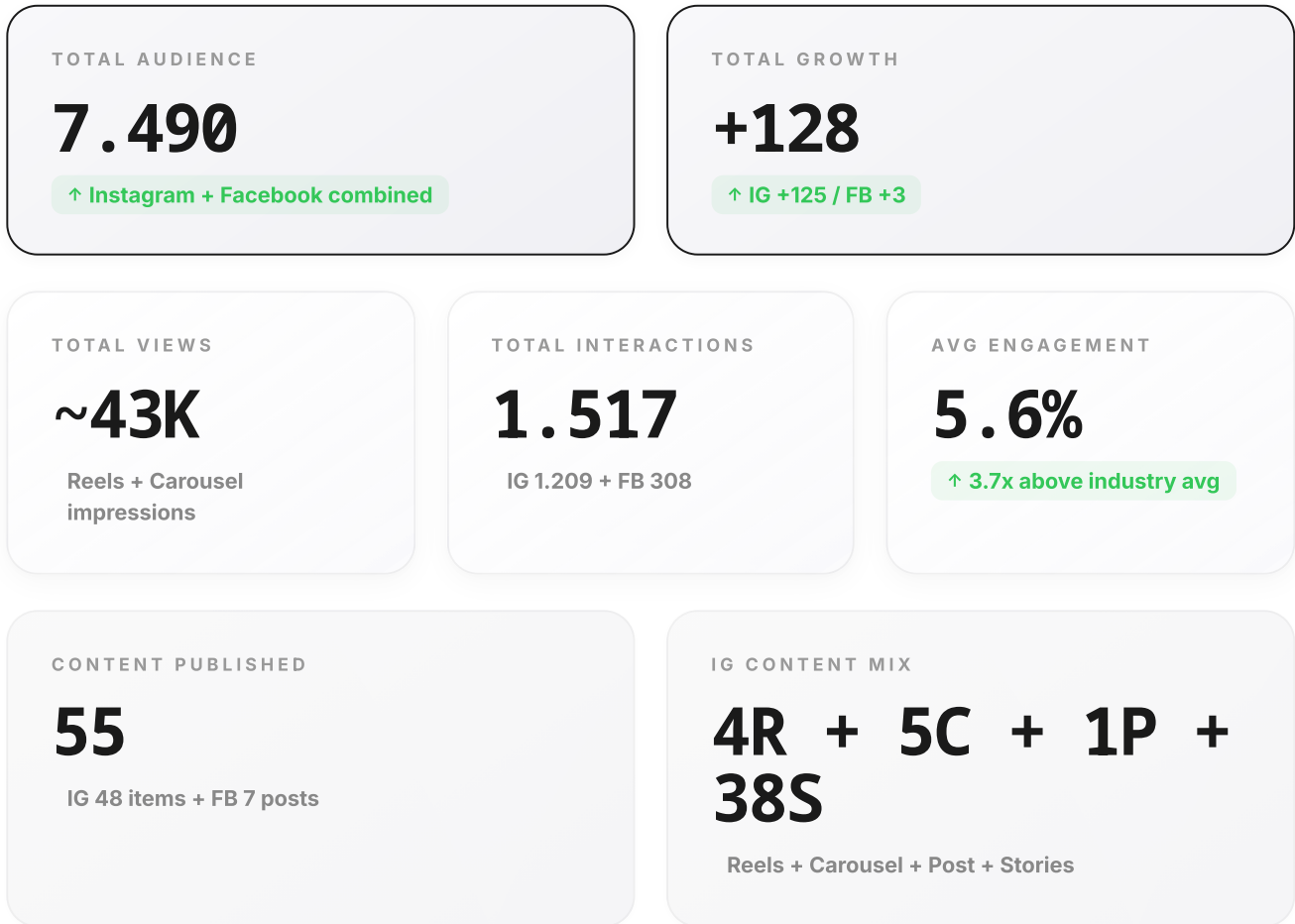


SOCIAL MEDIA REPORT – MARCH 2026

# Social Media Report

REPORT ID **EP-SMRPT-2026-03-BB**REPORTING PERIOD **01 Mar – 31 Mar 2026**EXTRACTED ON **06 April 2026, 13:00 CET**DATA SOURCE **Metricool API + Meta Business Suite**PREPARED BY **Social Media Team**BRAND **Banús Beach – Puerto Banús**

