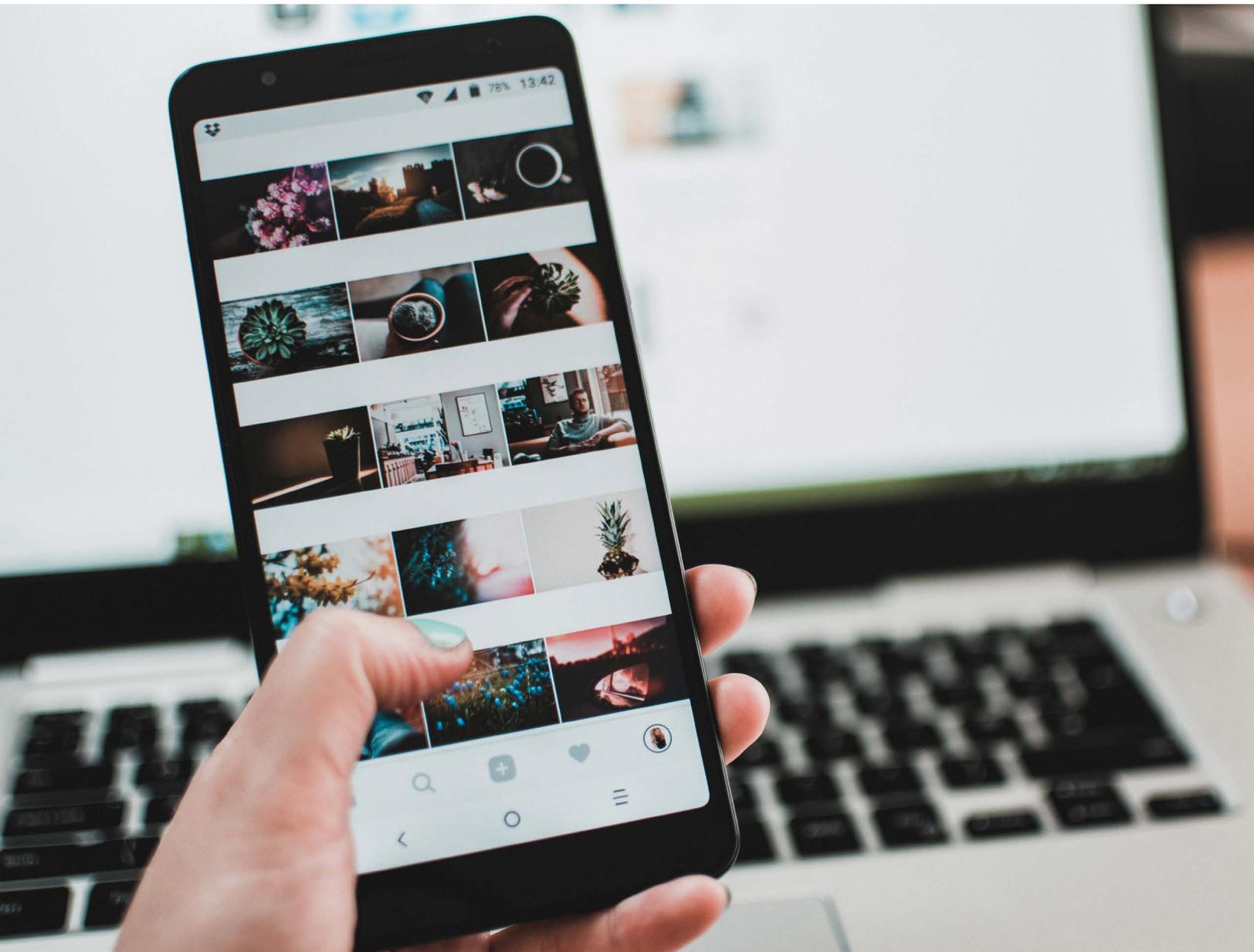


Social Media

Case Study



THE CLIENT

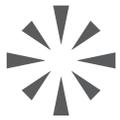
The Breakers OF FORT WALTON BEACH

The Breakers rents luxury condominiums in Fort Walton Beach, FL. Customers enjoy all the convenience of a hotel stay, with all the comforts of a vacation rental.

