

Hello

From

Irene Estate Marketing Report



Report Content

This report will showcase all the data from different platforms from 1 May – 31 May 2026

1. Statistics for each platform
2. Best post of the month
3. Paid ad campaigns
4. Summary



Insights - Facebook

Irene Country Hotel

Facebook Page Visits: 1 741
Story Views: 2 765
Total Viewers: 623 678

Views

1 828 233
▲
186,6%

Engagement

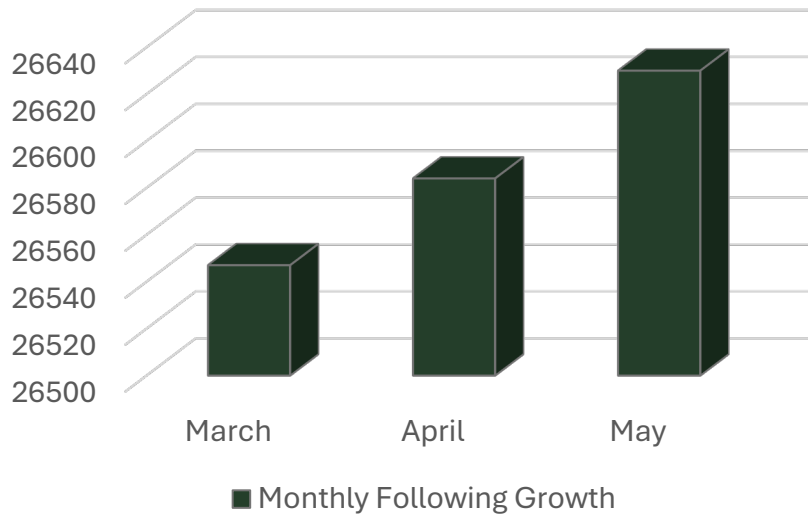
598
▲
24,1%

Views Breakdown

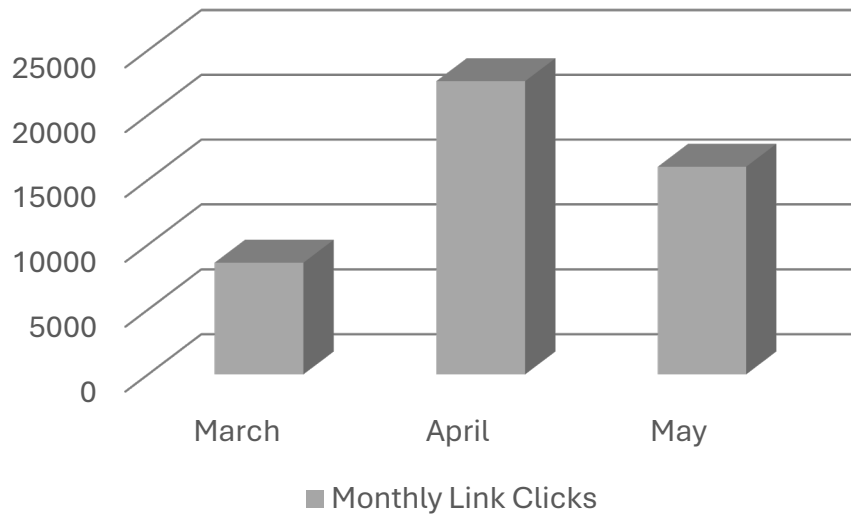
From organic
23,902 increased
by 77.2%

From adverts
1 804 331 increased
by 189%

Page Followers



Organic + Paid Ads Link Clicks



Total Video Watch Time

8hours and 47min
increased by 56,7%

Insights - Instagram

Irene Country Hotel

Instagram Page Visits: 608
Story Views: 3 815
