

# Baltic Sea Region Strategic Dialogue

Social media report 01/19/2021 - 02/14/2021



# KPI

Report end date	Ad name	Ad set name	Results	Action	Reach	Views	Cost per action	Amount spent (EUR)	Frequency
14.02.2021	Coming soon	Coming soon	15	actions:post_engagement	296	334	0,19 €	2,89 €	1,13
14.02.2021	FIN	FIN	15	actions:like	652	1214	0,90 €	13,50 €	1,86
14.02.2021	GER	GER	15	actions:like	617	985	0,94 €	14,12 €	1,60
14.02.2021	Economy and business	Coming soon	1495	actions:post_engagement	2965	3960	0,00 €	5,42 €	1,34
14.02.2021	now_available	Raport			0	0		€ -	0,00
14.02.2021	Dr Dietmar O.Reich	Coming soon	1726	actions:post_engagement	3176	4462	0,00 €	5,42 €	1,40
14.02.2021	Dr. Khurram Jamil	Coming soon	3001	actions:post_engagement	4592	6955	0,00 €	8,78 €	1,51
14.02.2021	report-available	Coming soon			0	0		€ -	0,00
14.02.2021	now_available	traffic			0	0		€ -	0,00
<b>Sum</b>					<b>12 298</b>	<b>17 910</b>		<b>50,13 €</b>	

# Demography

Country	People Reach...	City	People Reach...	Language	People Reach...
Lithuania	4,040	Vilnius, Lithuania	1,038	Lithuanian	3,064
Poland	2,317	Kaunas, Lithuania	495	Polish	1,801
Germany	931	Riga, Latvia	438	English (US)	1,232
Latvia	805	Warsaw, Poland	342	English (UK)	828
Finland	682	Klaipeda, Lithuania	282	Russian	519
Sweden	124	Helsinki, Finland	214	Latvian	374
United Kingdom	17	Šiauliai, Lithuania	185	German	347
Norway	13	Panevezys, Lithuania	146	Finnish	278
Cambodia	9	Rietavas, Lithuania	131	Swedish	103
Russia	8	Kraków, Poland	125	Macedonian	51

## Location:

Germany, Finland, Lithuania, Latvia, Norway, Poland, Sweden

## Age:

18-65+

## Language:

English (UK) or English (US)

## People who match:

Interests: Financial technology, Big data, Marketing research, Design thinking, Council of the European Union, Sustainable development, European Parliament, Strategic planning, Strategic management, Speaker (politics), Council of Europe, Member of the European Parliament or Member of parliament, Field of study: Strategic planning, Job title: Chief marketing officer, Marketing research, Public administration or Strategic Planner

# Summary

## Post boosting

- Posts reach more than 12.000 users
- Posts was viewed almost 18.000 times
- Ads campaign for reach costs €21,51

## Fans

- Gaining Facebook fans from Germany and Finland was 3-4 times more expensive than people form other countries last campaigns and costs €0,90 - 0,94 in average.
- Moreover we were focused on a difficult audience: very professional and specific. They are always much more expensive than regular Facebook users.
- Budget allowed to gain only new 30 followers in the assumed quality.
- The campaign cost €27,62

## Other

- There were not enough content for boosting. Most of posts or graphics contains forbidden phrases connected with politics, pandemic i.e. politics, government, COVID-19, Brexit, parliament, pandemic
- Report download link violates the rules with the ads policy of Facebook so this content couldn't be boosted.
- Any attempt to publish ends up being blocked by Facebook Ads support. Consequently, the advertising account will also be blocked.