

MEL365.com

Panasonic GH5
social & web
campaign



Instagram

- Posts
- Stories
- Live view

Twitter

- Posts
- Video

Facebook

- Posts
 - Video
-

Website

- Posts

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SOCIAL EXPOSURE : SUMMARY VIEW

**During the trip in Greece, Italy, Cyprus
and Qatar :**

posts/photos : 191,344 views

stories : 25,000 views

Total: 217,669 views

Engagement (likes, shares and comments) : 18%

In the next 12 months :

**> a daily media tweet will be published on the
Panasonic GH5 with different photos made during
the trip (rolling on a set of 10.) Forecast of 200,000-
250,000 views based on similar posts**

**> new 10-15 photos will be posted on Instagram in
the next 3-6 months (conservative forecast of
60,000-90,000 views)**

SOCIAL EXPOSURE : TRIP & LONG TERM VIEW



- 24 Posts ~191,344 views
- 3 Stories (23img) ~ 25,000 views

Total ~217,669 views



- 1 Posts on the blog:

- Panasonic GH5 for travel photography

Posts was published on the 23rd of October



- 12 Posts ~8,163 views

Total ~8,163 views

Tweets started on the 25th of October and they are related to the blog post. They have currently an average of 680 views/day



- 1 Posts ~2,670 views

Total ~2,670 views

Numbers are only for the Facebook post related to the blog post