NANCY MARKETING REPORT

LEO DIGITAL MARKETING

November/21

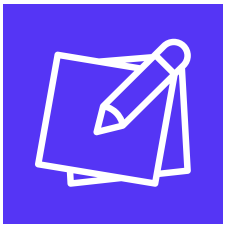
Who we are

LEO Digital Marketing helps small businesses and nonprofits reimagine their online presence using social media, SEO, web design, strategy, and branding. We are located in Springfield Ohio but work with clients in Columbus, Cleveland, Dayton, and Atlanta. We pride ourselves on giving back to the community.

"I owe my success to having listened respectfully to the very best advice, and then going away and doing the exact opposite." – G.K. Chesterton

Facebook

Founded in February of 2004 in Cambridge, MA



POSTS

During the month of November, we posted 20 times to Facebook. Those posts included content on the MAMs, Letters from the Earth, and more.

REACH

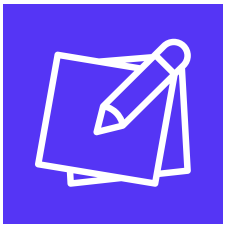
The 20 posts that we published this month reached 1,103 users.

ENGAGEMENT

These posts received 83 engagements. More than double our engagements from last month.

Instagram

Founded
October of 2010



POSTS

During the month of November, we posted 12 times to Instagram.

REACH

These 12 posts reached 617 users. An increase from last month.

ENGAGEMENT

The posts received 76 engagements. Another increase,

Your projects

Update on your digital projects.

project	status	goal/actual
MAMs book club Facebook group	WE CONTINUE TO ADD CONTENT TO THIS GROUP.	Goal: 50 members Actual: 47 members
Spiritual Seedlings Facebook group	WE CONTINUE TO ADD CONTENT TO THIS GROUP.	Goal: 50 members Actual: 40 members

We did not reach our 50 member goal for both Facebook groups in November. Because of this, we crafted a new strategy that should render the results we are looking for.

Next Steps

Where do we go from here? Setting goals for the next 30 days.

MAMs book club FB group

With our new strategy, we believe that we can reach the 65 members mark by the end of the year.

Spiritual Seedlings FB group

With our new strategy, we believe that we can reach the 65 members mark by the end of the year.

Facebook page

Reach 2,000+ users.

Instagram page

Reach 1,000+ users.

Your Investment

- Social media management
- Graphic creation
- Post copy creation
- Data analysis
- Strategy building

Monthly investment $125.00

Client Signature _____

Date _____

Terms:

Monthly agreement of service with no contract/termination fee which renews monthly unless canceled. Monthly payments are due within 7 days of the initial date of the agreement unless canceled 10 days before said date.

Contact

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