

Campaign Performance Report

The Relationship Clinic — Multi-Channel Social Media Campaign

Campaign period: Apr 6 – May 9, 2026

Duration: 33 days

Channels: Instagram, TikTok

Baseline period: Mar 3 – Apr 5, 2026

PRIMARY OUTCOME

Consultation bookings

27

vs. 9 in baseline period

Period-over-period growth

+200%

Strongest metric of the campaign

KEY METRICS OVERVIEW

Instagram post views

10,661

+143.4% vs. baseline

Non-follower reach

73.1%

Organic audience expansion

External link taps

26

+160% vs. baseline

TikTok post views

8,618

+27.6% vs. baseline

Instagram profile visits

180

+111.8% vs. baseline

Accounts reached

2,474

+26.3% vs. baseline

POST VIEWS: BASELINE VS. CAMPAIGN

Platform	Baseline Views	Campaign Views	Change
Instagram	4,380	10,661	+143.4%
TikTok	6,754	8,618	+27.6%

PLATFORM BREAKDOWN

Instagram	TikTok
Post views 10,661 +143.4%	Post views 8,618 +27.6%
Accounts reached 2,474 +26.3%	Profile views 231 +17.9%
Profile visits 180 +111.8%	New followers 155
External link taps 26 +160%	Shares 20
Non-follower views 73.1%	DM/comment inquiries 5

KEY INSIGHTS

- Consultation bookings tripled over the campaign period, confirming the campaign converted awareness into measurable business outcomes rather than generating impressions alone.
- 73.1% of Instagram views came from non-followers, indicating strong organic reach beyond the existing audience base and effective content distribution.
- External link taps grew 160%, the highest percentage increase of any Instagram metric, suggesting the campaign drove genuine intent to learn more or book.
- Instagram profile visits increased 111.8%, reflecting sustained audience curiosity that extended beyond individual content pieces.
- TikTok supported top-of-funnel discovery with 8,618 post views and 155 new followers gained organically during the campaign window.

Data sourced from Instagram Insights and TikTok Analytics. Baseline period: Mar 3 – Apr 5, 2026. Campaign period: Apr 6 – May 9, 2026. Prepared by Timothy M. Brown Jr.