

ANALYTICS

Recorded each week with data from Planoly

WEEK OF JAN 23:

Followers:

3.58K —> 3.61K +32 change

Engagement:

4 total posts

75 likes per post

2 comments per post

Content performance total:

Previous week (16-23)--when i just started	This week (23-30)
Likes. 208	Likes. 298
Comments: 6	Comments: 9
Impressions: 2.42K	Impressions: 3.08K
Reach: 1.96K	Reach: 4.53K
Saved: 9	Saved: 11
	Profile Visits. 306
	Linktree visits: 12

WEEK OF JAN 30-FEB 6:

Followers:

3.61K —>3.85K

+245 change

PLUS 240 followers (was a event)

Engagement:

4 total posts

76 likes per post

3 comments per post

Content performance total:

Previous week (23-30)	This week (30-Feb 6)
Likes. 298	Likes. 302
Comments: 9	Comments: 11
Impressions: 3.08K	Impressions: 2.20K
Reach: 4.53K	Reach: 5.83K
Saved: 11	Saved: 18
Profile Visits. 306	Profile Visits. 1.21K
Linktree visits: 12	Linktree visits: 96

WEEK OF FEB 6-FEB 11

Followers:

3.85K —>3.86K +8 change

Engagement:

4 total posts

66likes per post

2comments per post

Content performance total:

Previous week (30-Feb 6)	This week (Feb 6-13)
Likes. 389	Likes. 263
Comments: 12	Comments: 7
Impressions: 3.48K	Impressions: 1.38K
Reach: 7.1K	Reach: 3.62K
Saved: 21	Saved: 10
Profile Visits. 1.21K	Profile Visits.252
Linktree visits: 96	Linktree visits: 9

WEEK OF FEB 13 FEB 20

Followers:

3.86K —>3.87K

+4 change

Engagement:

3 total posts

58 likes per post

2 comments per post

Content performance total:

Previous week (Feb 6-13)	This week (Feb 13-20)
Likes. 288	Likes. 173
Comments: 11	Comments: 6
Impressions: 1.62K	Impressions: 2.82K
Reach: 4.31K	Reach: 2.50K
Saved: 15	Saved: 4
Profile Visits.252	Profile Visits.227
Linktree visits: 9	Linktree visits: 6

1ST MONTH RECAP

JANUARY 20-FEB 20

MONTH BEFORE I WORKED VS MONTH WHEN I STARTED

Followers:

3.58K —>3.87K

+290 change

Engagement:

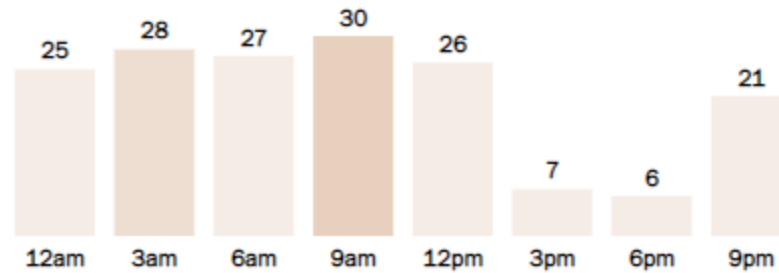
16 total posts

81 likes per post

3 comments per post

Content performance total:

Previous month—only 3ish posts	This month
Likes. 184	Likes. 1.30 K
Comments: 2	Comments: 44
Impressions: 3.89K	Impressions: 14.06K
Reach: 3.40K	Reach: 21.32K
Saved: 6	Saved: 67
	Profile Visits.2.17K
	Linktree visits: 138



Best time to post: 9am

15% of people viewing are from Naples

63% female, 20% male

Target audience: 25-34 yo females

TOP 3 POSTS in regards to LIKES

- Friday January 20, 2:30 p.m.
 - picture
 - 211
 - 1st post—carousel of views from the villa
 - 1st post in almost 2 weeks, possible algorithm was just right, also was posted on our best performing time
 - Simple caption into promoting ppl to check out the website
 - travel/basic hashtags
- Friday February 3, 2:30 p.m.
 - Reel
 - 128
 - Reel video with collage of photographs with classical music in the background