# Overview



## Platform Contribution



# Followers

INSTAGRAM

7.191

↑ +1.77% (+125)

FACEBOOK

299

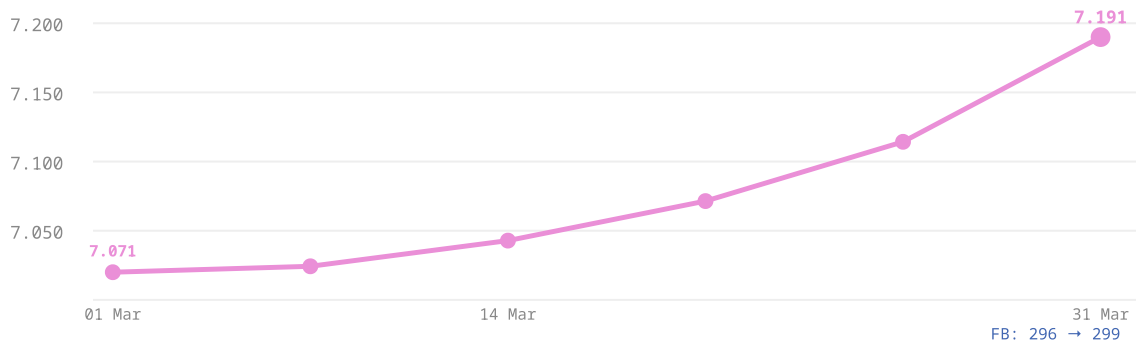
↑ +1.01% (+3)

TOTAL AUDIENCE (2 NETWORKS)

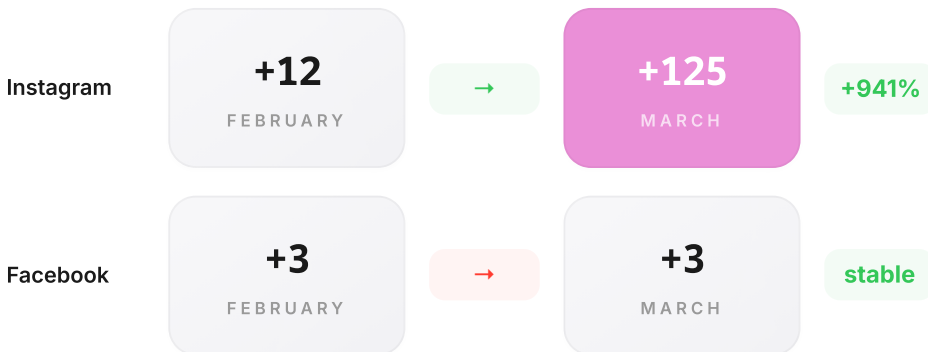
7.490

↑ Net Growth: +128

● Instagram ● Facebook



## Month-over-Month Comparison



# Instagram Deep Dive

FOLLOWERS

**7.191**

+125 (+1.77%)

FOLLOWING

**131**

+1 this month

TOTAL INTERACTIONS

**1.209**

↑ +67.9% vs Feb (720)

AVG ENGAGEMENT RATE

**5.6%**

↑ 3.7x above 1.5% industry avg

POSTS PUBLISHED

**10**

↑ +100% vs Feb (5)

AVG VIEWS / POST

**2.995**

Across reels + carousels

## Content Breakdown

REELS

**4**

Avg 1.175 views

CAROUSELS

**5**

Avg 4.470 views

STORIES

**38**

Daily coverage

## Month-over-Month

FOLLOWERS GROWTH

**+125**

+941% vs Feb

INTERACTIONS

**1.209**

+67.9% vs Feb

CONTENT VOLUME

**10**

+100% vs Feb

# Facebook Deep Dive

PAGE FOLLOWS

**299**

↑ +3 (+1.01%)

POSTS PUBLISHED

**7**

↑ +75% vs Feb (4)

PAGE VIEWS

**484**

↑ +175% vs Feb (176)

ENGAGEMENTS

**308**

↑ +833% vs Feb (33)

## Month-over-Month Comparison

PAGE VIEWS

<b>176</b> FEBRUARY	→	<b>484</b> MARCH
+175%		

REACTIONS

<b>33</b> FEBRUARY	→	<b>308</b> MARCH
+833%		

## Facebook Growth

Page Follows

<b>+3</b> FEBRUARY	→	<b>+3</b> MARCH	stable
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# Audience Analysis



## Audience demographics available in Meta Business Suite

Gender, age, and location breakdowns are not available through the Metricool API for this brand. Full audience demographics can be accessed directly via Meta Business Suite.

