











Facebook Page Posts

From 12/22/2017 until 03/21/2018 (Last 90 days)

Published	Post	Reach	Likes	Comments
03/19/2018 12:37:24 (UTC)	 How to create awesome reports for your Google AdWords clients. http://bit.ly/2HIREAU 	273	2	0
03/15/2018 13:53:24 (UTC)	 Done right, a single person can manage dozens of Facebook Pages. http://bit.ly/2GvHk6c 	91	0	0
03/07/2018 17:08:44 (UTC)	 Return on Ad Spend (ROAS) - How to use it to optimize ad spending. #DigitalMarketing Full blog post here: http://bit.ly/2D86mVB 	246	4	0
02/22/2018 17:42:23 (UTC)	 How to keep clients and colleagues up-to-date with the performance of #GoogleMyBusiness #DigitalMarketing http://bit.ly/2ChwQYO 	66	2	0
02/15/2018 18:38:45 (UTC)	 Landing Pages for Today (not 1998) http://bit.ly/2HhXBLP 	57	1	0

Note



Executing on our agreed video strategy, we started posting videos to the Facebook page this month. On 3/7 we posted a video about Return on Ad Spend (ROAS), and on 3/19 another video about AdWords Reporting.

As you can see, these videos received much wider distribution by Facebook than our recent static content. The Reach (number of users who saw the post in their feed) for the videos was well over 200. Whereas a typical post reaches fewer than 100.