

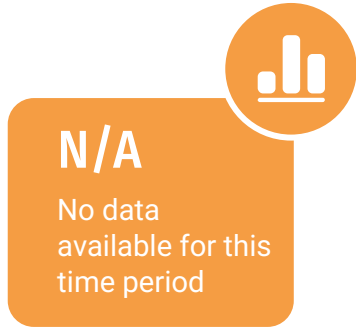
2025

KPI Report Deck Bliss Dairy

Jan - Mar 2025

Facebook Stats

2023 KPI's - Facebook



Views



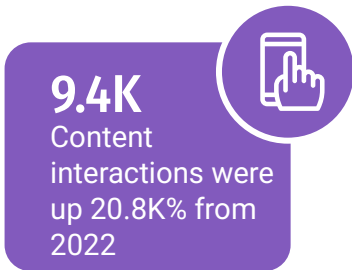
Reach



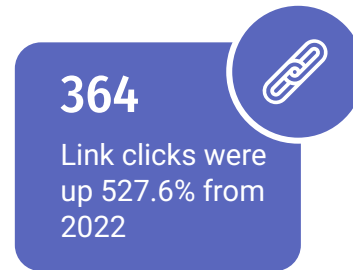
Visits



Follows



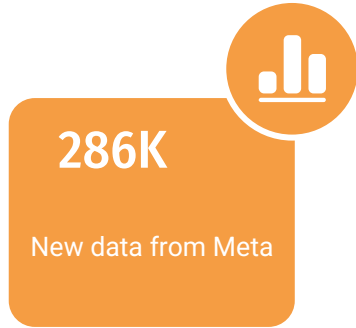
Content Interactions



Link Clicks

2024 KPI's - Facebook

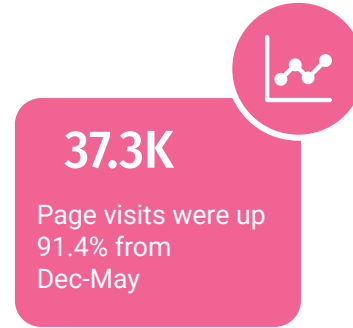
June-December 2024



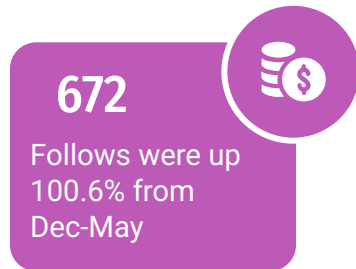
Views



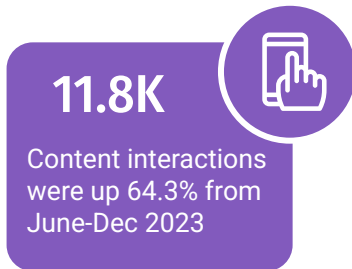
Reach



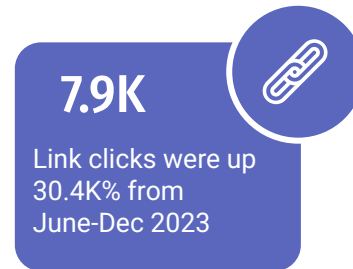
Visits



Follows



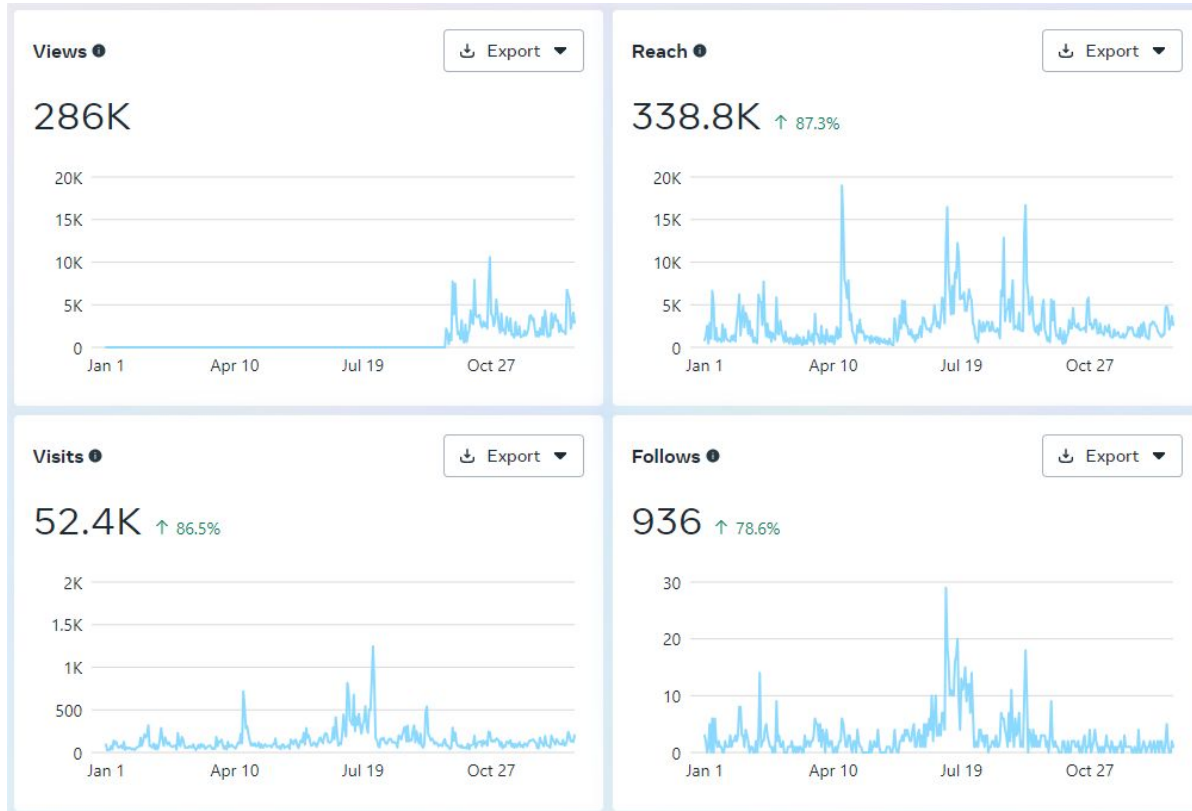
Content
Interactions



Link Clicks

2024 KPI's - Facebook

Jan-Dec overview



Top Cities - Facebook

Top cities

Attleboro, MA



Taunton, MA



