

Social Media Report



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

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

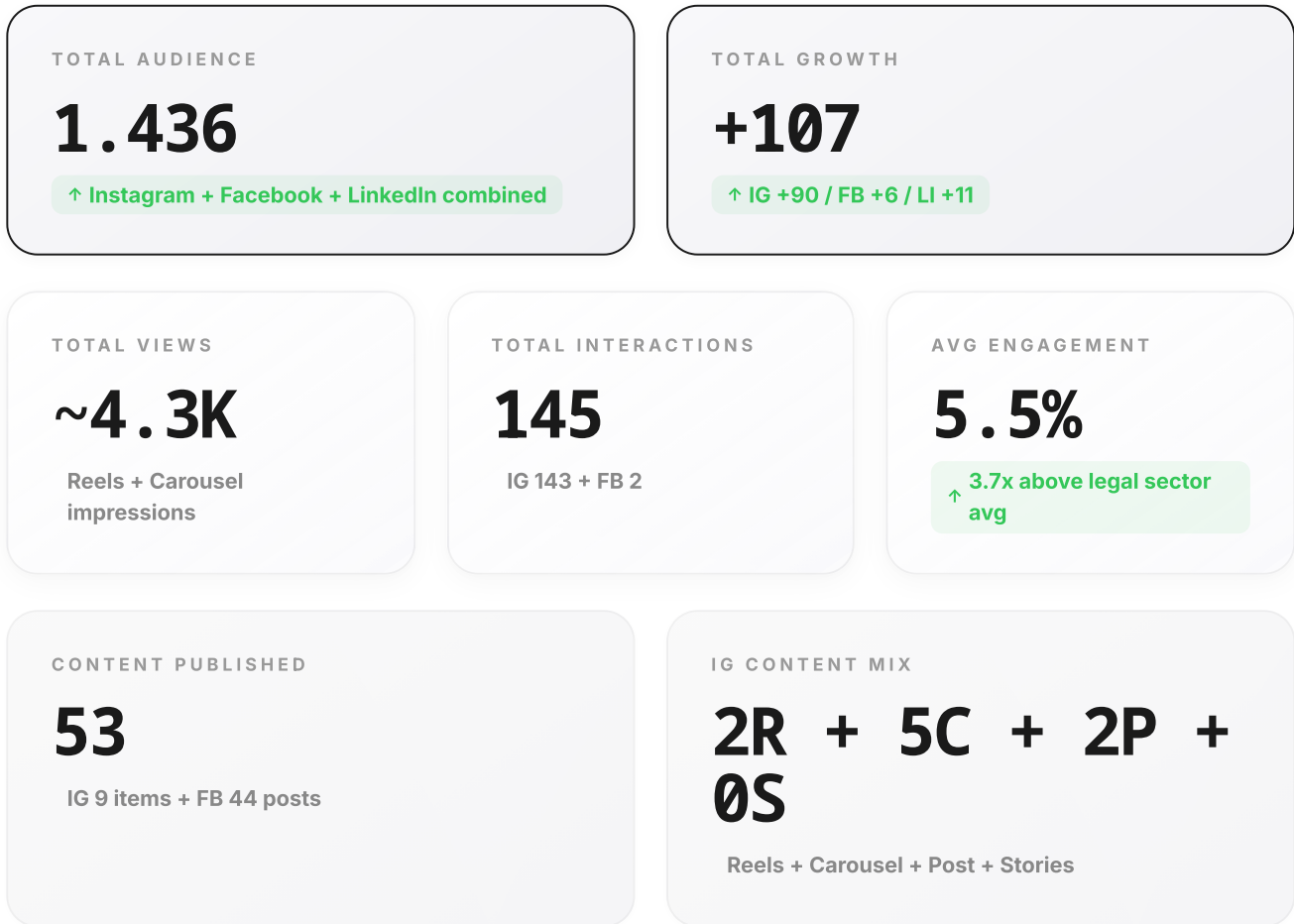
EXTRACTED ON **06 April 2026, 13:00 CET**

