

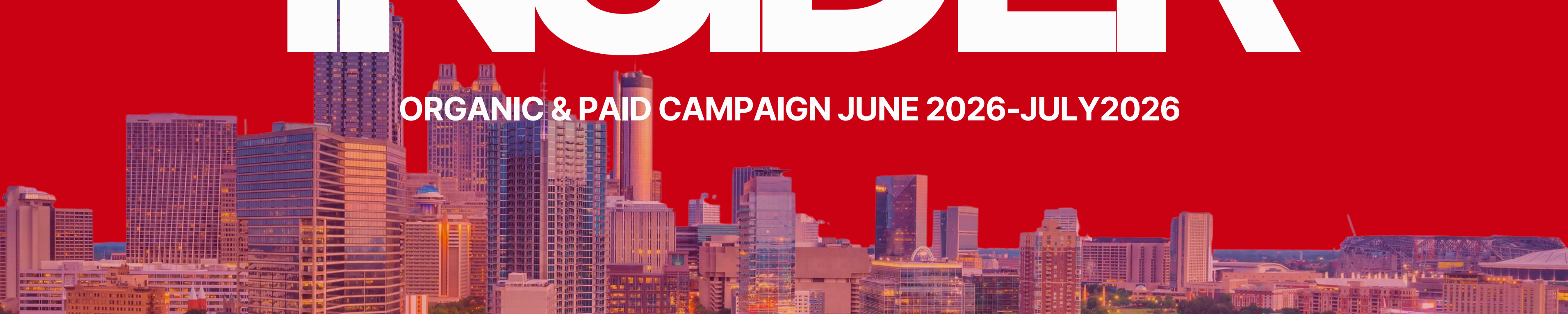
DRIVE AWARENESS
AND REGISTRATIONS
FOR THE INAUGURAL
MAPS INSIDER POP-UP

BY ISABELLA DEMETRAL

kwMAPS
COACHING

MAPS INSIDER

ORGANIC & PAID CAMPAIGN JUNE 2026-JULY 2026



EXECUTIVE SNAPSHOT

(01)

Inaugural one-day coaching event (Atlanta, July 15) aimed at driving awareness, registrations, and reinforcing the premium MAPS Coaching brand.

KEY RESULTS

ORGANIC: 34,967 IMPRESSIONS | 5.7% ENGAGEMENT RATE | 38 POSTS

PAID: 1,203 LANDING PAGE VIEWS AT \$0.30 | \$360.79 SPEND | 2.99% CTR

OUTCOME: 11 MASTERY CLIENT REGISTRATIONS (7 VIA FACEBOOK + 4 VIA INSTAGRAM, INCLUDING 1 PAID REG BRINGING IN \$400 IN REVENUE)

CRITICAL GAP

No backend conversion tracking, so paid clicks can't be tied to registrations accurately. Traffic was efficient; however, paid ROI is unproven. Closing this gap is the top priority for the next campaign.



CAMPAIGN STRATEGY

(02)

Objective & Approach

Drive awareness + registrations for the inaugural MAPS Insider Pop-Up while reinforcing the premium MAPS Coaching brand.

	Organic	Paid
Audience	Existing MAPS followers + warm engagers	Qualified KW agents (age 21–58) within 50 miles of Atlanta
Tactics	5-post feed arc + ~10 Stories - Sequence: Announcement → Talent reveals → Urgency → Recap	- Traffic campaign (\$400) – optimized for landing page views - Boost campaign (\$120) – reach & social proof among existing audiences + lookalikes
Primary Goal	Awareness + credibility + registrations	Efficient traffic to registration page

Success Metrics:
Engagement, reach, impressions, CTR, engagement, Manychat automations, landing page traffic, and event attendance.

ORGANIC RESULTS

(03)

34,967 IMPRESSIONS | 1,983 ENGAGEMENTS | 5.7% ER | 550 LINK CLICKS | 6,757 VIDEO VIEWS



At 5.7%, the campaign’s engagement rate ran **nearly double our 3.1% account average** across 640 posts in the first half of 2026, one of our strongest-engaging efforts of the year.