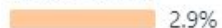
Norton, MA



Pawtucket, RI



Rehoboth, MA



Attleboro Falls, MA



Cumberland, RI



Warwick, RI



Plainville, MA



East Providence, RI

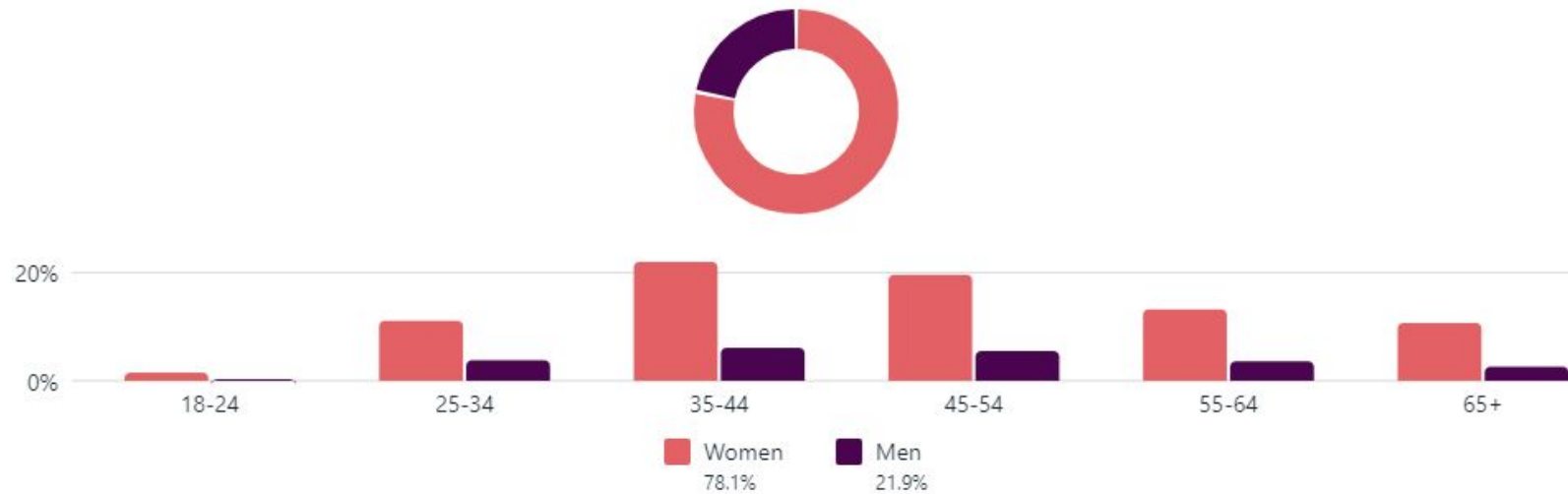


Top Follower Demographic - Facebook

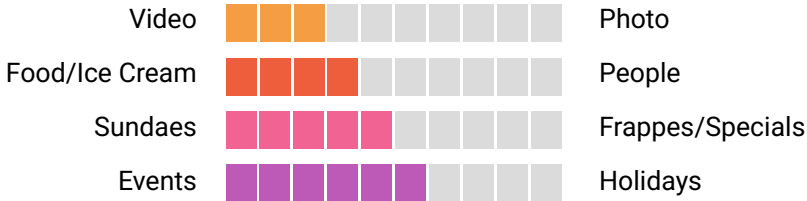
Facebook followers ⓘ

10,762

Age & gender ⓘ



Top Types of Media - Facebook Organic



Top Types of Media - Facebook

Top Likes/Reactions/Interactions

Bliss Restaurant
Published by Buffer
September 6, 2024

Starting the day with good food and friendly faces at Bliss! 🍽️😊



See insights and ads

Boost post

Cryan Landscape Contractors Inc. and 246 others 10 comments 5 shares

Like Comment Send Share

247

Bliss Restaurant updated their profile picture.
Published by Addie Bailey
June 3, 2024

