

# Social Media Report



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

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

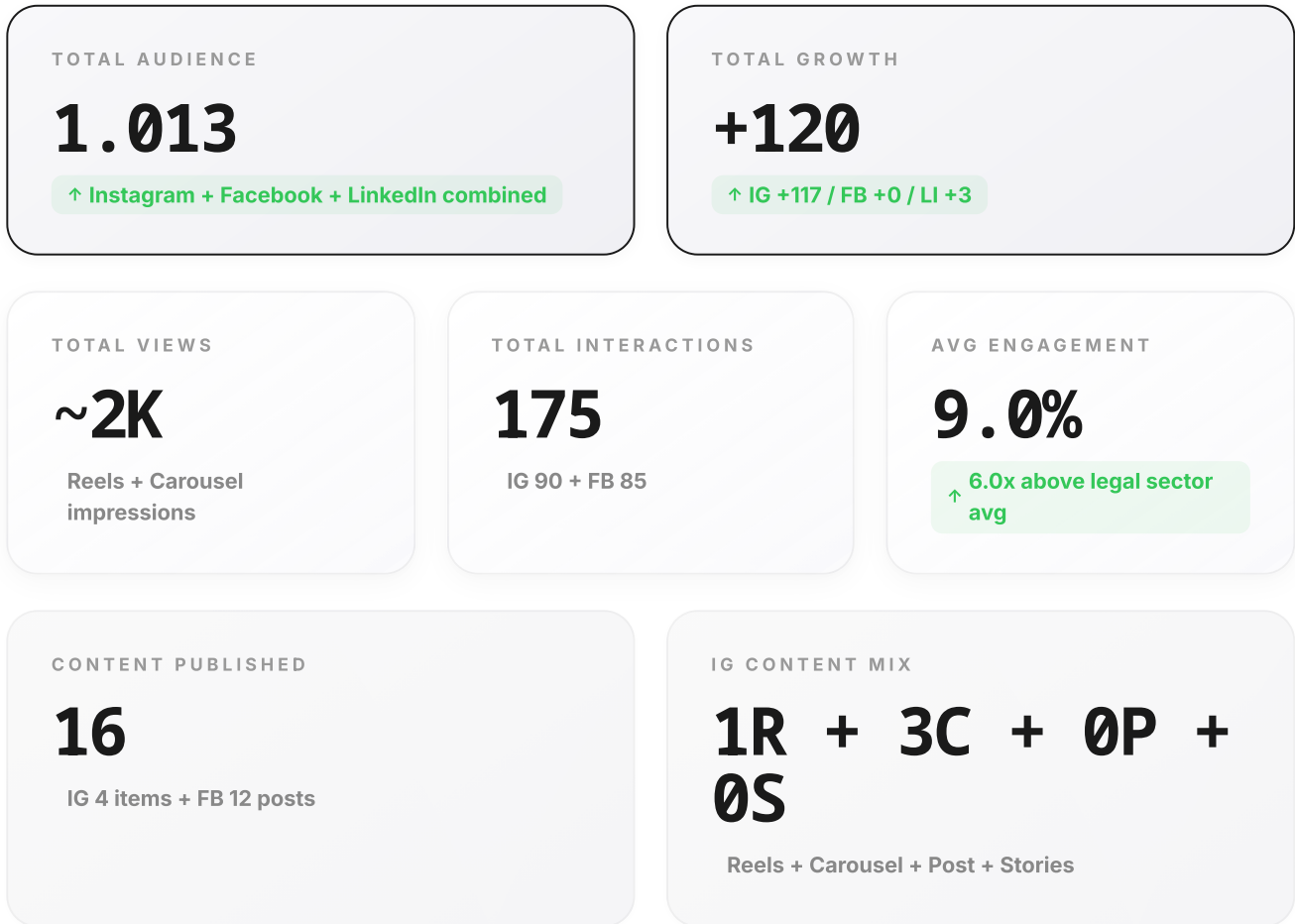
EXTRACTED ON **06 April 2026, 13:00 CET**