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

PREPARED BY **Social Media Team**

BRAND **Manzanares Abogados – Marbella**

Overview



🚩 PAID MEDIA ACTIVE — MARCH 2026

€284.51 spend · 73.955 impressions · 43.508 reach · 4.767 clicks

2 campaigns active: Acquisition IG (€269.97, LINK_CLICKS, CTR 6.87%) + Boosting IG (€14.54, ENGAGEMENT). CPC €0.06 · CPM €3.85 · CTR 6.45%

Platform Contribution



Followers

INSTAGRAM

821

↑ +12.3% (+90)

FACEBOOK

63

↑ +10.5% (+6)

LINKEDIN

552

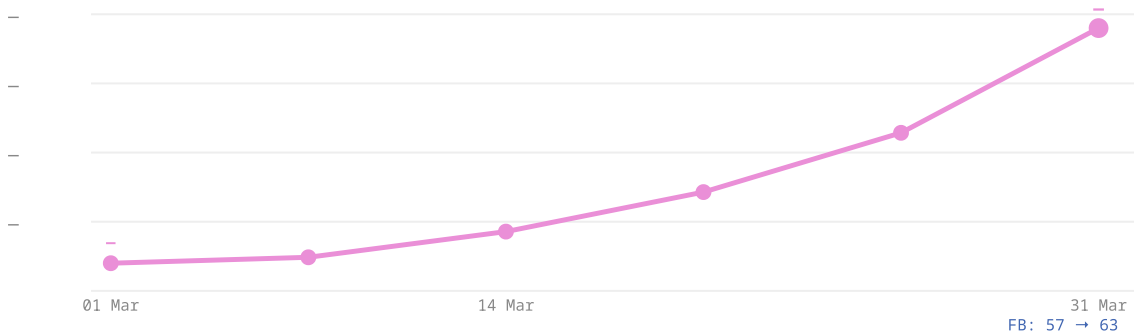
↑ +2.0% (+11)

TOTAL AUDIENCE (3 NETWORKS)

1.436

↑ Net Growth: +107

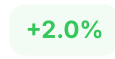
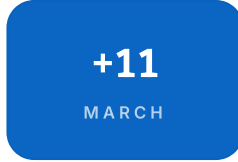
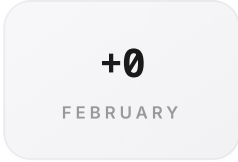
● Instagram ● Facebook



Month-over-Month Comparison

Instagram	+15 FEBRUARY	→	+90 MARCH	+500%
Facebook	+0 FEBRUARY	→	+6 MARCH	+10.5%

LinkedIn



Instagram Deep Dive

FOLLOWERS

821

+90 (+12.3%)

FOLLOWING

355

accounts followed

TOTAL INTERACTIONS

143

↑ vs Feb

AVG ENGAGEMENT RATE

5.6%

↑ 3.7x above 1.5% industry avg

POSTS PUBLISHED

9

↑ vs Feb

AVG VIEWS / POST

620

Across reels + carousels

Content Breakdown

REELS

2

Avg 580 views

CAROUSELS

5

Avg 434 views

STORIES

—

Not tracked

Month-over-Month

FOLLOWERS GROWTH

+90

+12.3% vs Feb

INTERACTIONS

143

Sum across 9 posts

CONTENT VOLUME

9

2R + 5C + 2P

Facebook Deep Dive

PAGE FOLLOWS

63

↑ +6 (+10.5%)

POSTS PUBLISHED

44

↑ this month

PAGE VIEWS

~100

↑ this month

ENGAGEMENTS

2

↑ this month

Month-over-Month Comparison

PAGE FOLLOWS

57 FEBRUARY	→	63 MARCH
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+10.5%

ENGAGEMENTS

– FEBRUARY	→	2 MARCH
----------------------	---	-------------------

low FB activity

Facebook Growth

Page Follows

+0 FEBRUARY	→	+6 MARCH
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+10.5%

