

Social Media Success: Passionfruit Australia's Online Growth

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Big Results from a Small Grant

At the end of last year, Passionfruit Australia Inc. received a small grant to enhance its social media presence—specifically through its Facebook page, *Passionfruit Australia Inc.* (www.facebook.com/passionfruitausinc).

Designed as a resource hub for both commercial growers and home gardeners, the page shares practical tips, industry updates, and educational content related to growing passionfruit.

When the project launched, the page had just 121 followers. The goal was clear: grow the audience and increase engagement through informative, relevant content.

Four key objectives guided the campaign:

- Increase page followers by 20%
- Boost average likes per post by 30%
- Increase views per post by 30%
- Encourage at least a 5% rise in followers sharing posts

The results far exceeded expectations.

Facebook Growth & Counting

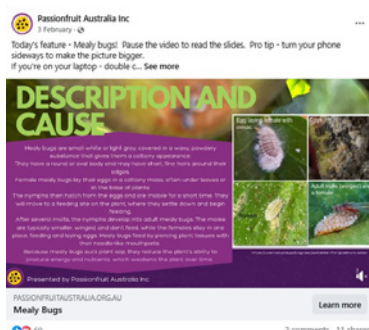
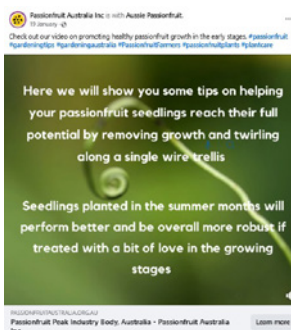
Today, the page boasts **308 followers—** a remarkable **154% increase**. Before the campaign, many posts struggled to gain a single like. Now, engagement has surged.

The standout success was an educational video on *Alternata* spot, which reached new heights with **282 likes** and **46 shares**. This clearly highlighted a trend: posts with useful, informative content—particularly videos—resonated most with the audience.

One of the most recent posts attracted **636 views**, a dramatic rise from just **68 views** on similar posts from the same period last year.

Beyond the funding

With a larger and more engaged following, **Passionfruit Australia is excited to continue expanding its digital reach—even without further funding**. The project has proven that with the right content, even modest funding can yield impressive growth and create lasting value for the industry.



Stay connected with the latest updates, tips, and industry news by following our official Facebook page – **Passionfruit Australia Inc.**

Simply log in to Facebook, visit **@passionfruitausinc** and click 'Follow' to join our growing community: **fb passionfruitausinc**