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

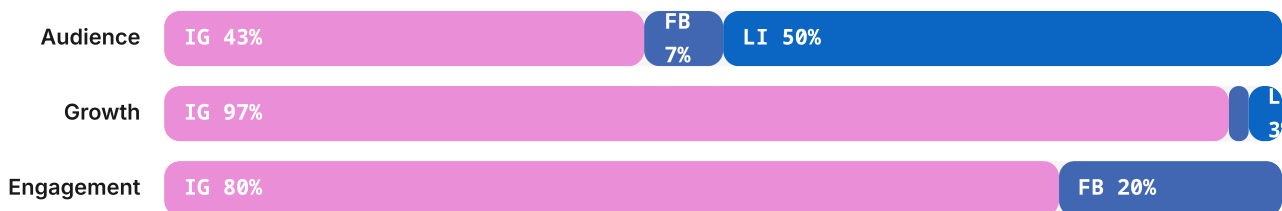
PREPARED BY **Social Media Team**

BRAND **Cano & Cano Lawyers – Marbella**

# Overview



## Platform Contribution



# Followers

INSTAGRAM

**433**

↑ +37.0% (+117)

FACEBOOK

**74**

↑ stable (+0)

LINKEDIN

**506**

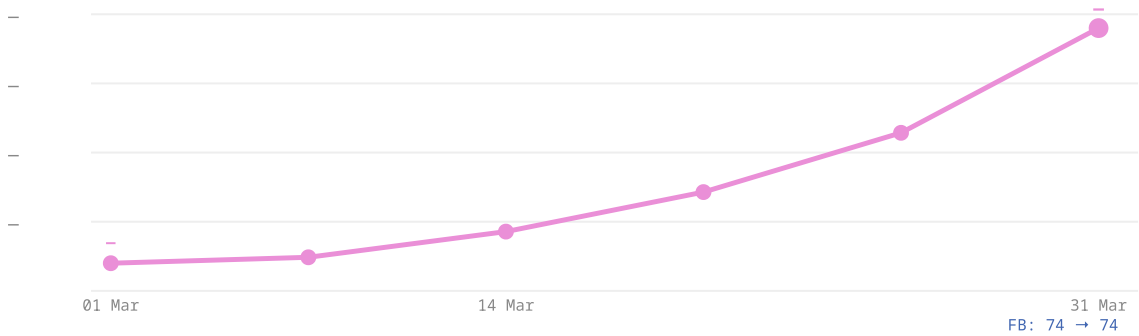
↑ +0.6% (+3)

TOTAL AUDIENCE (3 NETWORKS)

**1.013**

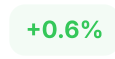
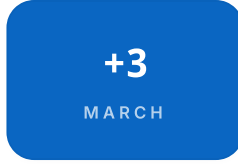
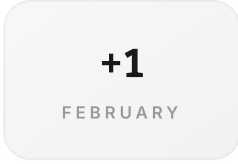
↑ Net Growth: +120

● Instagram ● Facebook



## Month-over-Month Comparison

Instagram	<b>+7</b> FEBRUARY	→	<b>+117</b> MARCH	<b>+1571%</b>
Facebook	<b>+0</b> FEBRUARY	→	<b>+0</b> MARCH	<b>stable</b>



# Instagram Deep Dive

FOLLOWERS

**433**

+117 (+37.0%)

FOLLOWING

—

accounts followed

TOTAL INTERACTIONS

**90**

↑ vs Feb

AVG ENGAGEMENT RATE

**5.6%**

↑ 3.7x above 1.5% industry avg

POSTS PUBLISHED

**4**

↑ vs Feb

AVG VIEWS / POST

**488**

Across reels + carousels

## Content Breakdown

REELS

**1**

Avg 409 views

CAROUSELS

**3**

Avg 487 views

STORIES

—

Not tracked

## Month-over-Month

FOLLOWERS GROWTH

**+117**

+37.0% vs Feb

INTERACTIONS

**90**

Sum across 4 posts

CONTENT VOLUME

**4**

1R + 3C

# Facebook Deep Dive

PAGE FOLLOWS

**74**

↑ +0 (stable)