It's our 95th Anniversary! Thank you all for this milestone 🥳



No insights to show

Create ad

243

29 comments 15 shares

243

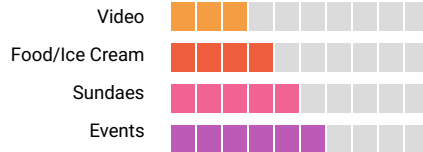


Photo
People
Frappes/Specials
Holidays

Bliss Restaurant
Published by Buffer
July 15, 2024

Our Team + Ice Cream = Bliss 🍦💙



See insights and ads

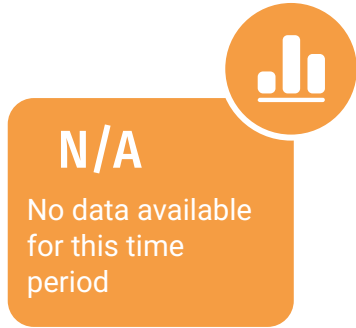
Boost post

225

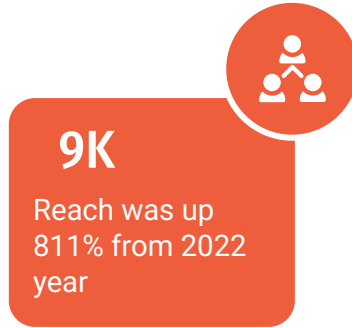
14 comments 7 shares

Instagram Stats

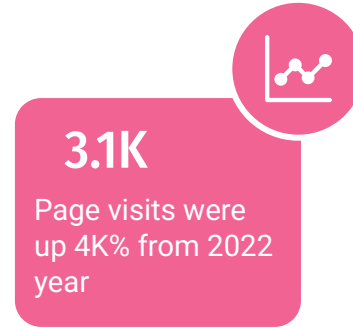
2023 KPI's - Instagram



Views



Reach



Visits



Follows



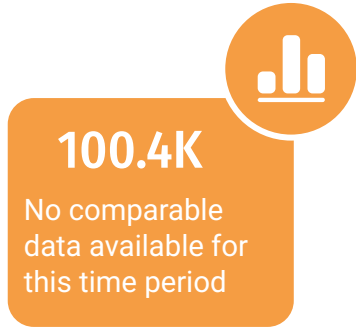
