

Social Media Report



REPORT ID **EP-SMRPT-2026-03-BZ**

REPORTING PERIOD **01 Mar – 31 Mar 2026**

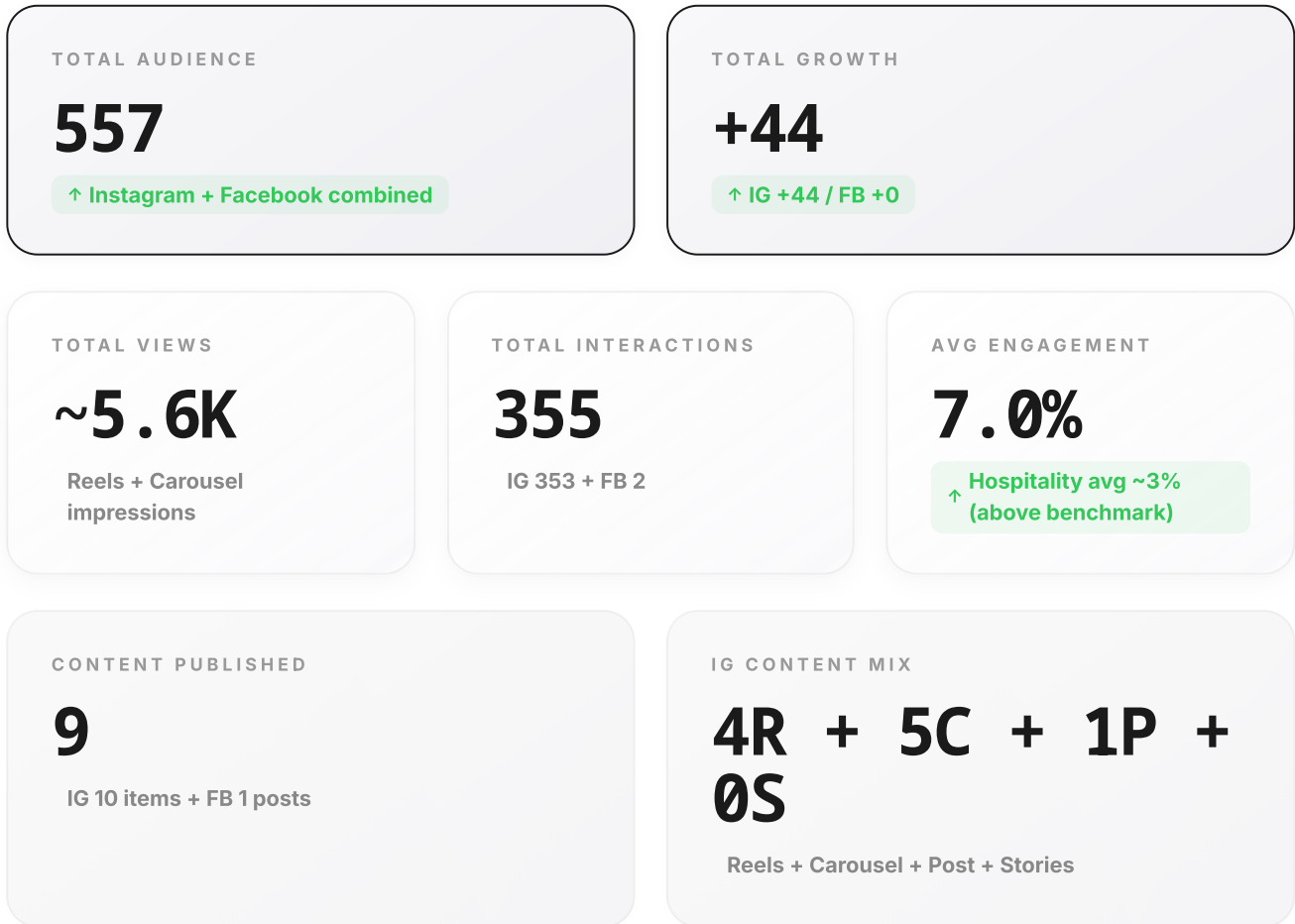
EXTRACTED ON **06 April 2026, 13:00 CET**