Network	Posts	Impressions	Engagements	Eng. Rate	Link Clicks
Facebook	5	14,119	936	6.63%	41
Instagram	24	17,804	486	2.73%	0
LinkedIn	5	3,044	557	18.30%	509
YouTube	4	0	4	–	–
Total	38	34,967	1,983	5.70%	550

PLATFORM PERFORMANCE

Facebook – highest engagement among volume platforms (6.63%), sourced 7/11 registrations

LinkedIn – standout (18.3% ER, 509 of 550 link clicks) → Keller Williams repost resulted in all the link clicks

Instagram – reach engine (most posts + video views) but lowest ER

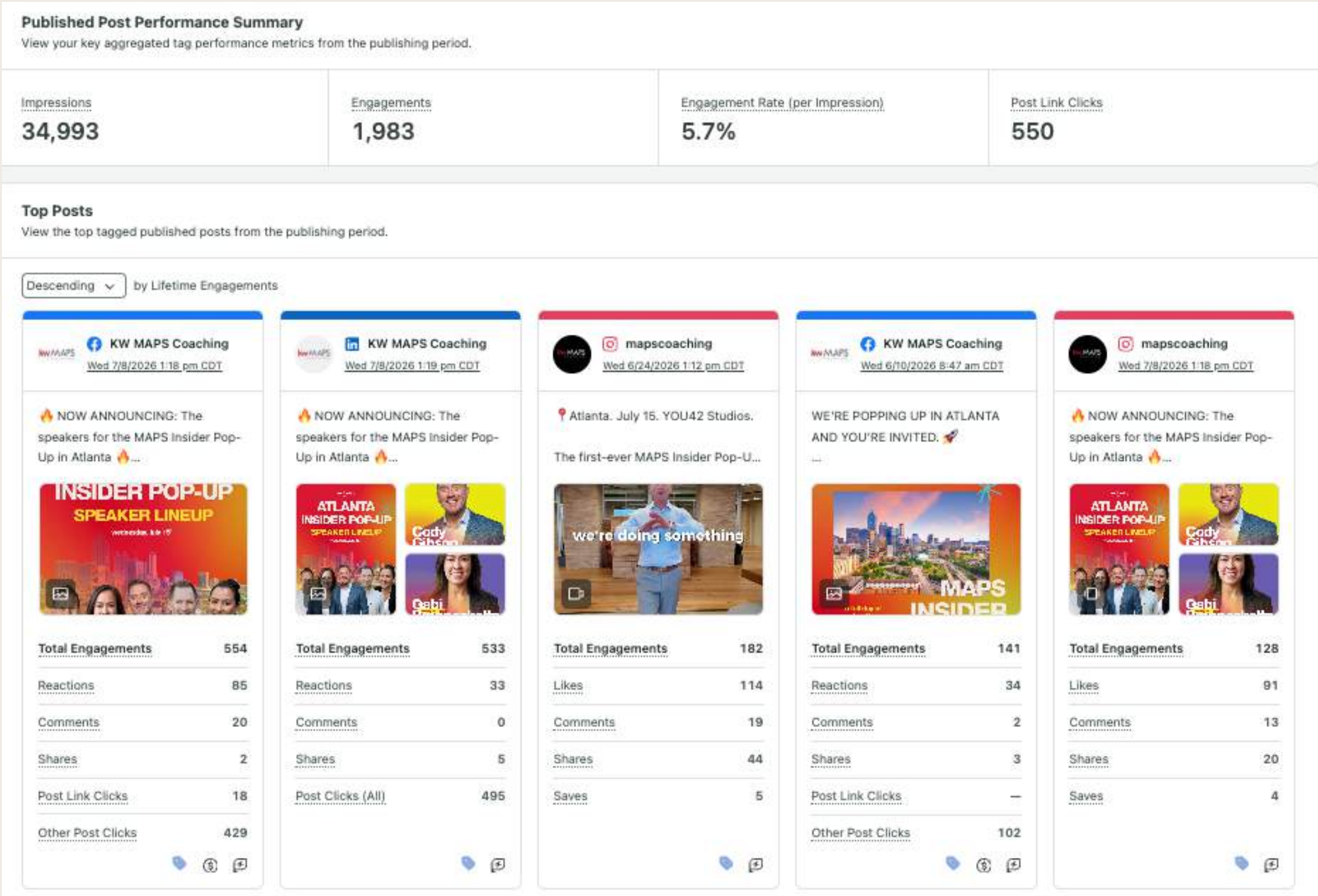
YouTube – minimal impact

Private Mastery Client Facebook Page - Low engagement in the private Mastery Facebook group (2,900 members) signals a quiet warm audience that needs attention

MANYCHAT AUTOMATION SEPARATELY DELIVERED 10 REGISTRATION-LINK DMS, A MID-FUNNEL TOUCH DISTINCT FROM COMPLETED REGISTRATIONS.