**Content
Interactions**



Link Clicks

2024 KPI's - Instagram

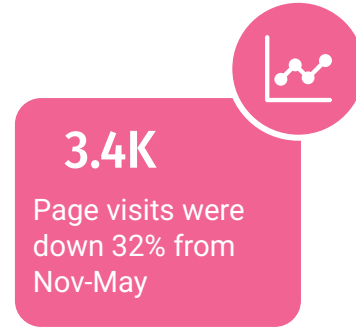
June-December 2024



Views



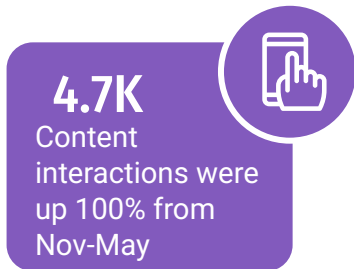
Reach



Visits



Follows



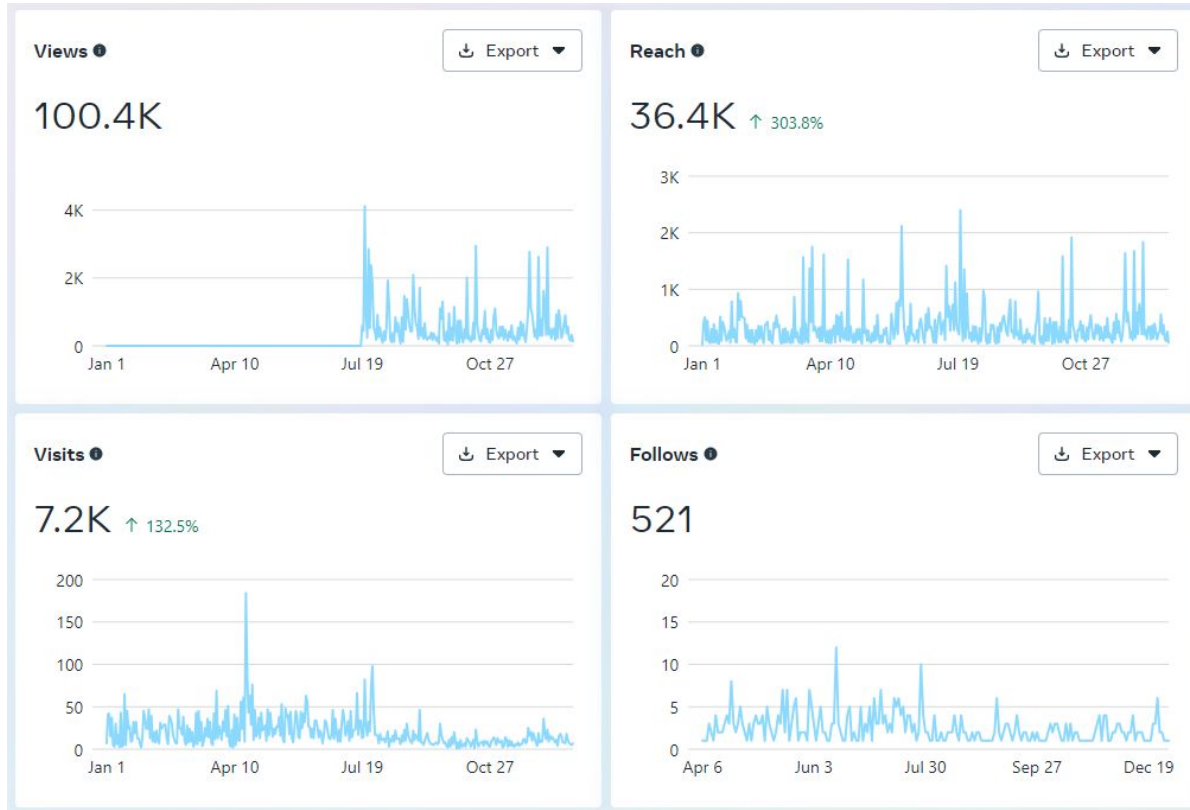
Content Interactions



Link Clicks

2024 KPI's - Instagram

Jan-Dec overview



Top Cities - Instagram

Top cities

Attleboro, MA



26.9%

Norton, MA



3%

Plainville, MA



2.7%

Mansfield, MA



2.7%

Taunton, MA



2.4%

Cumberland, RI



2.4%

Attleboro Falls, MA



2.3%

Boston, MA



2.1%

Rehoboth, MA



2.1%

Pawtucket, RI



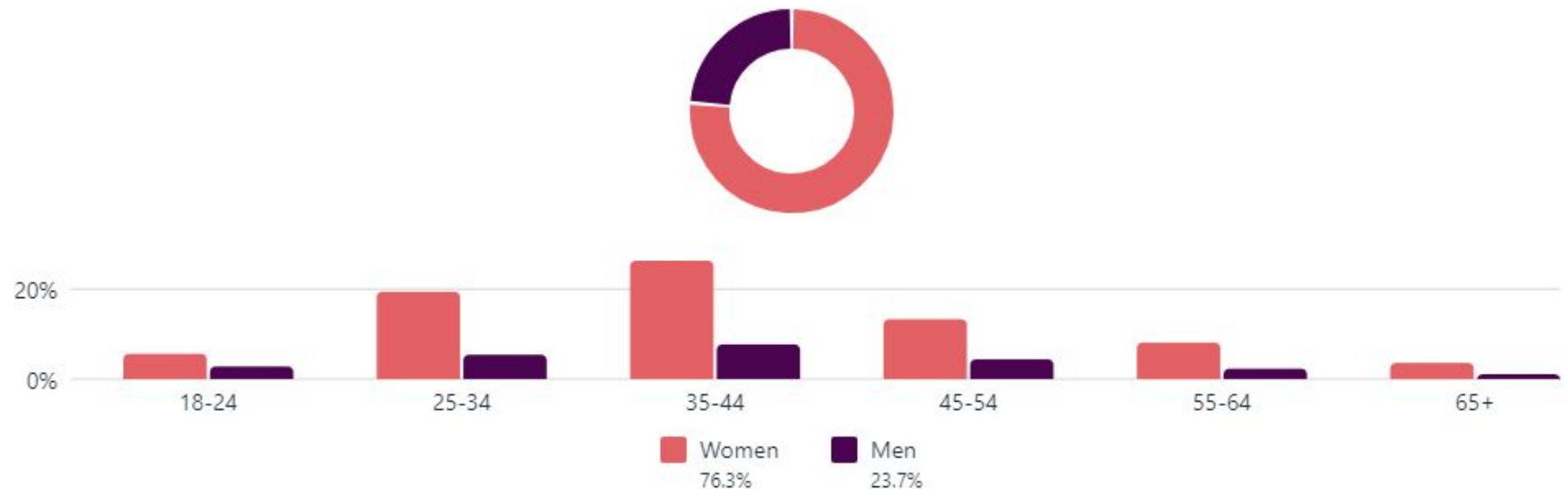
