EVERGREEN MEDIA AGENCY

Results Report

Realnumbersfrom thesocialmedia accounts I manage.
Instagram Insights

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INTRODUCTION

You asked for results, not pictures

This report shows what my content has done for three clients. Every figure comes straight from Instagram, and the original screenshots are included on each page so you can check the source.

66,196 viewsin30days,two accounts	17,441 people reached	1,527 profile visits
R1.17 costperprofile visit (paid ad)	58,553 reelviewsfromone event weekend	+159 newfollowers on one account

Who is behind the work

I am Letitia Engelbrecht, Founder and Creative Director of Evergreen Media Agency in Durbanville. I hold a Diploma in Marketing and Visual Communication from Stellenbosch. That means I am trained in both sides of the job: making content that looks good, and the marketing behind it, such as defining a target audience, planning a message for that audience, and using Meta business ads to put it in front of the right people.

How I reach the right people

1. Define the audience. Before anything is filmed we agree who the customer is: age group, area, interests and what they need to hear before they buy.

2. Make content for that audience. Short videos with a clear hook in the first seconds, written in the language and tone your customers use.

3. Use business ads to target. With Meta ads (Instagram and Facebook) I choose who sees the content by location, age and interest group, so the budget is spent only on likely customers.

4. Measure and adjust. I read the insights after every post and ad, keep what works and change what does not. You get the numbers in a monthly report.

CASE STUDY 1

Euphoria: events brand

The brief: get a new events brand in front of students and turn that attention into profile visits and followers. 10 pieces of content were shared in the period.

62,987 views in 30 days	16,098 people reached	85.7% of views from non-followers
1,501 profile visits	837 interactions	+159 net new followers

What each number means

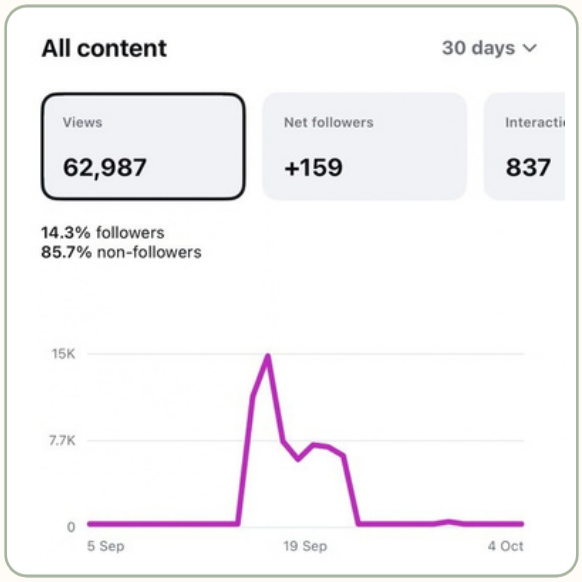
Views (62,987). How many times the content was played or shown on screen. One person can count more than once.

People reached (16,098). The number of individual accounts that saw the content. Instagram calls these viewers.

Non-followers (85.7%). Most viewers did not follow the page yet. The content travelled beyond the existing audience to new people.

Profile visits (1,501). People who were interested enough to tap through to the page. This is the step right before a follow, a message or a booking. **Interactions (837).** Likes, comments, shares, reposts and saves. Reels brought in 530, posts 172 and stories 14.

By format. Reels brought in about 20,000 views, posts 11,000 and stories 3,800. Short video did the most work.



Instagram Insights overview for the Euphoria account, 30 days.

CASE STUDY 1

Euphoria: paid ad campaign

The setup: one boosted post, run for 5 days on Instagram and Facebook, aimed at a student audience, with profile visits as the goal. Total spend was R574.62.

19,003 ad views	9,066 people reached	493 profile visits
R1.17 per profile visit	R574.62 total spend, 5 days	109 likes and reactions

