

## **Group Report I: Social Media Audit and Report Writing**

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## **Introduction**

Breaking Par Golf Academy was founded by Brett Burgeson in July 2020. Over the years, it has become a high-end golf facility, offering advanced services to golfers of all skill levels, ages and genders. Using advanced technology like the TrackMan simulators, the academy delivers an in-depth experience, where players can practice on iconic golf courses indoors. In addition to these sophisticated simulators, Breaking Par Golf Academy also provides coaching from experts who are PGA members with years of experience, along with golf club fitting. The academy has plans for expansion, with a second location set to open in Valleyview by 2025, meeting the rising demand for indoor golfing in the region (Radio NL, 2024). Breaking Par is reliant on its social media presence to connect with customers and promote Academy offerings. This report will evaluate its online presence and recommend strategies to boost reach and engagement.

## **Industry Classification and Overview**

Breaking Par Golf Academy is part of the amusement and recreation industry, which is categorized under NAICS Code 713990 – All Other Amusement and Recreation Industries. The industry includes establishments providing amusement and recreational services that are not deemed traditional, including theme parks or gyms. Indoor golf facilities are included in the category by providing technology-based sporting activities for professional and amateur players (Statistics Canada, 2023).

The indoor golf business is a growing segment of the general amusement and recreation sector. It uses advanced simulation technology to turn golfing into a year-round sport. The industry serves both golfers looking to improve their game in a safe space and recreational golfers and corporate clients. Some of the reasons for its growth include emerging technology like TrackMan simulators, the ability to adapt to different climates, and easy accessibility within urban centers. Furthermore, providing coaching, club fitting, and equipment repair services provides other avenues of revenue generation and increases customer engagement (Golf Industry Report, 2022).

## **Company Overview**

Breaking Par Golf Academy started operating in 2020 in Kamloops, British Columbia. It is a state-of-the-art indoor golf facility featuring four TrackMan simulators that offer realistic simulations of famous golf courses. Besides simulator play, the academy has PGA-certified instructors, professional club fitting, and club repair. These facilities draw serious golfers and

casual players who want quality training and entertainment. The center is open every day during winter months, providing round-the-clock access (Breaking Par Golf Academy, 2024).

Due to increased demand for its services, Breaking Par Golf Academy is adding a second location in Valleyview. The new facility will be opening early enough in 2025. It will feature more simulators, a pro shop, and an enhanced coaching program, setting the academy on its way to be a leading player in Kamloops' indoor golf market (Radio NL, 2024).

## **SOCIAL MEDIA AUDIT**

### **Overview**

The social media audit of Breaking Par Golf aims to summarize its current social media presence, identify its goals and objectives, and target audience. By analyzing these points, this audit will uncover insights that can help enhance the brand's approach. In addition, for each social media platform that the brand is active on, we will be summarizing activities on each platform between Dec 1 to Feb 2. At the end of this audit, we will have a clear picture of the brand's social media presence, strengths, and areas for improvements.

### **Goals & Objectives**

The goal of Breaking Par Golf from its social media presence is to promote the brand as the ultimate indoor golf learning and playing experience in Kamloops, BC. The key objective of Breaking Par Golf is to showcase its academic experience allowing players to learn how to play from scratch and become pros at the end of their classes. It also aims to promote golfers to share their experiences and connect with others while utilizing content to attract local golfers and visitors to experience indoor golf in Kamloops.

### **Target Audience**

The target audience for Breaking Par Golf ranges from all ages 8 – 84 years old as they see everyone as golfers who want to experience a fun and relaxed tutorial and atmosphere. It also tends to address audiences who are nervous and novice in playing golf, providing a space for them to play and not be nervous about golf. They also provide a cool space for kids with other great games aside from golf. It also provides a private bay 4<sup>th</sup> bay for people who are nervous about playing golf giving them their own privacy.

### **Platform-Specific Performance (Dec 1, 2024 – Feb 2, 2025)**

Breaking Par Golf uses social media platforms such as Email, Radio (Blazers broadcasts), Instagram, Facebook, Twitter, Google Ads, Castanet Digital advertising, Digital signage in Pubs in Kamloops, and Blazers in rink -game tv advertising.

