



This sample report is for illustrative purposes only. Sky Zone is not currently or previously a client of Axia Public Relations. No evaluation or decisions should be made based on this fictitious example report.

Quarterly PR Results Report

Client: Sky Zone
Reporting Period: Q2 2026
Prepared By: A. Wareness, Axia Public Relations

Executive Summary

Q2 2026 was a successful quarter for Sky Zone, marked by significant media coverage, increased social media engagement and successful content initiatives. Major accomplishments include a feature in Forbes, a national social media campaign and a successful launch of new fitness programs. This report details these achievements and provides strategic insights for future PR efforts.

Media Relations

Press Releases

- **Number of Press Releases:** 3
- **Key Releases:**
 - **Date:** April 5, 2026
 - **Title:** Sky Zone Expands to New International Markets
 - **Coverage:** Forbes, USA Today, International Business Times
 - **Date:** May 5, 2026
 - **Title:** Sky Zone Launches New Summer Fitness Programs
 - **Coverage:** Forbes, USA Today, Fitness Magazine
 - **Date:** June 10, 2026
 - **Title:** Sky Zone Celebrates National Trampoline Day
 - **Coverage:** ABC News, NBC, Healthline

Media Coverage

- **Total Media Mentions:** 130
- **Top Placements:**
 - **Outlet:** Forbes
 - **Headline:** "Sky Zone's Innovative Fitness Programs Transform Trampoline Fun"
 - **Date:** May 10, 2026
 - **Reach:** 5 million
 - **Sentiment:** Positive
 - **Link:** Forbes Article
 - **Outlet:** USA Today



- **Headline:** "Sky Zone's New Initiatives Boost Community Health and Wellness"
- **Date:** May 15, 2026
- **Reach:** 3 million
- **Sentiment:** Positive
- **Link:** USA Today Article
- **Outlet:** ABC News
- **Headline:** "Sky Zone Celebrates National Trampoline Day with Major Events"
- **Date:** June 12, 2026
- **Reach:** 4 million
- **Sentiment:** Positive
- **Link:** ABC News Article