- Simple caption—not promoting anything
- travel/basic hashtags
- Monday January 23, 2:26p.m.
 - Photo
 - 99
 - Clever caption—the perfect wedding doesnt exist thing
 - No promotion
 - Wedding hashtags

TOP 3 POSTS in regards to ENGAGEMENT (ppl clicking and interacting)

- Friday January 20, 2:30 p.m.
 - picture
 - 10.27%
 - 1st post—carousel of views from the villa
 - 1st post in almost 2 weeks, possible algorithm was just right, also was posted on our best performing time
 - Simple caption into promoting ppl to check out the website
 - travel/basic hashtags
- Monday February 6, 3:30 p.m.
 - Picture
 - 9.09%
 - Clever and content not related rlly to the villa
 - Lemon picture with caption talking about how sorrento is famous for its lemons
 - Small promotion, dont forget to drink when u come
 - travel/basic hashtags
- Friday February 17, 2:30 p.m.
 - Photo
 - 9.02%

- Pretty in pink caption
- No promotion
- Wedding hastags

TOP 3 POSTS in regards to REACH(total number of people who see content)

- Friday February 3, 2:30 p.m.
 - Reel
 - 2310
 - Reel video with collage of photographs with classical music in the background
 - Simple caption—not promoting anything
 - travel/basic hashtags
- Friday January 20, 2:30 p.m.
 - picture
 - 2219
 - 1st post—carousel of views from the villa
 - 1st post in almost 2 weeks, possible algorithm was just right, also was posted on our best performing time
 - Simple caption into promoting ppl to check out the website
 - travel/basic hashtags
- Monday January 23, 2:26p.m.
 - Photo
 - 2124
 - Clever caption—the perfect wedding doesnt exist thing
 - No promotion
 - Wedding hashtags

TOP 3 POSTS in regards to E(the number of times your content is displayed, no matter if it was clicked or not)

- Friday January 20, 2:30 p.m.

- picture
- 2725
 - 10.27% of people interacted
 - 279.85 interaction
- 1st post–carousel of views from the villa
- 1st post in almost 2 weeks, possible algorithm was just right, also was posted on our best performing time
- Simple caption into promoting ppl to check out the website
- travel/basic hashtags
- Monday January 23, 2:26p.m.
 - Photo
 - 2388
 - 5.23% interaction
 - 124.89 ppl interact
 - Clever caption–the perfect wedding doesnt exist thing
 - No promotion
 - Wedding hashtags
- Thursday, February 2 11:00 am
 - Photo
 - 1270
 - 4.88% interaction
 - 61 ppl interact
 - All promotion, cta to click link in bio
 - Wedding hashtags

Notes:

- Friday and monday are best days
- Most interaction was with photos
- A mixture of both normal and promotion captions, most with a little bit of promotion
- For next month never skip mondays and fridays at 2:30

WEEK OF FEB 20-FEB 27

Followers:

3.87K —>3.88K

+11 change

Engagement:

4 total posts

70 likes per post

1 comments per post

Content performance total:

Previous week (Feb 13-20)	This week (Feb20-27)
Likes. 180	Likes. 280
Comments: 9	Comments: 5
Impressions: 3.26K	Impressions: 1.07K
Reach: 2.81K	Reach: 5.00K
Saved: 6	Saved: 12
Profile Visits.227	Profile Visits.274
Linktree visits: 6	Linktree visits: 8

No tuesdays—not great performance

At 66% italian viewers, 15% UK

WEEK OF FEB 27-MARCH 3

Followers:

3.88K —>3.89K

+13 change

Engagement:

5 total posts

62 likes per post

2 comments per post

Content performance total:

Previous week (Feb 13-20)	This week (Feb20-27)
Likes. 295	Likes. 310
Comments: 8	Comments:12
Impressions: 1.62K	Impressions: 3.63K
Reach: 5.54K	Reach: 4.07K
Saved: 13	Saved: 7
Profile Visits.227	Profile Visits.315
Linktree visits: 6	Linktree visits: 24

