



Twitter Analytics: Serhant Sales Tips Campaign

CommuterAds

The CommuterAds Serhant Sales Tip Campaign on Twitter was from August 13th through August 22nd with an additional Serhant-related post in September. The Twitter analytics can be seen below with the tweets shown on the next few pages.

Post Date	Post Name	Total Reach	Total Engagement
8/13	Serhant Sales Tips Introduction	591	21
8/14	Kaitlyn's Picture	627	35
8/14	Ann's Picture	549	25
8/15	Rita's Picture	865	25
8/15	Rachel's Picture	617	21
8/15	Derryl's Picture	628	12
8/16	Melanie's Picture	585	28
8/16	Nate's Picture	655	44
8/17	Sushant's Picture	628	18
8/17	Russ' Picture	430	17
8/22	Monica's Picture	571	21
9/21	Meeting Ryan in Chicago	1,980	102
TOTAL	12 Tweets	8,726	369

CommuterAds Serhant Sales Tips Twitter Campaign:

12 Tweets

8,726 Impressions

369 Engagements

4.2% Engagement Rate





Twitter Tweets: Serhant Sales Tips Campaign

CommuterAds



All summer, the CommuterAds Team watched #SellItLikeSerhant on @Bravotv to freshen our sales techniques. Join us as we recreate @RyanSerhant's Instagram pictures and share his #QuickTips we learned from the show. Don't forget to tag @RyanSerhant when you retweet!



12:27 PM - 13 Aug 2018

1 Retweet 4 Likes



Serhant Sales Tips Introduction

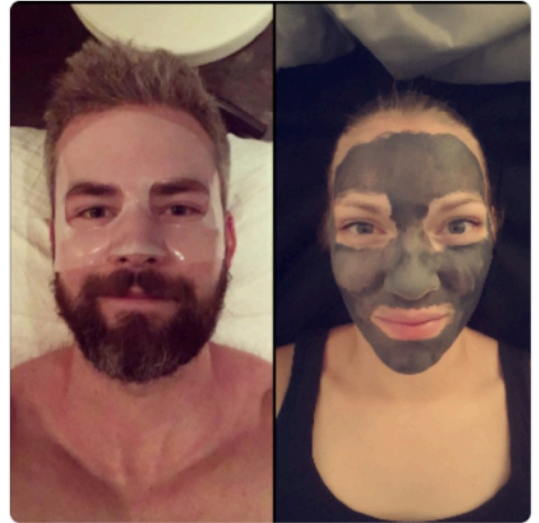
Date: 8/13

Reach: 591

Engagement: 21



Quick Tip: Refine the person before the salesman. To survive in a start-up you have to wake up early and go to sleep late, that's why I #FaceMaskSunday to get me ready for each week! Thank you @RyanSerhant, @Bravotv, and #SellItLikeSerhant



8:43 AM - 14 Aug 2018

1 Retweet 4 Likes



Kaitlyn's Picture

Date: 8/14

Reach: 627

Engagement: 35



Quick Tip: Inject humor in your sales. Remember to own your compliments and be confident in all aspects of your life! Thank you @RyanSerhant, @Bravotv, and #SellItLikeSerhant.



11:59 AM - 14 Aug 2018

5 Likes



Ann's Picture

Date: 8/14

Reach: 549

Engagement: 25





Twitter Tweets: Serhant Sales Tips Campaign

CommuterAds

CommuterAds @commuterads

How do you become a sales expert?!
PRODUCT KNOWLEDGE!!! @RyanSerhant
I'm spending my internship learning the ins and outs of our product here at CommuterAds. Maybe one day I'll have my own book or tv show, too?! Thank you #SellItLikeSerhant and @Bravotv 🙌🙌



10:09 AM - 15 Aug 2018

2 Retweets 7 Likes



Rita's Picture

Date: 8/15

Reach: 865

Engagement: 25

CommuterAds @commuterads

Caption: Quick Tip: Get something accomplished before the day begins! I always pack a lunch and prepare for the day before I even get to work so I am in a productive mindset, ready to hit the ground running. Thank you @RyanSerhant, @Bravotv, and #SellItLikeSerhant



12:54 PM - 15 Aug 2018

1 Retweet 5 Likes



Rachel's Picture

Date: 8/15

Reach: 617

Engagement: 21

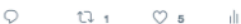
CommuterAds @commuterads

Quick Tip: Be confident, show off your POWER BROKER FACE! Take pride in your appearance and walk into your sales meeting with a face that says you're confident in your product! Thank you @RyanSerhant, @Bravotv, and #SellItLikeSerhant for the tip!