DATA SOURCE **Metricool API + Meta Business Suite**

PREPARED BY **Social Media Team**

BRAND **Breeze – Puerto Banús**

Overview



Platform Contribution



Followers

INSTAGRAM

546

↑ +9.42% (+44)

FACEBOOK

11

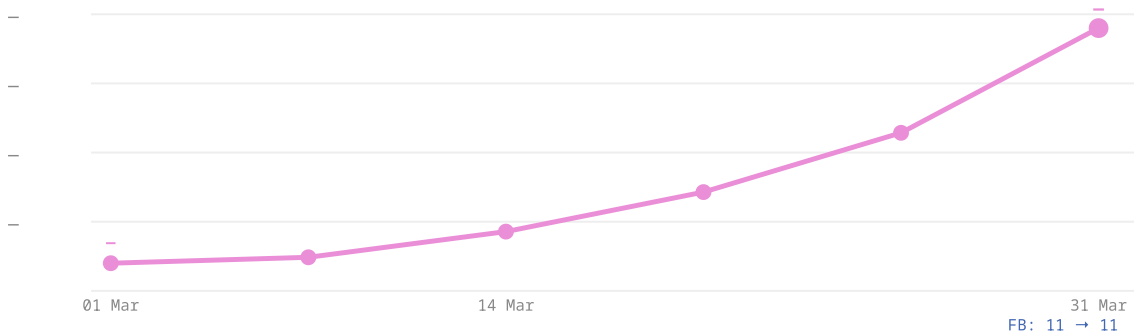
↑ stable (+0)

TOTAL AUDIENCE (2 NETWORKS)

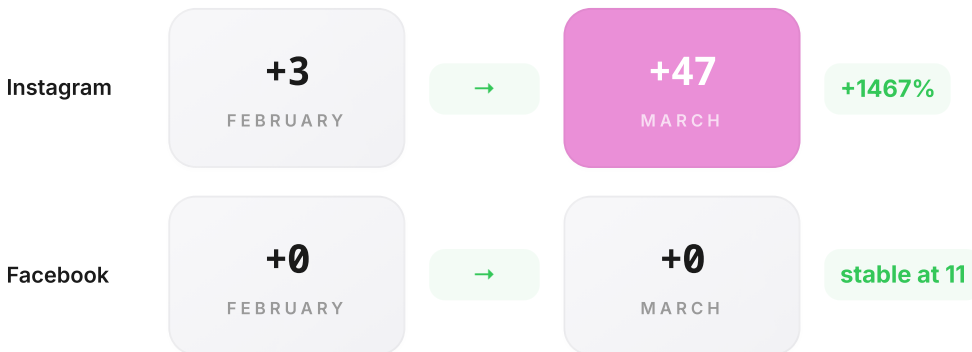
557

↑ Net Growth: +44

● Instagram ● Facebook



Month-over-Month Comparison



Instagram Deep Dive

FOLLOWERS

546

+44 (+9.42%)

FOLLOWING

103

this month

TOTAL INTERACTIONS

353

↑ vs Feb

AVG ENGAGEMENT RATE

5.6%

↑ 3.7x above 1.5% industry avg

POSTS PUBLISHED

10

↑ vs Feb

AVG VIEWS / POST

665

Across reels + carousels

Content Breakdown

REELS

4

Avg 518 views

CAROUSELS

5

Avg 401 views

STORIES

—

Not tracked

Month-over-Month

FOLLOWERS GROWTH

+47

+9.4% vs Feb

INTERACTIONS

353

Sum across 10 posts

CONTENT VOLUME

10

4R + 5C + 1P

Facebook Deep Dive

PAGE FOLLOWS

11

↑ +0 (stable)

