



# MONTHLY REPORT SOCIAL MEDIA

01 March 2026 – 31 March 2026

## REPORT SCOPE

Social media content delivery, Instagram performance, Facebook performance, LinkedIn activity, YouTube activity and Meta advertising performance for March 2026.

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# 01 Monthly Snapshot

March 2026 performance at a glance

|                                                                                                                                  |                                                                 |                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|------------------------------------------------------------------|
| <b>50</b><br><b>Total deliverables</b><br>6 committed creatives + 32 additional, 2 print works, 6 committed reels + 4 additional | <b>7.21M</b><br><b>Instagram views</b><br>87.6% from ads        | <b>2.38M</b><br><b>Instagram reach</b><br>+66.0%                 |
| <b>98.1K</b><br><b>Instagram interactions</b><br>65.3% from ads                                                                  | <b>12,344</b><br><b>Instagram followers</b><br>+82.0% vs Feb 28 | <b>7.04M</b><br><b>Meta ad impressions</b><br>Across 6 campaigns |

## EXECUTIVE SUMMARY

March delivered strong Instagram scale and audience growth, with 7.21M views, 2.38M accounts reached and 98.1K interactions. Paid distribution was a major contributor to visibility and engagement. Content production also exceeded the committed creative volume, reaching 50 total deliverables.

- Instagram was the strongest visible growth channel in the supplied data, with **5,799 follows** and **311 unfollows**, resulting in **+5,488 net growth**.
- Instagram views were heavily supported by paid distribution, with **87.6%** of views attributed to ads.
- **92.2%** of Instagram interactions came from non-followers, showing strong discovery beyond the existing community.
- Facebook activity was substantially lower than the comparison period shown in the supplied dashboard, indicating an opportunity to refresh the page-growth and engagement approach.
- Meta Ads generated **7.04M** impressions and reached **2.46M** accounts across six campaigns. The supplied screenshot does not show the total spend clearly, so no spend figure is reported here.

# 02 Deliverables

Content production completed during the reporting period



| Deliverable type | Committed | Additional | Total |
|------------------|-----------|------------|-------|
| Creatives        | 06        | 32         | 38    |
| Print works      | 02        | —          | 02    |
| Reels            | 06        | 04         | 10    |
| TOTAL            |           |            | 50    |

## DELIVERY HIGHLIGHT

The supplied delivery tracker records 50 total deliverables. The largest contribution came from creative assets, with 38 creative pieces including 32 additional assets beyond the committed six.

