

PROMO.COM + KIMGARST.COM



# Kim Garst Stats

Successful social media marketing is not built on impressions. It is built on relationships.

“

KIM GARST

Kim Garst | 2019



An international  
**BEST SELLING AUTHOR**



An international  
**KEYNOTE SPEAKER**

One of the world's most  
retweeted people among  
**DIGITAL MARKETERS**



A highly sought after  
**MARKETING STRATEGIST**

# Who Is Kim?

**Kim is internationally recognized as a thought leader in the social media space.**

**Forbes named her as one of the Top 10 Social Media Power Influencers.**

**She has provided social and digital marketing advice to some of the world's top brands like Microsoft, IBM, and Mastercard as well and thousands of influential business leaders on digital and social media business strategies.**

KIM HAS BEEN FEATURED IN:



**Entrepreneur**  
MAGAZINE



**Social Media**  
Examiner



**Forbes**

**BusinessWeek**





# Looking Ahead

**KIM BRINGS 28 YEARS OF  
MARKETING EXPERIENCE &  
EXPERT INDUSTRY  
KNOWLEDGE TO THE TABLE.**

Kim is looking to form a lasting collaboration with a brand who has the ability to think outside the box and envision the big picture.



# 1.5M Community





# Where Kim's community hangs out



**FACEBOOK**

394 K Likes  
390K Followers

**INSTAGRAM**

65.6K Followers  
1,888 Following

**TWITTER**

611K Followers  
245K Following

**PINTEREST**

130K Monthly Viewers

**PERISCOPE**

41,157 Followers

**LINKEDIN**

21,895 Followers

**YOUTUBE**

3.4K Subscribers

# Facebook

No PAID Traffic

ALL ORGANIC

3,248,191

ORGANIC PAGE IMPRESSIONS

1,881,023

VIRAL PAGE IMPRESSIONS

July 1 – July 31 2019

STATS

1,045 New Organic Fans

394K FANS

39 K Clicks

5.1M IMPRESSIONS

85 Published Posts

73K TOTAL ENGAGEMENT


Mentions & Shares

2.3K AWARENESS





# Facebook Competitor View

	Fans ?	Talking about this ?	Fan posts	Page posts	Interactions ?	Engagement ?
 Kim Garst	394,845 -1.4/day	16,735 4.2 % of fans	10 0.3 /day	255 8.2/day	118,413 464.4/post	30 0.1 % post
 Chalene Johnson	1,010,592 0/day	4,744 0.5 % of fans	0 0 /day	0 0/day	0 0/post	0 0 % post
 Social Media Exam...	546,825 58.8/day	1,157 0.2 % of fans	0 0 /day	60 1.9/day	18,768 312.8/post	3.4 0.1 % post
 Amy Porterfield	294,745 30.5/day	1,580 0.5 % of fans	20 0.2 /day	35 0.4/day	5,822 166.3/post	2 0.1 % post
 Promo.com	138,424 239.1/day	10,839 7.8 % of fans	9 0.1 /day	48 0.5/day	2,499 52.1/post	1.8 0 % post



July 1 – July 31 2019

STATS

611K

FOLLOWERS



1,066

TWEETS PUBLISHED

3,670

RETWEETS



12,970

TOTAL ENGAGEMENT

1.2K

AWARENESS

Twitter

HASHTAGS & INTERACTIONS

3,166

# Instagram

We recently started to optimize our Instagram account and it has started to grow significantly and will continue to grow as.

JEFF SEIH IS JOINING KG TEAM!

June 1 – June 30 2019

## STATS

65K

## FOLLOWERS

22 Posts Published

## 1.1K TOTAL ENGAGEMENT

31K

## IMPRESSIONS

20,364

## HASHTAGS & INTERACTIONS







Last 30 days

STATS

22,675

FOLLOWERS



143K

MONTHLY VIEWS

88%

ENGAGEMENT RATE



3,065 Pins

29,117 RE-PINS

9.5 Virality Score

905 COMMENTS

# Pinterest

We recently started to optimize our Pinterest account and it has started to grow significantly and will continue to grow as.

JEFF SEIH IS JOINING KG TEAM!