WEEK OF MARCH 13-MARCH 20

Followers:

3.89K —>3.91K

+22 change

Engagement:

4 total posts

34 likes per post

.25 comments per post

Content performance total:

Previous week (March 3-13)	This week (March 13-20)
Likes. 186	Likes. 137
Comments: 4	Comments:1
Impressions: 2.91K	Impressions: 2.33K
Reach: 3.77K	Reach: 2.15K
Saved: 4	Saved: 0
Profile Visits.227	Profile Visits.218
Linktree visits: 6	Linktree visits: 11

2ND MONTH RECAP

FEB 20-MARCH 20

2nd month

Followers:

3.87K —>3.91K

+46 change

Engagement:

17 total posts

55 likes per post

2 comments per post

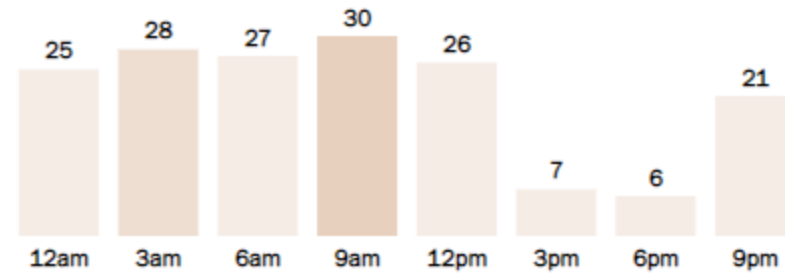
Content performance total:

Previous month—high increase bc of less consistent posting the month before	This month
Likes. 1.13 K	Likes. 936
Comments: 41	Comments: 30
Impressions: 13.46K	Impressions: 11.08K
Reach: 21.25K	Reach:16.53K
Saved: 60	Saved: 27
	Profile Visits. 1.08K
	Linktree visits: 55

14% of people viewing are from Naples
14% of people viewing are from Sorrento

63% female, 20% male

Target audience: 25-34 yo females



TOP 3 POSTS in regards to LIKES

- Wednesday Feb 22, 5pm
 - Reel
 - 112
 - Reel w videos of views of the ocean
 - Simple caption w more elaborate one at the bottom
 - Saying cant wait to reopen
- Monday February 20, 5pm
 - Reel
 - 110
 - Repost of walking tour part 2 from tiktok
- Thursday march 2 11am.
 - Photo carousel

- 67
- Simple caption
- No promotion really
- 2 pic carousel of the car in the villa w garden background and of bride driving away

TOP 3 POSTS in regards to ENGAGEMENT (ppl clicking and interacting)

- Thursday march 2 11am.
 - Photo carousel
 - 11.53%
 - Simple caption
 - No promotion really
 - 2 pic carousel of the car in the villa w garden background and of bride driving away
 - Cool photo-shows different perspective
- Friday march 17 2:30 p.m.
 - Picture
 - 8.64%
 - St patricks day
 - Just saying happy st patricks day from the villa
- Wednesday march 1 5pm
 - 3 pic carousel
 - 7.86%
 - No promotion, simple caption
 - Getting ready in the ginevra suite

TOP 3 POSTS in regards to REACH(total number of people who see content)

- Monday February 20, 5pm
 - Reel
 - 2.395
 - Repost of walking tour part 2 from tiktok
- Wednesday Feb 22, 5pm
 - Reel
 - 2.267
 - Reel w videos of views of the ocean
 - Simple caption w more elaborate one at the bottom
 - Saying cant wait to reopen
- Monday march 6 3:30 p.m.
 - Photo
 - 1.200
 - Photo w couple dancing
 - Diff coloring than normal blue
 - Fun caption then promotion abt wedding planner underneath

TOP 3 POSTS in regards to IMPRESSIONS(the number of times your content is displayed, no matter if it was clicked or not)