### **INSTAGRAM , FACEBOOK, TWITTER from Dec 1 , 2024 – Feb 2, 2025**

INSTAGRAM: Followers count – 1,231; Posts count – 397

FACEBOOK: Followers count – 1,100; Likes count – 1,000

TWITTER: Followers count - 20; Posts count - 0

#### **Instagram:**

After analyzing Breaking Par Golf's Instagram in terms of post content, frequency, numbers of likes, shares, and comments, we can conclude that while the company was consistent in its posting, it still lacked some important elements. For example, almost all posts within this time frame had no captions to engage with its audience. Captions help draw audience attention and provide detailed information about the post making it engaging. The only post that had the highest number of likes was when the company had a collaborative post with another company, giving it more exposure and engagement. Additionally, we could not determine the specific time each post was published, as Instagram does not display that information to its viewers, it is only available on the backend.

#### **Facebook:**

After analyzing the Breaking Par Golf Facebook account, we can see that it has more engagement than Instagram. In terms of engaging with its audience, the company uses captions to explain each post unlike Instagram where it does not use captions, therefore making the posts less interactive and engaging. As a result, the audience tends to leave comments, questions, and the company actively responds to them. Additionally, the number of shares on Facebook is higher than that of Instagram, indicating that people find the post engaging and interesting enough to share with others. Similar to Instagram, we could not determine the specific time each post was published, as Facebook does not display that information to its viewers, it is only available on the backend. However, only a few posts on Facebook did show their posting times.

#### **Porter's Five Forces Analysis**

To better understand the competitive dynamics of the indoor golf industry, Porter's Five Forces Analysis provides valuable insights:

### **1. Threat of New Entrants (Moderate to High)**

The barriers to entry in the indoor golf industry are moderate, as setting up a facility requires significant capital investment in simulator technology and a suitable indoor space. However, established players like Breaking Par benefit from brand recognition and customer loyalty, making it difficult for new businesses to gain traction quickly. The planned second location expansion further strengthens Breaking Par's market position, creating a higher entry barrier for potential competitors (Golf Business Journal, 2023).

### **2. Bargaining Power of Suppliers (Low to Moderate)**

The primary suppliers for indoor golf facilities are technology providers like TrackMan and golf equipment manufacturers such as Titleist, TaylorMade, Mizuno, and Srixon. While these companies hold some power, multiple alternatives exist, reducing supplier dominance. Breaking Par's ability to partner with multiple brands for club fitting and equipment sales minimizes dependency on any single supplier (Tourism Kamloops, 2023).

### **3. Bargaining Power of Customers (Moderate to High)**

Customers have several options for indoor golf in Kamloops, including Kamloops Virtual Golf, The Bunker at Bighorn Golf & Country Club, and Tobiano Golf Simulator. This increases customer bargaining power, as they can compare pricing, services, and overall experience before choosing a provider. Breaking Par addresses this challenge by offering a premium experience, professional coaching, and a strong brand reputation, differentiating itself from competitors (Tourism Kamloops, 2023).

### **4. Threat of Substitutes (Moderate to High)**

Golfers seeking practice options may choose outdoor driving ranges, traditional golf courses, or even at-home simulators, particularly as technology becomes more affordable. To counteract this, Breaking Par focuses on enhancing the customer experience through coaching programs, exclusive club fitting services, and an immersive social environment, ensuring that customers perceive greater value in their offerings compared to substitutes (Golf Industry Report, 2022).

### **5. Competitive Rivalry (High)**

The Kamloops indoor golf market features multiple competitors, with Kamloops Virtual Golf offering a similar simulator experience, The Bunker at Bighorn catering to high-end clientele, and Tobiano Golf Simulator providing seasonal alternatives. Given this high level of competition, differentiation is critical. Breaking Par's expansion strategy, superior technology, and diversified services give it a strong competitive edge in the market (Radio NL, 2024).

## **6. Competitive Landscape**

Breaking Par Golf Academy operates in a competitive market with several key players. Kamloops Virtual Golf provides a comparable simulator experience in downtown Kamloops, making it a direct competitor. The Bunker at Bighorn Golf & Country Club leverages its affiliation with a prestigious golf course to attract high-end clientele, while Tobiano Golf Simulator offers seasonal indoor golf experiences with advanced TrackMan4 technology (Tourism Kamloops, 2023).