POSTS PUBLISHED

1

↑ this month

PAGE VIEWS

~12

↑ this month

ENGAGEMENTS

2

↑ this month

Month-over-Month Comparison

PAGE FOLLOWS

11 FEBRUARY	→	11 MARCH
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stable

ENGAGEMENTS

– FEBRUARY	→	2 MARCH
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light FB activity

Facebook Growth

Page Follows

+0 FEBRUARY	→	+0 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

557

Across Instagram + Facebook

IG / FB SPLIT

98 / 2%

Instagram dominates audience

IG GROWTH RATE

9.4%

↑ Strong monthly acceleration

FB GROWTH RATE

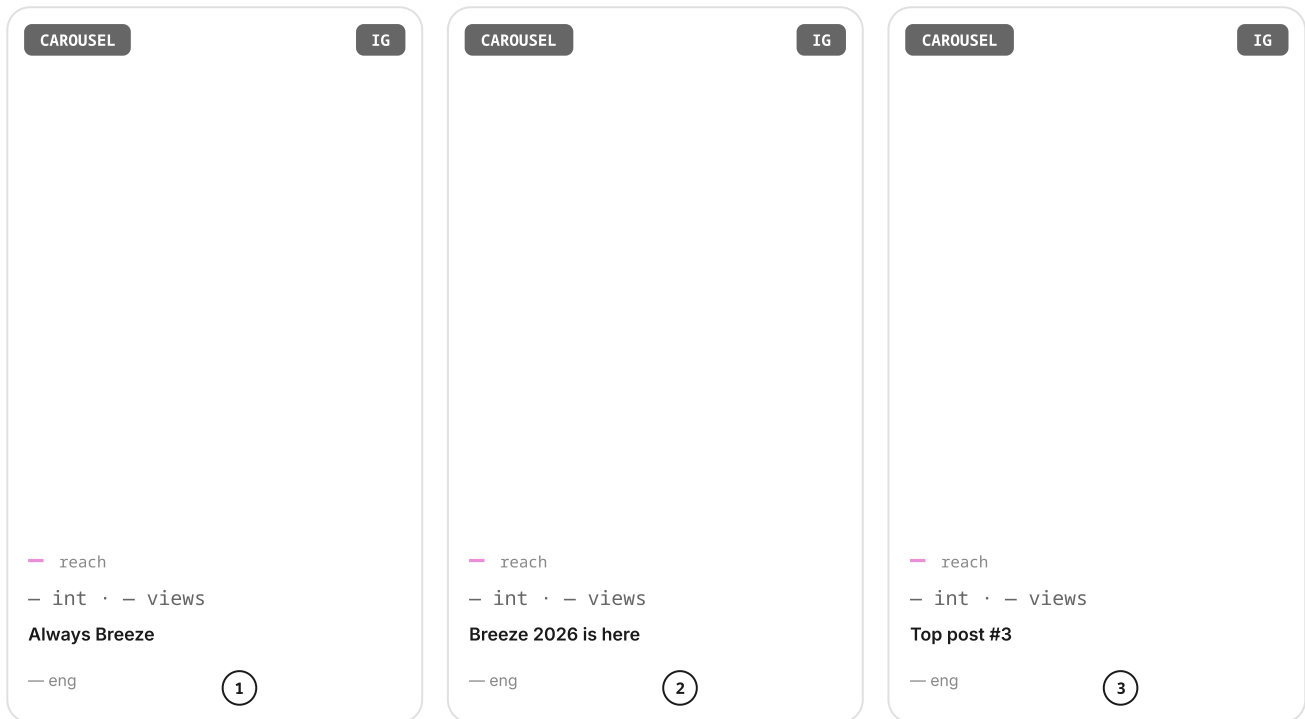
0.0%

Stable at 11

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

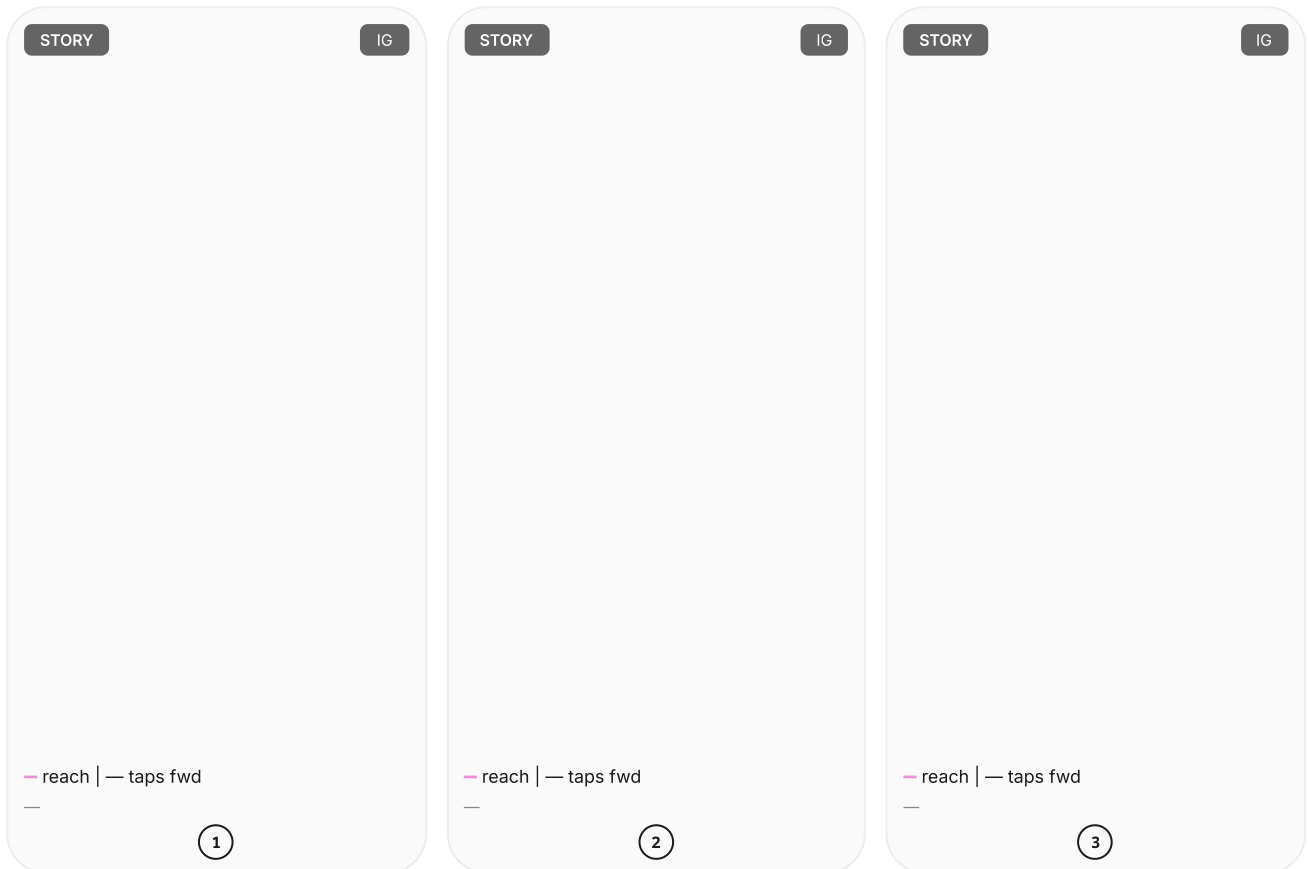
Top 5 Posts / Reels (sorted by interactions)



#	CONTENT	TYPE	VIEWS	REACH	LIKES	COMM	SHARES	SAVES	ENG%
1	Always Breeze	Carousel	–	–	–	6	1	14	–
2	Breeze 2026 is here	Carousel	–	–	–	0	9	9	–
3	Top post #3	Carousel	–	–	–	12	10	8	–
4	Top post #4	Carousel	–	–	–	8	5	4	–
5	Top post #5	Reel	–	–	–	3	7	1	–
6	Top post #6	Image	–	–	42	7	9	3	–