- Monday march 6 3:30 p.m.
 - Photo
 - 1.200
 - Photo w couple dancing
 - Diff coloring than normal blue
 - Fun caption then promotion abt wedding planner underneath
- Wednesday march 1 5pm
 - 3 pic carousel
 - 1.198

- No promotion, simple caption
 - Getting ready in the ginevra suite
- Thursday, march 9 7p.m
 - Photo
 - 1.059
 - Amalfi themed table decor

Notes:

- Friday and monday and wednesday are best days, thursday too
- Most interaction was with reels and carousels
- A mixture of both normal and promotion captions, most with a little bit of promotion
- Keep doing days, try and find more unique content to post for next month to boost position in algorithm and to get more people interested
- Seems like bts is good so hopefully w villa open we can get more of that

WEEK OF MARCH 20-MARCH 27

Followers:

3.91K —>3.92K

+6 change

Engagement:

4 total posts

72 likes per post

1 comments per post

Content performance total:

Previous week(March 13-20)	This week (March 20-27)
Likes. 137	Likes. 287
Comments:1	Comments:5
Impressions: 2.33K	Impressions: 2.80K
Reach: 2.15K	Reach: 3.66K
Saved: 0	Saved: 0
Profile Visits.218	Profile Visits.266
Linktree visits: 11	Linktree visits: 18

WEEK OF MARCH 27-APRIL 03

Followers:

3.92K —>3.93K

+8 change

Engagement:

4 total posts

61 likes per post

2 comments per post

Content performance total:

Previous week (March 20-27)	This week (March 27-April 3)
Likes. 287	Likes. 242
Comments:5	Comments:7
Impressions: 2.80K	Impressions: 1.6K
Reach: 3.66K	Reach: 2.69K
Saved: 0	Saved: 1
Profile Visits.266	Profile Visits.249
Linktree visits: 18	Linktree visits: 12

WEEK OF APRIL 12-APRIL 19

Followers:

3.94K —>3.95K

+13 change

Engagement:

2 total posts

49 likes per post

0.5 comments per post

Content performance total:

Previous week (April 3-12)	This week (April 12-19)
Likes. 87	Likes. 98
Comments:3	Comments:1
Impressions: 1.52k	Impressions: 630
Reach: 1.25k	Reach: 1.45k
Saved: 1	Saved: 2
Profile Visits.249	Profile Visits.143
Linktree visits: 12	Linktree visits: 12

3RD MONTH RECAP

MARCH 20-APRIL 20

3rd month

Followers:

3.89K —>3.96K

+64 change

Engagement:

15 total posts

61 likes per post

1 comments per post

Content performance total:

Previous month—high increase bc of less consistent posting the month before	This month
Likes. 936	Likes. 920
Comments: 30	Comments: 21
Impressions: 11.08K	Impressions: 10.31k
Reach:16.53K	Reach:12.72K

Saved: 27	Saved: 15
Profile Visits. 1.08K	Profile Visits. 1.11K
Linktree visits: 55	Linktree visits: 50

Next 2 weeks: try to post at 3am, 12am, and 9am to see if it changes anything

14% of people viewing are from Naples

14% of people viewing are from Sorrento

63% female, 20% male

Target audience: 25-34 yo females

TOP 3 POSTS in regards to LIKES

- Friday March 31, 2:30pm
 - Reel
 - 101
 - Transition video day before opening day
- Friday March 31, 2:30pm
 - Reel
 - 95
 - Trending audio
 - Images of the villa
 - Caption introducing villa and sorrento
- Monday march 20 3:34pm
 - Photo carousel
 - 87
 - First day of spring

- Countdown to reopening

TOP 3 POSTS in regards to ENGAGEMENT (ppl clicking and interacting)

- April 1 saturday 9am
 - Photo
 - 9.9%
 - Image of just the villa
 - Opening day
- Thursday march 30 11am
 - Picture
 - 9.03%
 - View photo
 - 2 days till opening
- Wednesday march 29 5pm
 - 2 pic carousel
 - 8.68%
 - Taking about canapes and explaining them

TOP 3 POSTS in regards to REACH(total number of people who see content)