# 03 Instagram Performance

Profile activity, reach, views and audience growth



12,344

Followers

+82.0% vs Feb 28

5,488

Net growth

5,799 follows – 311 unfollows

7,205,239

Views

87.6% from ads

2,381,078

Accounts reached

+66.0%

98,103

Interactions

65.3% from ads

98.3%

Non-follower views

Discovery-led visibility

# Instagram Insights

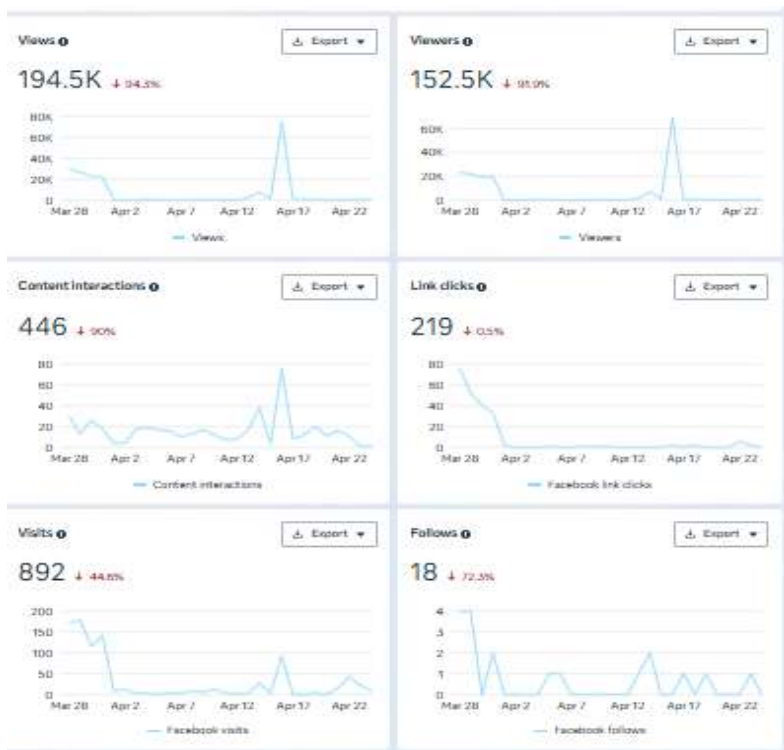
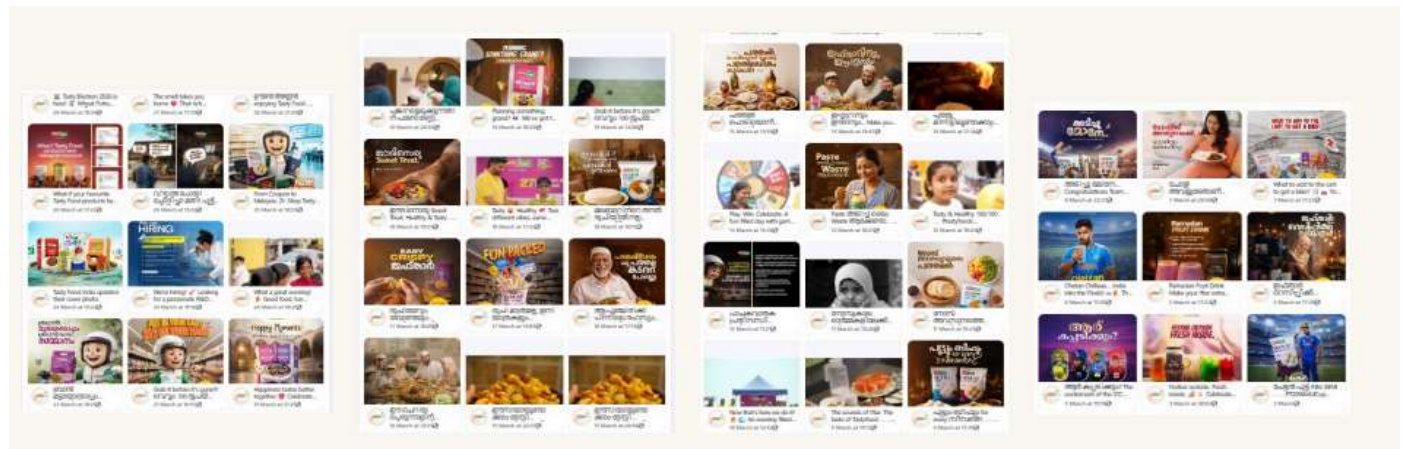
What the supplied analytics indicate



- Discovery was strong: **98.3%** of views came from non-followers, meaning the content reached well beyond the existing follower base.
- Engagement also came primarily from non-followers: **92.2%** of interactions were from non-followers.
- Paid media contributed **87.6%** of total views and **65.3%** of interactions, so paid distribution was a key driver of the month's scale.
- The account added **5,799 followers** while losing **311**, producing **5,488 net follower** growth.
- A practical next step is to identify which creatives generated the strongest combination of views, interactions and follows, then reuse those creative patterns in future campaigns.