Stories Performance

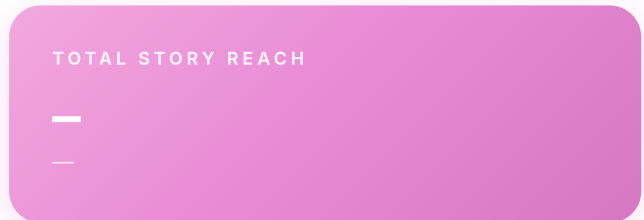
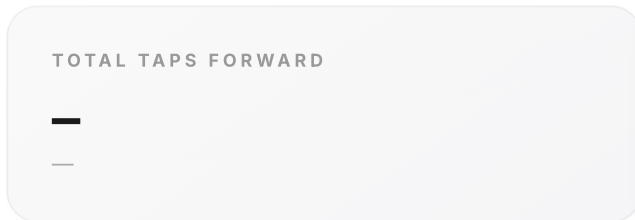
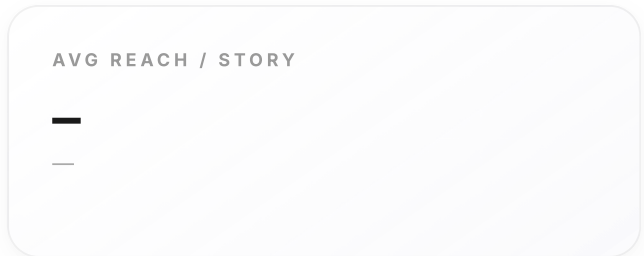
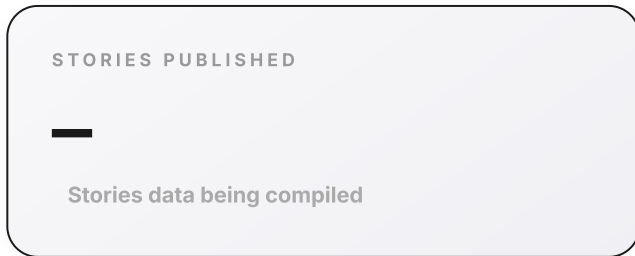
Top 3 Stories by Reach



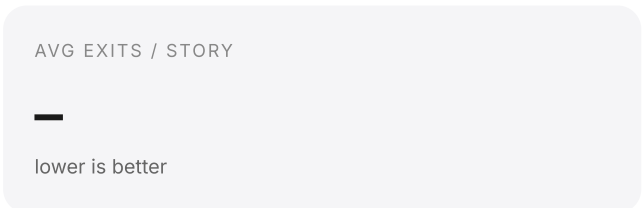
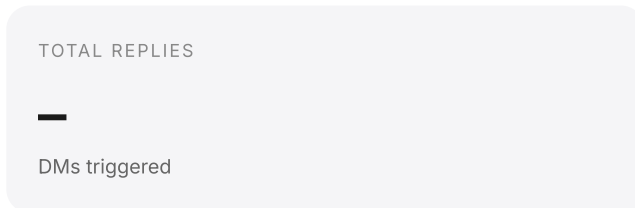
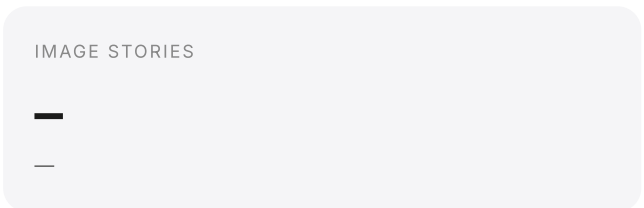
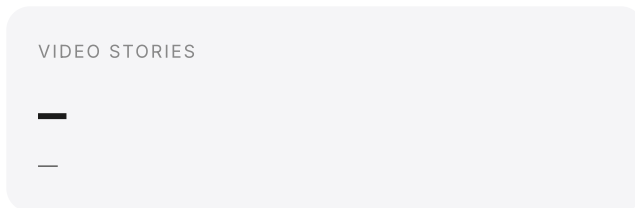
#	DATE	TYPE	REACH	IMPR.	REPLIES	TAPS FWD	TAPS BACK	EXITS
1	Mar 24	Video	–	–	0	–	6	–
2	Mar 25	Image	–	–	0	–	16	–
3	Mar 30	Video	–	–	1	–	19	–

