



Florida Radish

Final KPI Report

June 6, 2025



Ten Acre
MARKETING

KPI Breakdown

LAST 90 DAYS

4,087

VIEWS

1,777

ACCOUNTS
REACHED

254

INTERACTIONS

190

PROFILE VISITS

130

FOLLOWERS

31

TOTAL POSTS

18

TOTAL STORIES



Audience Breakdown

TOP LOCATIONS:

- Jacksonville
- Aqui Esta
- Lansing
- Orlando
- Riviera Beach

TOP AGE RANGE:

- Men = 45-54
- Women = 35-44

GENDER:

- Men = 24.5%
- Women = 75.5%

48%

Increase in followers
in last 90 days

130

Total
Followers

35-44

Top age range of
followers

Content Performance

Top-performing Reels



1,561



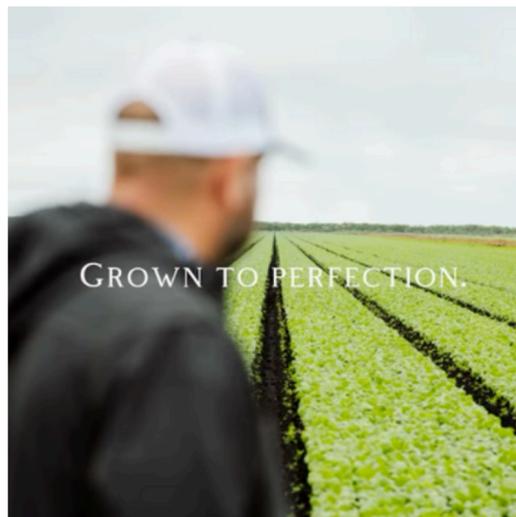
695



563



425



421



286



279



258

165

TOTAL LIKES

4

TOTAL COMMENTS

17

TOTAL SAVES

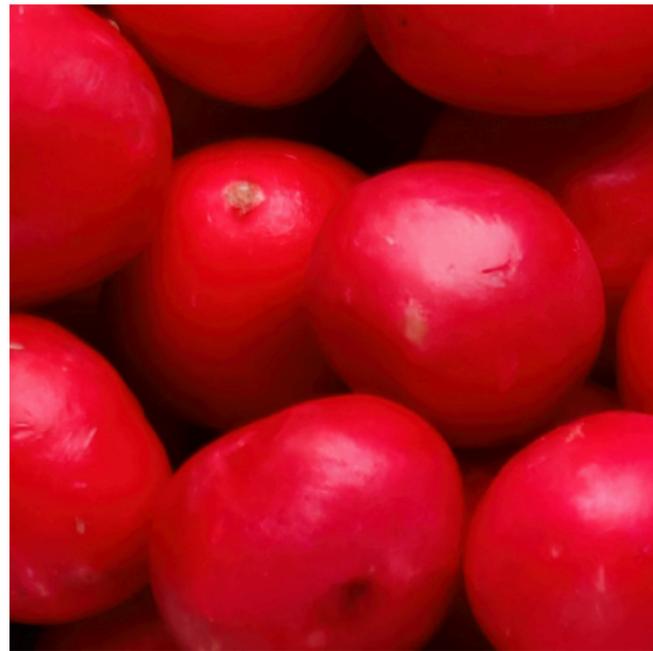
16

TOTAL SHARES

Content Performance

Top-performing Posts

970



526



144



83



53

TOTAL LIKES

1

TOTAL COMMENTS

1

TOTAL SAVES

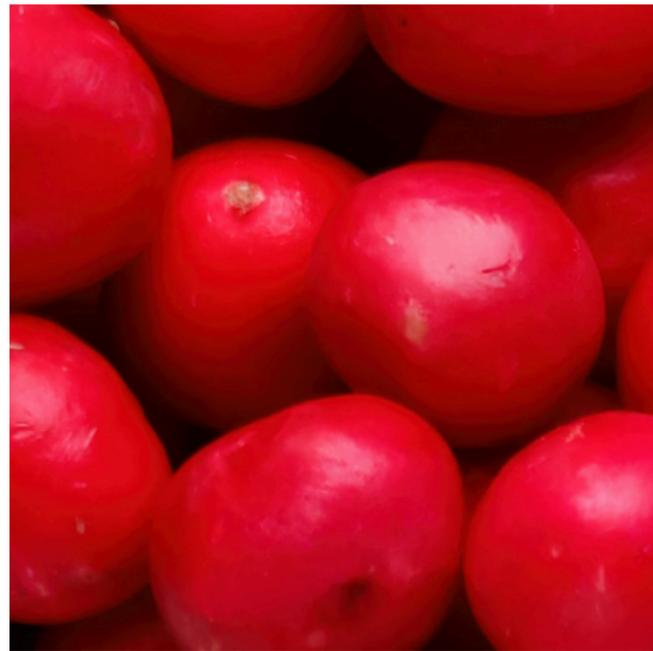
2

TOTAL SHARES

Content Performance

Top-performing Stories

970



526



144



83



26

TOTAL
STORIES

2

REPLIES

1

TOTAL SHARES

INFLUENCER PARTNERSHIP



A PARTNERSHIP BETWEEN
GISELA BOUVIER NUTRITION
& FLORIDA RADISH

February 2025 - April 2025



POST 1 - SOCIAL MEDIA ENGAGEMENT RESULTS

Recipe: Sauteed Garlic Radishes



Posted: 2/24/25

Instagram Reel Results

- Views: 1,892
- Likes: 71
- Shares: 11
- Saves: 11
- Comments: 22 (44 total with my replies)