Total Viewers: 64 087

Reach

44 316
▲
68,1%

Engagement

598
▲
90,4%

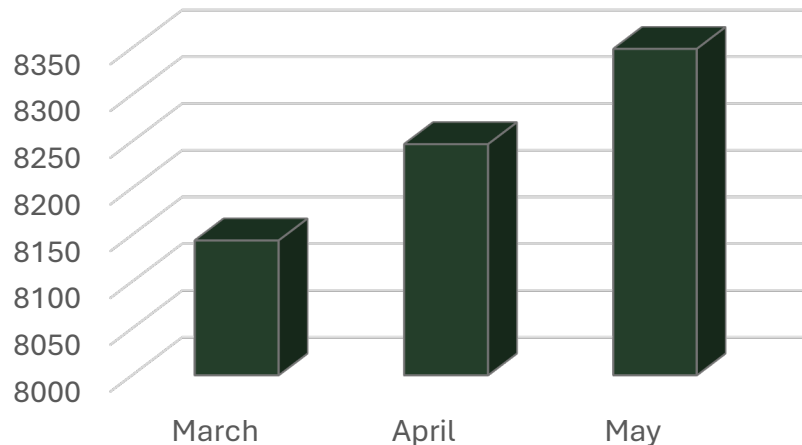
Views Breakdown

From organic
23 727 increased
by 51,6%

From adverts

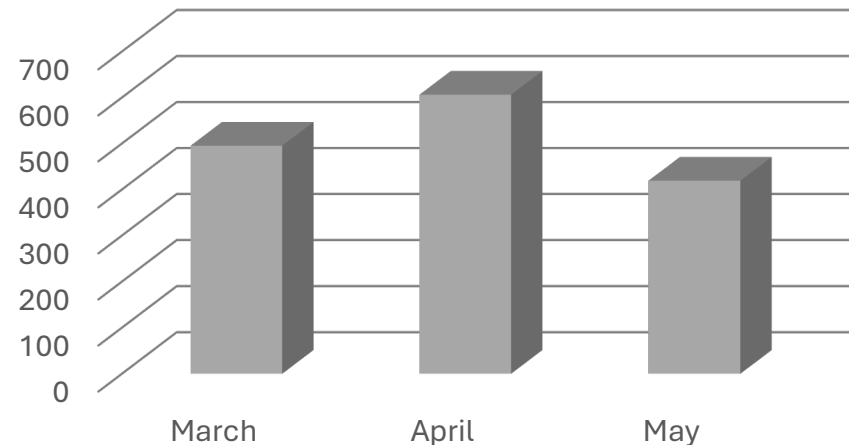
40 360 increased
by 48,3%

Page Followers



■ Monthly Following Growth

Organic + Paid Ads Link Clicks



■ Monthly Link Clicks

Performance highlights

Your Instagram story views from last week (1.8K views) **increased by 199.8%** compared to your Instagram story views from the previous week (595 views).

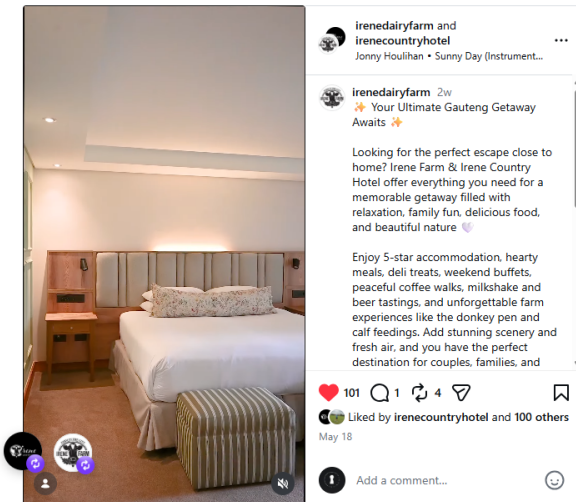
Best Performing Post of the Month

Irene Country Hotel

Instagram Overview

Views: 2 473
Reach: 1 941
Interactions: 112
Likes: 101
Saves: 4
Shares: 2
Watch time: 3h 26m
Follows gained from video: 1
Video Posted: 18 May 2026