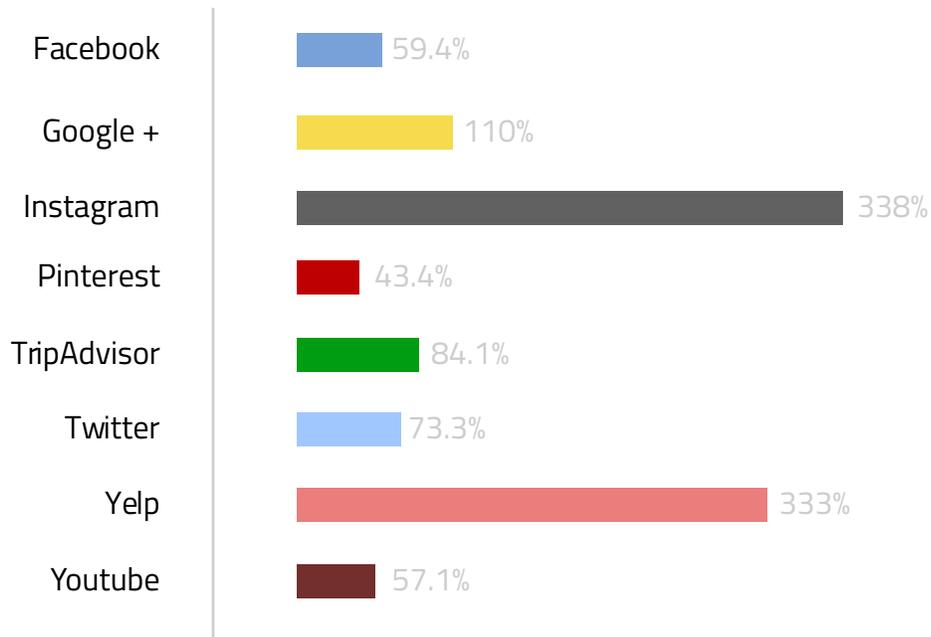


Note: All stats measure change from Jan. 1, 2011 to Sept. 14, 2015

AUDIENCE GROWTH



Instagram was the fastest growing channel, with 387.5% follower growth



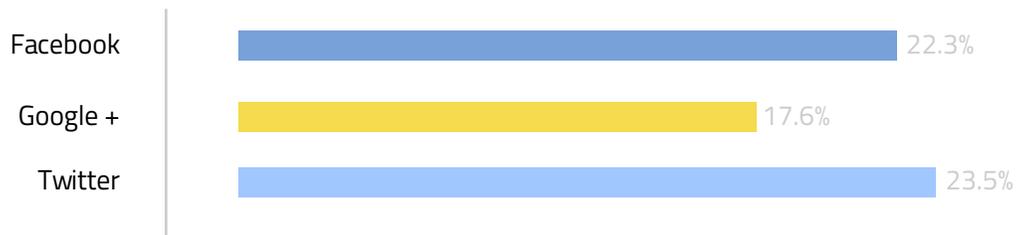
Facebook accounted for the most audience growth, with 1027 new fans added.