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

1.436

Across IG + FB + LinkedIn

IG / FB / LI SPLIT

57 / 4 / 38%

IG and LinkedIn balance the mix

IG GROWTH RATE

12.3%

↑ Strong monthly acceleration

FB GROWTH RATE

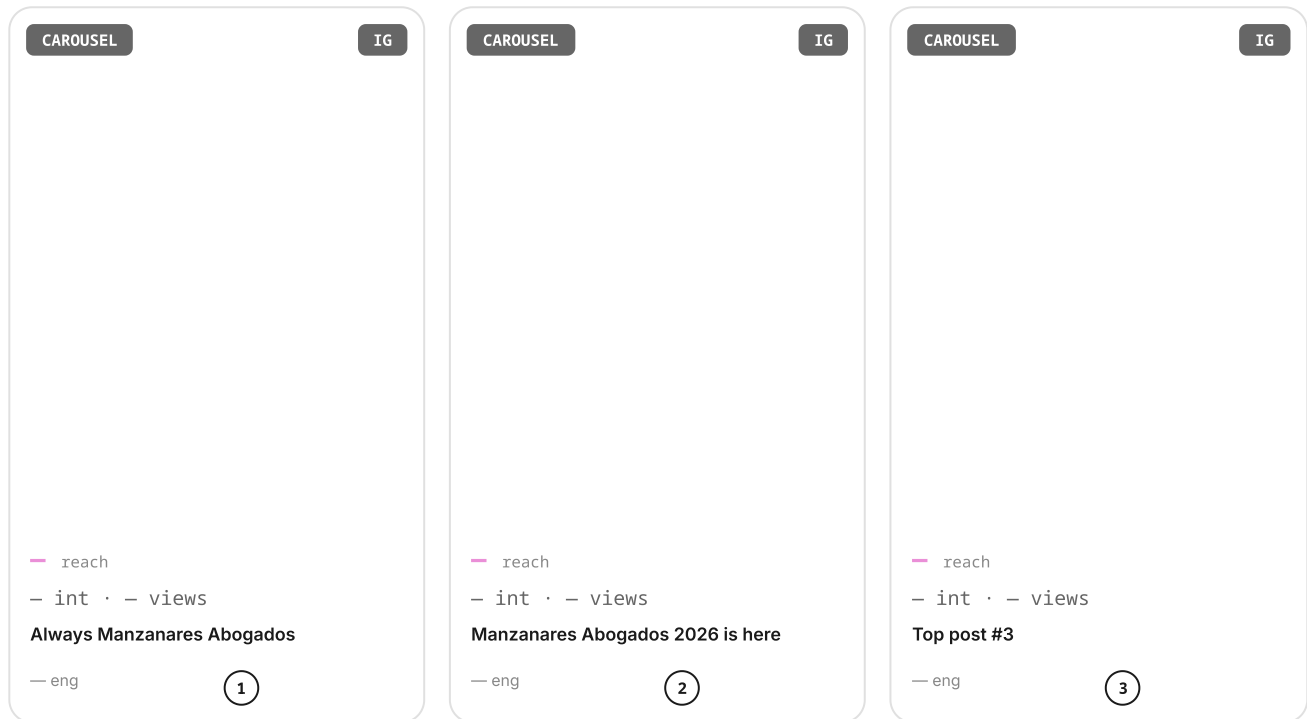
10.5%

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