Insight: Stories data is being compiled for this reporting period. Once aggregated, the top 3 stories by reach will appear here with full breakdown (taps forward, exits, replies).

Stories Overview



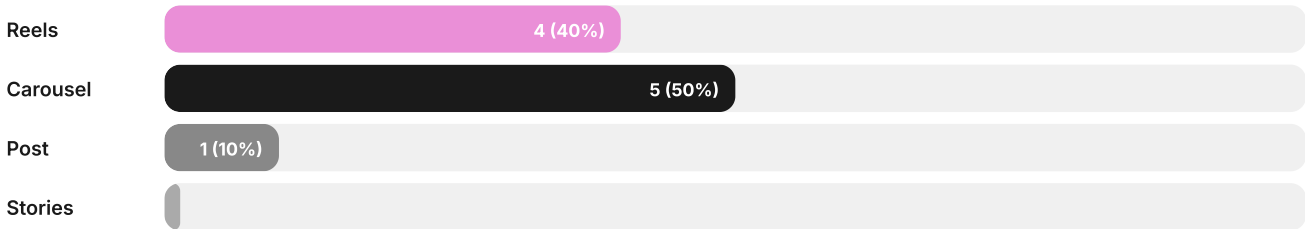
Story Content Categories



Insight: Story content breakdown and top 3 stories are being compiled from Metricool's stories endpoint. Once complete, this page will show total reach, tap-forward rate, and video vs image split.

Content Type Analysis

Feed Content Split (4 categories)



TYPE	QTY	AVG VIEWS	AVG REACH	AVG LIKES	AVG ENG%
Reels	4	–	–	–	–
Carousel	5	–	–	–	–
Post	1	3.196	1.512	143	–
Stories	0	–	–	–	–

Reels Strength

- Reach on IG's discovery feed
- Fast storytelling (≤15 sec)
- Fast storytelling (≤15 sec)
- Algorithm-friendly format

Carousel Strength

- Higher save rate (gallery-worthy)
- Multi-image showcases
- Menu, venue, atmosphere
- Longer time spent per post

Recommendation: Balance Reels for discovery and Carousels for storytelling. Content mix should reflect the brand's narrative goals each month.

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 Coffee & Brunch

Positioning as a premium coffee shop and brunch destination in Puerto Banús, with authentic Mediterranean lifestyle content and curated food photography.

KEY DIFFERENTIATOR

Puerto Banús Location

Boutique atmosphere, specialty coffee quality, and a Puerto Banús location that attracts both local regulars and international visitors.

BREEZE

5.6%

Engagement Rate

vs

INDUSTRY AVG

1.5%

Hospitality Avg

3.7x

ABOVE AVERAGE

Puerto Banús — Food & Beverage Scene

HOTEL	FOLLOWERS	ENG RATE	POSTS/MO	REELS
Starbucks Reserve	~380K	0.8%	–	~4
% Arabica Marbella	~95K	1.4%	~25	~3
Jardín de Banús	~12K	–	~15	~8
Santos Coffee	~8K	1.5%	~20	~6
Breeze	–	5.6%	10	4
—	–	2.0%	~18	–

Key Insight: Breeze is building a distinct position in its sector. The engagement rate is a leading indicator of content quality and audience fit. Next quarter focus: sustain this quality while scaling audience and cadence.

