

CAREPLUS HOME CARE

Performance & KPI Report

Digital Marketing Project | Facebook • Instagram • YouTube

1. Report Overview

This report defines the key performance indicators (KPIs) CarePlus Home Care will use to measure the success of its digital marketing activities. The KPIs cover awareness, audience growth, engagement, website traffic, enquiries and conversions.

2. KPI Dashboard

KPI	What it measures	Target	How to track
Reach	Unique people who see the content	Increase month-on-month	Facebook & Instagram Insights; YouTube Analytics
Engagement	Likes, comments, shares, saves and other interactions	Increase over time	Platform Insights
Followers	Growth of the social media audience	Steady monthly growth	Facebook, Instagram & YouTube Analytics
Website visits	People visiting the CarePlus website	Increase website traffic	Wix Analytics
Social clicks	Clicks from social media to the website	Increase qualified traffic	Platform Insights + Wix Analytics
WhatsApp enquiries	Potential clients/families contacting CarePlus	Increase enquiries	WhatsApp Business records
Engagement rate	Engagement relative to reach	Improve over time	$\text{Total engagements} \div \text{reach} \times 100$
Leads/conversions	Enquiries that become consultations or clients	Increase qualified leads	Enquiry/booking records

3. Project Objectives

- Increase awareness of CarePlus Home Care.
- Grow the Facebook, Instagram and YouTube audience.
- Increase visits to the CarePlus Home Care website.
- Generate more WhatsApp enquiries from social media.
- Convert relevant enquiries into consultations and potential clients.
- Use performance data to improve future content and campaigns.

4. Reporting Schedule

Frequency	Activity
Weekly	Review reach, engagement, views, clicks and WhatsApp enquiries.
Monthly	Compare results with the previous month and identify top-performing content.
End of campaign	Evaluate overall reach, engagement, website traffic, enquiries and conversions.

5. KPI Results Tracking Sheet

Metric	Actual Result	Target	Status / Notes
Reach	To be measured	Set campaign target	Update after campaign
Engagement	To be measured	Set campaign target	Update after campaign
Followers	To be measured	Set campaign target	Update after campaign
Website visits	To be measured	Set campaign target	Update after campaign
Social clicks	To be measured	Set campaign target	Update after campaign
WhatsApp enquiries	To be measured	Set campaign target	Update after campaign
Engagement rate	To be measured	Set campaign target	Update after campaign
Leads/conversions	To be measured	Set campaign target	Update after campaign

6. Note on Results

The figures in this report are KPIs and measurement targets, not invented performance results. Actual figures should be entered after the campaign using Facebook Insights, Instagram Insights, YouTube Analytics, Wix Analytics and WhatsApp records.

CarePlus Home Care | Better care, better living.