



Penny Wise I.T.

Custom Apps | Automation | AI Workflows | Managed Hosting | Support



CLIENT PERFORMANCE REPORT · FACEBOOK

WEEKLY WRAP-UP

A clear view of FFF Beef's audience growth, content performance and the opportunities to turn attention into enquiries.

206

FOLLOWERS AT CLOSE

7.66%

ENGAGEMENT RATE

+110%

PAGE VIEW GROWTH



EXECUTIVE SNAPSHOT

THE WEEK AT A GLANCE

FFF Beef's audience is responding to useful, local and question-led content. Visibility shifted from broad posting volume toward stronger intent: fewer posts generated a much higher engagement rate and a sharp rise in page discovery.

QUALITY OF ATTENTION IMPROVED.

Posting volume fell from 10 posts to four, yet engagement more than doubled. Page views and media consumption both rose strongly, which indicates people were exploring the brand after seeing the content.

7.66%
ENGAGEMENT

FOLLOWERS AT WEEK CLOSE

206 +13%

PAGE VIEWS

514 +110%

MEDIA VIEWS

2,694 +69%

AGGREGATED ENGAGEMENT

7.66% +140%

What changed: the week produced 888 post impressions and 38 interactions from four photo posts. Impressions were lower than the previous week because 60% fewer posts were published. The stronger engagement rate shows the people reached were more likely to act.

EFFICIENCY WIN

+107%

Interactions per post rose from 4.6 to 9.5.

INTENT WIN

+125%

Clicks per post rose from 2.0 to 4.5.

NEXT MOVE

Comments

Use quick either-or questions to turn clicks into conversation.



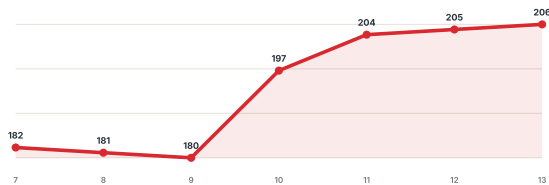
GROWTH AND VISIBILITY

A WEEK OF DISCOVERY

Follower growth accelerated after 10 October, while the same day produced 372 page views and 951 media views. That was the week's clearest discovery event.

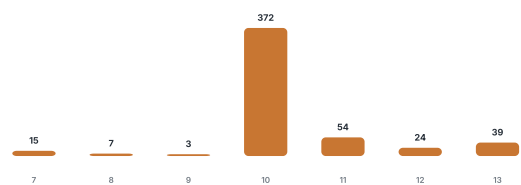
Daily follower count

Closed at 206, up from 182 at the prior week close.



Daily page views

A sharp spike on 10 October drove the weekly increase.



Week-over-week comparison

Grey = 30 Sep–6 Oct · Red = 7–13 Oct

Previous week Current week

Page views



Media views



Post impressions



Average reach per post



Engagement rate



Interpretation: the page attracted substantially more visits and video/photo consumption, even though feed impressions declined. That is a positive early signal for brand curiosity. The next step is converting that curiosity into comments, direct messages and repeat Reel viewing.



CONTENT PERFORMANCE

EVERY POST, RANKED

The four published photo posts are ranked by engagement rate. Click any row in the PDF to open the live Facebook post.

01



12 OCT · BEST ENGAGEMENT

Build your beef box
Question-led product post

70
REACH

158
IMPRESSIONS

13
INTERACTIONS

18.57%
ENGAGEMENT

02



11 OCT · STRONG BALANCE

A little of the country
Local story and paddock proof

117
REACH

219
IMPRESSIONS

10
INTERACTIONS

8.55%
ENGAGEMENT

03



13 OCT · ONLY SHARE

New smoker, first big cook?
Advice-led smoking post

84
REACH

114
IMPRESSIONS

5
INTERACTIONS

5.95%
ENGAGEMENT

04



10 OCT · BEST REACH

What would you cook first?
Lamb box conversation starter

225
REACH

397
IMPRESSIONS

10
INTERACTIONS

4.44%
ENGAGEMENT

BEST RESPONSE SIGNAL

Build your beef box

Eight clicks and 18.57% engagement. Asking people what they would choose prompted clear intent, despite modest reach.