ORGANIC RESULTS

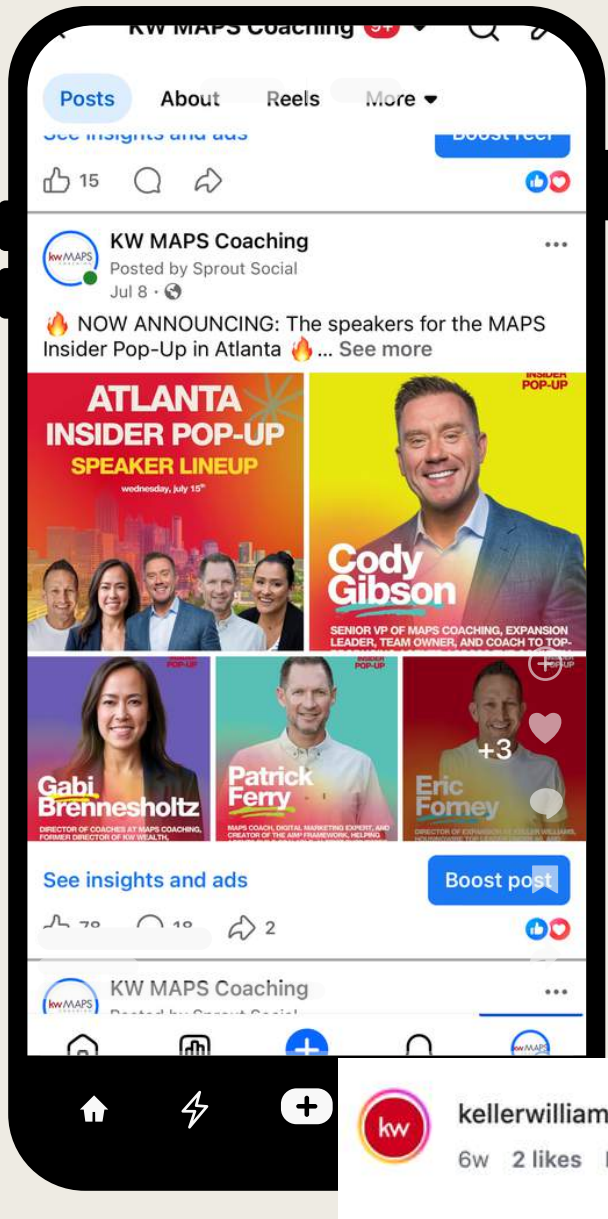
(04)



ORGANIC RESULTS

(05)