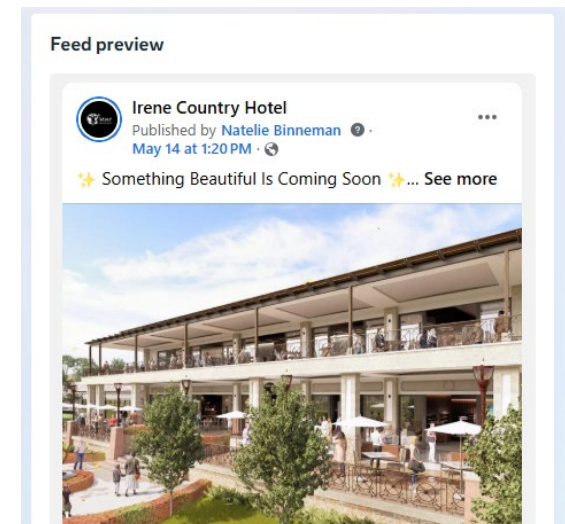
Click here to watch video



Facebook Overview

Views: 3 458
Viewers: 2 478
Interactions: 56
Likes: 14
Link clicks: 3
Comments: 1
Shares: 41
Follows gained from post: 1
Photo Posted: 14 May 2026

Click here to see post



Meta Paid Campaigns

Irene Country Hotel

1. Accommodation Promo

Landing Page Views: 1 383
Link Clicks: 161
Impressions: 858 090
Reach: 168 729
Amount Spent: R3 822-40

[Click here to see ads preview](#)

2. Weekend Escape

Landing Page Views: 3 104
Link Clicks: 601
Impressions: 514 278
Reach: 315 177
Amount Spent: R3 965-74

[Click here to see ads preview](#)

3. Hotel New Rooms

Landing Page Views: 427
Link Clicks: 248
Impressions: 216 088
Reach: 144 535
Amount Spent: R1 480,62

[Click here to see ads preview](#)

4. Dining Package

Landing Page Views: 374
Link Clicks: 383
Impressions: 257 899
Reach: 123 275
Amount Spent: R1 852,87

[Click here to see ads preview](#)