What this shows

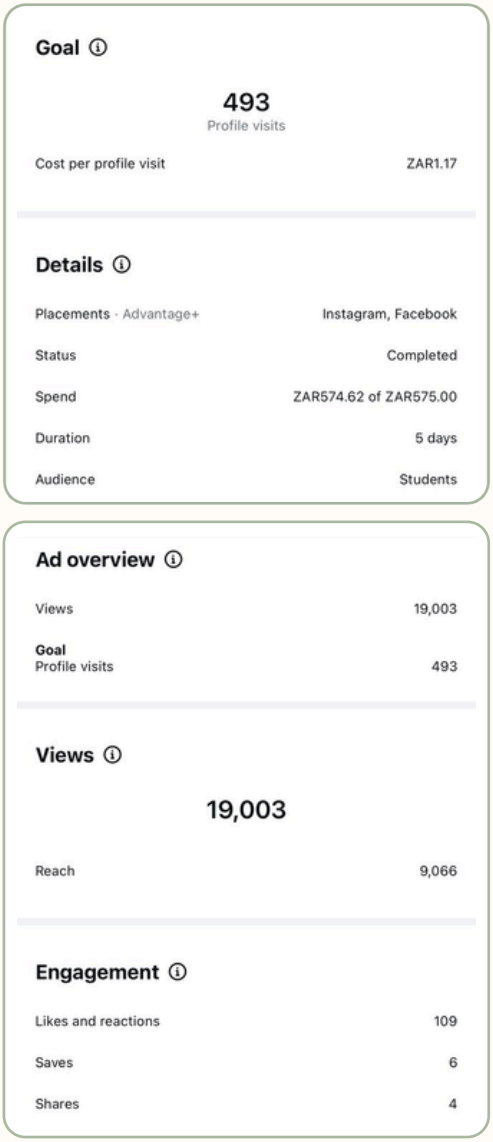
Targeting. The ad was shown to a chosen audience (students) and not to everyone. This is the setting that decides whether your money reaches likely customers.

Reach for the budget. R574.62 put the brand in front of 9,066 people. That is about 6 cents per person reached and about R30 per 1,000 views.

Action, not only views. 493 people tapped through to the profile because of the ad, at R1.17 each. The ad was set up to drive that action, and it did.

Engagement. 109 likes and reactions, 6 saves and 4 shares on top of the profile visits.

For your business the same method applies with your own audience: I set the location (for example specific suburbs or towns), the age range and the interests, and choose a goal such as messages, website visits or profile visits.



Ad settings and ad results, from Instagram ad insights.

CASE STUDY 1

Euphoria: short videos

These are the reels I produced for Euphoria in the period, with the numbers for each. The top four pieces of content on the account reached 37,000, 11,000, 6,800 and 2,600 views.

Reel 1: event recap

10,935 views	5,125 people reached	198 likes
27 comments	49 shares+ reposts	16 new follows

Nearly 11,000 views from one 20-second video. 49 people sent it on or reposted it, which is free reach from the audience itself, and 16 people followed the page directly from this reel. Two thirds of the views came through Stories.

Watch this reel on Instagram >

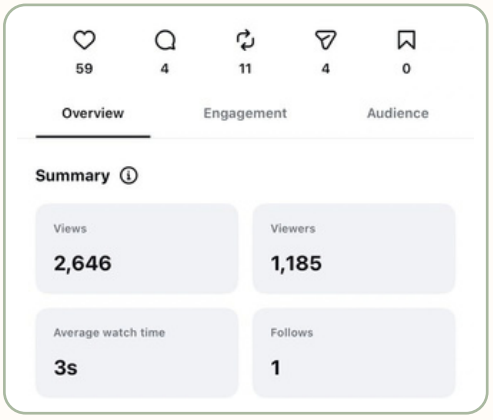
Reel 2: event recap

2,646 views	1,185 peoplereached	59 likes
4 comments	15 shares+ reposts	1 new follow

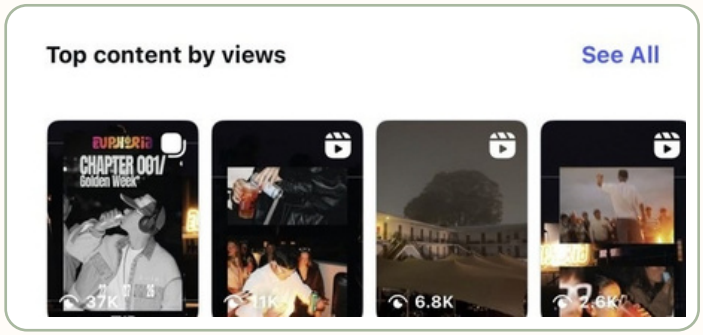
A second 21-second recap. Smaller numbers, but the same pattern: people passed it on (11 reposts and 4 shares), and 62% of views came through Stories. Comparing reels like this tells me which style to repeat.

Watch this reel on Instagram >





Reel insights screenshots from Instagram. Reel 1 was posted as a collaboration with the videographer account shown.



Top content on the account

The four most-viewed pieces in the period: the launch post (37,000 views), Reel 1 (11,000), a venue reel (6,800) and Reel 2 (2,600).

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CASE STUDY 2

The Property Office: property agency

The brief: ongoing social media management for a Cape Town property agency. The audience here is small and local on purpose: home owners, buyers and sellers in specific suburbs. The content is agent-led videos, listing walkthroughs and property advice.

