





# FOLLOWERS

(month on month)



28,008

↑ 2.9%



7,310

↑ 0.8%



9,014

↑ 1%

2024  
Time To  
#GiftBetter

# RESULTS

<b>Date</b>	<b>Members</b>	<b>FB Reach</b>	<b>IG Reach</b>	<b>Tw Impressions</b>	<b>Total</b>
4.3.24	M&S	1765	5563	8717	16045
5.3.24	Tesco	1177	5684	11006	17867
6.3.24	Currys	1209	4859	8259	14327
7.3.24	Sainsburys	1483	6290	7057	14830
8.3.24	Motivates	2993	2178	6185	11356
9.3.24	Little Starts	347	1148	3359	4864
10.3.24	One4all	2036	2738	8896	13670

# SUMMARY

## Notes / Comments:

- GiftBetter's first March campaign focused on Mother's Day
- March total reach 92959
- Followers continued to increase across all social platforms, with the highest increase on X
- Tesco's giveaway (5.3.24) had the highest reach at 17,687
- Brands that are more recognisable or have a description of products in the social caption receive higher engagement compared to less known brands or brands that have not featured in GiftBetter before

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# SOCIAL ENGAGEMENT



Paula Hunt

I'd love to nominate my daughter Gabrielle Holly who has been through so much these last few months both physically and mentally yet is the most wonderful Mummy to Dolly-Rose 🥰👶 #GiftBetter



Jessica Townley @MrsJTea · 5 Mar

Carnations! 🌸  
@Ruthy4D #GiftBetter



jackie 7 ❤️ @Jac7724 · 6 Mar

Has to be my hotel chocolat velvetiser, you can never have too much nice hot chocolate @glitterbug91 #GiftBetter



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amylouiseccx #giftbetter My mum adores daffodils. - I would be thrilled to win for my mum who is a busy A&E staff nurse who never treats herself so I'm certainly keeping my fingers crossed for her.  
@lifeupdate25

1 w 1 like Reply



Ashley Jay Mills @AshleyJayMills1 · 10 Mar

#GiftBetter it has to be the smiles and cuddles! I could be having a terrible day, and my little girl will snuggle up to me and my heart melts. 🥰👶❤️ Being a mum is the best feeling in the world! ❤️ @JanTheProudNan5



paradisaslady #giftbetter make lunch at home for Mothering Sunday as it will never be a disappointment if you can cook. Giving mother your time is the best gift, so spend the day with them if you live nearby. #win

1 w Reply

2024

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