2.1%

Top Follower Demographic - Instagram

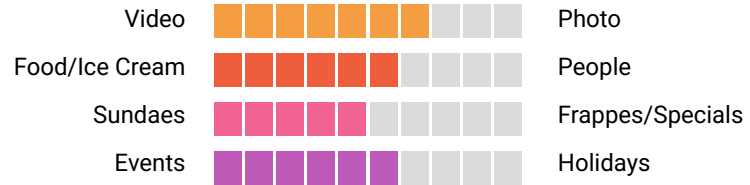
Instagram followers ⓘ

2,478

Age & gender ⓘ



Top Types of Media - Instagram Organic



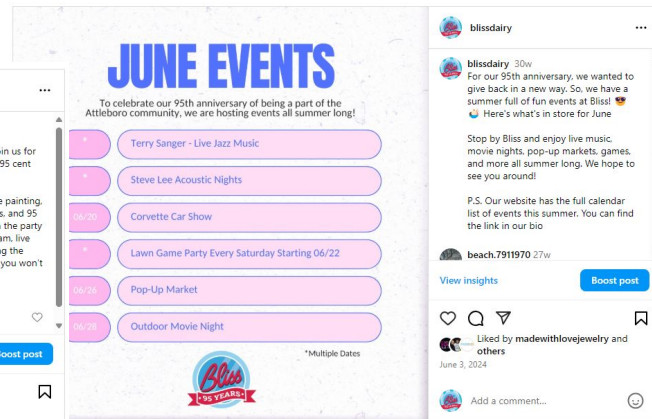
Top Types of Media - Instagram Reach



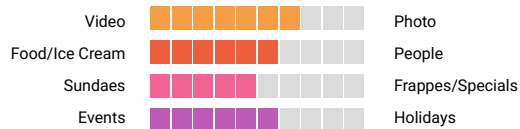
2.2K



1.4K



1.3K



Google Business Profile

2024 KPI's - Google Business Profile

June-Dec



Interactions



Viewed Menu



Food Orders



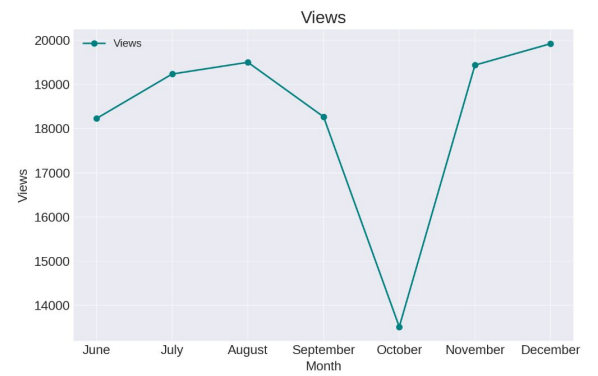
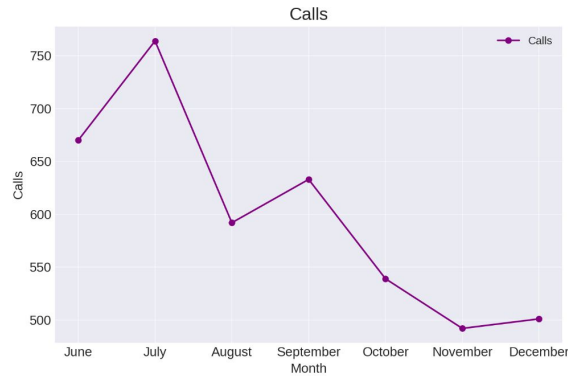
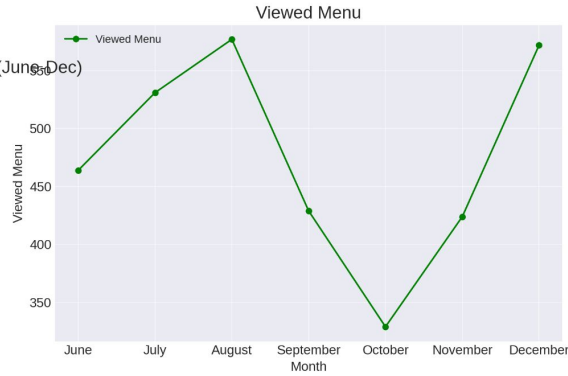
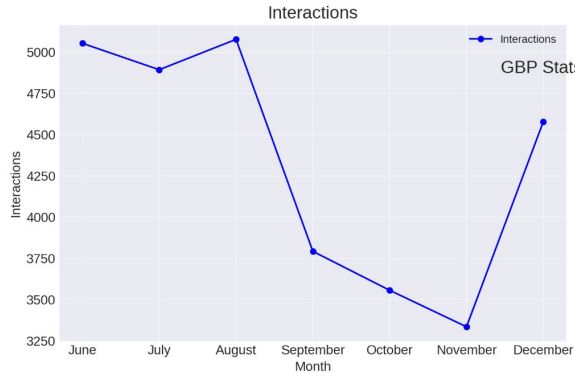
Calls



