



Rockethorse Racing
- October 2016

Social media overview.

yellow door

COLLECTIVE
brands with purpose and style

Advertising budget



R1 000



Facebook likes increased by

479%
to
1 000

Twitter followers increased by

375% to **77**



Twitter impressions:

20 000

Instagram followers increased by +/-

153% to **279**



Average Facebook engagement on posts:

200

likes, comments & shares

Average Facebook reach on boosted posts:

6 000 people

which were targeted at 4 countries around the globe



Average Facebook reach on posts:

2 000
people