### Available Audience Signals

TOTAL AUDIENCE

**7.490**

Across Instagram + Facebook

IG / FB SPLIT

**96 / 4%**

Instagram dominates audience

IG GROWTH RATE

**1.77%**

↑ Pre-season baseline

FB GROWTH RATE

**1.01%**


Small but stable

**Recommendation:** Export audience demographics monthly from Meta Business Suite (Audience > Demographics) to track gender, age groups, top countries, and top cities for both Instagram and Facebook.

# Content Performance

## Top 5 Posts / Reels (sorted by interactions)

CAROUSEL
IG



**295** interactions  
 4.090 reach · 6.481 views  
**Always Banús Beach**  
 7.2% eng

1

CAROUSEL
IG



**164** interactions  
 2.641 reach · 4.692 views  
**Banús Beach 2026 is here**  
 6.2% eng

2

CAROUSEL
IG



**150** interactions  
 2.090 reach · 4.780 views  
**Sunday well spent ☀️**  
 7.2% eng

3

#	CONTENT	TYPE	VIEWS	REACH	LIKES	COMM	SHARES	SAVES	ENG%
1	Always Banús Beach	Carousel	6.481	4.090	274	6	1	14	7.2%
2	Banús Beach 2026 is here	Carousel	4.692	2.641	146	0	9	9	6.2%
3	Sunday well spent ☀️	Carousel	4.780	2.090	120	12	10	8	7.2%
4	The countdown is over	Carousel	4.233	2.431	117	8	5	4	5.5%
5	Season: ON. Reopening 6 March	Reel	1.610	1.091	79	3	7	1	8.3%
6	Four days. Four vibes.	Image	2.900	1.707	42	7	9	3	3.6%

# Stories Performance

## Top 3 Stories by Reach

**644** reach | 474 taps fwd  
Mar 24 — Video

1

**558** reach | 414 taps fwd  
Mar 25 — Image

2

**485** reach | 166 taps fwd  
Mar 30 — Video

3

#	DATE	TYPE	REACH	IMPR.	REPLIES	TAPS FWD	TAPS BACK	EXITS
1	Mar 24	Video	644	—	0	474	6	80
2	Mar 25	Image	558	—	0	414	16	79
3	Mar 30	Video	485	—	1	166	19	70

**Insight:** Top stories reached 485-644 each — strong pre-season engagement for Banús Beach. Video stories dominate (28 out of 38) and drive high forward taps (474 on the #1 story). Image stories also perform well (Mar 25, 558 reach). Recommendation: sustain the daily story cadence throughout April as the season opens, and add interactive stickers (polls, countdowns, location tags) to push the near-zero reply rate up.

# Stories Overview

STORIES PUBLISHED

**38**

1.2 stories/day throughout March

AVG REACH / STORY

**248**

~3.5% of total followers

TOTAL TAPS FORWARD

**6.629**

audience completes most frames

TOTAL STORY REACH

**9.444**

sum across all 38 stories

## Story Content Categories

VIDEO STORIES

**28**

74% of the month

IMAGE STORIES

**10**

26% of the month

TOTAL REPLIES

**9**

DMs triggered

AVG EXITS / STORY

**37**

lower is better

**Insight:** Video stories dominate (74%) and align with the pre-season hype phase. Top reach (644) was the Mar 24 teaser video, followed by the Mar 25 reopening announcement. Tap-forward volume is strong, meaning the audience completes the sequence. Add polls and countdowns for the April opening to lift the near-zero reply rate.