While these competitors provide strong alternatives, Breaking Par maintains a strategic advantage through year-round availability, cutting-edge technology, and an expanding footprint. By combining simulation, coaching, club fitting, and equipment repair, it offers a comprehensive and premium golfing experience.

## Competitive Analysis/SWOT

### Strengths

- **Golf Coaching from Experts:** The Academy offers golf coaching or instruction from two highly skilled Par Golf Academy members, including the founder himself, Brett Burgeson, who has 34 years experience. With this depth of knowledge and experience, Breaking Par stands out from its competitors, building its reputation in the market.
- **Advanced Technology:** They utilize four indoor golf simulators with TrackMan technology, as well as practice bays in order to equip and help golfers to enhance their skills. TrackMan golf simulators are one of the most accurately advanced simulators. They track the club and ball during swing, providing accurate data on metrics (*Blog - the Science Behind Trackman Golf Simulators and Their Accuracy - Clubhouse Golf*, 2023).
- **Prioritizing Customer Experience:** They prioritize the customers' experience by catering to all kinds of golfers, from beginners to serious competitors, as well as all ages and genders. They offer golf club fittings (with brands like Titleist, Taylor Made, Mizuno and Srixon), a fun/relaxed atmosphere, and a cool space for kids.
- **Multiple Marketing Channels:** They currently use multiple channels such as email, radio, social media platforms (Instagram, Facebook, Twitter, Google Ads) and digital advertising to connect with customers.

### Weaknesses

- **Low Brand Awareness and Loyalty:** Being a new company, founded in July 2020, it currently faces challenges on building brand awareness, customer loyalty, and reaching their target audience through its social media platforms.

- **Minimal Content Variety**: Their posts on Instagram and Facebook are mostly pictures. Minimal content variety makes achieving the desired social media engagement and follower goal challenging.

### Opportunities

- **Social Media Growth**: By posting a variety of engaging contents on Instagram and Facebook such as reels, stories and user-generated content in addition to pictures (as well as making use of paid advertising methods and partnering with local golf influencers), they will be able to achieve their desired social media goals.
- **Loyalty Rewards and Ambassador Programs**: The Academy can offer loyalty rewards and ambassador programs to encourage customer retention, and attract new clients; thus making use of not only owned and paid media, but also earned media.
- **Enhancing Digital Offerings**: They can expand their digital offerings/services to golfers, ranging from beginners to competitors, outside of Kamloops, flexibly reaching out-of-area customers.

### Threats

- **Local Competitors**: Breaking Par is in competition with other golf clubs and indoor facilities offering similar services, as well as new entrants. With this, they will need to make continuous efforts for their services/offerings to stand out from that of their competitors.
- **Technological Advancement**: Technology is constantly evolving and changing. Therefore, the Academy must constantly stay up-to-date with golf technology (latest tools and equipment) upgrades; as this will be taken advantage of by competitors.
- **Seasonal and Weather-Related Factors**: Seasonal change affects demand for indoor golf. In summer, customers may prefer outdoor golf to indoors; while in winter, they may prefer indoor golf to the outdoors.

### Conclusion

Breaking Par Academy has successfully created a good standing for itself in the evolving golf industry in Kamloops, BC. This has been done through the use of advanced technology, expert coaching and a focus on customer experience. Its primary strengths are its high technology and experienced coaching team. However, the academy must continue to improve its operations, mostly in social media engagement.

The social media audit portrays that there is room for improvement in the range of content and methods used to engage with the audience. Creating content that is more diverse and making use

of paid advertising can aid the academy to create a strong relationship with its present clientele while drawing in new customers. In addition to that, partnerships with local influencers can create valuable word of mouth marketing. Breaking Par has high competition such as Virtual Golf and The Bunker at Bighorn Golf & Country Club. However, expanding to a second location while offering a year-round golfing experience with the use of simulator technology gives the academy an upper hand to its competitors.

