



THE IMPACT OF PAID FB ADVERTISING

On March 26th as part of the campaign to promote RVF the NCRA/ANREC allocated \$500 in funding for Facebook advertising. Five adverts were placed in this set. The following information breaks down the results. The total cost was \$497.10 and the campaign ran from March 26th to April 26th.

\$0.66 AVERAGE COST PER/RESULT.

IN THE MONTH THE LINK ATTACHED TO THE ADD WAS CLICKED ON 748 TIMES



684 LINK CLICKS **21,881** REACH

OUR MAIN AD REACHED 21,881. OF THAT 6100 REACH WAS FOR RVF, WITH 60 CLICKS FOR RVF

33,207 **866**

TOTAL CAMPAIGN REACH

TOTAL LINK CLICKS

Radio Where You Are
With 99 stations In 77 Communities



YOUR COMMUNITY YOUR RADIO

5,038 PAID REACH OF OUR SECOND ADD WITH 64 LINK CLICKS. \$74.05 SPENT ON CAMPAIGN



LIKES = In the months previous we expanded by an average of 7 - 10 Likes a month. During the Add campaign, we expanded by 25 Likes



REACH = In the months previous our highest reach for a post was 558. During the Add campaign, we reached a high of 1526. Our combined average reach now is 7,426