Insights - Facebook

Irene Farm

Facebook Page Visits: 9 620
Story Views: 37 197
Total Viewers: 460 742

Views

925 750
▲
52,6%

Engagement

1 803
▲
29,1%

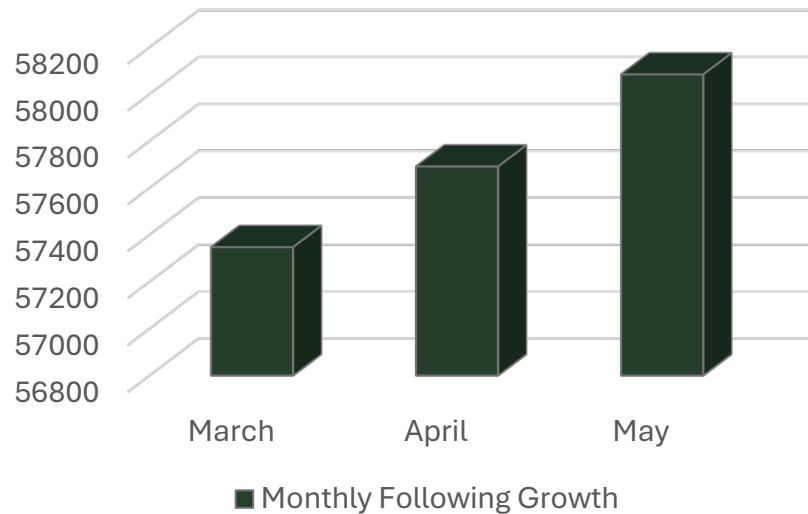
Views Breakdown

From organic
203 943 increased
by 65,5%

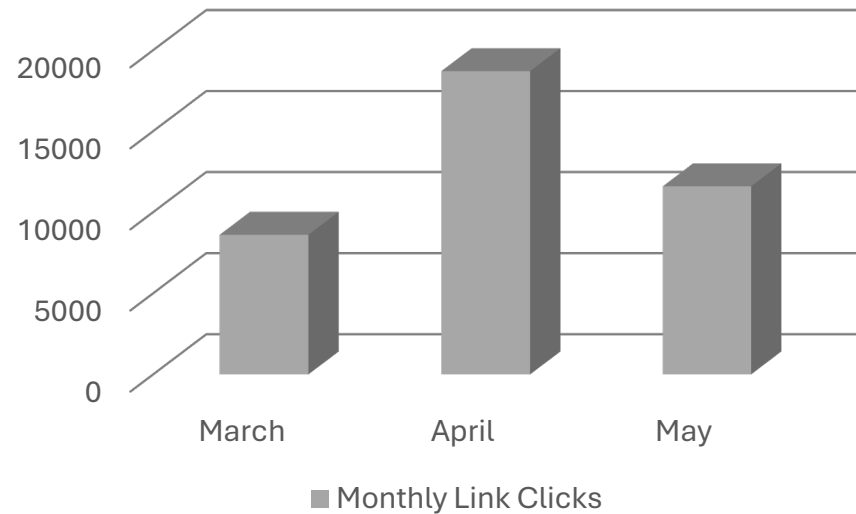
From adverts

721 807 increased
by 49,3%

Page Followers



Organic + Paid Ads Link Clicks



Total Video Watch Time

1day and 7hours
increased by 18,8%

Insights - Instagram

Irene Farm

Instagram Page Visits: 3 316
Story Views: 43 631
Total Viewers: 145 382

Reach

44 163
▲
88,7%

Engagement

1 799
▲
73,1%

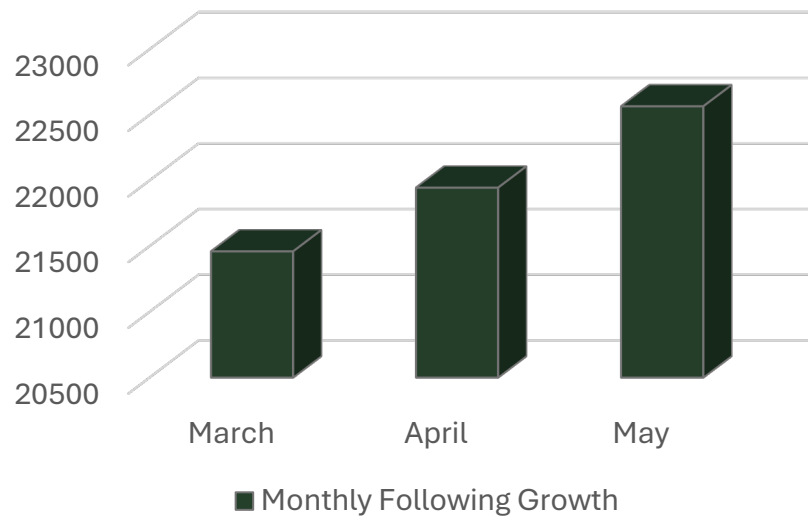
Views Breakdown

From organic
109 225 increased
by 46,5%

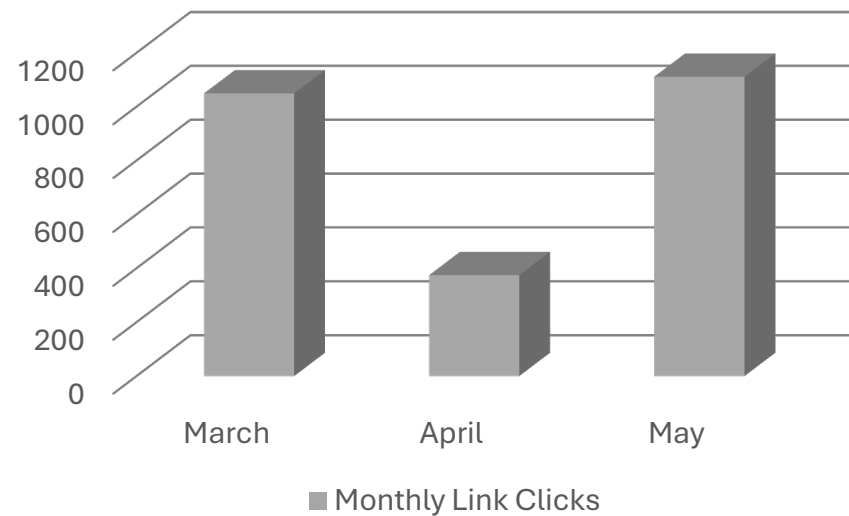
From adverts

36 157 increased
by 114,8%

Page Followers



Organic + Paid Ads Link Clicks



Performance highlights

Strong audience growth with
620 new followers
gained in May.

