



DIGITAL MARKETING

ANALYTICS 2018 REVIEW

Summary



- ▶ 2017 fan growth:
 - ▶ Facebook: 23%
 - ▶ Instagram: 23%
- ▶ 2018 fan growth:
 - ▶ Facebook: 6%
 - ▶ Instagram: 24%

- Overall growth slowed on Facebook because of less boosted posts
 - 57 in 2017 (\$1,045, or about \$18 per post)
 - 24 in 2018 (\$517, or about \$22 per post)

Although it is important to boost posts, it will become less crucial to spend high amounts of money due to quality content. This will be explained further below.

Competitor Analysis of Followers



80000

60000

40000

20000

0

Predator

OB

Mezz

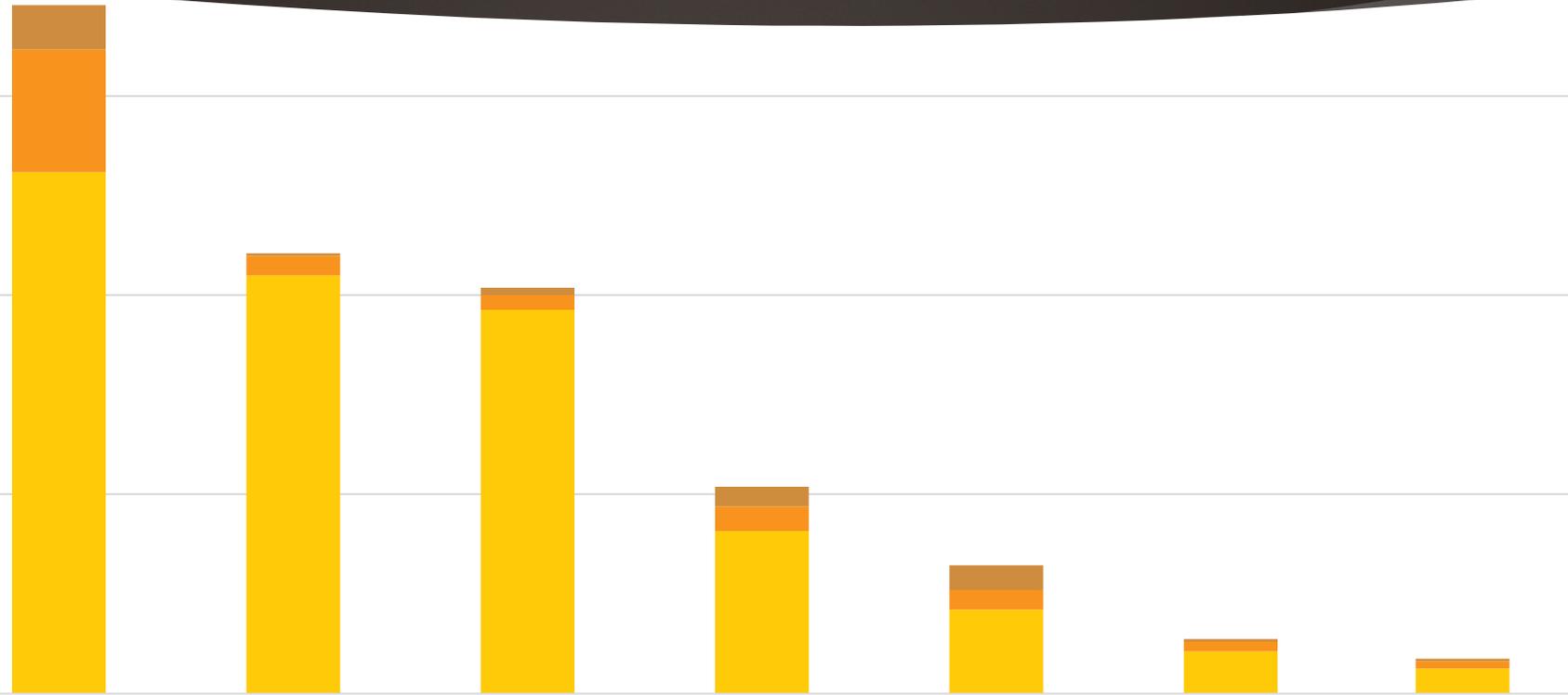
McDemott

Poison

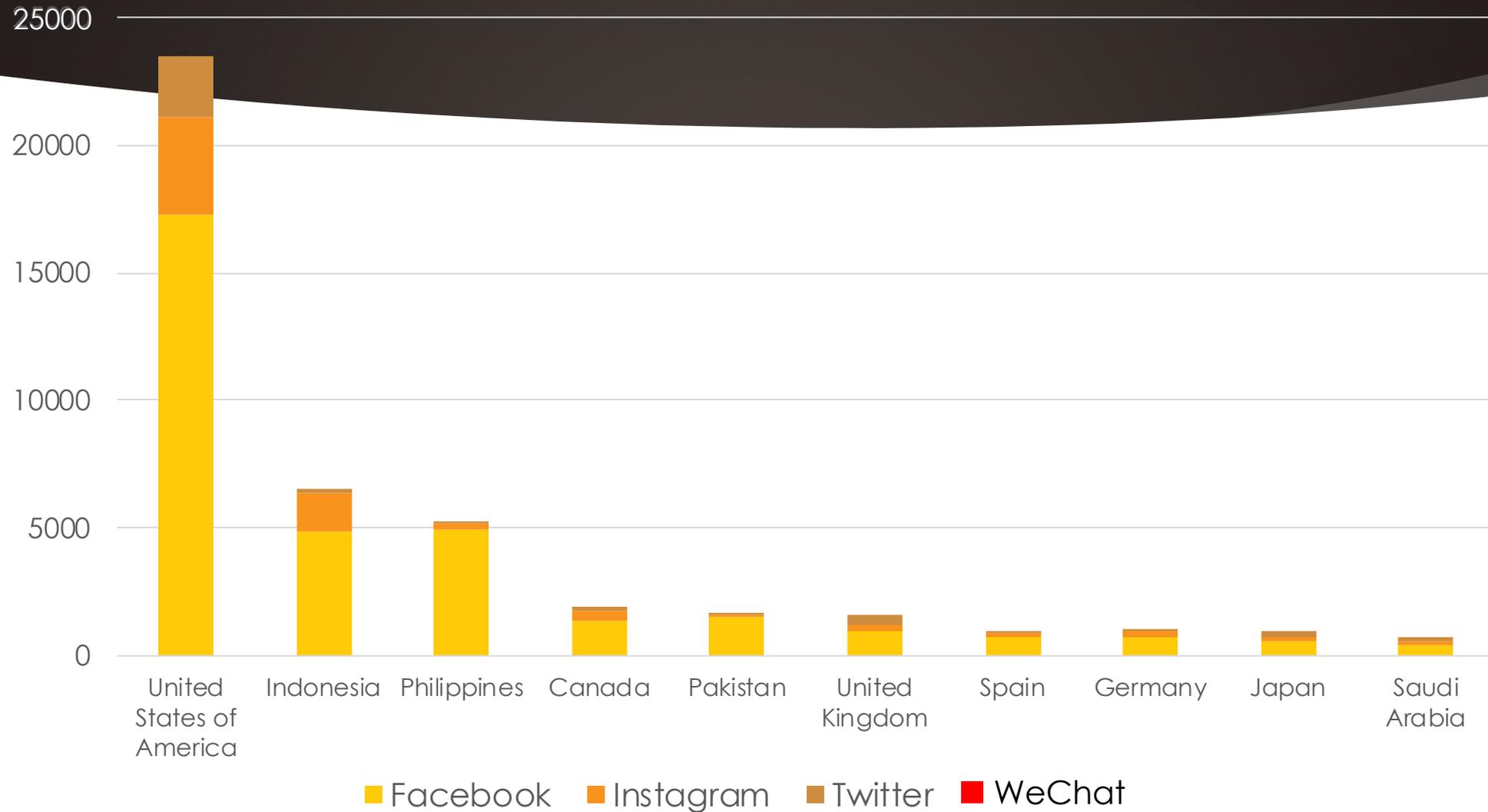
Cuetec

Fury

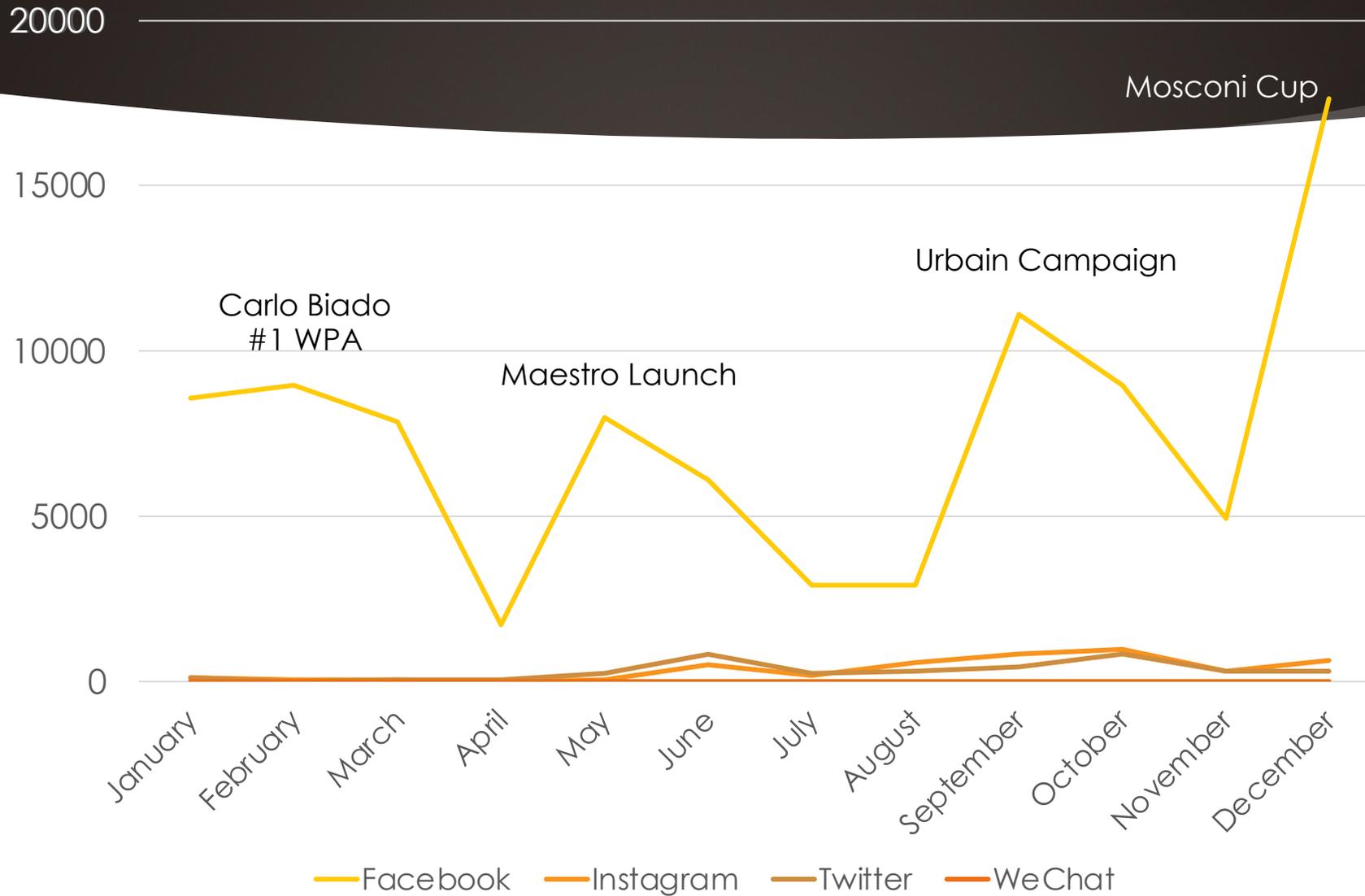
■ Facebook ■ Instagram ■ Twitter ■ WeChat