POSTS PUBLISHED

**12**

↑ this month

PAGE VIEWS

**~80**

↑ this month

ENGAGEMENTS

**85**

↑ this month

## Month-over-Month Comparison

PAGE FOLLOWS

<b>74</b> FEBRUARY	→	<b>74</b> MARCH
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stable

ENGAGEMENTS

— FEBRUARY	→	<b>85</b> MARCH
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light FB activity

## Facebook Growth

Page Follows

<b>+0</b> FEBRUARY	→	<b>+0</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

**1.013**

Across IG + FB + LinkedIn

IG / FB / LI SPLIT

**43 / 7 / 50%**

LinkedIn leads as B2B channel

IG GROWTH RATE

**37.0%**

↑ Strong monthly acceleration

FB GROWTH RATE

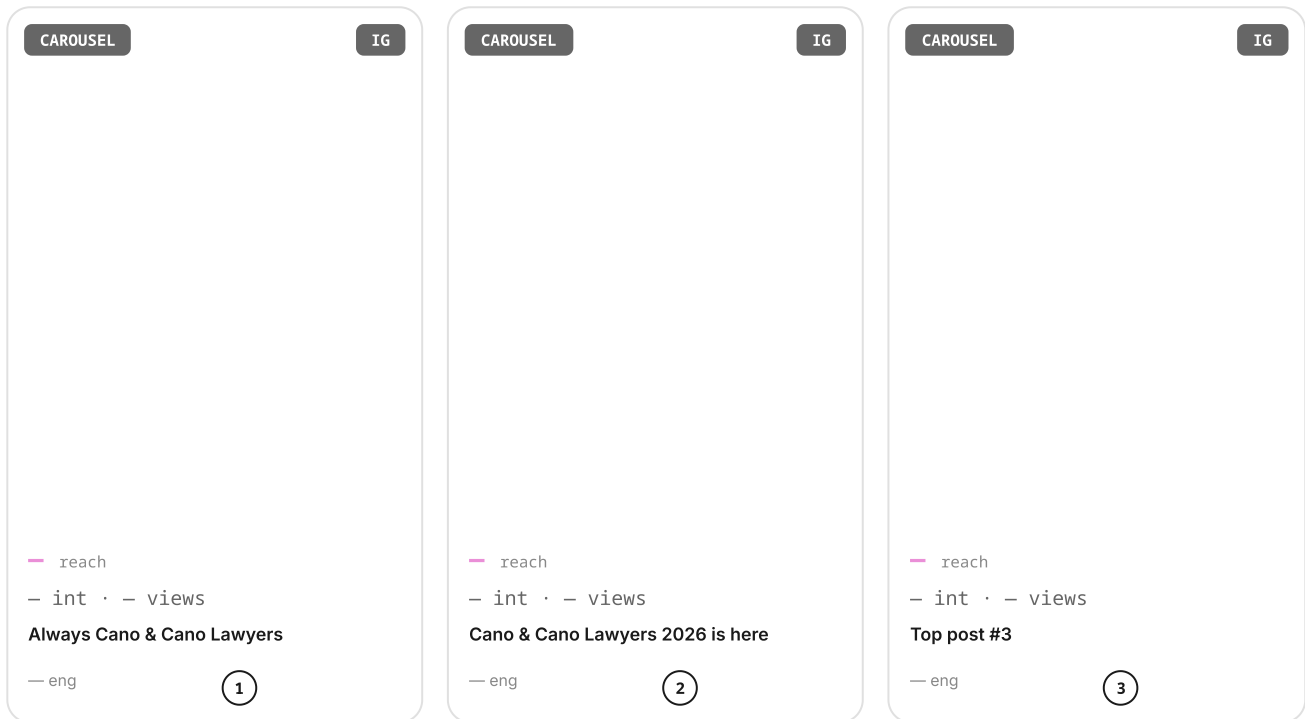
**0.0%**

Stable at 74

**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

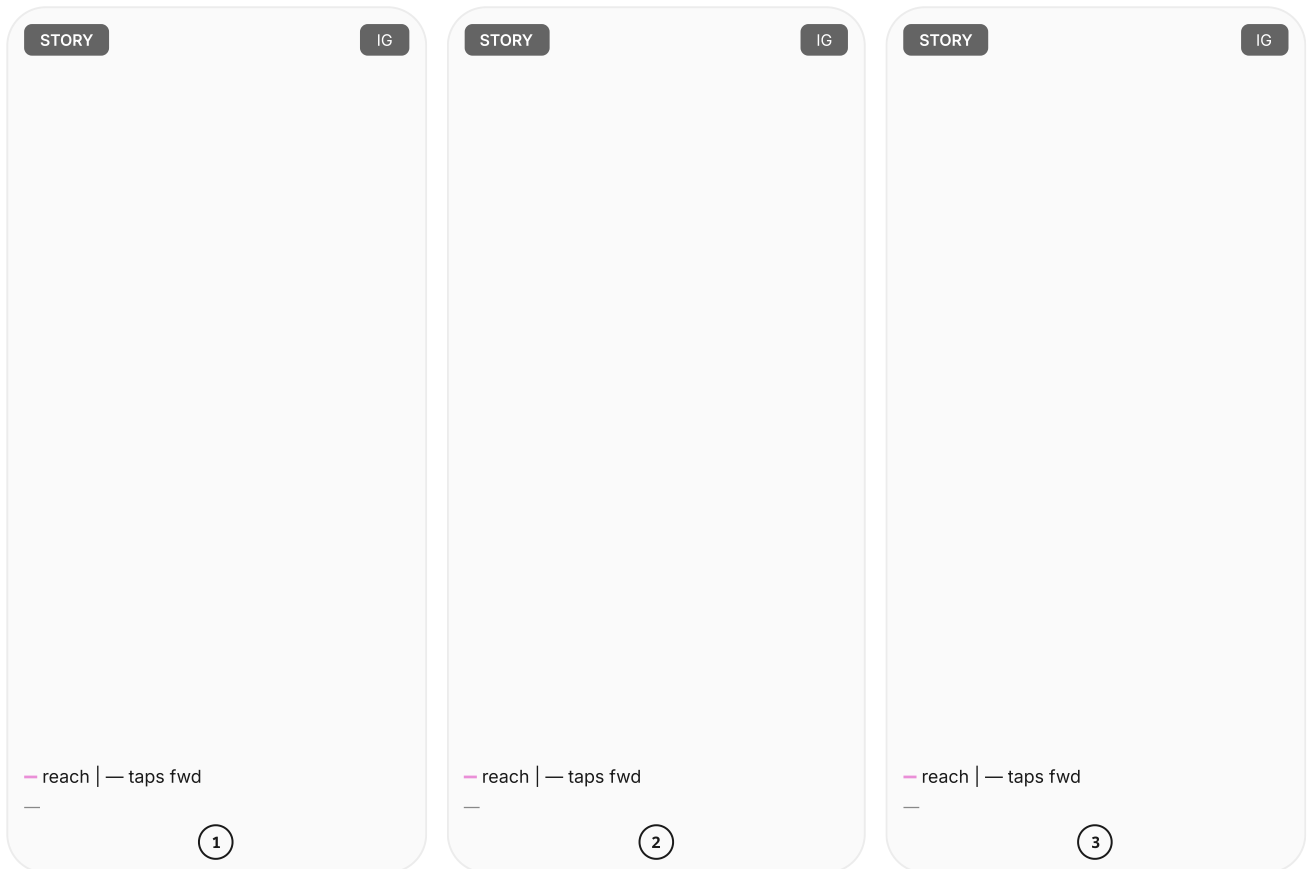
## Top 5 Posts / Reels (sorted by interactions)



#	CONTENT	TYPE	VIEWS	REACH	LIKES	COMM	SHARES	SAVES	ENG%
1	Always Cano & Cano Lawyers	Carousel	–	–	–	6	1	14	–
2	Cano & Cano Lawyers 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