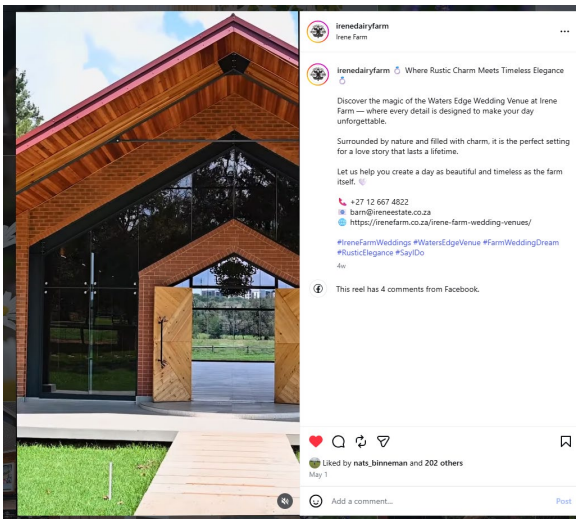
Best Performing Post of the Month

Irene Farm

Instagram Overview

Views: 3 942
Reach: 3 072
Interactions: 197
Likes: 148
Saves: 21
Shares: 28
Watch time: 7h 17m
Follows gained from video: 8
Video Posted: 1 May 2026

Click here to watch video



Facebook Overview

Views: 78 232
Viewers: 58 498
Interactions: 228
Likes: 169
Link clicks: 86
Comments: 22
Shares: 31
Follows gained from post: 143
Photo Posted: 25 May 2026

Click here to see post

Feed preview



Meta Paid Campaigns

Irene Farm

1. Mother's Day Lunch

Landing Page Views: 943
Impressions: 77 178
Reach: 43 424
Amount Spent: R1 204-72

[Click here to see ads preview](#)

2. Woodlands

Landing Page Views: 612
Impressions: 44 129
Reach: 30 990
Amount Spent: R810-11

[Click here to see ads preview](#)

3. Farm Activities

Landing Page Views: 2 026
Link Clicks: 676
Impressions: 525 938
Reach: 323 223
Amount Spent: R4 377-22

[Click here to see ads preview](#)

4. Weddings & Events

Landing Page Views: 2 215
Impressions: 135 161
Reach: 87 622
Amount Spent: R3 822-77

[Click here to see ads preview](#)