# LinkedIn

As of 8.14.19

STATS

21,896

FOLLOWERS

21,826

FOLLOWING

654 in past 90 days

PROFILE VIEWS

125 Post Views

177 SEARCH APPEARANCES





Last 30 days

STATS

3,429

SUBSCRIBERS



271 Views (last 30 days)

82,627 VIEWS (ALL TIME)

238

VIDEOS PER VIDEO



This can really take off with

WEEKLY LIVE SHOW

# YouTube

Really want to focus on this platform and  
build out both of our communities here.

SO MUCH POTENTIAL WITH THIS  
SEARCH ENGINE!!



# Periscope

There is a lot of potential here for live video. Kim has a sizeable following and her engagement is through the roof with only 32 broadcasts.

PERISCOPE STILL HAS LEGS!

As of 8.14.19

## STATS

41,151

## FOLLOWERS

103

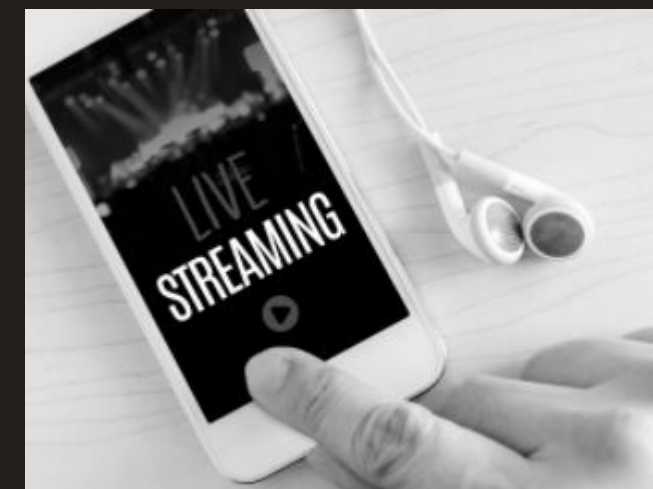
## FOLLOWING

9,930,936

## ENGAGEMENT

32

## BROADCASTS





As of 8.14.19

## STATS

126,466

## CURRENT LIST SIZE



List size varies +/-

5-10K

1,894 (in last 90 days)

## NEW CONTACTS



5-46%

## OPEN RATE

Emply Advanced Email

## MARKETING STRATEGIES

# Our List

# Web Traffic

Used May stats as it was more indicative of a typical month. In part of June and July, we did not publish our weekly blog as we were in the middle of the Groups That Grow Your Business launch.

MAY 2019 C-PANEL STATS

415,298

VISITS

178,461

UNIQUE VISITS

1,212,995

IMPRESSIONS

2.92

PAGES PER VISIT

11,107,723

HITS

93% of Traffic Comes from

GOOGLE SEARCH







Publish & Amplify 1-2 X/week

WEEKLY BLOG

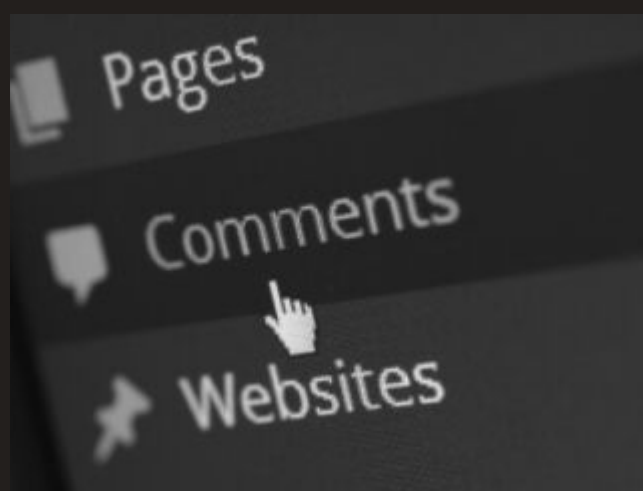
2,116 links from 237 Root Domains

PAGE AUTHORITY: 46



48,596 links from 4,251 Root Domains

DOMAIN AUTHORITY: 54



44,978 links from 4,242 Root Domains

SUBDOMAIN

39.3K Backlinks

28.2K ORGANIC KEYWORDS

# Blog Traffic

Our blog accounts for about 78% of our website traffic, so it's a

MAJOR TRAFFIC SOURCE



**KIM GARST**

Founder & CEO



**RONDA MOORE**

Director of Operations



**DEB TURTON**

Chief Heart Officer

# Executive Team

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**Let's  
Collaborate!**