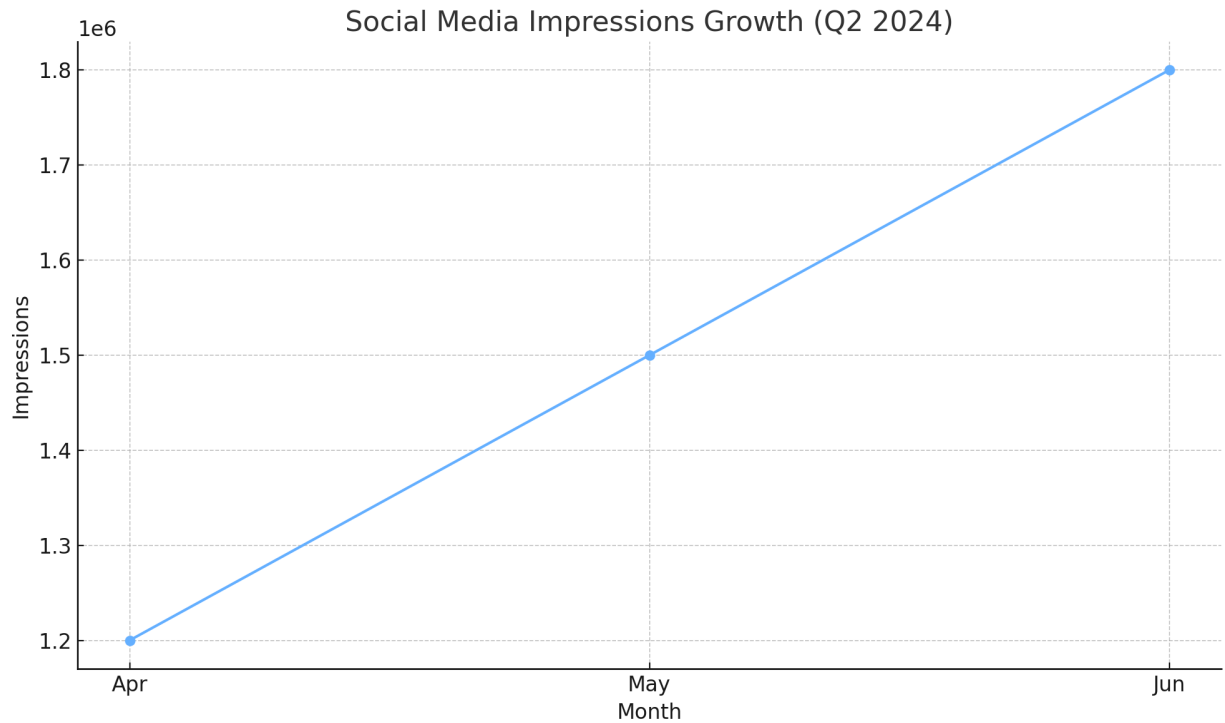
Media Inquiries

- **Total Inquiries:** 35
- **Notable Inquiries:**
 - **Outlet:** ABC News
 - **Topic:** Interview with Sky Zone CEO on new fitness programs
 - **Status:** Scheduled for June 2026

Social Media Metrics

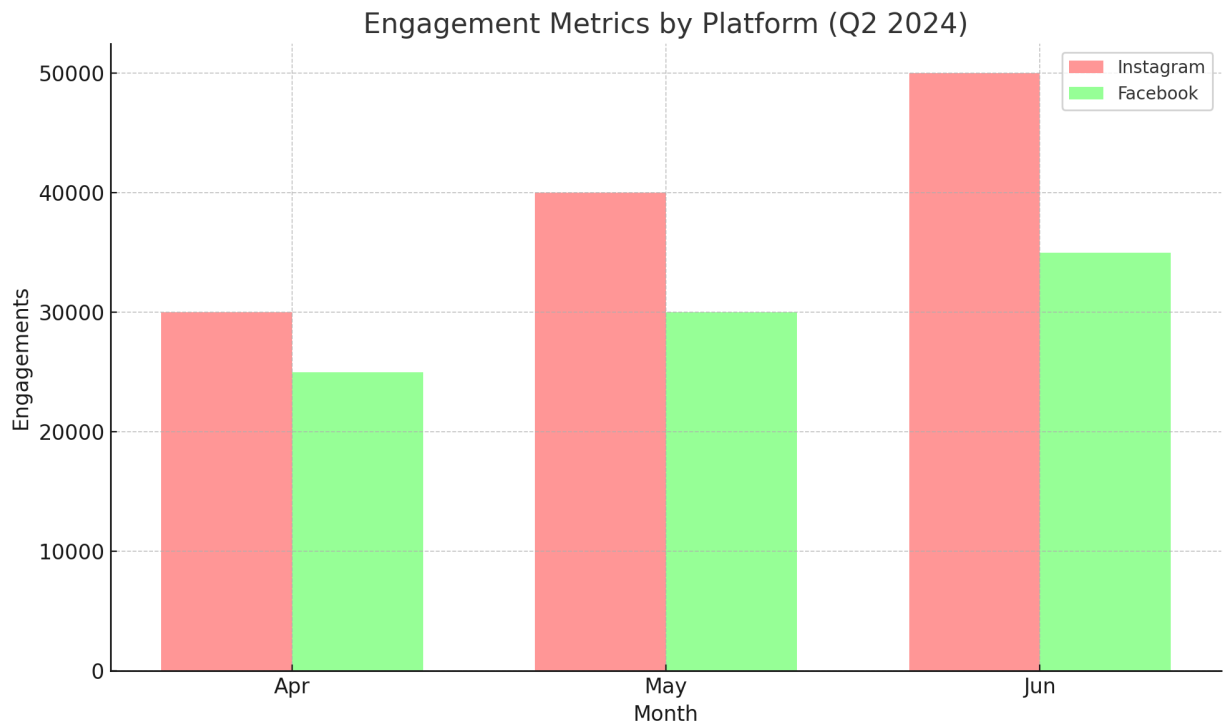
Overall Performance

- **Total Impressions:** 1.5 million (+30% from Q1)
- **Total Engagements:** 90,000 (+25% from Q1)
- **New Followers:** 10,000 (+20% from Q1)



Platform-Specific Metrics

- **Instagram:**
 - **Posts:** 60
 - **Likes:** 45,000
 - **Comments:** 3,600
 - **Shares:** 1,500
 - **New Followers:** 6,000
- **Facebook:**
 - **Posts:** 45
 - **Likes:** 30,000
 - **Comments:** 2,700
 - **Shares:** 900
 - **New Followers:** 4,000
- **Twitter:**
 - **Tweets:** 30
 - **Likes:** 15,000
 - **Retweets:** 2,000
 - **Replies:** 1,200
 - **New Followers:** 1,000



