

Abracadabra Content Performance Diagnosis

March-April 2026 - a post-level review designed to improve the next creative cycle.



Metrics are useful when they change the work.

The review connects quantitative response with the content context of each post. It identifies which ideas worked, why they worked, and what the next cycle should test.

- Last 20 posts reviewed
- Format and theme comparison
- Strong and weak pattern identification
- Practical creative recommendations

Strongest post-level signals

2,831

Ballet announcement reach

88

Likes on the ballet announcement

30

Shares on the ballet announcement

Seasonal and class-led posts

1,483

Easter Egg Hunt reach

1,460

Ballet Reel reach

1,121

Spa Day carousel reach

Experience-led content made the offer tangible.

Posts performed more strongly when they showed a clear activity, a real reason to visit, or a moment parents could immediately picture.

- Aspirational experience Reels
- Specific event announcements
- Visual proof of the activity
- Clear, useful information

Carry the learning into the next cycle.

The next creative cycle should repeat the strongest experience-led structures while testing clearer membership stories and more visible parent perspectives.

- Repeat strong event formats
- Feature real parent moments
- Make membership value concrete
- Review the next cycle at post level