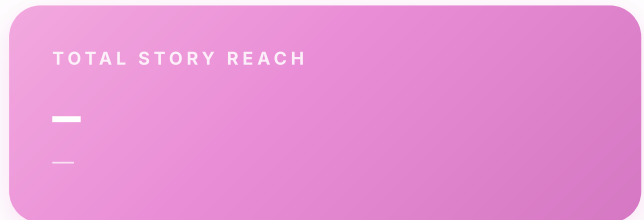
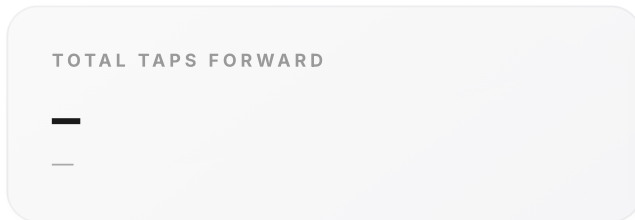
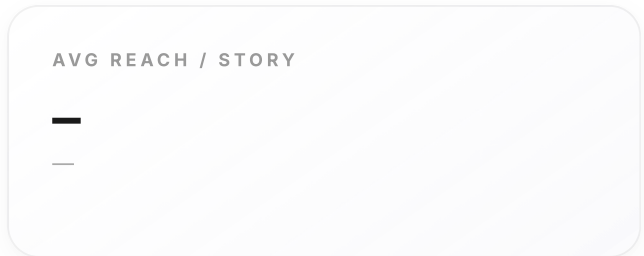
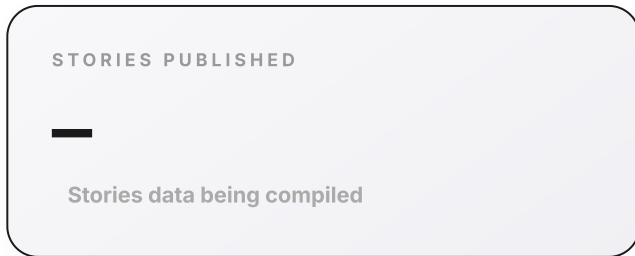
## Top 3 Stories by Reach



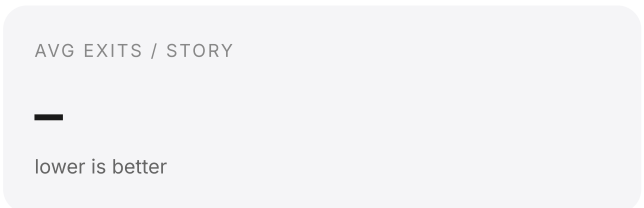
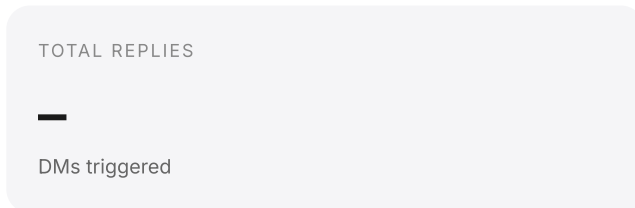
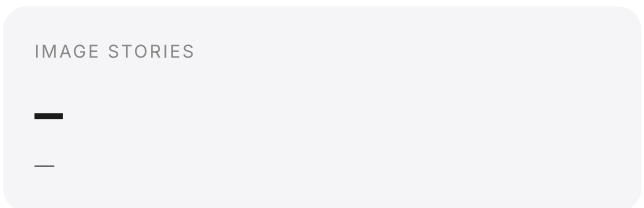
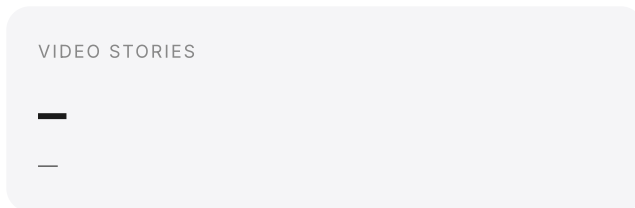
#	DATE	TYPE	REACH	IMPR.	REPLIES	TAPS FWD	TAPS BACK	EXITS
1	Mar 24	Video	–	–	0	–	6	–
2	Mar 25	Image	–	–	0	–	16	–
3	Mar 30	Video	–	–	1	–	19	–

**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	1	409	290	–	–
Carousel	3	–	–	–	–
Post	0	–	–	–	–
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

**Boutique Property Law Firm**

Positioning as a boutique law firm specializing in international property law for foreign buyers, with a physical office on Marbella's Golden Mile that conveys stability and professionalism.