# 04 Facebook Performance

## Page activity and content visibility



### READING THE RESULT

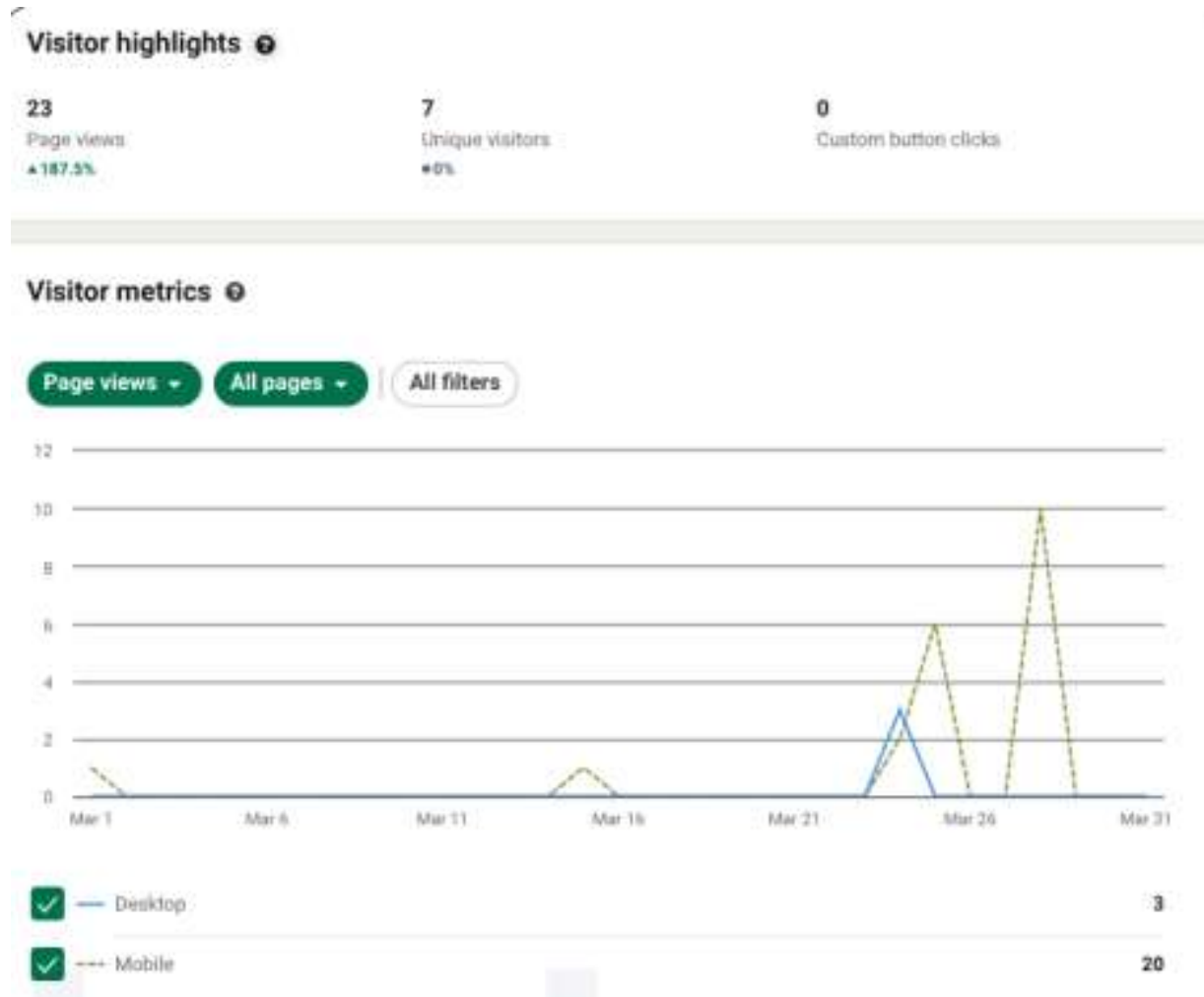
The supplied Facebook dashboard shows a sharp decline versus the comparison period across most reach and engagement indicators. This suggests that Facebook needs a stronger content-distribution and community-growth focus rather than relying on the same content mix alone.