The SWOT analysis portrays the opportunities and challenges for Breaking Par. It shows that there is potential for growth through social media engagement and enhancing digital services to reach customers that live outside of Kamloops. The academy must stay up to date with technological advancements, set itself apart from competitors and become flexible to seasonal shifts in demand. Overall Breaking Par Golf Academy is on a hopeful path and must remain alert and creative to overcome competition. By improving its marketing strategy, growing digital services and expanding the academy, Breaking Par academy is in a position to dominate the indoor golfing sector in Kamloops.

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**Appendix A**

**Instagram , Facebook, Twitter from Dec 1 , 2024 – Feb 2, 2025**

Table A1

Social Media Platform Metrics

DATE / FORMA T	PLATFOR M	CONTENT CATEGORY	APPLAUSE RATE	AVERAGE ENGAGEMEN T RATE	AMPLIFICATIO N RATE
Dec 1	Instagram	Competition & Indoor golf promotion	$5/1232 * 100$ $= 0.40$	$(5+0+0)/ 1232$ $*100 = 0.43$	$0/1232 * 100=0$
Two Static Images			$254/1232*10$ $0 = 20.61$	$(254+0+0) /$ $1232*100=$ $20.61$	$0/1232 * 100=0$
Video & Image	Facebook	Tour video & competition	$21/1100*100$ $= 1.90$		$4 / 1100 *100 = 0$ $5/1100 * 100 =0$

			$7/1100 * 100 = 0.63$	$(21+1+4) / 1100 * 100 = 2.36$ $(7+2+5) / 1100 * 100 = 1.27$	
Dec 4 Images	Instagram	Charity Involvement	$46/1232 * 100 = 3.73$	$(46+0+0) / 1232 * 100 = 3.73$	$0/1232 * 100 = 0$
Images	Facebook	(same as Instagram)	$9/1232 * 100 = 0.73$ $38/1100 * 100 = 3.45$ $7/1100 * 100 = 0.63$	$(9+0+0) / 1232 * 100 = 0.73$ $(38+1+2) / 1100 * 100 = 3.72$ $(7+1+2) / 1100 * 100 = 0.90$	$2 / 1100 * 100 = 0.18$
Dec 6 Image	Instagram Facebook	Event Promotion Golf Activity	$5/1232 * 100 = 0.40$ $4/1100 * 100 = 0.36$	$(5+0+0) / 1232 * 100 = 0.40$ $(4+0+1) / 1100 * 100 = 0.45$	$0/1232 * 100 = 0$ $1 / 1100 * 100 = 0.090$
Dec 7 Image	Instagram Facebook	Golf Activity Golf Activity	$11/1232 * 100 = 0.89$ $2/1100 * 100 = 0.18$	$(11+0+0) / 1232 * 100 = 0.89$ $(2+0+0) / 1100 * 100 = 0.18$	$0/1232 * 100 = 0$ $0 / 1100 * 100 = 0$

Dec 9 Images Images	Instagram Facebook	Golf Community  (same as Instagram)	$7/1232 * 100 = 0.568$ $12/1232 * 100 = 0.97$ $2/1100 * 100 = 0.18$ $3/1100 * 100 = 0.27$	$(7+0+0) / 1232 * 100 = 0.568$ $(12+0+0) / 1232 * 100 = 0.974$ $(2+0+0) / 1100 * 100 = 0.18$ $(3+0+1) / 1100 * 100 = 0.36$	$0/1232 * 100 = 0$ $0 / 1100 * 100 = 0$ $1 / 1100 * 100 = 0.09$
Dec 11 Image Image	Instagram Facebook	Indoor Golf Same as Instagram	$6/1232 * 100 = 0.48$ $5/1100 * 100 = 0.45$	$(6+0+0) / 1232 * 100 = 0.48$ $(5+0+1) / 1100 * 100 = 0.54$	$0/1232 * 100 =$ $1 / 1100 * 100 =$
Dec 12 Image Image	Instagram Facebook	Community Engagement	$21/1232 * 100 = 1.70$ $12/1100 * 100 = 1.09$	$(21+0+0) / 1232 * 100 = 1.70$ $(12+0+1) / 1100 * 100 = 1.18$	$0/1232 * 100 = 0$ $1/1100 * 100 = 0.09$
Dec 15 Image	Instagram	Announceme nt / Facility Update	$10/1232 * 100 = 0.81$	$(10+0+4) / 1232 * 100 = 1.13$	$4/1232 * 100 = 0.32$
Dec 16 Image	Instagram Facebook	Holiday Hours /	$5/1232 * 100 = 0.40$	$(5+0+0) / 1232 * 100 = 0.40$ $(5+0+0) / 1100 * 100 = 0.45$	$0/1232 * 100 = 0$ $0 / 1100 * 100 = 0$

