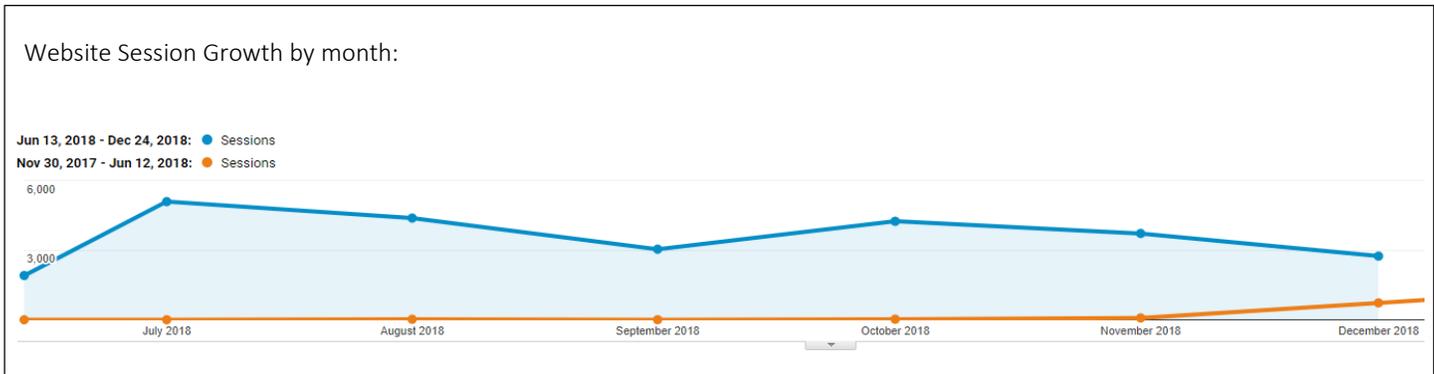


INDUSTRY Hospitality Marketing – Travel & Hospitality



Increased total engagement by

NEW FOLLOWERS	↑ 112%	18,068 <i>Total Social Fan Increase</i>
ENGAGEMENT	↑ 1,050%	21,080 <i>Total Engagements</i>
SESSIONS	↑ 1,118%	24,513 <i>Total Website Sessions</i>
GOAL COMPLETIONS	↑ 772%	323 <i>Total Goal Completions*</i>

This customer has been with SocialSEO since June 2018. They engage with SEO, SEM, Social Media Management & Social Media Advertising. This customer rents luxury rental villas and condos in Los Cabos. In addition to rentals, they also offer transportation and property management services. Over the past 6 months, we have seen steady increases in new follower growth, engagement, website traffic and goal completions on both Facebook and Instagram. Prior to engaging with our services, the client was not committed to any social media advertising and was engaging in minimal and irregular management. The client’s main goal was to see an increase in goal completions* (ex: Click-to-Calls and Transportation Service Bookings), website traffic and new followers to help strengthen their overall digital presence.

*This includes only direct goal completions and does not include the number of Assisted Conversions

*A goal represents a completed activity, called a conversion, that contributes to the success of a business