POST GROWTH



Consistent social media posts are essential for audience growth and engagement

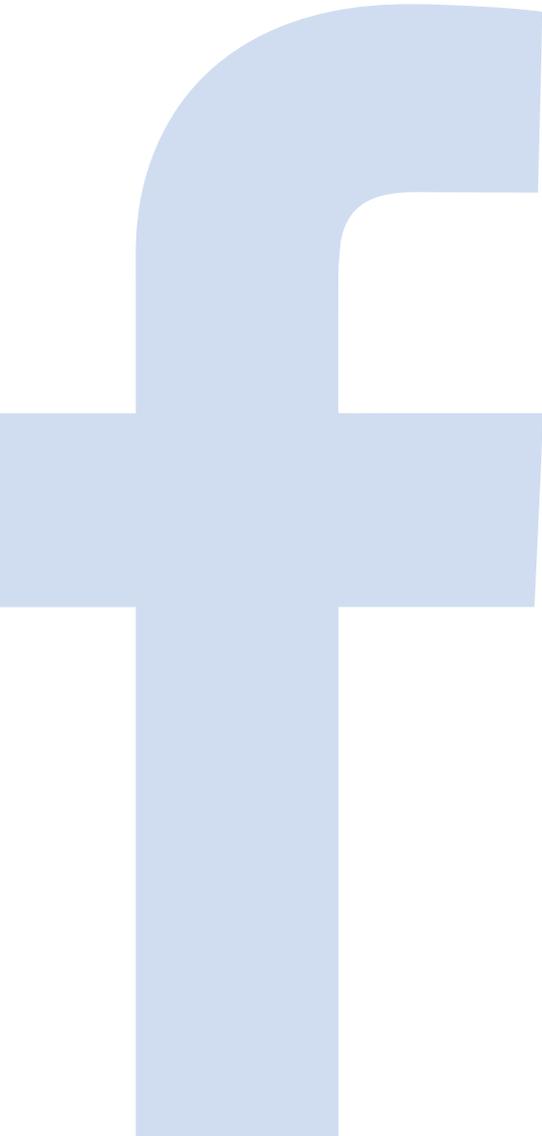
Posts Per Day By Network



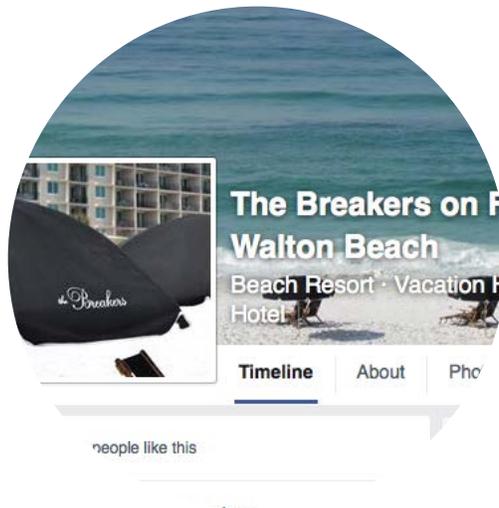
Total Posts By Network



FACEBOOK STATS



- ☆ 3,825 Check-ins
- ☆ 151 Discussions
- ☆ 2,310 Likes
- ☆ 2,269 Posts
- ☆ 1,175 New Fans
- ☆ 465 Photos
- ☆ 517 Clicks
- ☆ 66 Reviews
- ☆ 902 Shares
- ☆ 9 Videos



PINTEREST STATS



- ☆ 4 Comments
- ☆ 100 Likes
- ☆ 129 New Friends
- ☆ 195 Photos
- ☆ 923 Replies



seagulls on beach with waves, blue sky, Fort Walton Beach, FL

🔗 2 ❤️ 1

Pinned from terrylivingstone.photoshelter.com



Emerald Coast Beach Volleyball in Fort Walton Beach, FL

🔗 1

Pinned from emeraldcoastvolleyball.com

That's what I'm say

🔗 2

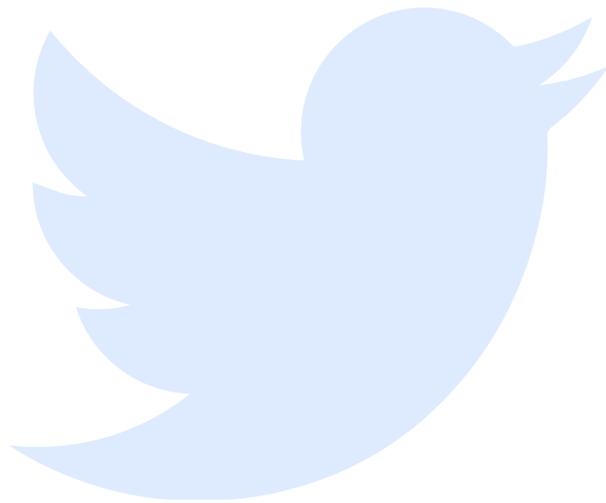
Pinned from visitperdido.com



The Gulf Coast of Florida is a traveler's paradise. Sandy beaches, clear water, and plenty of



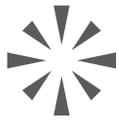
TWITTER STATS



- ☆ 11 Direct Messages
- ☆ 46 Favorites
- ☆ 59 Mentions
- ☆ 128 New Followers
- ☆ 4 New Lists
- ☆ 6 Replies
- ☆ 288 Clicks
- ☆ 29 Retweets
- ☆ 706 Statuses



CLIENT'S RESPONSE



"

The Captevrax Team is always there when I need them. No task is too big or too small for them. **They understand the daily chaos** for someone in my position. When they have new ideas or change the course of the plan it is always with education and ensure that I understand the reasoning behind their strategy."

- Linda Farris



"

I love how the Captevrax team trained our customers to **ask questions via social media**. Some of the questions we used to answer via phone could be answered by reviewing our website, which took up valuable time to those onsite requests. Since Captevrax started working with us we got a lot less phone calls with these sorts of questions which enables the front desk to focus more on "onsite" customer service. Most phone calls are now for reservations.

- Stacey Etheridge

ARE YOU SOCIAL?



Could your social media use some help? Let's work together to kickstart your social media strategy and get real results.



- ☆ Research & Strategize
- ☆ Create Unique Content
- ☆ Implement Strategy
- ☆ Engage Audience
- ☆ Analyze Results

Interested?

[Click here to schedule a no-obligation, free consultation >>](#)

Thank You!