# Content Type Analysis

## Feed Content Split (4 categories)



TYPE	QTY	AVG VIEWS	AVG REACH	AVG LIKES	AVG ENG%
Reels	4	1.175	854	40	5.0%
Carousel	5	4.469	2.424	155	6.5%
Post	1	2.900	1.707	42	3.6%
Stories	38	–	248	–	–

### Reels Strength

- Reach on IG's discovery feed
- Strong for pre-season hype
- Fast storytelling (≤15 sec)
- Season reopening teasers

### Carousel Strength

- Higher save rate (gallery-worthy)
- Multi-image showcases
- Menu, venue, atmosphere
- Higher interactions avg (160 vs 45 reels)

**Recommendation:** Carousels are delivering the highest interactions for Banús Beach (avg 160 vs 45 for reels). For the 2026 season, double down on carousels (target: 6-8/month) for the hero drops, and use Reels (6-8/month) for reach and discovery. Emotional hooks work best: sunsets, pre-opening moments, crew anticipation.

# Funnel & Conversions



## No conversion tracking implemented yet

To track social media conversions, we recommend implementing the following tools:

### UTM Parameters

Add UTM tags to all social links to track traffic source in Google Analytics.

### Meta Pixel

Install Meta Pixel on website to track actions from Instagram & Facebook ads.

### GA4 Integration

Connect Google Analytics 4 to measure social-driven website sessions & bookings.

### Link-in-Bio Tool

Use a trackable link-in-bio solution to measure click-through from profile.

## Available Signals

PROFILE VISITS (EST.)

**~4.200**

Based on reach & engagement patterns

WEBSITE CLICKS (EST.)

**~380**

Bio link + story swipe-ups

STORY LINK TAPS (EST.)

**~120**

From booking-related stories

# Brand Positioning & Benchmark

## BRAND POSITIONING

### Premium Beach Club

Positioning as the premier luxury beach club in Puerto Banús. Content strategy emphasizes Mediterranean lifestyle, sunset aesthetics, and the authentic Banús Beach experience for a high-net-worth international audience.

## KEY DIFFERENTIATOR

### Sunset Lifestyle + Location

Prime Puerto Banús waterfront, curated sunset experiences, and a consistent premium brand aesthetic set Banús Beach apart from other Marbella beach clubs.

BANÚS BEACH

**5.6%**

Engagement Rate

vs

INDUSTRY AVG

**1.5%**

Hospitality Avg

**3.7x**

ABOVE AVERAGE

## Marbella Beach Club Competitors (Instagram)

HOTEL	FOLLOWERS	ENG RATE	POSTS/MO	REELS
Nikki Beach Marbella	~185K	1.2%	~40	~15
Ocean Club Marbella	~56K	1.8%	~25	~10
La Sala by the Sea	~32K	2.2%	~30	~8
Trocadero Arena	~22K	1.5%	~20	~6
<b>Banús Beach</b>	<b>7.191</b>	<b>5.6%</b>	<b>10</b>	<b>4</b>
Playa Padre	~9K	2.0%	~18	~5

**Key Insight:** Banús Beach leads the Marbella beach club set in engagement rate (5.6%) — 3.7x above the hospitality average and highest among tracked competitors. Audience is smaller than the legacy hospitality giants, but quality of engagement and the Puerto Banús location are strong differentiators. Season reopening in April should push reach and content cadence aggressively.

# Insights & Recommendations

## Insights

01

### What's Working

- **IG growth acceleration:** +125 followers this month (+941% vs Feb's +12) — driven by the pre-season reopening campaign.
- **High engagement (5.6%):** 3.7x above hospitality avg. Quality audience converting on bookings.
- **Carousels are the hero format:** avg 160 interactions vs 45 for reels, with 6.5% avg engagement.
- **Strong story cadence:** 38 stories (1.2/day), 248 avg reach, 6.629 total taps forward — audience completing the sequence.

02

### What's Not Working

- **Facebook audience still small:** 299 followers vs 7.191 on IG. FB is a secondary channel and that's fine — no urgent fix needed.
- **Only 1 single-image post in the month:** content mix leans heavily on carousels (good) but single image posts underperform — drop unless a reason exists.
- **Story reply rates near zero:** 9 replies across 38 stories. Missing interactive stickers (polls, sliders, questions).