- Friday March 31, 2:30pm
 - Reel
 - 1.584
 - Transition video day before opening day
- Friday March 31, 2:30pm
 - Reel

- 1.349
- Trending audio
- Images of the villa
- Caption introducing villa and sorrento
- Monday march 20 3:34pm
 - Photo carousel
 - 1.108
 - First day of spring
 - Countdown to reopening

TOP 3 POSTS in regards to IMPRESSIONS(the number of times your content is displayed, no matter if it was clicked or not)

- Monday march 20 3:34pm
 - Photo carousel
 - 1.374
 - First day of spring
 - Countdown to reopening
- Wednesday march 22 5pm
 - 1 photo
 - 1.153
 - Wedding inquiries after simple caption
- April 1 saturday 9am
 - Photo
 - 929
 - Image of just the villa
 - Opening day

Notes:

- Transition video was a hit
- Trying to change posting times for next 2 weeks0–keep friday at 2:30 but change others to see if anything will change

WEEK OF APRIL 24-MAY 1

Followers:

3.94K —>3.98K

+24 change

Engagement:

3 total posts

50 likes per post

2 comments per post

Content performance total:

Previous week (April 12-19)	This week (April 12-19)
Likes. 246	Likes. 150
Comments:8	Comments:5
Impressions: 3.33	Impressions: 2.46
Reach: 3.9	Reach: 2.17
Saved: 2	Saved: 2
Profile Visits.143	Profile Visits.291
Linktree visits: 12	Linktree visits: 15

OVERALL INSTAGRAM ANALYTICS

FROM JAN 24-APRIL 23

Reach- (total number of people who see content)

- Reached **+76.9%** more accounts compared to oct 26-jan 23
- Accounts reached: **10.4k**
 - Top 4 countries:
 - Italy-38
 - Usa: 16.4
 - Uk: 14.5
 - Australia: 2.1
 - Top age range
 - **25-34 42.2%**
 - Gender
 - 75.6% women
 - 24.3% male
 -
- Impressions: **130,986**
 - **+172%**
- Profile visits: 4352 +110
- External link taps: 237 +86.

Engagement - (total number of people who click and interact w content)

- 909 accounts reached

- **+68.9%**
- Engaged audience
 - **Italy-**
 - **Usa**
 - **Uk:**
 - India
- Followers vs non followers
 - 632 foloowrs
 - 286 non
 - Engaged **+164%**
- 3530 content interactions **+199%**
- Post interactions: 2243 **+129%** in terms of likes, comments and saves
- Reels interactions: 1287 **+540%** in terms of likes, comments and saves

Followers-

- 3960 followers: **+9.9%** since jan 23
- Growth
 - Overall: 358 followers
 - Follows: 467
 - Unfollows: 109
- Most active times
 - Days are all equal
- Followers vs non followers
 - 3324 followers
 - 7137 non followers
 - Reached **+107%** more accounts that were not following us compared to oct 26-jan 23

ACCOMPLISHMENTS:

ANALYTICS IN TERMS OF

REACH

total number of people who see content

OCTOBER 26-JANUARY 23

vs

JANUARY 24-APRIL 23

Reached **+76.9%** more accounts

Reached **10.4K** accounts

Impressions (number of times content is displayed) : **130,986** **+172%**

Profile Visits: 4352 **+110%**

Top Age Range reached: 25-34

Top 4 countries reached: Italy, USA, UK, Austrailia



ANALYTICS IN TERMS OF ENGAGEMENT

total number of people who click and interact w content

OCTOBER 26-JANUARY 23

vs

JANUARY 24-APRIL 23

Engaged 909 more accounts **+68.9%**

Engaged **+164%** more followers

3530 content interactions **+199%**

Post interactions: 2243 **+129%**

Reels interactions: 1287 **+540%**



ANALYTICS IN TERMS OF FOLLOWERS

total number of people who see content

OCTOBER 26-JANUARY 23

vs

JANUARY 24-APRIL 23

3960 more followers **+9.9%**

Reached **+107%** more accounts that were not following the Villa

