

CENT

Absolute growth – Platform Vise

Growth of Total Fans ?



Avg. Change per Month

10.5k

Total Change in Fans

126k

Number of Page Posts ?



Avg. Posts per Month

22.17

Sum of Admin Posts

266

Number of Interactions ?



Avg. Interactions per Month

51.5k

Sum of Interactions

619k



Growth of Total Followers ?



Avg. Change per Month

1.8k

Total Change in Followers

21.4k

Number of Profile Posts ?



Average Posts per Month

11.83

Sum of Profile Posts

142

Number of Interactions ?



Avg. Interactions per Month

4.0k

Sum of Interactions

48



Max Interactions per 1000
Followers

97.87

Jul 2023

Min Interactions per 1000
Followers

1.98

Dec 2022

Sum of Interactions per 1000
Followers per Period

308.6

Sum of Mentions

4.8k

Max Mentions on

690

Apr 2023

Average Mentions per Month

403.8

Max Interactions on

14.3k

Jul 2023

Average Interactions per
Month

3.3k



CEAT Content In Nutshell

In essence, CEAT's content strategy focuses on telling compelling stories in an emotionally resonant manner, connecting with specific communities (like bikers) to build a dedicated following, using cricket as a platform to reach a broader audience, and staying current through moment marketing.

This multifaceted approach helps CEAT create a diverse range of content that resonates with various segments of its target audience and keeps its brand relevant and engaging in the ever-evolving digital landscape.

Hero Campaigns Executed In The Given Duration

#KaroSafetySeDosti

#RindingHopeRidingChange

#BuckleUpIndia

#CEATEnduroTracks

#CrossAllTerriansWithCrossDriveAT

Organically Featured Posts