Website Visits

2024 KPI's - Google Business Profile

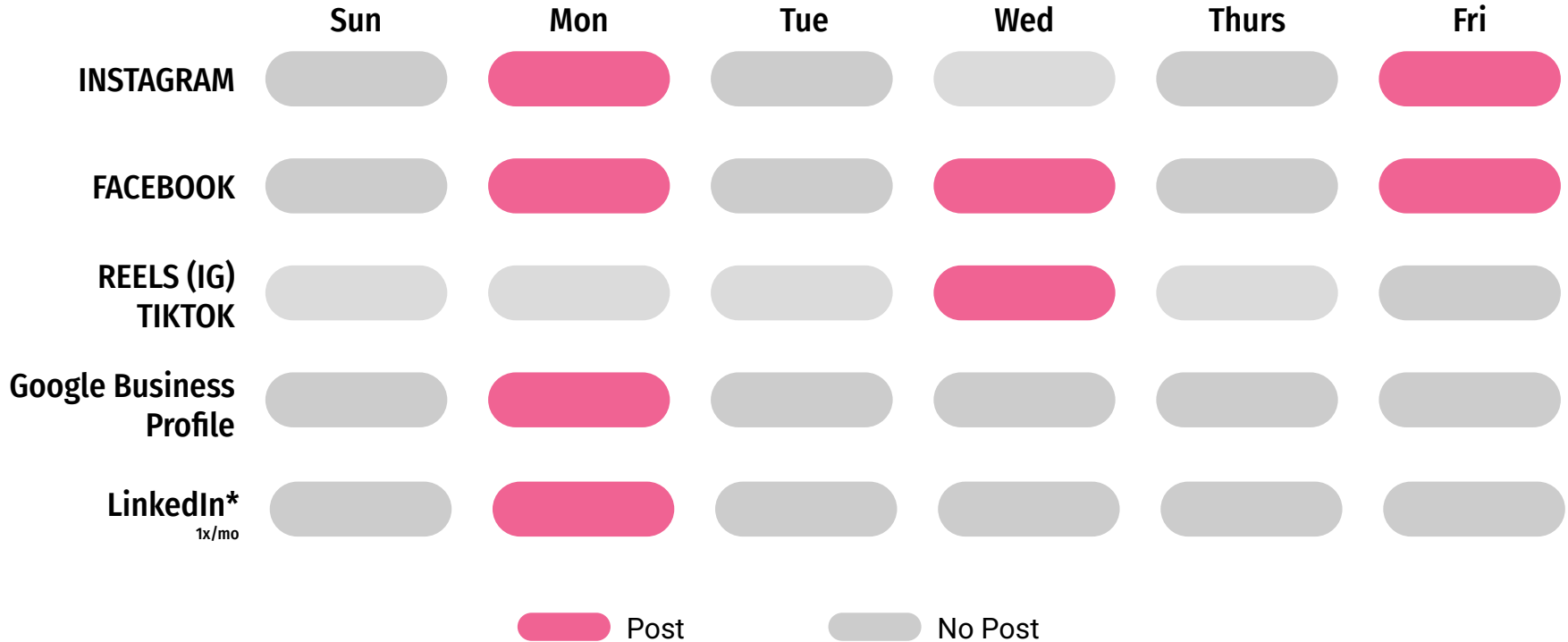
June-Dec



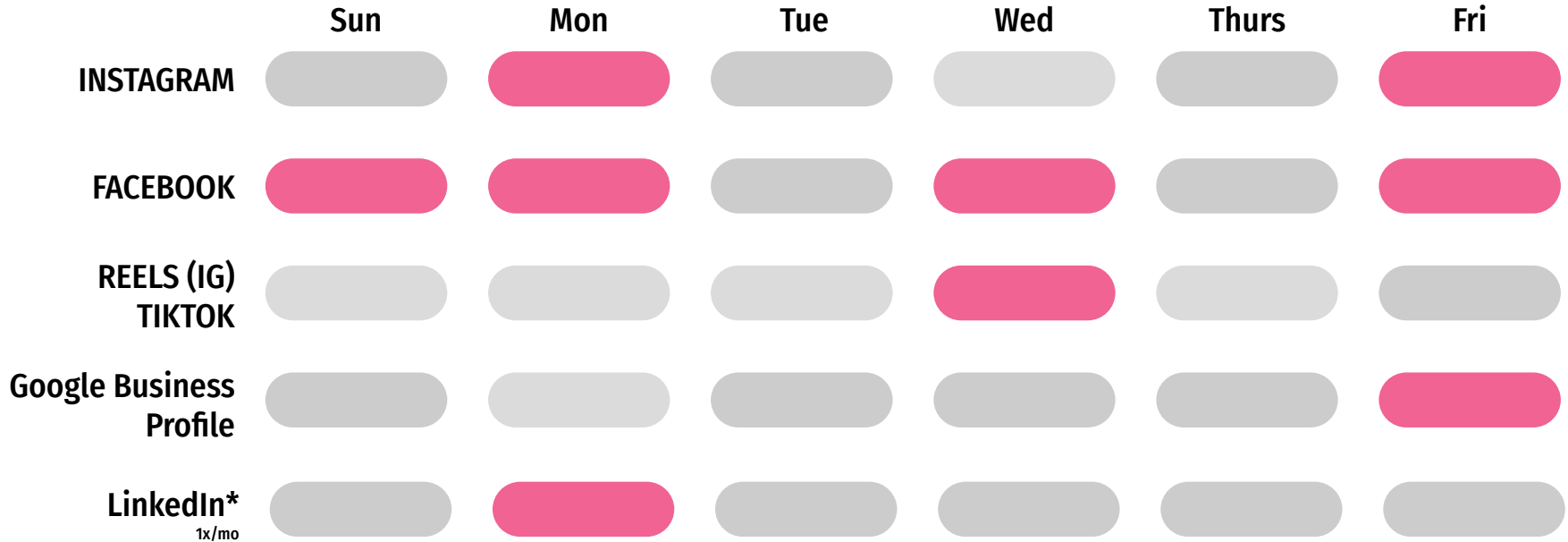
Changes for 2025

Weekly Posting Schedule

Current



Weekly Posting Schedule 2025 Changes



 Post

 No Post

Updates should generate more reach for
Facebook and Google Profile

Topics to Include in 2025



MICROC.