3,209
views in 30 days

1,343
people reached

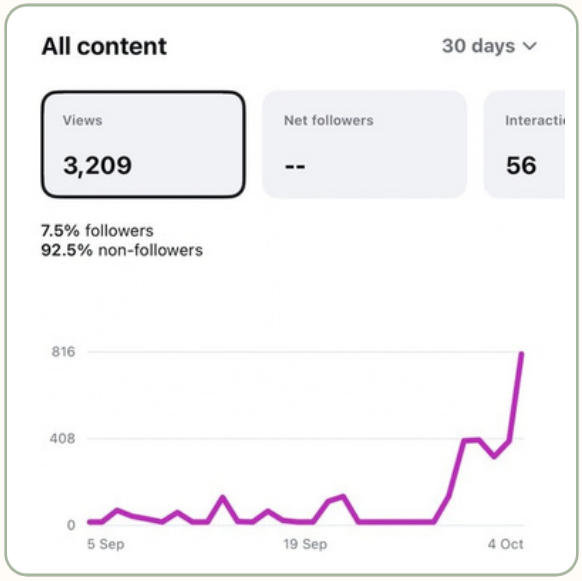
92.5%
of views from non-followers

What the numbers mean

New audience. 92.5% of views came from people who do not follow the page, so the videos are being shown to new local people and not only existing followers.
Video leads. The five most-viewed pieces are all reels. The top one, an agent answering four common questions, reached 738 views.

Growing trend. For most of September daily views stayed under 150. By the last day of the period they reached 816 in a single day.

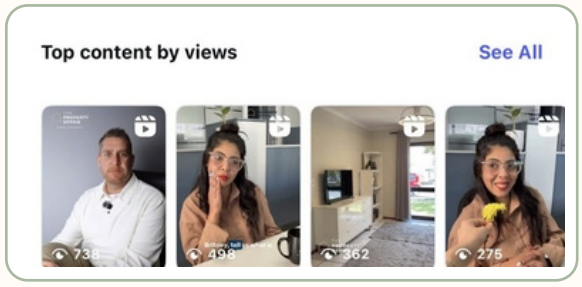
Interest. 56 interactions and 26 profile visits in the period. In property one serious enquiry can be worth a full sale, so the right viewer matters more than a large number.



Instagram Insights overview for The Property Office, 30 days.

Top videos

Four questions, answered for you	**738 views**
Agent Q and A, one-sentence version	**498 views**
Property walkthrough	**362 views**
Agent reel	**275 views**
New listing in Parow North	**242 views**



Top content by views.

CASE STUDY 3

The Valley Cup: live event coverage

The brief: cover a premier schools soccer tournament hosted by Bridge House School in Franschhoek. I started the Instagram page from 0 followers and ran it for the tournament weekend: stop, shoot, edit and post on the spot, over 2 days.

0 to 173 followers in one weekend	**58,553** viewsonthe15reels shown	**6,914** viewsonthetop reel
30 posts published	**3,900** averageviewsper reel	**40x** topreelviews vs followers

What this shows

Built from zero. The page had no audience to start with. Everything it reached came from the content made that weekend.

Reach far beyond followers. The page has 173 followers, yet each reel shown was viewed between 1,677 and 6,914 times. Players, parents and schools watched and passed the videos on.

Speed. Each video was filmed, edited and posted at the event, while the matches were still being played and people were still talking about them.
Consistency. This was not one lucky video. All 15 reels passed 1,600 views and four of them passed 6,000.

For a business this is the same service I offer for launches, open days, markets and events: I arrive, film, edit and post the same day.

See the page: instagram.com/bh_valley_cup >



The Valley Cup profile and reels, with the view count under each video. Screenshots taken 5 October 2026.

NEXT STEP

Leads and sales

Instagram does not record a sale. It records the steps that lead to one, and my job is to move people along them:

Views > Profile visits > Enquiry > Sale

What I can show you today

The first two steps are measured in this report: 66,196 views and 1,527 profile visits across the Euphoria and Property Office accounts, with a paid ad delivering profile visits at R1.17 each. Enquiries and sales happen in the client's own inbox, phone and till, so I have not put a sales figure in this report that I cannot prove.

What I would track for you from day one

Enquiries. Direct messages, WhatsApp clicks, calls and form fills that come from social media.

Clicks. Taps on your website or booking link, using a tracked link so we know which post sent them.

Sales you confirm. A simple monthly check-in where you tell me which enquiries became customers, so we can link content to income.

Cost per result. For every ad: what was spent, who saw it (area, age, audience) and what each enquiry cost.

Let us talk about your business

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