Content Development

Blog Posts

- **Total Posts:** 9
- **Top Posts:**
 - **Date:** April 8, 2026
 - **Title:** "Expanding Sky Zone: New Markets, New Adventures"
 - **URL:** Sky Zone Blog
 - **Views:** 3,000
 - **Shares:** 200
 - **Comments:** 25
 - **Date:** May 8, 2026
 - **Title:** "5 Benefits of Trampoline Fitness"
 - **URL:** Sky Zone Blog
 - **Views:** 2,500
 - **Shares:** 150
 - **Comments:** 20
 - **Date:** June 15, 2026
 - **Title:** "National Trampoline Day: Celebrations Across Sky Zone Parks"
 - **URL:** Sky Zone Blog
 - **Views:** 4,000
 - **Shares:** 300
 - **Comments:** 30

Newsletters

- **Total Newsletters Sent:** 3
 - **Key Metrics:**
 - **Average Open Rate:** 35%
 - **Average Click-Through Rate:** 12%
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Campaign Performance

Key Campaigns

- **Campaign Name:** Summer Fitness Program Launch
- **Objective:** Promote new fitness classes to increase park attendance
- **Performance Metrics:**
 - **Impressions:** 600,000
 - **Engagements:** 40,000
 - **Conversions:** 5,000
 - **ROI:** 20%
- **Campaign Name:** National Trampoline Day
- **Objective:** Celebrate and promote the event to increase brand engagement
- **Performance Metrics:**
 - **Impressions:** 900,000
 - **Engagements:** 50,000
 - **Conversions:** 7,500
 - **ROI:** 25%

Notable Achievements

- **Achievement Description:** Feature in Forbes highlighting Sky Zone's innovative fitness programs
 - **Impact:** Enhanced brand credibility and visibility among health-conscious audiences
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Strategic Initiatives

Ongoing Projects

- **Project Name:** Expansion into New Markets
- **Objective:** Increase brand presence in international markets
- **Status:** On track, with new park openings scheduled for Q3
- **Next Steps:** Coordinate local media events and influencer partnerships in new markets

Upcoming Opportunities

- **Event/Activity:** Back-to-School Fitness Programs
- **Date:** August 2026



- **Action Plan:** Promote through social media, local press and in-park events
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Challenges and Recommendations

Challenges

- **Issue:** Limited media coverage in certain local markets
- **Impact:** Lower than expected attendance in those areas

Recommendations

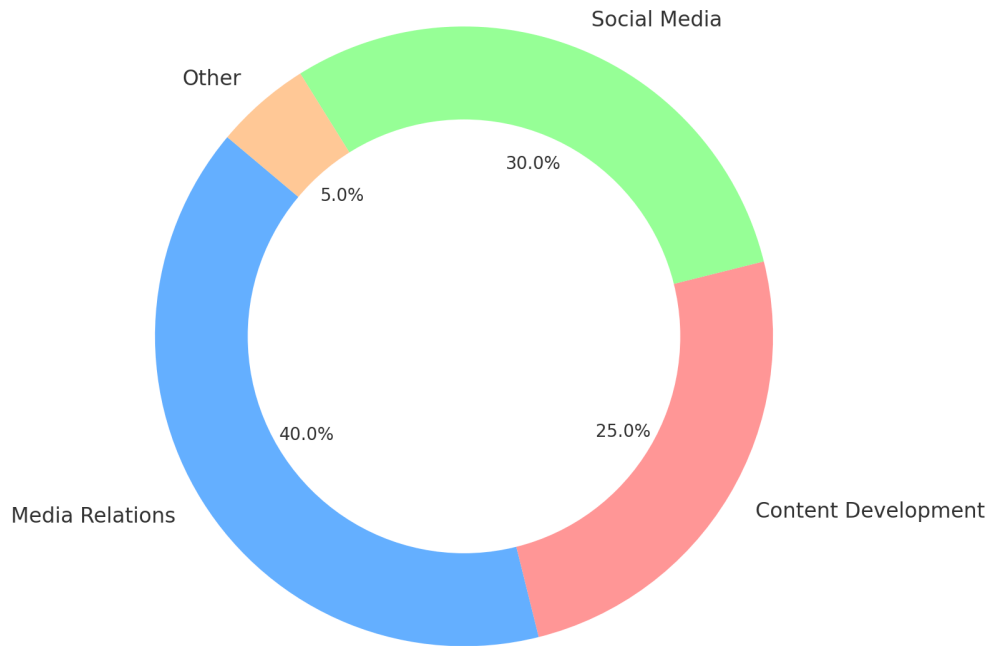
- **Action:** Increase localized media outreach and engage community influencers
 - **Expected Outcome:** Improved coverage and attendance in targeted markets
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Budget & Investments