Insights - Facebook

Camdeboo Day Spa

Facebook Page Visits: 1 532
Story Views: 921
Total Viewers: 70 321

Views

128 951
▲
1,6%

Engagement

356
▼
24,7%

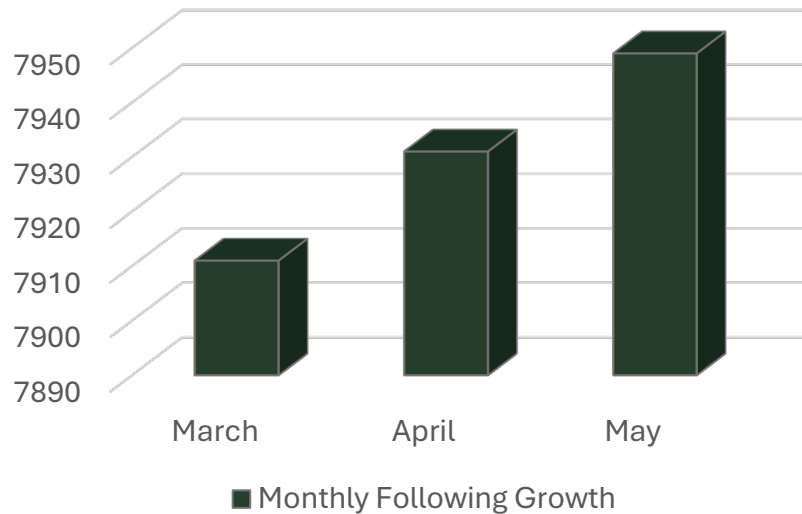
Views Breakdown

From organic
8 041 decreased
by 5,5%

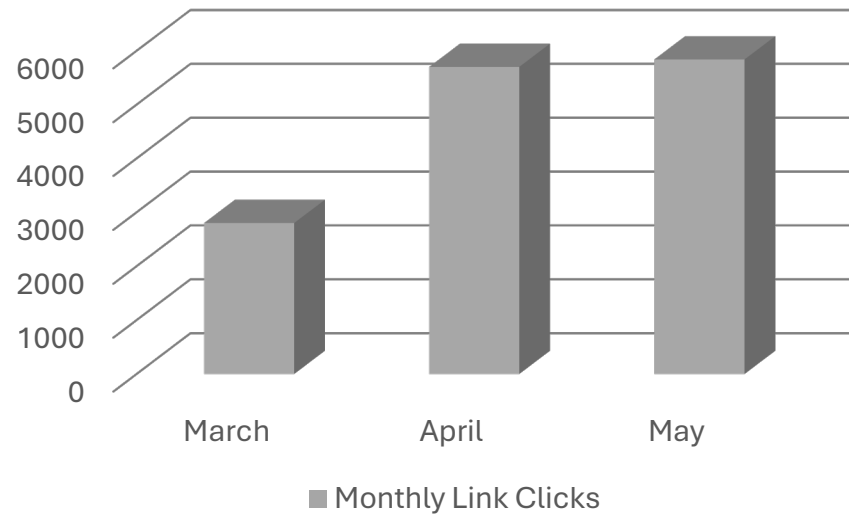
From adverts

120 910 increased
by 2,2%

Page Followers



Organic + Paid Ads Link Clicks



Total Video Watch Time

2 hours and 32m
increased by 130,8%

Insights - Instagram

Camdeboo Day Spa

Instagram Page Visits: 245
Story Views: 43 631
Total Viewers: 11 976

Reach

4 532
▼
21,8%

Engagement

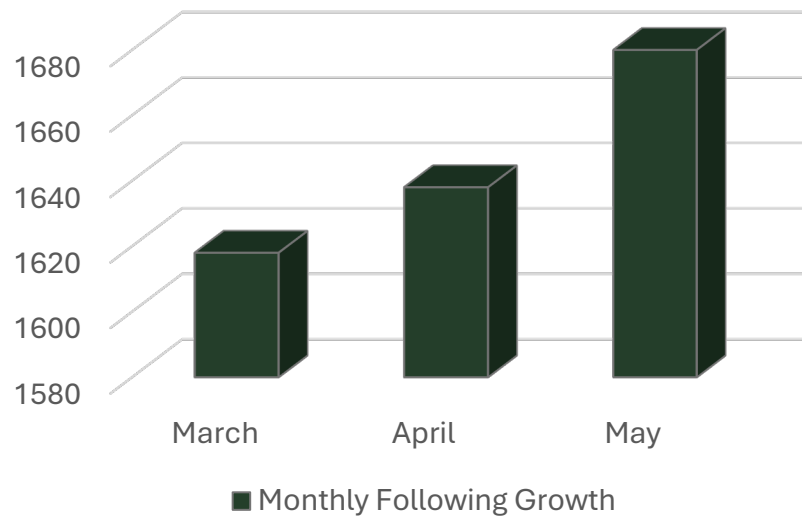
185
▲
41,2%

Views Breakdown

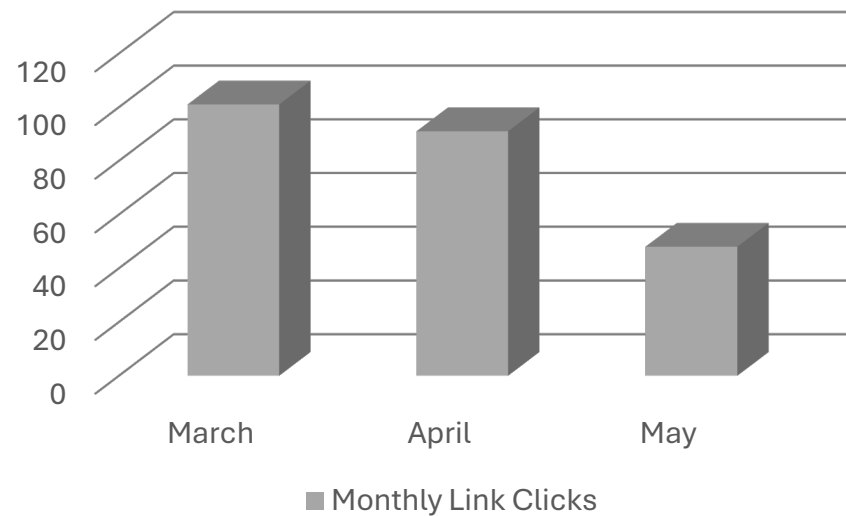
From organic
9 653 decreased
by 7,9%

From adverts
2 323 increased
by 25,6%

Page Followers



Organic + Paid Ads Link Clicks



Performance highlights

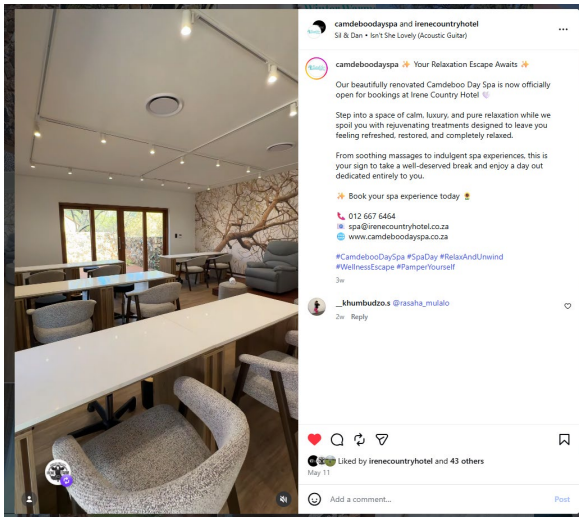
Your Instagram post views from last week (1.7K views) increased by 193.5% compared to your Instagram post views from the previous week (582 views)

Best Performing Post of the Month

Instagram Overview

Views: 1 638
Reach: 1 162
Interactions: 51
Likes: 40
Saves: 5
Shares: 4
Watch time: 2h 33m
Follows gained from video: 9
Video Posted: 11 May 2026

Click here to watch video

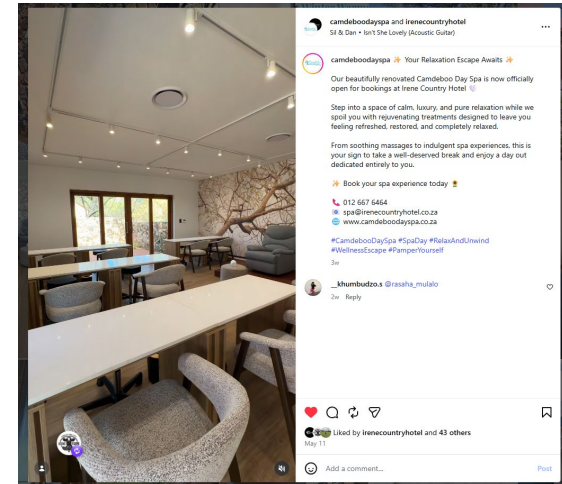


Camdeboo Day Spa

Facebook Overview

Views: 780
Viewers: 544
Interactions: 82
Likes: 4
Link clicks: 2
Comments: 0
Shares: 77
Follows gained from post: 1
Photo Posted: 11 May 2026

Click here to see post



Meta Paid Campaigns