| Metric               | March result | Change shown in source |
|----------------------|--------------|------------------------|
| Views                | 194.5K       | ↓ 94.5%                |
| Viewers              | 152.5K       | ↓ 91.2%                |
| Content interactions | 446          | ↓ 90.0%                |
| Link clicks          | 219          | ↓ 0.5%                 |
| Visits               | 892          | ↓ 44.6%                |
| Follows              | 18           | ↓ 72.3%                |

# 05 LinkedIn & YouTube

Supporting-channel performance

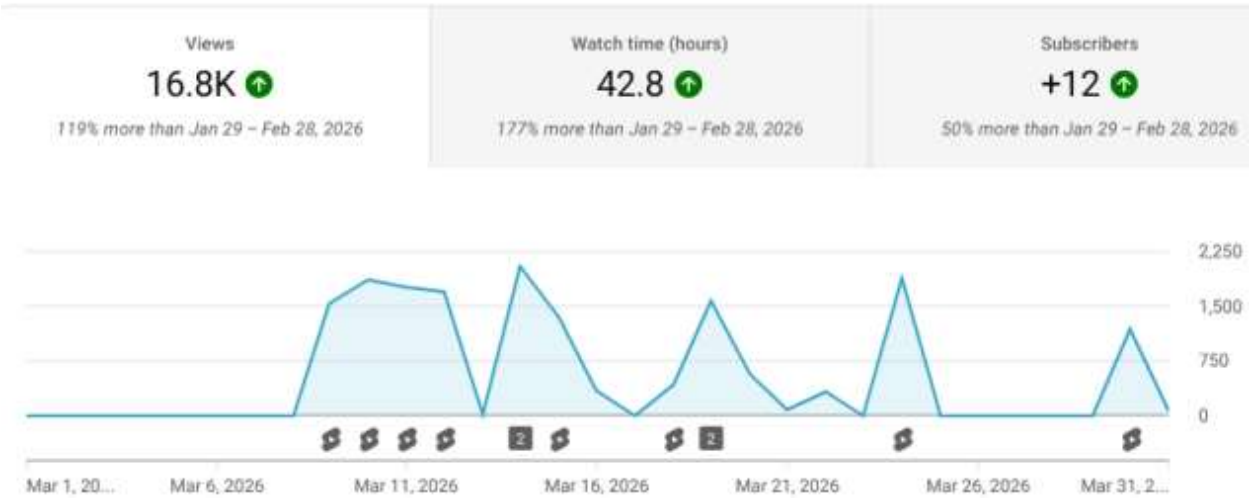
## LinkedIn



| LinkedIn metric      | Result |
|----------------------|--------|
| Page views           | 23     |
| Unique visitors      | 7      |
| Custom button clicks | 0      |
| Desktop visitors     | 3      |
| Mobile visitors      | 20     |

# YouTube

In March, people watched your videos 16,786 times



| YouTube metric | March result | Change vs previous period |
|----------------|--------------|---------------------------|
| Views          | 16.8K        | +119%                     |
| Watch time     | 42.8 hours   | +177%                     |
| Subscribers    | +12          | +50%                      |

# 06 Meta Ads Campaign

Campaign-level results supplied from Meta Ads Manager

| Campaign name                                                | Results                           | Cost per result           | Amount spent              | Impressions        | Reach                                 |
|--------------------------------------------------------------|-----------------------------------|---------------------------|---------------------------|--------------------|---------------------------------------|
| Taste The Thril - Bike Promotion Camp - Supermarket Video 1  | 16,760<br>Profile and Page visits | ₹1.45<br>Profile and P... | ₹1,000.00                 | 2,002,544          | 701,988                               |
| Taste The Thril - Bike Promotion Camp - Presenter Video - PV | 13,499<br>Profile and Page visits | ₹1.79<br>Profile and P... | ₹2,400.00                 | 2,299,687          | 963,865                               |
| Taste The Thril - Bike Promotion Camp - Creative 7           | 758,020<br>Post engagements       | ₹0.02<br>Post engage...   | ₹1,500.00                 | 1,642,079          | 1,045,062                             |
| Taste The Thril - Bike Promotion Camp - Creative 4           | 30,101<br>Post engagements        | ₹0.53<br>Post engage...   | ₹1,600.00                 | 454,355            | 201,563                               |
| Tasty Food R&D Hiring Nobi - Mar - 24 - 2026                 | 66<br>Messaging conversati...     | ₹385.94<br>Messaging c... | ₹2,500.00                 | 298,714            | 138,023                               |
| Tasty Food Taste The Thril - Creatives Ad                    | 4,323<br>Profile and Page visits  | ₹0.73<br>Profile and P... | ₹3,100.00                 | 343,956            | 209,525                               |
| <b>Total results</b><br>6/6 rows displayed                   | —<br>Multiple conversions         | —<br>Multiple con...      | ₹10,000.00<br>Total Spent | 7,041,335<br>Total | 2,461,306<br>Accounts Centre accounts |