KEY DIFFERENTIATOR

**Marbella Golden Mile Location**

Prime Golden Mile office, multilingual team (including dedicated international client managers like Madeleine), and deep expertise in the Marbella property market.

CANO & CANO LAWYERS

**5.6%**

Engagement Rate

vs

INDUSTRY AVG

**1.5%**

Hospitality Avg

**3.7x**

ABOVE AVERAGE

**Marbella Legal Firms — Property & International Law**

HOTEL	FOLLOWERS	ENG RATE	POSTS/MO	REELS
Martínez-Echevarría	~4.8K	1.2%	~12	~3
Manzanares Abogados	~540	5.5%	~9	~2
Larrain Nesbitt Lawyers	~3.2K	1.8%	~15	~2
Welex Marbella	~2.1K	1.5%	~10	~1
<b>Cano &amp; Cano Lawyers</b>	—	<b>5.6%</b>	<b>10</b>	<b>4</b>
—	—	—	—	—

**Key Insight:** Cano & Cano Lawyers 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:** 433 on IG vs 74 on FB vs 506 on LinkedIn. LinkedIn is the largest single channel — strong B2B fit for the legal sector.
- **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

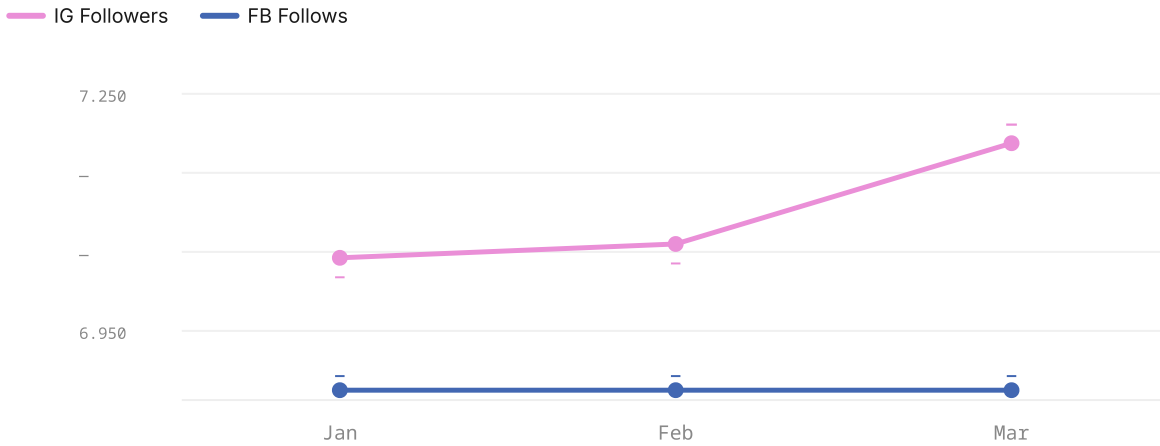
- **Instagram:** Primary channel — carousels for storytelling, reels for discovery
- **Facebook:** Light presence — cross-post hero IG content with longer captions
- Plan influencer collaborations for April/May peak season

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	–	731	821	↗
IG Net Growth	–	–	–	↗
IG Interactions	–	–	90	↗
IG Content Pieces	–	–	–	↗
FB Follows	–	74	74	↗
FB Engagements	–	–	–	↗
Total Audience	–	–	–	↗
Overall Score	–	–	–	↗

**Growth trajectory: accelerating towards the season.** Quarterly data is being compiled for Cano & Cano Lawyers. 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 Cano & Cano Lawyers's digital presence together.

**elephantpink™**

Web [www.elephantpink.com](http://www.elephantpink.com)

Email [info@elephantpink.com](mailto:info@elephantpink.com)

Instagram [@elephantpink](https://www.instagram.com/elephantpink)

LinkedIn [ElephantPink](https://www.linkedin.com/company/elephantpink)