Camdeboo Day Spa

1. Mother's Day

Landing Page Views: 916
Impressions: 32 199
Reach: 20 708
Amount Spent: R1 005-56

[Click here to see ads preview](#)

2. New Spa

Landing Page Views: 875
Impressions: 73 741
Reach: 47 257
Amount Spent: R1 954-82

[Click here to see ads preview](#)

3. Winter Promo

Landing Page Views: 233
Impressions: 18 312
Reach: 12 888
Amount Spent: R581-13

[Click here to see ads preview](#)

Summary

Irene Estate

The social media performance for Irene Country Hotel, Irene Farm, and Camdeboo Day Spa continued to show positive growth throughout the month. Overall reach increased across all three entities as a result of consistent content publishing, regular engagement-driven stories, and a strong focus on maintaining an active presence on both Facebook and Instagram.

Daily story activity, particularly interactive elements such as polls, questions, and engagement stickers, has contributed significantly to audience interaction. These features encourage followers to actively engage with the content rather than simply view it, helping to improve overall reach and visibility within the Meta algorithm.

Collaboration posts between Irene Country Hotel, Irene Farm, and Camdeboo Day Spa have also played an important role in expanding audience reach. By leveraging each entity's existing audience, we have been able to introduce followers to the wider brand ecosystem, resulting in increased profile visits, follower growth, and greater awareness of the different offerings available across the properties.