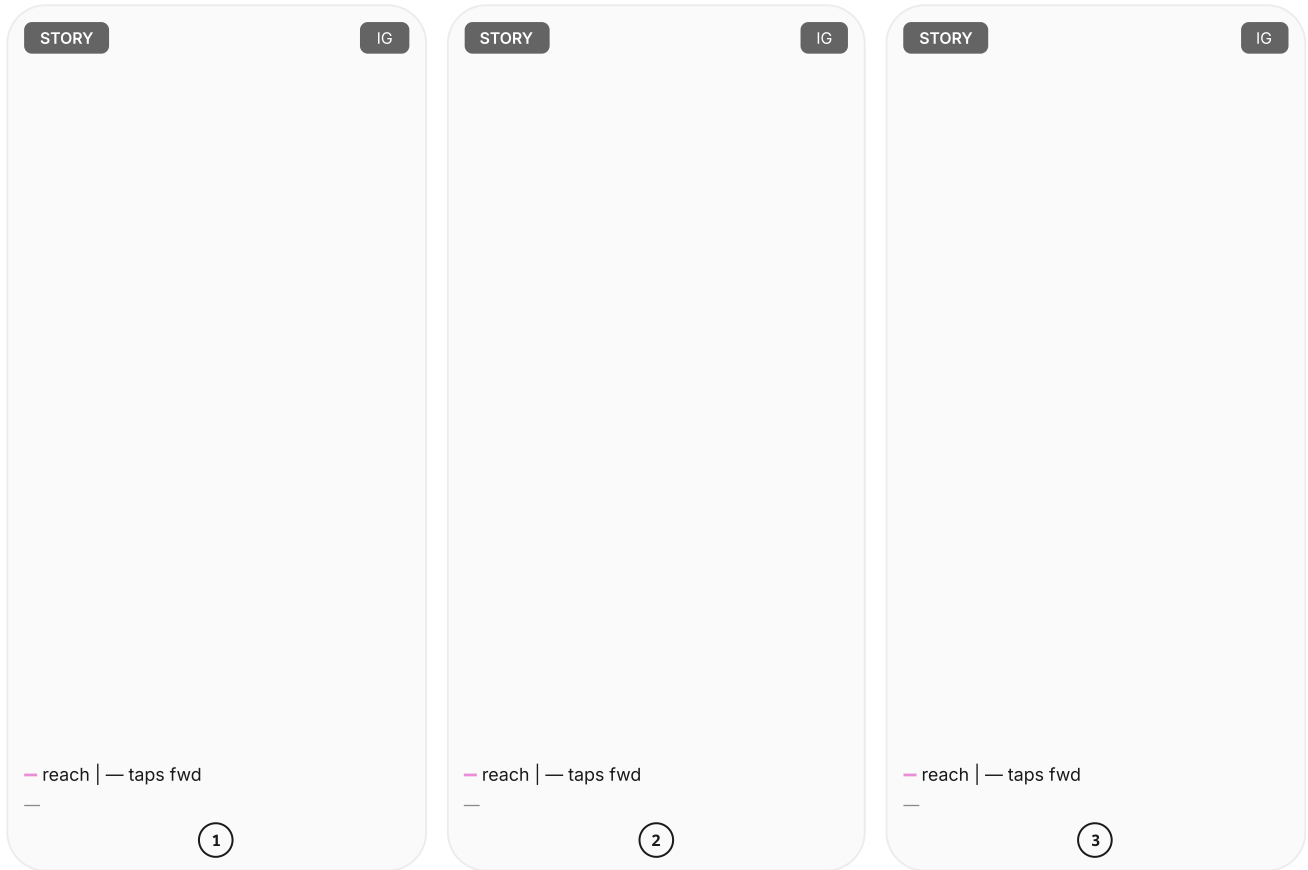
Top 5 Posts / Reels (sorted by interactions)



#	CONTENT	TYPE	VIEWS	REACH	LIKES	COMM	SHARES	SAVES	ENG%
1	Always Manzanares Abogados	Carousel	–	–	–	6	1	14	–
2	Manzanares Abogados 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