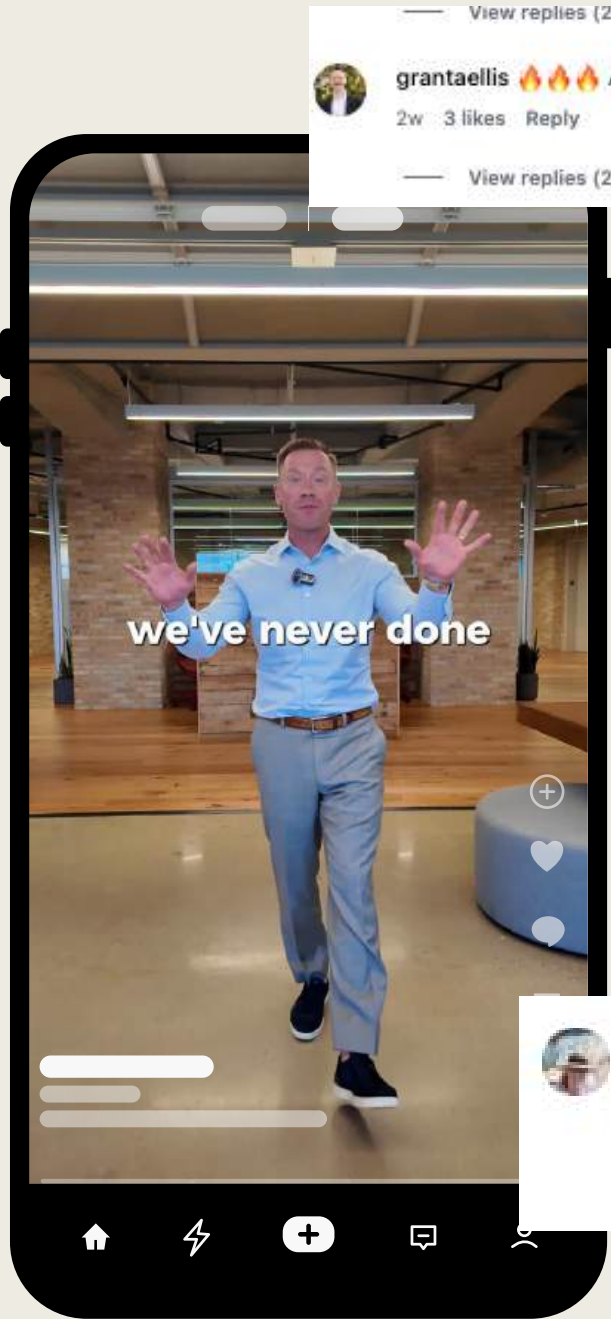
TOP POST PERFORMANCE



1. Speaker Announcement (FB)

Total Engagements	554
Reactions	85
Comments	20
Shares	2
Post Link Clicks	18
Other Post Clicks	429

(SAME POST HAD 533 LINKEDIN ENGAGEMENTS)



2. Event Announcement from VP (IG)

Total Engagements	182
Likes	114
Comments	19
Shares	44
Saves	5



Talent and speaker reveals generated the strongest engagement. Human faces and recognizable MAPS talent consistently outperformed generic event creative.

PAID RESULTS

(06)

\$360.79 SPEND → 1,203 LP VIEWS AT \$0.30 | 51,209 IMPRESSIONS | 34,483 ACCOUNTS REACHED | 2.99% CTR

- Instagram carried 84.4% of spend (mostly Reels) delivering a 3.1% CTR and Facebook accounted for 15.6% of spend with a 2.4% CTR.
- Feed & Stories placements delivered higher CTRs on much smaller budgets

Metric	Result
Total spend	\$360.79
Landing page views	1,203
Cost per landing page view	\$0.30
Impressions	51,209
Accounts reached	34,483
Click-through rate	2.99%

Facebook Feed

KW MAPS Coaching

Ad · 11

WERE POPPING UP IN ATLANTA. 📍

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WEALTH BUILDING

Cody Gibson

AI & STRATEGY

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Cost per result ↕

Budget ↕

Amount spent ↕

Impressions ↕

Reach ↕

Frequency ↕

Unique link clicks ↕

Ends ↕

MAPS Insider Pop-Up July 15th

1,140 Landing Page Views

\$0.30 Per Landing Page Vie...

Using ad set bu... Not shared

\$336.93

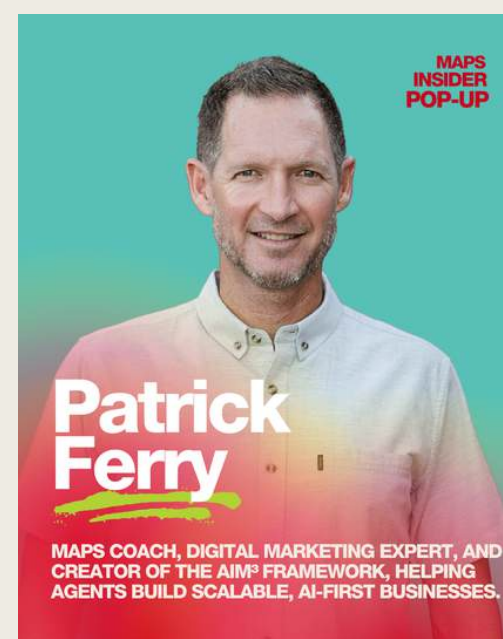
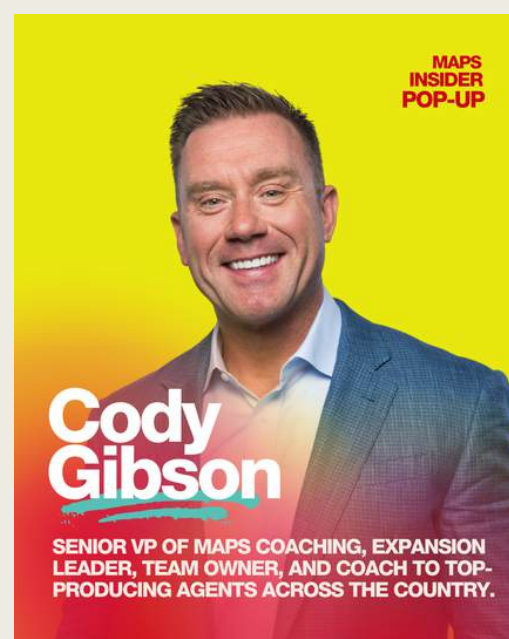
48,808

