

MARKETING UPDATE  
October 2023

FOLLOWER COUNT



2104



1408



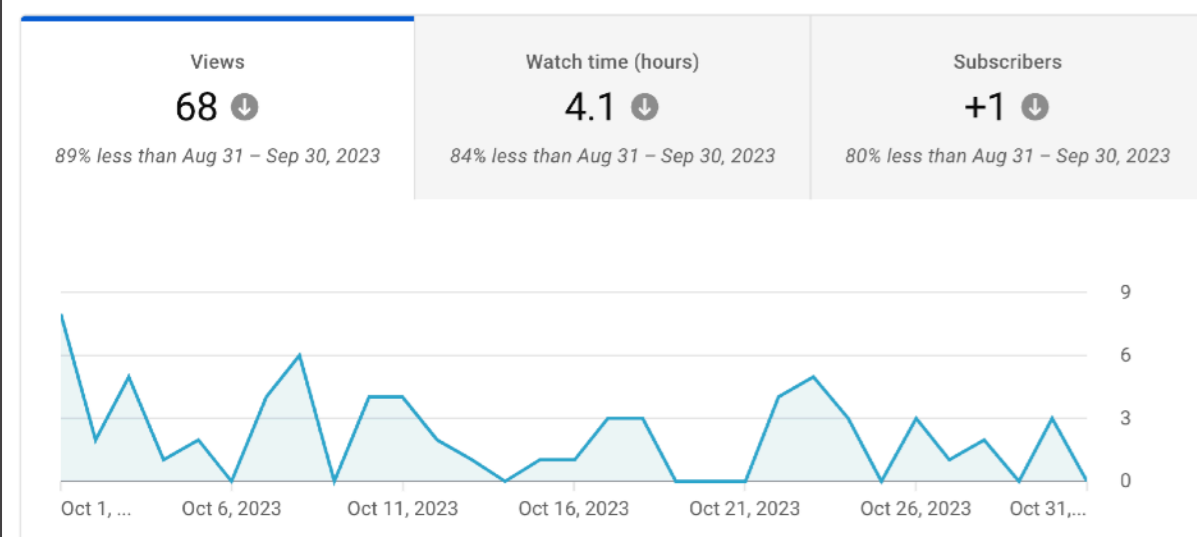
944

### POOR REEL ENGAGEMENT: WHY IT HAPPENED AND HOW WE FIXED IT



### YOUTUBE SNAPSHOT

In October, people watched your videos 68 times



The story in the data: Less viewers than previous month, but the viewers we do have are watching longer