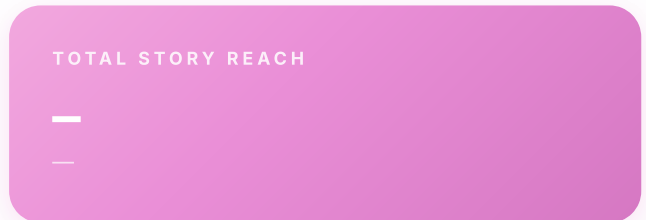
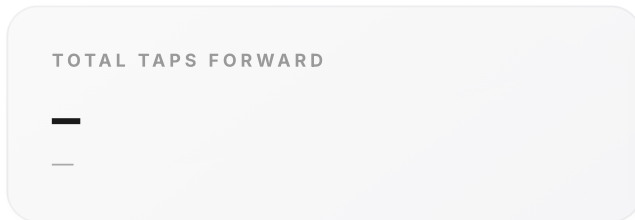
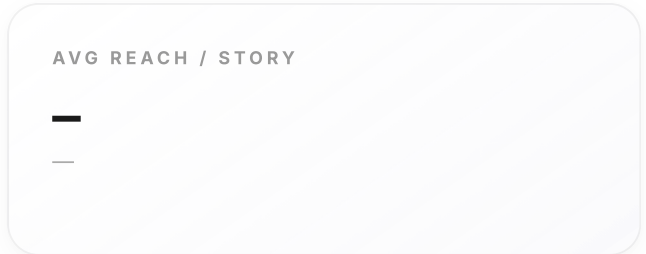
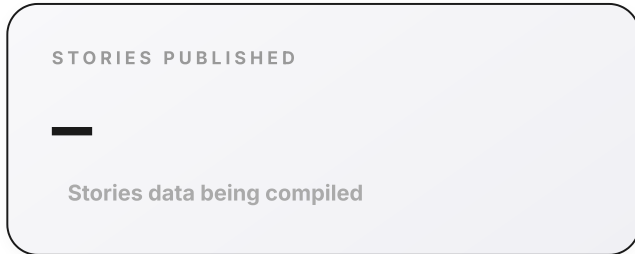
Top 3 Stories by Reach



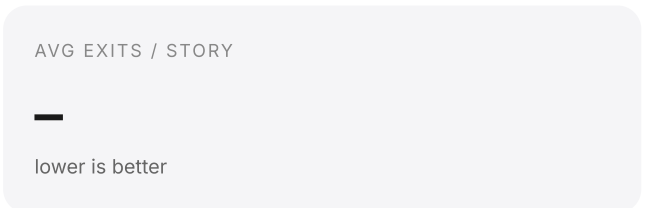
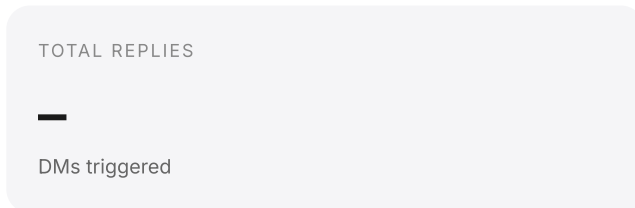
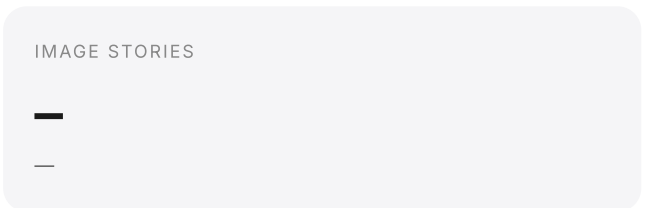
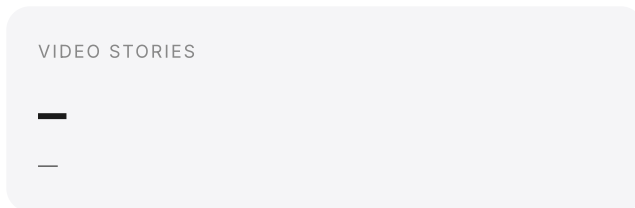
#	DATE	TYPE	REACH	IMPR.	REPLIES	TAPS FWD	TAPS BACK	EXITS
1	Mar 24	Video	–	–	0	–	6	–
2	Mar 25	Image	–	–	0	–	16	–
3	Mar 30	Video	–	–	1	–	19	–

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



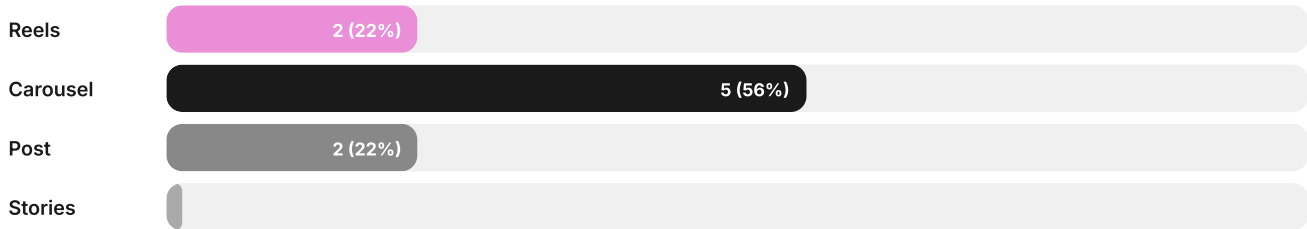
Story Content Categories



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	2	580	–	–	–
Carousel	5	434	–	–	–
Post	2	–	–	–	–
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