BEST AWARENESS RESULT

Lamb box conversation

225 people reached and 397 impressions. The broad family meal framing was the strongest top-of-funnel post.



ENGAGEMENT QUALITY

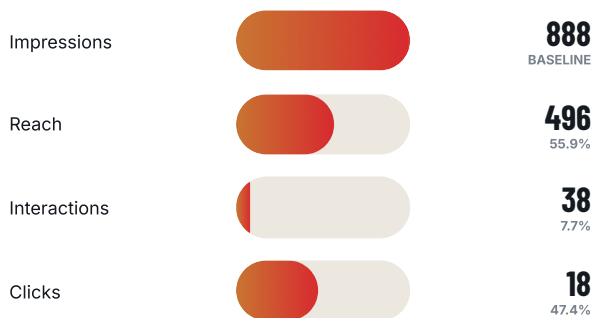
FROM VIEWING TO ACTION

The page generated 38 interactions from 496 combined post reach. Clicks made up almost half of all interactions, showing useful content is moving people beyond passive viewing.



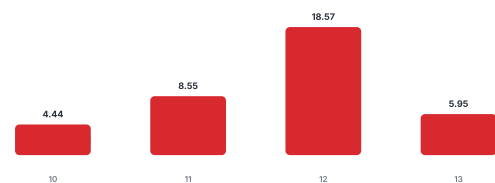
Attention funnel

Each step is measured against the preceding step.



Engagement rate by post

Interactions as a percentage of post reach.



REACTIONS

19 -21%

POST CLICKS

18 -10%

SHARES

1 -50%

COMMENTS

0 Focus area

Opportunity: the content is earning clicks, but comments remain at zero. Use easier prompts that can be answered in one or two words: "Tomahawk or brisket?", "Oven or smoker?" and "Which cut goes first?"



REELS AND VIDEO

VIDEO HAS ROOM TO RUN

One Reel was published during the reporting period. It introduced the first bull calf of the year and provides a useful baseline before the 5 Bogans in a Bus collaboration.



7 OCTOBER · FACEBOOK REEL

WELCOME TO THE WORLD

299

VIDEO VIEWS

18

LIKES

7 sec

AVERAGE WATCHED

6.0%

VIEW-TO-LIKE RATE

Data note: Meta did not return a reliable Reel reach value for this period, so engagement by reach is not calculated. The view-to-like rate uses the 299 views and 18 likes returned by Metricool.

THE NEXT-WEEK ADVANTAGE

The 5 Bogans in a Bus collaboration gives FFF Beef credible third-party proof and access to a 63,000-strong travelling audience. The rollout is already staged around real photography, honest review language and clear release times.

14 Oct

Tomahawk launch and review

16 Oct

Road Test 02 teaser and review

18-19 Oct

Road Test 03 teaser and review

20-21 Oct

Road Test 04 teaser and review

CREATIVE RULE

Real proof first

Use genuine product, paddock and cook footage. Open with the verdict or strongest visual inside the first two seconds.

CONVERSION RULE

One action only

Ask viewers to follow, comment on the cut or message Sonny. A single clear action gives each Reel a job.

AUDIENCE

LOCAL REACH WITH QUEENSLAND DEPTH

FFF Beef has a strongly Australian audience with a valuable concentration in Rockhampton and coastal Queensland. This is the right base for local delivery, collection and community-led content.

97.6%

Australian audience

Brazil and the United States each account for approximately 0.5%. The commercial opportunity remains firmly local.

Top audience locations

Share of current Facebook followers.

Rockhampton		34.5%
Sunshine Coast		13.6%
Brisbane		4.8%
Ipswich		2.9%
Yeppoon		1.9%
Gracemere		1.9%
Biloela		1.9%
Melbourne		1.5%
Townsville		1.5%
Gladstone		1.0%

Home-market strength

Rockhampton alone represents **34.5%** of followers. Yeppoon, Gracemere, Biloela, Gladstone, Cawarral and surrounding centres deepen the Central Queensland footprint.