LinkedIn Video Results

- Impressions: 1381
- Likes: 33
- Repost: 1
- Comments: 6 (13 total with my replies)

Facebook Results

- Views: 201
- Likes: 6
- Comments: 2 (4 total with my replies)

Engagement Total

- Views/Impressions: 3474
- Likes: 110
- Shares/Reposts: 12
- Saves: 11
- Comments: 30 (61 total with my replies)



POST 2 - SOCIAL MEDIA ENGAGEMENT RESULTS

Recipe: Roasted Radish Bruschetta



Instagram Reel Results

- Views: 1640
- Likes: 82
- Shares: 11
- Saves: 9
- Comments: 22 (44 total with my replies)

Facebook Results

- Views: 262
- Likes: 11
- Saves: 1
- Comments: 0

LinkedIn Video Results

- Impressions: 742
- Likes: 17
- Repost: 1
- Comments: 7 (14 total with my replies)

Engagement Total

- Views/Impressions: 2644
- Likes: 110
- Shares/Reposts: 12
- Saves: 10
- Comments: 29 (58 total with my replies)

Posted: 3/27/25



POST 3 - SOCIAL MEDIA ENGAGEMENT RESULTS

Recipe: Ranch Radish Chips



Posted: 4/22/25

Instagram Reel Results

- Views: 40,550
- Likes: 95
- Shares: 39
- Saves: 69 Comments: 15 (30 total with my replies)

LinkedIn Video Results

- Impressions: 1383
- Likes: 15
- Repost: 3
- Comments: 7 (14 total with my replies)

Facebook Results

- Views: 199
- Likes: 11
- Saves: 0
- Comments: 0

Engagement Total

- Views/Impressions: 42,132
- Likes: 121
- Shares/Reposts: 42
- Saves: 69
- Comments: 22 (44 total with my replies)

STAND OUT COMMENTS & MESSAGES

Eduardo Rojas · 2nd
Director of Dining Services & Nutrition Food
1mo ...

Thanks for sharing, Gisela, looks very tasty

Like 1 | Reply 3

Gisela Bouvier, MBA... **Author** · 1mo ...
Latina Registered Dietitian | Easy Nutrition fo...

Eduardo Rojas my pleasure! Hope to see cooked radishes on your menus!

Like | Reply

Eduardo Rojas · 2nd
Director of Dining Services & Nutrition Food
1mo ...

I will put them on my catering menu

Celebrate 1 | Reply

Gisela Bouvier, MBA... **Author** · 1mo ...
Latina Registered Dietitian | Easy Nutrition fo...

Eduardo Rojas amazing!!

Like | Reply

Thu, Apr 3 at 10:20 AM

Roasted radish bruschetta on our salad bar today!



It's delish!!!!

Ahhhh!!! Thank you!

Healthcare & Senior Living Service Professionals

General Consumers

MAR 28 AT 7:00 AM

Replied to your story

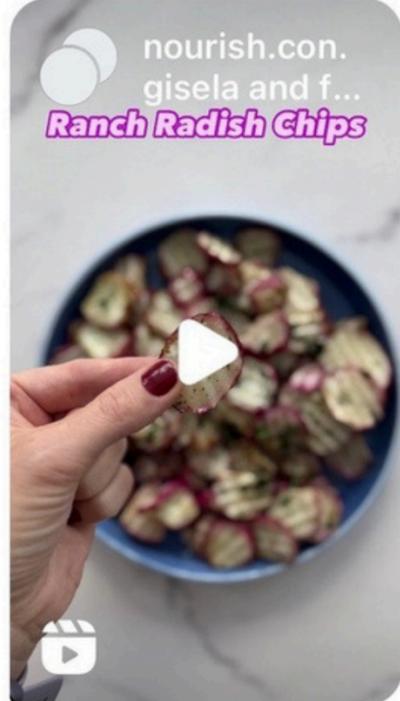


My best friend is here and I made her some sauteed radishes and she loveddd it

Yay!!!

Message...

nourish.con. gisela and f...
Ranch Radish Chips



Hey! I saw you shared this the other day so I saved it and am guna make it today but is a radish a carb or a vegetable? 🤔



ENGAGEMENT TOTALS

TOTAL REACH/IMPACT FOR ALL 3 SOCIAL MEDIA REELS

- Views/Impressions: 48,820
- Likes: 341
- Shares/Reposts: 66
- Saves: 90
- Comments: 81 (163 total with my replies)



Takeaways

Florida Radish is building real momentum on Instagram, particularly with the strong performance of Reels, which is driving views from both loyal followers and new audiences. The influencer partnership added credibility and heart to the content, resulting in meaningful engagement across platforms. With a few targeted shifts, such as boosting top content, diversifying formats, and encouraging more interaction, we're well-positioned to continue growing awareness and deepening audience connection.

01 Partnerships

Gisela's content shows strong cross-platform resonance and adds credibility through her nutrition-forward messaging. This is a partnership worth continuing or expanding.

02 Content Performance

Reels significantly outperformed static posts in reach and engagement, confirming short-form video as the most effective format.

03 Optimize for Higher Interaction

Non-follower engagement from ads proves content is attracting new audiences. Small budgets for paid promotion have helped drive growth for this account.

04 Expand Education & Lifestyle Storytelling

Introduce more shareable formats: produce facts, tips for picky eaters, benefits of radishes. Build more lifestyle context: use radishes in lunchbox ideas, charcuterie boards, meal prep routines

Thank you.