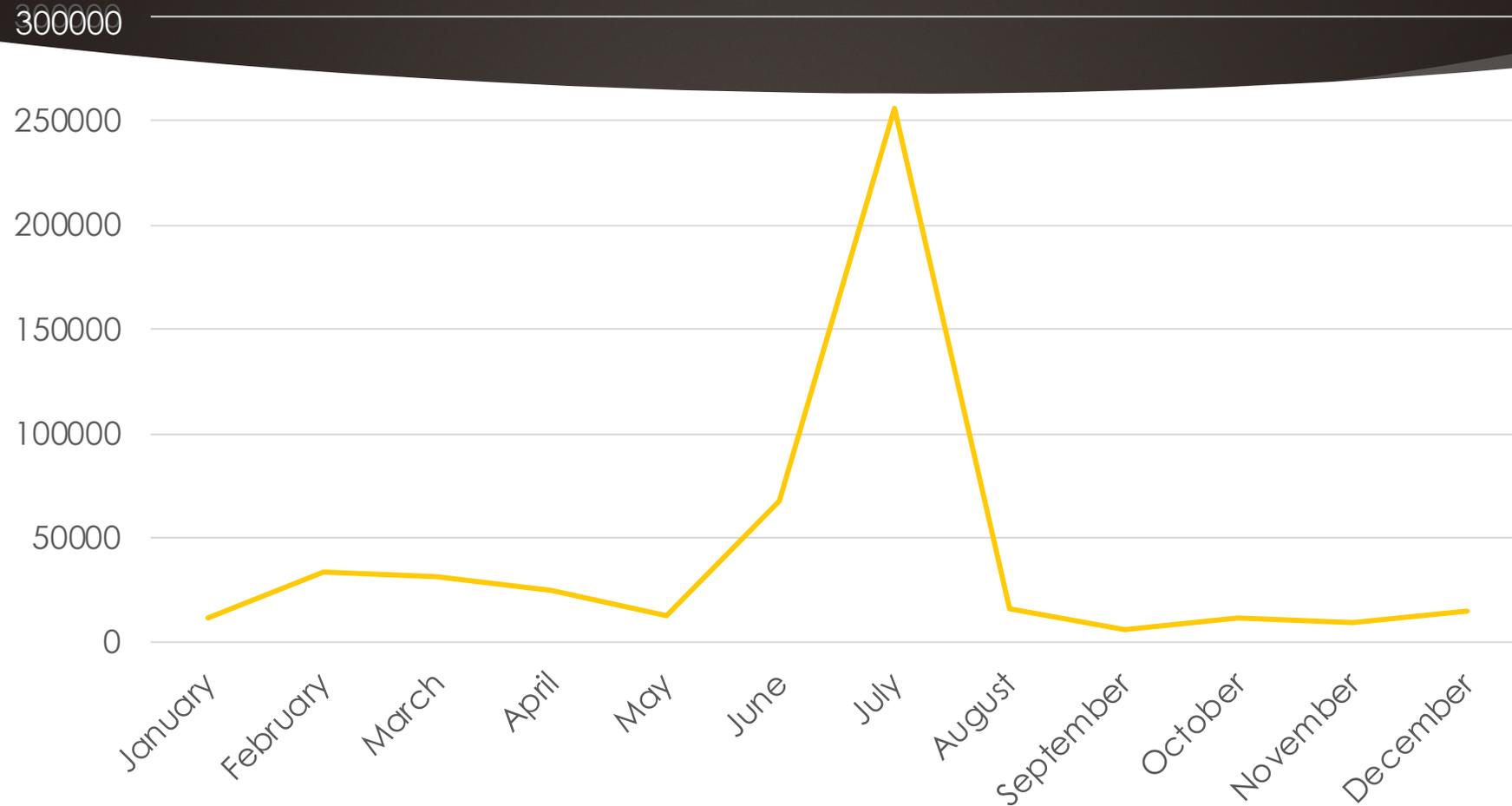
Social Media Followers by Country



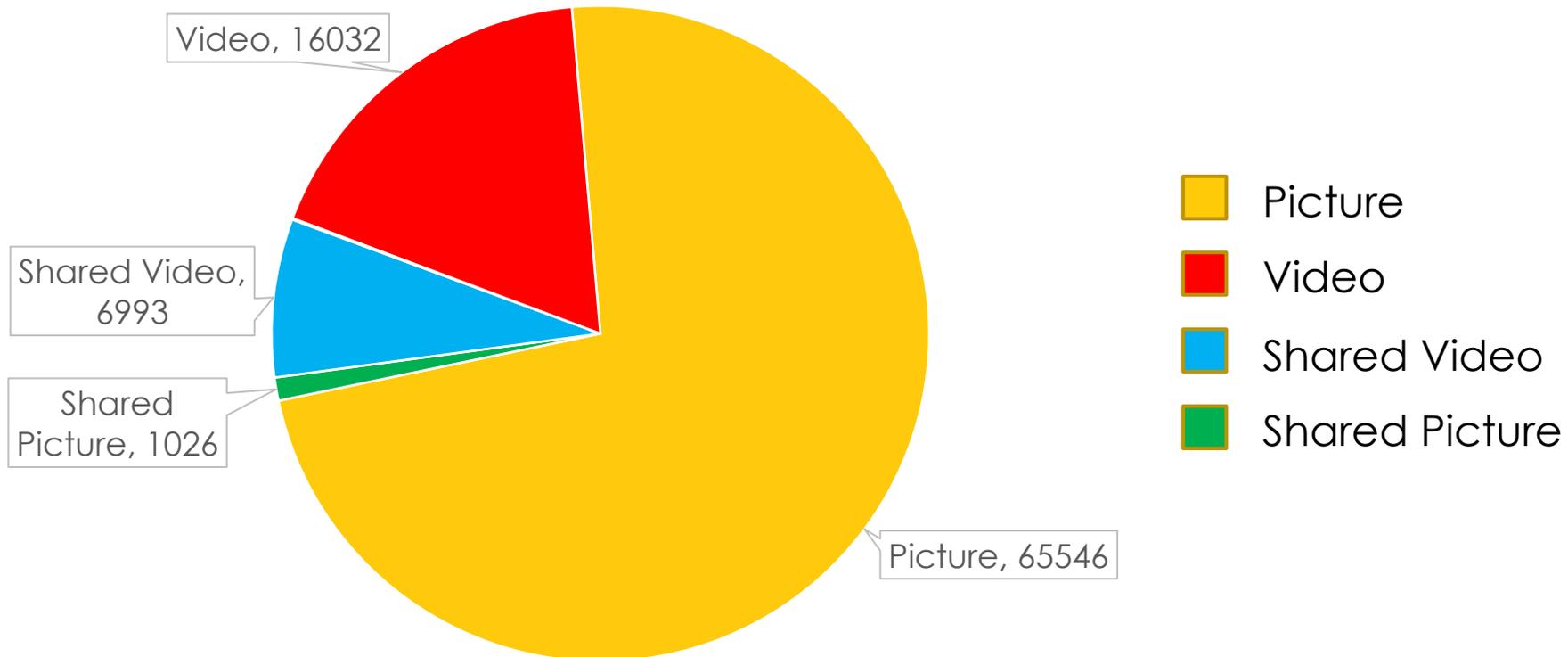
2018 Overall Engagements



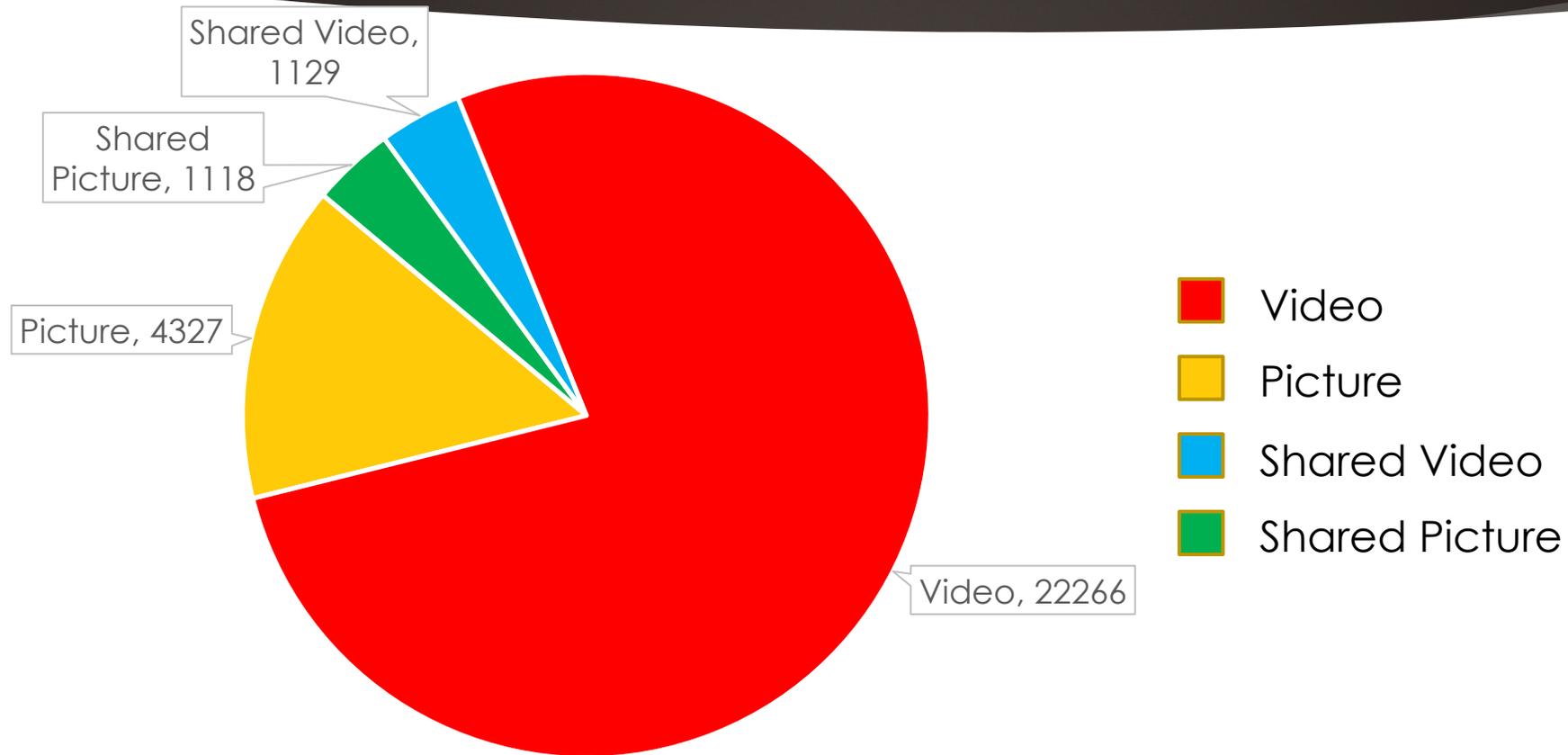
2017 Facebook Overall Engagement



2018 Facebook Engagements by Source



2019 Facebook Engagements by Source



John Schmidt 434 High Run



Predator Cues is with John Schmidt.

Published by Max Lesser [?] · January 15 at 1:34 PM · 🌐

Mr. 400 becomes Mr. 434. Congratulations [John Schmidt](#) on achieving the 4th highest documented 14.1 #straightpool run of all time! To see the full version, please visit our YouTube Channel:
<https://www.youtube.com/predatorcues>



145,795

People Reached

22,272

Engagements

Boost Again

Since it's post date on January 15, it has accumulated 40k views, almost 700 shares and over 22,000 engagements.

This video's success was further shown during John's appearance at Derby City Classic.

Key Takeaways



- ▶ With over 90% of Facebook users outside of the US. There's a huge opportunity for us to grow our reach.
- ▶ The industry lacks quality videos.
- ▶ In 2019 with 1 video, we've surpassed all of 2018's video engagement stats.
- ▶ John's video has accumulated 55k+ views organically across all platforms.
- ▶ John's video also triggered a 116 follower gain in 2 days

Trends



- ▶ Stories via Instagram and Facebook
- ▶ Facebook and Instagram LIVE
- ▶ Carbon Fiber Shafts are constantly reviewed on Facebook groups

Gaps



- ▶ We need to utilize our pros to push our new products
 - ▶ Blak
 - ▶ VX5
 - ▶ 9K
- ▶ Using Matchroom and Eurotour film to create Top Shot videos
- ▶ The Chinese Market (WeChat)
 - ▶ How do we achieve better success?
- ▶ Carom Market – Develop a page?
 - ▶ Korea
- ▶ LinkedIn – B2B



LIVE OUR VISION

INSPIRE + INNOVATE