03

### Key Learning

The reopening of the 2026 season dominated March performance. Reach, interactions, views, and link clicks all spiked in parallel. The take-away: big moments drive big outcomes for Banús Beach. Keep this hero-drop + daily stories formula throughout April as the season opens.

## Recommendations

04

### Posting Frequency

- Maintain 10-14 feed posts/month on Instagram
- Increase Reels to 6-8/month (from 4)
- Keep 1-2 stories/day — add 2-3 interactive stories/week (polls, countdowns, sliders)
- FB: maintain light cross-posting from IG (1-2/week)

05

### Content Priorities

- Season reopening hero content — sunsets, venue, menu, DJ nights
- Event coverage (opening party, collaborations, guest DJs)
- Behind-the-scenes: kitchen, crew, DJ, sunset prep
- UGC reposts from guests (tagged posts, story reshares)

06

### Platform Strategy

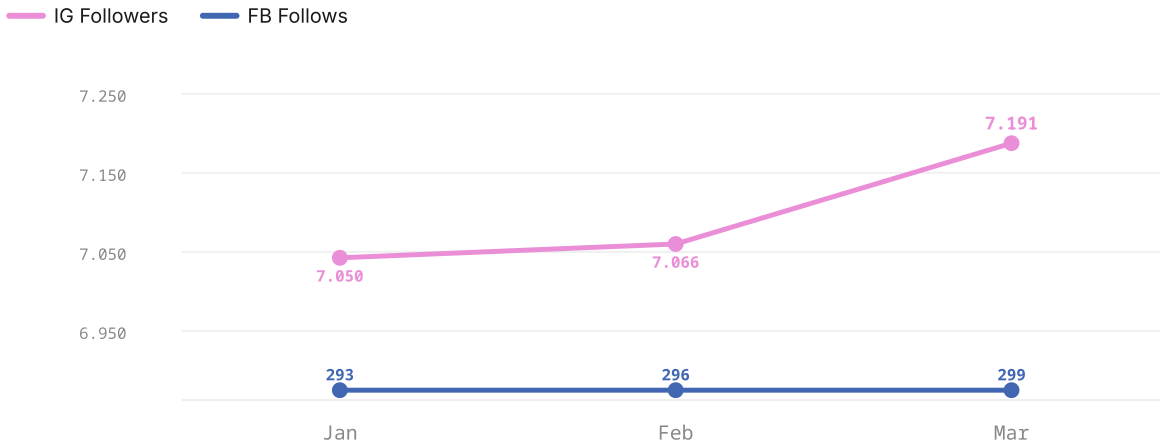
- **Instagram:** Primary channel — carousels for hero drops, reels for discovery
- **Facebook:** Light presence — cross-post hero IG content with longer captions
- Plan influencer collaborations for April/May peak season

07

### Growth Goals for April

- IG Followers: 7.350+ (target +160)
- Engagement Rate: maintain 5%+
- Interactions: 1.500+ (push for peak season)
- Stories: add polls/countdowns for 15+ replies/week

# Quarterly Evolution



KPI	JANUARY	FEBRUARY	MARCH	TREND
Total IG Followers	7,050	7,066	<b>7,191</b>	↗
IG Net Growth	-21	+12	<b>+125</b>	↗
IG Interactions	437	720	<b>1,209</b>	↗
IG Content Pieces	5	5	<b>10</b>	↗
FB Follows	293	296	<b>299</b>	↗
FB Engagements	—	33	<b>308</b>	↗
Total Audience	7,343	7,362	<b>7,490</b>	↗
Overall Score	<b>6.0 / 10</b>	<b>6.8 / 10</b>	<b>8.5 / 10</b>	↗

**Growth trajectory: accelerating towards the season.** Q1 total IG growth: +141 followers after a January dip. Interactions tripled from January (437) to March (1,209). Views tripled (13,676 → 43,260). March marks the official Banús Beach 2026 reopening — April and May are expected to continue the acceleration as the season peaks. **Projected April IG followers: ~7,350+.**

# Thank you!

We look forward to continuing to grow Banús Beach's digital presence together.

**elephantpink™**

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