8:14 PM - 15 Aug 2018

1 Retweet 5 Likes



Derryl's Picture

Date: 8/15

Reach: 628

Engagement: 12





Twitter Tweets: Serhant Sales Tips Campaign

CommuterAds



Quick Tip: Show off your success! Be proud of your hardworking and what you've accomplished, remember all stars juggle it all! Thank you @RyanSerhant, @Bravotv, and #SellitLikeSerhant for the great advice!



10:25 AM - 16 Aug 2018

5 Likes



Quick Tip: Turn your fears into the fire that push you! Don't let your fears hold you back, but use them as fuel when you feel discouraged and let nothing stand in your way from accomplishing your goals. Thank you @RyanSerhant for all of the inspiration!



5:47 PM - 17 Aug 2018

2 Likes



Melanie's Picture

Date: 8/16

Reach: 585

Engagement: 28



Quick Tip: Live a better life yourself so you can live a better life with everyone else! Thank you @RyanSerhant and @Bravotv for reminding us to enjoy life outside of work, encouraging us to be more positive and happy salesmen! #SellitLikeSerhant



12:58 PM - 16 Aug 2018

4 Likes



Nate's Picture

Date: 8/16

Reach: 655

Engagement: 44

Sushant's Picture

Date: 8/17

Reach: 628

Engagement: 18





Twitter Tweets: Serhant Sales Tips Campaign

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@commuterads

Quick Tip: Build your brand! **@RyanSerhant** has done an exceptional job building his personal brand, something that each salesman can benefit from. Thank you, once again, to **@RyanSerhant**, **@Bravotv**, and **#SellItLikeSerhant** for these excellent sales tips! **#InRussWeTrust**

Russ' Picture

Date: 8/17

Reach: 430

Engagement: 17



11:20 AM - 17 Aug 2018

3 Likes



CommuterAds
@commuterads

We went to meet **@RyanSerhant** in **#Chicago** today to get our copy of **Sell It Like Serhant** signed! Thank you Ryan for being an inspiration to our team and teaching us how to **#SellItLikeSerhant**!



2:50 PM - 21 Sep 2018

3 Retweets 8 Likes



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@commuterads

Did you think we were done?! Quick Tip: Never stop fighting for the life you want! Thank you (one more time) to **@RyanSerhant**, **@Bravotv**, and **#SellItLikeSerhant** for all of these amazing sales tips.



9:06 AM - 22 Aug 2018

1 Retweet 5 Likes



Monica's Picture

Date: 8/22

Reach: 571

Engagement: 21

Meeting Ryan in Chicago

Date: 9/21

Reach: 1,980

Engagement: 102

twitter.com/commuterads





Facebook Analytics: Serhant Picture Contest

CommuterAds

The CommuterAds Serhant Sales Tip Contest on Facebook was from August 20th through August 22nd with an additional Serhant-related post in September. The Facebook analytics for the campaign can be seen below with the posts shown on the next few pages.

Post Date	Post Name	Total Reach	Total Engagement
8/20	Picture Contest Introduction	704	81
8/21	Voting Contest with Pictures	980	380
	Kaitlyn's Picture		(9 on Picture)
	Ann's Picture		(7 on Picture)
	Rita's Picture		(20 on Picture)
	Rachel's Picture		(2 on Picture)
	Derryl's Picture		(4 on Picture)
	Melanie's Picture		(3 on Picture)
	Nate's Picture		(16 on Picture)
	Sushant's Picture		(3 on Picture)
	Russ' Picture		(8 on Picture)
8/22	Contest Winner Picture: Rita	826	189
9/21	Meeting Ryan in Chicago	555	156
TOTAL	4 Posts	3,065	806

CommuterAds Serhant Sales Tips Facebook Campaign:

4 Posts (with 9 Additional Pictures)

3,065 Impressions

806 Engagements

26.3% Engagement Rate





Facebook Posts: Serhant Picture Contest

CommuterAds



CommuterAds

August 20 · 🌐

VOTE TOMORROW! All summer, the CA Team watched Sell it Like Serhant, taking notes on sales tips and lifestyle habits along the way. Stay tuned for our contest tomorrow as we recreate our favorites, and vote for yours!