33,456

1.46

1,180

Jul 14, 2026



SO, WAS THIS CAMPAIGN SUCCESSFUL?

Yes, The campaign delivered a 5.7% engagement rate per impression, nearly double our 3.1% account average across 640 posts in the first half of 2026. This makes it one of our strongest-engaging efforts of the year.

OVERALL, THIS CAMPAIGN PERFORMED RELATIVELY WELL AGAINST OUR BASIC BENCHMARKS!

(07)

RECOMMENDATIONS &
NEXT STEPS

(08)

1. Close the attribution gap: Connect new Insider registration landing page to Meta via pixel + Conversions API
2. Rebalance ad placements -> Shift budget from Reels toward Feed & Stories
3. Plan Instagram-forward from the start and boost best performing post
4. Lean into LinkedIn organically with more KW reposts
5. Audit and re-engage private Mastery Client Facebook audience
6. Add human and speaker faces to paid creative
7. Scale budget once ROI is provable (\$0.30 CPLP is efficient enough)

MAPS INSIDER POP-UP

Campaign Results & Recap

Atlanta | July 15, 2026

Prepared by Bella Demetral, Senior Social Media Manager, KW MAPS Coaching | Reporting window: June 1 to July 27, 2026

Executive Summary

The inaugural MAPS Insider Pop-Up delivered efficient top-of-funnel performance across organic and paid social. Organic drove 34,967 impressions and a 5.7% engagement rate across 38 posts. Paid generated **1,203 landing page views at \$0.30 each** on \$360.79 in spend at a 2.99% CTR. The event is credited with **11 Mastery client registrations** (7 Facebook, 4 Instagram, one paid).

The gap: no backend conversion tracking on the registration platform, so paid clicks cannot be fully tied to paid registrations. One paid registration is confirmed, but the true paid conversion count is likely higher and unmeasurable. Traffic efficiency was strong; closing that gap is the top priority for the next campaign.

Campaign Strategy

Objective: drive awareness and registrations for the inaugural MAPS Insider Pop-Up while reinforcing the premium MAPS Coaching brand. The plan targeted two audiences, qualified Keller Williams agents across the Atlanta market through paid targeting, and existing MAPS followers and warm engagers through organic and boosted amplification.

- **Organic (awareness and credibility).** A 5-post feed arc plus roughly 10 stories, moving from event announcement to talent and speaker reveals to final-week urgency and recap.
- **Paid traffic (\$400, Facebook).** KW agents aged 21 to 58 within a 50-mile radius of Atlanta, optimized for link clicks and landing page views.
- **Paid boost (\$120, Facebook).** Existing MAPS audiences, lookalikes, and prior engagers, optimized for reach and social proof.
- **Measurement.** Success was defined up front on reach, impressions, CTR, engagement, landing page traffic, and event attendance, with registration attribution flagged as limited from the start due to the registration platform configuration.

Organic Social Results

38 tagged posts across five networks: 34,967 impressions, 1,983 engagements, a 5.7% engagement rate, 550 link clicks, 6,757 video views.

Network	Posts	Impressions	Engagements	Eng. rate	Link clicks
Facebook	5	14,119	936	6.63%	41
Instagram	24	17,804	486	2.73%	0
LinkedIn	5	3,044	557	18.3%	509
YouTube	4	0	4	-	-
Total	38	34,967	1,983	5.7%	550

• **Facebook was the workhorse.** Highest engagement rate of the high-volume platforms (6.63%) and the source of 7 of the 11 Mastery registrations.

[View Full Campaign Brief Here](#)