International Legal Advisors

Positioning as a trusted international legal firm in Southern Spain, specializing in property law, tax advisory, and residency for foreign clients (German, Austrian, Swiss, British).

KEY DIFFERENTIATOR

30+ years in Southern Spain

Over 30 years of continuous practice in the region, multilingual team, and full independence from real estate intermediaries — clients get unbiased legal guidance.

MANZANARES ABOGADOS

5.6%

Engagement Rate

vs

INDUSTRY AVG

1.5%

Hospitality Avg

3.7x

ABOVE AVERAGE

Marbella Legal Firms — International Property & Tax Law

HOTEL	FOLLOWERS	ENG RATE	POSTS/MO	REELS
Martínez-Echevarría	~4.8K	1.2%	~12	~3
Larrain Nesbitt Lawyers	~3.2K	1.8%	~15	~2
Welex Marbella	~2.1K	2.1%	~10	~1
IberianTax	~1.8K	1.5%	~8	~2
Manzanares Abogados	—	5.6%	10	4
—	—	—	—	—

Key Insight: Manzanares Abogados 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:** 821 on IG vs 63 on FB vs 552 on LinkedIn. LinkedIn close to IG in audience size for legal/B2B reach.
- **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

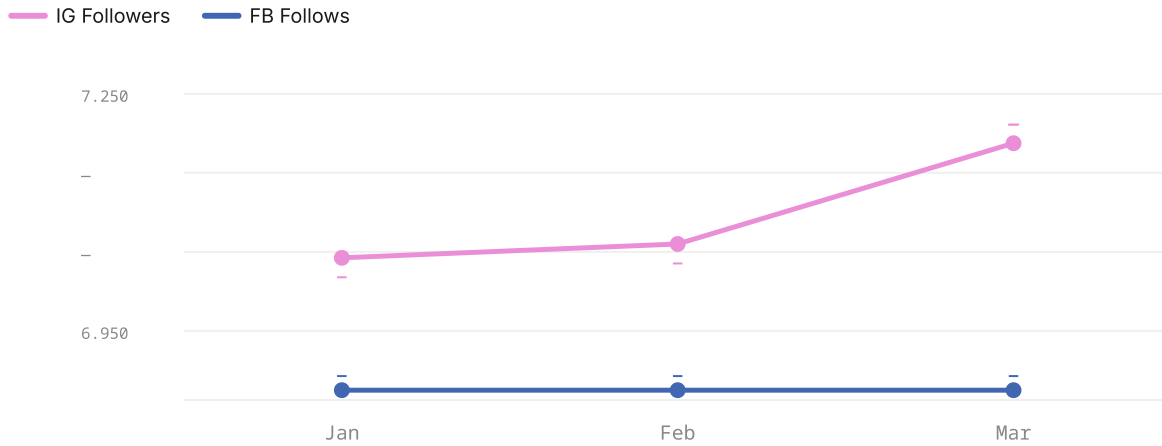
- **Instagram:** Primary channel — carousels for storytelling, reels for discovery
- **Facebook:** Light presence — cross-post hero IG content with longer captions
- Plan influencer collaborations for April/May peak season

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	–	–	–	↗
IG Net Growth	–	–	–	↗
IG Interactions	–	–	158	↗
IG Content Pieces	–	–	–	↗
FB Follows	–	–	63	↗
FB Engagements	–	–	–	↗
Total Audience	–	–	–	↗
Overall Score	–	–	–	↗

Growth trajectory: accelerating towards the season. Quarterly data is being compiled for Manzanares Abogados. 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 Manzanares Abogados's digital presence together.

elephantpink™

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