



RECONOMY/
GARA

Social Media
Campaign
Report



საქართველოს აგრო ტურიზმის
რეგიონული ასოციაცია (GARA)



Glossary

Reach – the total number of people who see your content;

Impressions – the number of times your content is displayed, no matter if it was clicked or not;

Engagement – umbrella term for actions that reflect and measure how much your audience interacts with your content;

Link Clicks – the count of the number of times your links in ad text, media, or call-to-action have been clicked;

CTA (Call to Action) – text prompt that encourages your reader to take a specific action;

Ad Recall – metric used for advertising and marketing campaigns where brands can find out the impact of campaign messaging on their chosen target audience

Overview

- Reporting period includes dates between October 25, 2022 – December 27, 2022;
- Within the campaign, we had static and video content;
- Main objective for the campaign was raised awareness for the agritouristic enterprises;
- CTA for each post was a link leading to the enterprise's [agrogate.world](https://www.agrogate.world) account.



Campaign Numbers

1,041,355

People Reached

6,084,250

Impressions Gained

617,152

Post Engagements

570,091

Video Views

29,826

Link Clicks

12%

EST. Ad Recall

10

Static Posts

10

Videos

We thank you for your
support of our
Association

Social Media Referral

All the above-mentioned content has been
posted on the [GARA's Official Facebook Page](#).