Thank you [Ryan Serhant](#), [Bravo](#), and [#SellItLikeSerhant](#) for the great entertainment and helpful sales techniques!



👍❤️ You, Rita Zambon, Rachel Ott and 60 others

1 Share

... Picture Contest Introduction

Date: 8/20

Reach: 704

Engagement: 81

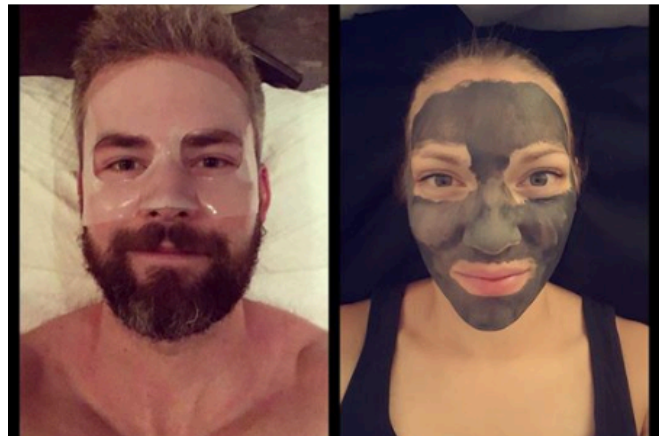


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August 21 · 🌐

VOTE! It's up to you! Which [Ryan Serhant](#) recreation and sales tip is your favorite? Like, Comment, and Share to cast your vote!

Thank you to [Ryan Serhant](#), [Bravo](#), and [#SellItLikeSerhant](#) for all the sales tips and entertainment!



Voting Contest with Pictures

Date: 8/21

Reach: 980

Engagement: 380

👍😄 5

1 Comment 7 Shares





Facebook Posts: Serhant Picture Contest

CommuterAds



And the winner is...RITA! Thank you for voting and special thanks to Ryan Serhant, Bravo, and #SellItLikeSerhant for all the amazing sales tips and photo inspiration!

Contest Winner Picture: Rita
Date: 8/22
Reach: 826
Engagement: 189



You, Rita Zambon, Chase Hite and 10 others

1 Share



We went to meet Ryan Serhant in Chicago today to get our copy of Sell It Like Serhant signed! Thank you Ryan for being an inspiration to our team and teaching us how to #SellItLikeSerhant!



Meeting Ryan in Chicago
Date: 9/21
Reach: 555
Engagement: 156

Samantha Nielsen, Rita Zambon and 8 others

2 Shares





LinkedIn Analytics: Professional Development

CommuterAds

CommuterAds featured their professional development on LinkedIn in September, this was part of a new LinkedIn presence launched by CommuterAds in 2018. The analytics and post for the LinkedIn audience can be seen below.

Please note: this project also included improvement of the CommuterAds Team's Personal LinkedIn Pages which can be seen in the video submission.

Post Date	Post Name	Total Reach	Total Engagement
9/21	Meeting Ryan in Chicago	175	15
TOTAL	1 Posts	175	15

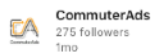
CommuterAds Professional Development on LinkedIn:

1 Post

175 Impressions

15 Engagements

8.6% Engagement Rate



Melanie Guardino, Director of Sales CommuterAds Midwest, had the pleasure of attending Ryan Serhant's luncheon in #Chicago last week. She was able to receive a copy of Sell It Like Serhant and an autograph for our interi ...see more

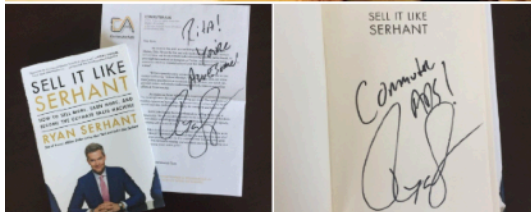


Meeting Ryan in Chicago

Date: 9/21

Reach: 175

Engagement: 15



8 Likes

[linkedin.com/company/commuter-advertising](https://www.linkedin.com/company/commuter-advertising)