Showcase our
homemade ice cream



MEMORIES

Occasional showcase
of our history



DEALS

Do more monthly
deals/specialty items

KPI Cheat Sheet - Definitions

KPI	What It Means	Why It Matters
Views	The total number of times your content was watched or displayed.	Measures content visibility and overall exposure.
Reach	The number of unique accounts or people who saw your content.	Reflects how many individuals were exposed to your content.
Visits	The number of times users visited your social media profile.	Shows interest in your brand and how effective your content is at driving curiosity.
Follows (Net)	The total number of new followers minus any unfollows in a specific period.	Tracks the growth of your audience and brand loyalty.
Content Interactions	The total number of likes, comments, shares, and saves on your content.	Indicates engagement and how well your content resonates with your audience.
Link Clicks	The number of clicks on links shared in your posts, profile, or ads.	Measures the success of driving traffic to external sites or landing pages.

KPI Cheat Sheet - Benchmarks

KPI	Instagram Our Data	Instagram (Year Average Growth)	Facebook Our Data	Facebook (Year Average Growth)
Views	100.4k (N/A data for 2023)	50% increase *New Data, not consistent	286k (N/A data for 2023)	20% increase
Reach	26.7k (up 75.1%)	30% increase	235.7k (up 35.5%)	25% increase
Page Visits	3.4k (down 32%)	20% increase	37.3k (up 91.4%)	30% increase
Follows	384 (up 131.4%)	50% increase	672 (up 100.6%)	25% increase
Content Interactions	4.7k (up 100%)	60% increase	11.8k (up 64.3%)	30% increase
Link Clicks	99 (up 1.3%)	15% increase	7.9k (up 30.4k%)	20% increase

Ad Spend

\$1,014.41

Meta Ad Spend
(Total June-Dec)

\$1,195.50

Google Ad Spend
(Total July-Dec)

Facebook/Instagram



\$50/wk

Budget Spend



\$33.81

Actual Spend
(Avg)

North Country

Since July 2024



\$26.05

Monthly Avg



\$156.28

Actual Spend
(Total)

NEIC Generic

Since October 2024



\$140.21

Monthly Avg



\$736.08

Actual Spend
(Total)

Bliss Dairy Online Ordering

Since Nov 2024



\$151.57

Monthly Avg



\$303.14

Actual Spend
(Total)

Spend increases for Summer Months

Google Ads Monthly avg: \$317 Budget Spend Monthly: \$300-550

Analysis - WINS

Instagram

- Our reach increased to 26.7k (+75.1%)—well above the usual year-over-year growth of 30-40%.
- We gained 384 new followers (+131.4%), far exceeding the typical annual growth rate of 6-10%.
- Content interactions doubled to 4.7k, showing that our focus on video content and engaging posts is really paying off!

Facebook

- Our reach hit 235.7k (+35.5%)—well beyond the average annual growth rate of 10-20%.
- Page visits skyrocketed to 37.3k (+91.4%), proving that the changes to our content strategy are driving interest.
- Content interactions are up 64.3% (11.8k total), and link clicks exploded to 7.9k (+30,400%)—an incredible jump that's translating directly into more traffic and sales.

Strategy Works

- Videos on Instagram and posts on Facebook are performing the best, and we're seeing that photos featuring our team and customers are resonating most with our audience.
- Funky frappes and sundaes performed equally well, and our events got the most shares, outshining even holiday posts.

Analysis - OPPORTUNITIES

Use Nostalgia

- Let's lean into our history! Posts about Bliss memories, throwbacks, and stories from our longtime guests will resonate with our audience and encourage shares.
- Posts that celebrate our history perform well, getting more interactions through comments and shares

Boost Instagram

- Post more videos and reels highlighting our team, products, and daily life at Bliss.
- Include CTAs that are not open-ended or question answering. Use more Polls and interactive posts

Strategy Works

- Continue pushing funky frappes and sundaes with fun, themed series. Pair them with giveaways to generate more interactions.
- Feature more staff or customer photos to keep the personal, relatable vibe our followers love.

Analysis - GOALS

Community

- Highlight Bliss's role in the local community through posts about our history, events, and customer stories.
- Foster engagement by sharing nostalgic content and encouraging followers to share their own Bliss memories.
- Create interactive content like polls, questions, and shoutouts to strengthen our connection with followers.

Creative Promos

- Showcase seasonal offerings, funky frappes, and sundaes with visually appealing and creative posts.
- Use storytelling to spotlight staff, loyal customers, and behind-the-scenes moments that resonate with our audience.
- Introduce exclusive social media promotions to drive traffic to in-store visits and online orders.

Strategy Works

- Focus on event-related content to generate excitement and participation, including behind-the-scenes teasers and event highlights.
- Develop campaigns that turn engagement into loyalty email subscribers, showcase more winners of loyalty giveaways

Thank You

Questions send to info@addisonsagedesigns.com