The continued growth in organic reach indicates that the content strategy is resonating with the target audience. Viewers are finding the content relevant, engaging, and valuable enough to interact with and share. Additionally, video content continues to perform strongly, with high average watch times across multiple posts. This is a positive indicator that audiences are consuming the content for longer periods, suggesting that the videos are capturing attention, delivering value, and effectively showcasing the experiences available at the Hotel, Farm, and Spa. Higher watch times also signal to Meta that the content is engaging, which can lead to increased organic distribution and reach.

Action Steps to Increase Bookings & Leads

Irene Estate

To support business objectives, Meta advertising campaigns for June have been strategically restructured to focus specifically on generating bookings, enquiries, and qualified leads rather than optimizing for reach, impressions, or video views.

Key initiatives include:

- Implementing WhatsApp-focused campaigns to drive direct enquiries and facilitate faster booking conversions.
- Creating campaign-specific audiences for accommodation bookings, wedding venue enquiries, spa promotions, and restaurant offers.
- Utilizing lead generation forms where appropriate to capture high-intent prospects.
- Promoting time-sensitive offers, seasonal specials, and limited-availability packages to create urgency and encourage action.

Action Steps to Increase Followers

Irene Estate

Increase Collaboration Between Entities

Cross-collaboration between Irene Country Hotel, Irene Farm, and Camdeboo Day Spa should be increased through shared content, collaborative reels, tagged stories, and joint promotions. This allows each entity to benefit from the audience of the others and creates greater exposure across all platforms.

Run a Joint Giveaway Campaign

A strategically planned giveaway involving all three entities can significantly increase follower growth, engagement, and brand awareness. Entry mechanics should require participants to:

- Follow all three pages
- Like the giveaway post
- Tag friends
- Share the post to their stories

This approach will help expand reach while introducing new audiences to each brand.

Implement an Influencer Campaign for Camdeboo Day Spa

Partnering with carefully selected local lifestyle, wellness, and family-focused influencers can increase both visibility and credibility. Influencer content often performs well because it is perceived as authentic and trustworthy by followers.

Benefits include:

- Increased awareness among new audiences
- Greater trust through social proof
- Additional user-generated content
- Increased spa bookings through promotional offers and reviews
- Enhanced visibility of the winter promotions and spa facilities

Action Steps to Increase Followers

Irene Estate

Create More Diverse Content

Future content creation should focus on showcasing experiences rather than simply facilities. Audiences connect more strongly with content that demonstrates how a product or service makes them feel.

Content should include:

Irene Country Hotel

- Guest arrival experiences
- Weekend getaway content
- Wedding venue walkthroughs
- Conference and event setups
- Family stay experiences

Irene Farm

- Buffet experiences
- Family dining moments
- Children's activities
- Seasonal menu features
- Customer testimonials

Camdeboo Day Spa

- Spa treatment journeys
- Facial and massage experiences
- Couples spa packages
- Mother-and-daughter spa days
- Winter promotion experiences
- Staff introductions and expertise

Action Steps to Increase Followers

Irene Estate

Use Real People in Content

Incorporating real guests, staff members, and models into content is essential for increasing engagement and conversion rates.

People naturally connect with people. Content featuring real individuals helps audiences visualize themselves experiencing the service, making the content more relatable and authentic.

Benefits include:

- Increased engagement rates
- Higher trust and credibility
- Stronger emotional connection
- Better conversion rates
- Enhanced storytelling opportunities

Lifestyle-focused content consistently outperforms static venue photography & videography because it showcases experiences rather than locations.

Strategic Collaboration Opportunities

Collaborations are one of the most effective ways to increase reach, followers, engagement, and conversions by exposing each brand to relevant audiences that already have trust in the collaborating partner.

Local Influencers & Content Creators

Partner with local lifestyle, travel, family, wellness, and food influencers within Gauteng who align with the target audience of each entity.

Examples:

- Family and parenting influencers
- Lifestyle and luxury content creators
- Wellness and self-care influencers
- Food bloggers and restaurant reviewers
- Travel and staycation influencers
- Wedding and bridal influencers