| Campaign                                                | Result  | Cost / result | Result type             |
|---------------------------------------------------------|---------|---------------|-------------------------|
| Taste The Thril – Bike Promotion – Supermarket Video 1  | 16,760  | ₹1.45         | Profile & Page visits   |
| Taste The Thril – Bike Promotion – Presenter Video – PV | 13,499  | ₹1.79         | Profile & Page visits   |
| Taste The Thril – Bike Promotion – Creative 7           | 758,020 | ₹0.02         | Post engagements        |
| Taste The Thril – Bike Promotion – Creative 4           | 30,101  | ₹0.53         | Post engagements        |
| Tasty Food R&D Hiring Nobi – Mar 24 – 2026              | 66      | ₹385.94       | Messaging conversations |
| Tasty Food Taste The Thril – Creatives Ad               | 4,323   | ₹0.73         | Profile & Page visits   |

# 07 Content & Brand Observations

Content patterns visible across the supplied creative sets



- The content mix is visually diverse, combining product-led creatives, promotional messages, people-focused content, festive/cultural themes and short-form video concepts.
- The strongest opportunity is to connect high-reach content more directly to product discovery, website visits and purchase intent.
- The official Tasty Food website presents a broad product range including spices, masalas, dry fruits, nutritious choices, pulses, grains & flour, cooking oils, sauces and pastes, salt and sweeteners, cooking supplies, snacks and beverages. This breadth can support recurring social content pillars.
- Because most Instagram views and interactions came from non-followers, future creatives should make the value proposition immediately clear to first-time viewers.
- Paid campaigns should continue amplifying proven creatives, while organic content can be used to build familiarity, trust and repeat engagement.

# 08 Recommendations & Next-Month Focus

Practical actions based only on the supplied March performance

## 1 Double down on high-performing creative formats

Identify the posts behind the strongest reach, interactions and follower growth. Build new variations using the same visual hook, message structure and format.

## 2 Convert discovery into profile and website actions

Since non-followers dominate views and interactions, use clear CTAs, product benefits and profile/website pathways in high-reach content.

## 3 Strengthen Facebook community growth

Refresh the Facebook content mix with more native short-form video, conversation-led posts, product education and shareable content. Track follows, visits and link clicks separately.

## 4 Separate campaign objectives

Keep engagement, profile-visit, messaging and conversion campaigns clearly separated. Judge each campaign against its own objective and cost-per-result benchmark.

## 5 Build recurring product content pillars

Create repeatable weekly themes around products, recipes/use cases, product education, customer moments, promotions and seasonal/cultural relevance.

## 6 Improve measurement discipline

Maintain a monthly scorecard covering reach, views, interactions, follower growth, profile visits, website actions, ad spend, CPM, CPC and conversions where available.

### NEXT-MONTH PRIORITIES

1) Replicate the creative patterns that produced strong Instagram discovery. 2) Improve the bridge from reach to profile visits and website actions. 3) Rebuild Facebook engagement and follower growth. 4) Keep campaign objectives and KPIs clearly separated.

Good  
Food  
Brighter  
Days



Taste the unique

Thank  
You

Creating  
a Tastier  
Tomorrow