Targeting implication: lead with recognisable locations, collection/delivery clarity and local cooking stories. Paid promotion, when used, should begin around Rockhampton and the Capricorn Coast before expanding down the Queensland coast.

01

Local proof

Show Sonny, the paddock, labelled cuts and real cooks. Familiarity builds trust faster than polished stock-style imagery.

02

Practical buying help

Explain pack contents, weight, price and collection or delivery in plain language.

03

Community prompts

Ask about cuts, smokers, family meals and weekend cooks that locals already care about.



RECOMMENDED NEXT STEPS

TURN MOMENTUM INTO ENQUIRIES

The next week should keep the new attention flowing while giving Sonny clear signals about what people want to buy and cook.

1

Capitalise on every Bogans review

Publish the teaser, the review link and one follow-up question. Pin or reshare the strongest audience response.

Priority

2

Repeat the choice-led post format

The beef-box question produced 18.57% engagement and eight clicks. Use one clear choice per post.

High impact

3

Create comments deliberately

Use low-effort prompts: "Brisket or tomahawk?", "Which smoker?" and "What goes in your freezer first?"

Growth lever

4

Keep product claims concrete

Confirm contents, weight, final price and delivery or collection before asking people to message.

Trust

225+

REACH PER FEED POST

8%+

ENGAGEMENT FLOOR

20+

WEEKLY POST CLICKS

325+

VIEWS PER REEL

PENNY WISE I.T DELIVERY THIS WEEK

Metricool publishing is connected and verified. The Facebook calendar is populated, the 5 Bogans teaser Reels have been rebuilt with genuine FFF imagery, and automatic publishing is confirmed for the pending campaign posts.



Recommended reporting rhythm: issue this wrap-up every Tuesday using the previous seven completed days. That keeps comparisons consistent and gives enough time to adjust the next week's content.



DATA APPENDIX

THE COMPLETE DAILY VIEW

Daily Facebook figures supplied by Metricool for the reporting period. Blank activity days are recorded as zero in this presentation.

DATE	FOLLOWERS	PAGE VIEWS	FEED POSTS	IMPRESSIONS	INTERACTIONS	REACTIONS	CLICKS	SHARES	MEDIA VIEWS
7 Oct	182	15	0	0	0	0	0	0	632
8 Oct	181	7	0	0	0	0	0	0	181
9 Oct	180	3	0	0	0	0	0	0	150
10 Oct	197	372	1	397	10	6	4	0	951
11 Oct	204	54	1	219	10	5	5	0	302
12 Oct	205	24	1	158	13	5	8	0	304
13 Oct	206	39	1	114	5	3	1	1	174

TWO-WEEK COMPARISON

PERIOD	FOLLOWERS*	PAGE VIEWS	FEED POSTS	IMPRESSIONS	INTERACTIONS	AVG REACH	CLICKS	ENGAGEMENT	MEDIA VIEWS
30 Sep–6 Oct	182	245	10	2,416	46	143.9	20	3.20%	1,597
7–13 Oct	206	514	4	888	38	124.0	18	7.66%	2,694

Followers

Total page followers recorded at the end of each day.

Impressions

Times feed posts were displayed; repeat views are included.

Interactions

Reactions, comments, shares and clicks returned by Metricool.

Media views

Meta's current replacement for the discontinued page impressions metric.

Page views

Times the Facebook Page itself was viewed.

Reach

People who saw a post. Combined post reach this week was 496.

Engagement

Interactions relative to average post reach. Weekly aggregated rate: 7.66%.

Reel watch time

Watch-time values are reported as supplied by Meta through Metricool.

Source and method. Metricool brand 7198589 ("FFF Beef"), timezone Australia/Brisbane. Reporting period: 7 October 2026 00:00 to 13 October 2026 23:59. Comparison period: 30 September to 6 October 2026. Export prepared 14 October 2026. Meta may revise recent figures as data completes. No paid post spend was recorded. Deprecated Meta metrics were excluded in favour of current followers, media views, reach and interaction measures.