Insights & Recommendations

Insights

01

What's Working

- **IG growth this month:** see Followers page for exact number and MoM delta.
- **High engagement (5.6%):** 3.7x above hospitality avg. Quality audience converting on bookings.
- **Content performance varies by format:** see Content Type Analysis for per-format averages.
- **Story consistency:** daily touchpoints keep the brand top-of-mind.

02

What's Not Working

- **Channel distribution:** 546 on IG vs 11 on FB. Each channel plays its own role in the mix.
- **Content mix is balanced:** see P4 Content Breakdown for the exact Reels/Carousels/Stories split.
- **Story interactivity opportunity:** add polls, questions, and sliders to lift reply rate.

03

Key Learning

March performance reflects the brand's baseline for the quarter. Key metrics are tracking against the monthly goal. The take-away: consistency and quality beat volume for this audience. Maintain current cadence and format mix through April, iterating on what works.

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

- Hero content showcasing the brand's core experience
- Event coverage and brand moments
- Behind-the-scenes: team, process, workspace
- UGC reposts from clients (tagged posts, story reshares)

06

Platform Strategy

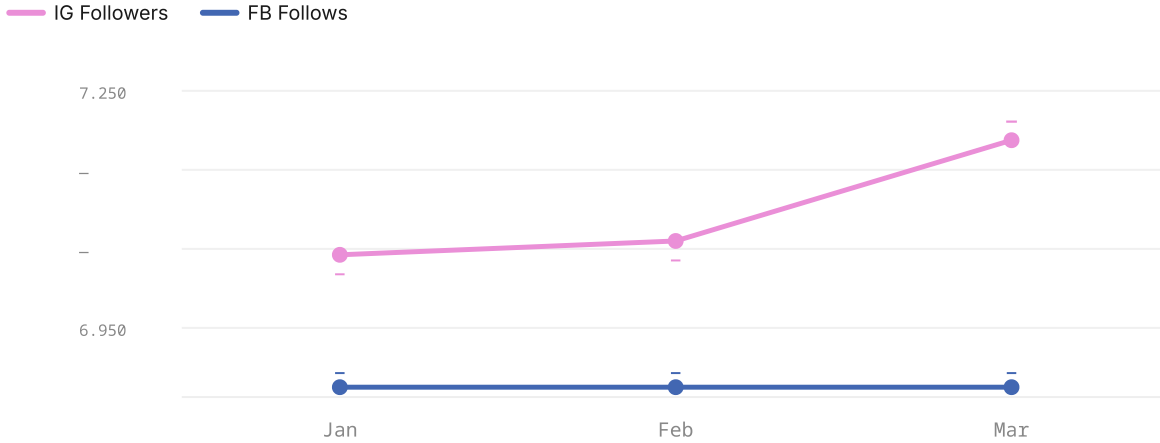
- **Instagram:** Primary channel — carousels for storytelling, reels for discovery
- **Facebook:** Light presence — cross-post hero IG content with longer captions
- Plan influencer collaborations for April/May peak season

07

Growth Goals for April

- IG Followers: +10% target vs March baseline
- Engagement Rate: maintain or improve vs March
- Interactions: +15% target vs March
- Stories: add interactive stickers to lift reply rate

Quarterly Evolution



KPI	JANUARY	FEBRUARY	MARCH	TREND
Total IG Followers	–	499	546	↗
IG Net Growth	–	–	–	↗
IG Interactions	–	~120	353	↗
IG Content Pieces	–	–	–	↗
FB Follows	–	11	11	↗
FB Engagements	–	–	–	↗
Total Audience	–	–	–	↗
Overall Score	–	–	–	↗

Growth trajectory: accelerating towards the season. Quarterly data is being compiled for Breeze. Once all three months of Q1 are aggregated, this section will show follower growth trajectory, interactions evolution, and view counts by month. **April target: continued growth trajectory.**

Thank you!

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

elephantpink™

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