			$5/1100 * 100 = 0.45$		
Dec 19 Image	Instagram Facebook	Golf Activity	$16/1232 * 100 = 1.29$  $9/1100 * 100 = 0.81$	$(16+0+0) / 1232 * 100 = 1.29$  $(9+0+2) / 1100 * 100 = 1.0$	$0/1232 * 100 = 0$  $2 / 1100 * 100 = 0.18$
Dec 20 Video	Instagram	Golf Activity	$16/1232 * 100 = 1.29$	$(16+0+0) / 1232 * 100 = 1.29$	$0/1232 * 100 = 0$
Dec 22 Video Image	Facebook	<b>Tour &amp; Repost</b>	$22/1100 * 100 = 2.0$  $2/1100 * 100 = 0.18$	$(22+3+4) / 1100 * 100 = 2.63$  $(2+0+0) / 1100 * 100 = 0.18$	$4 / 1100 * 100 = 0.36$  $0 / 1100 * 100 = 0$
Dec 23 Image	Instagram Facebook	Event Promotion	$5/1232 * 100 = 0.40$  $5/1100 * 100 = 0.45$	$(5+0+0) / 1232 * 100 = 0.40$  $(5+0+1) / 1100 * 100 = 0.54$	$0/1232 * 100 = 0$  $1 / 1100 * 100 = 0.09$
Dec 28 Video	Instagram	Hours Update & Event Promotion	$50/1232 * 100 = 4.05$	$(50+0+0) / 1232 * 100 = 4.05$	$0/1232 * 100 = 0$

Dec 30 Image	Instagram  Facebook	<b>Community Engagement &amp; Event Promotion</b>	$9/1232 * 100 = 0.73$ $10/1232 * 100 = 0.81$ $5/1100 * 100 = 0.45$ $4/1100 * 100 = 0.36$	$(9+0+0)/1232 * 100 = 0.73$ $(10+0+0)/1232 * 100 = 0.81$ $(5+0+1)/1100 * 100 = 0.54$ $(4+0+1)/1100 * 100 = 0.45$	$0/1232 * 100 = 0$ $1/1100 * 100 = 0.90$
Dec 31 Image	Instagram  Facebook	Social Engagement	$15/1232 * 100 = 1.21$ $3/1100 * 100 = 0.27$	$(15+0+0)/1232 * 100 = 1.21$ $(3+0+0)/1100 * 100 = 0.27$	$0/1232 * 100 = 0$ $0/1100 * 100 = 0$
Jan 1 Video	Instagram  Facebook	Introduction & Invitation	$138/1232 * 100 = 11.2$ $9/1100 * 100 = 0.81$	$(138+4+0)/1232 * 100 = 11.52$ $(9+0+1)/1100 * 100 = 0.90$	$0/1232 * 100 = 0$ $1/1100 * 100 = 0.09$
Jan 2 Image	Instagram  Facebook	Indoor Golf Experience	$9/1232 * 100 = 0.73$ $2/1100 * 100 = 0.18$	$(9+0+0)/1232 * 100 = 0.73$ $(2+0+0)/1100 * 100 = 0.18$	$0/1232 * 100 = 0$ $0/1100 * 100 = 0$
Jan 6 Image	Instagram  Facebook	Event promotion	$6/1232 * 100 = 0.48$ $1/1100 * 100 = 0.09$	$(6+0+0)/1232 * 100 = 0.48$ $(1+0+0)/1100 * 100 = 0.09$	$0/1232 * 100 = 0$ $0/1100 * 100 = 0$
Jan 10 Image	Instagram  Facebook	<b>Community Engagement</b>	$10/1232 * 100 = 0.81$ $4/1100 * 100 = 0.36$	$(10+0+0)/1232 * 100 = 0.81$ $(4+0+1)/1100 * 100 = 0.45$	$0/1232 * 100 = 0$ $1/1100 * 100 = 0.09$

