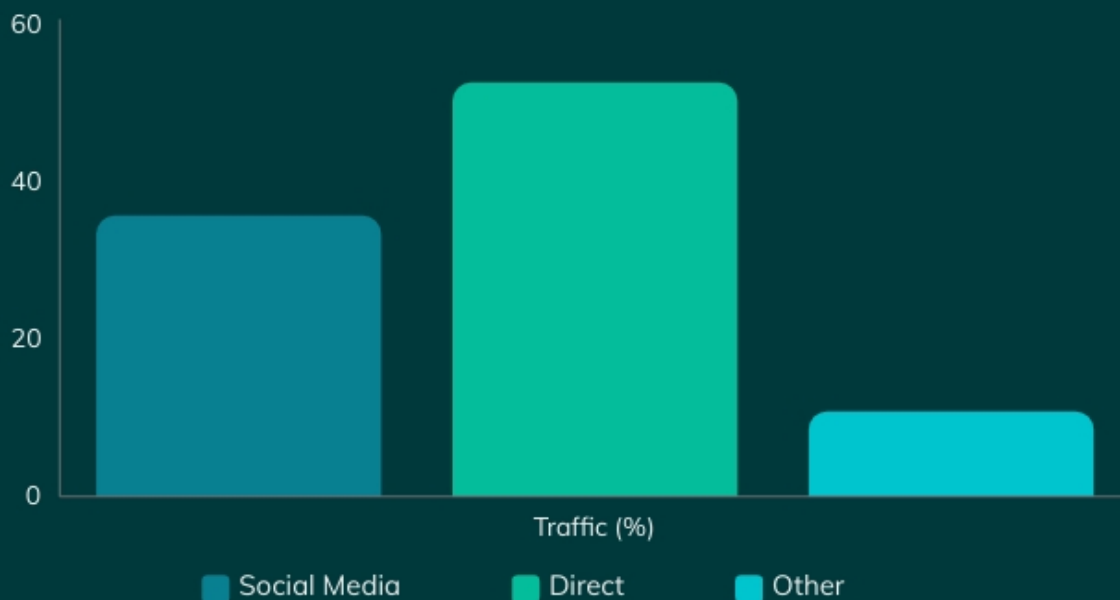


**Instagram
Engagement**

- ▲ Best performing in reach: Instagram
- ▲ Best community engagement: Facebook
- ▲ Best visual engagement: Facebook

Platform	Reach	Engagement
Facebook	2335	1000
LinkedIn	301	500
Instagram	6117	800

REFERRAL TRAFFIC



- Website getting 53% traffic direct the most
- From social media we generate 36% of website traffic
- And 11 % traffic from the other sources