Quarterly Investment Summary

- **Total Investment:** \$135,000
- **Breakdown:**
 - **Media Relations:** \$45,000
 - **Content Development:** \$30,000
 - **Social Media:** \$36,000
 - **Other:** \$24,000

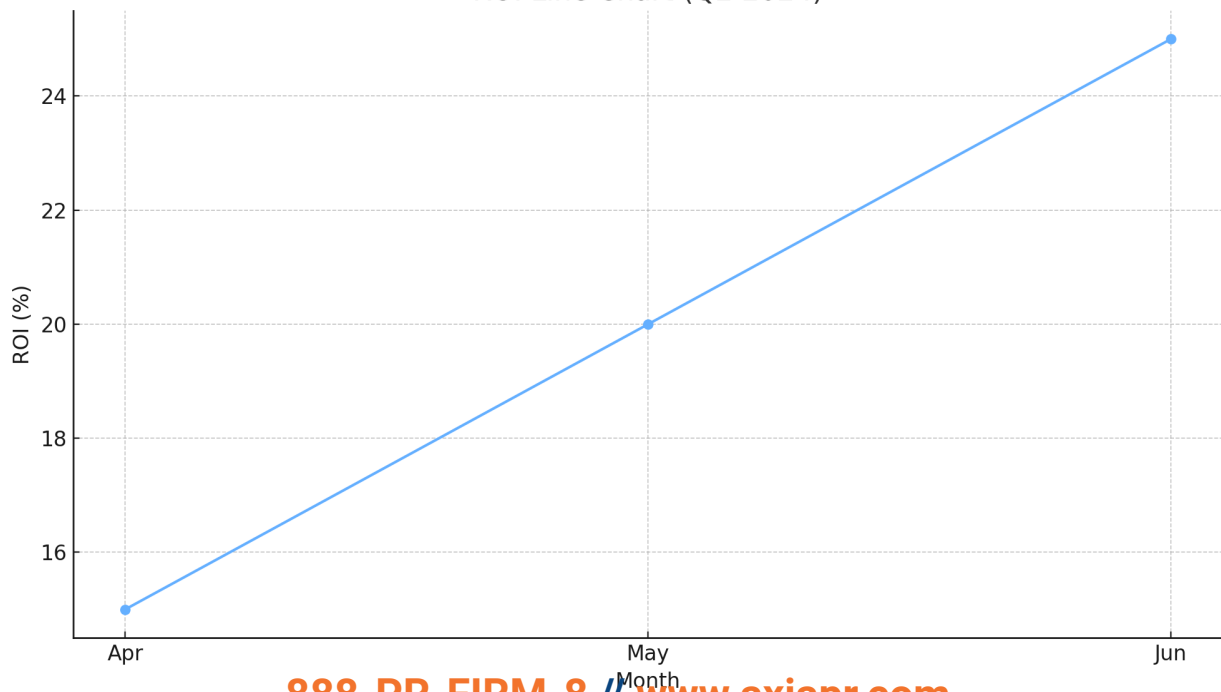
Quarterly Investment Breakdown (Q2 2024)



Return on Investment

- **Overview:** Strong, with significant media placements and increased social media engagement
- **Key Metrics:** 30% increase in social media impressions, feature in Forbes

ROI Line Chart (Q2 2024)





Conclusion

Q2 2026 was a productive quarter for Sky Zone, with major media placements and successful content initiatives. Moving forward, we will focus on expanding local market coverage and leveraging upcoming events to sustain engagement and visibility.

Appendices

Media Clippings

[Attach or provide links to all media clippings from the reporting period]

Detailed Metrics

[Provide detailed metrics and analytics reports for deeper insights]

Prepared by:
A. Wareness
Analyst
Axia Public Relations
+1-888-773-4768