Jan 12 Video	Facebook	Introduction & tour	$14/1100 * 100 = 1.27$	$(14+1+6) / 1100 * 100 = 1.90$	$6/ 1100 * 100 = 0.54$
Jan 13 Image	Instagram Facebook	Event promotion	$7/1232 * 100 = 0.56$ $3/1100 * 100 = 0.27$	$(7+0+0)/ 1232 * 100 = 0.56$ $(3+0+0) / 1100 * 100 = 0.27$	$0/1232 * 100 = 0$ $0/ 1100 * 100 = 0$
Jan 14 Video	Instagram	Golf experience	$25/1100 * 100 = 2.27$	$(25+0+0)/ 1232 * 100 = 2.02$	$0/1232 * 100 = 0$
Jan 15 Image	Instagram Facebook	Golf experience	$5/1232 * 100 = 0.40$ $5/1100 * 100 =$	$(5+0+0)/ 1232 * 100 = 0.40$ $(5+0+0) / 1100 * 100 = 0.45$	$0/1232 * 100 = 0$ $0/ 1100 * 100 = 0$
Jan 16 Video	Instagram	Private Bay Tour	$46/1232 * 100 = 3.73$	$(46+0+0)/ 1232 * 100 = 3.73$	$0/1232 * 100 = 0$
Jan 20 Image/ Video	Instagram Facebook	Golf experience & event promotion	$48/1232 * 100 = 3.89$ $3/1232 * 100 = 0.24$ $12/1100 * 100 = 1.09$ $4/1100 * 100 = 0.36$	$(48+0+0)/ 1232 * 100 = 3.89$ $(3+0+0)/ 1232 * 100 = 0.24$ $(12+2+0) / 1100 * 100 = 1.27$ $(4+0+2) / 1100 * 100 = 0.54$	$0/1232 * 100 = 0$ $0/ 1100 * 100 = 0$ $2/ 1100 * 100 = 0.18$
Jan 22 Image	Instagram Facebook	Community engagement	$17/1232 * 100 = 1.37$ $2/1100 * 100 = 0.18$	$(17+0+0)/ 1232 * 100 = 1.37$ $(2+0+0) / 1100 * 100 = 0.18$	$0/1232 * 100 = 0$ $0/ 1100 * 100 = 0$

Jan 27 Image	Instagram Facebook	Golf experience & event promotion	$4/1232 * 100 = 0.32$ $5/1232 * 100 = 0.40$ $2/1100 * 100 = 0.18$ $4/1100 * 100 = 0.36$	$(4+0+0)/1232 * 100 = 0.32$ $(5+0+0)/1232 * 100 = 0.40$ $(2+0+0)/1100 * 100 = 0.18$ $(4+1+3)/1100 * 100 = 0.72$	$0/1232 * 100 = 0$ $0/1100 * 100 = 0$ $3/1100 * 100 = 0.27$
Jan 28 Image	Instagram Facebook	Event promotion for ladies only	$3/1232 * 100 = 0.24$ $5/1100 * 100 = 0.45$	$(3+0+0)/1232 * 100 = 0.24$ $(5+0+1)/1100 * 100 = 0.54$	$0/1232 * 100 = 0$ $1/1100 * 100 = 0.09$
Jan 30 Video	Instagram Facebook	Golf experience & owner insight	$49/1232 * 100 = 3.97$ $24/1232 * 100 = 1.94$ $14/1100 * 100 = 1.27$	$(49+0+0)/1232 * 100 = 3.97$ $(24+0+0)/1232 * 100 = 1.94$ $(14+0+0)/1100 * 100 = 1.27$	$0/1232 * 100 = 0$ $0/1100 * 100 = 0$
Jan 31 Image	Instagram Facebook	Social engagement	$17/1232 * 100 = 1.37$ $3/1100 * 100 = 0.27$	$(17+0+0)/1232 * 100 = 1.37$ $(5+0+1)/1100 * 100 = 0.54$	$0/1232 * 100 = 0$ $1/1100 * 100 = 0.09$