RED CHALK STUDIOS

BUILD BETTER BRANDS

DIGITAL MARKETING REPORT

REPORTING PERIOD
July 1 - July 31, 2020

PREPARED FOR
askHRGreen.org

REPORTING ON
Website Activity
Social Media

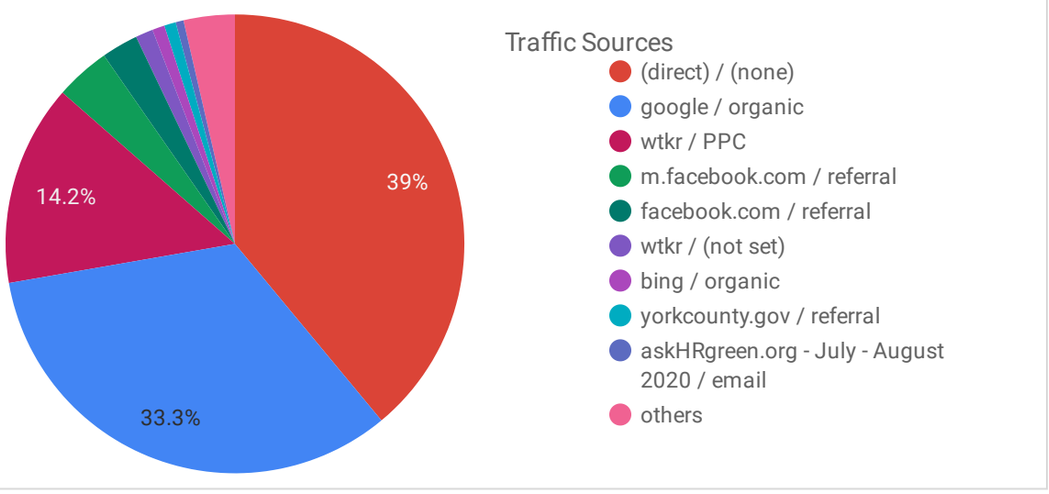
PREPARED BY
Diana Richardson & Christy Klein - Digital Marketing Professionals

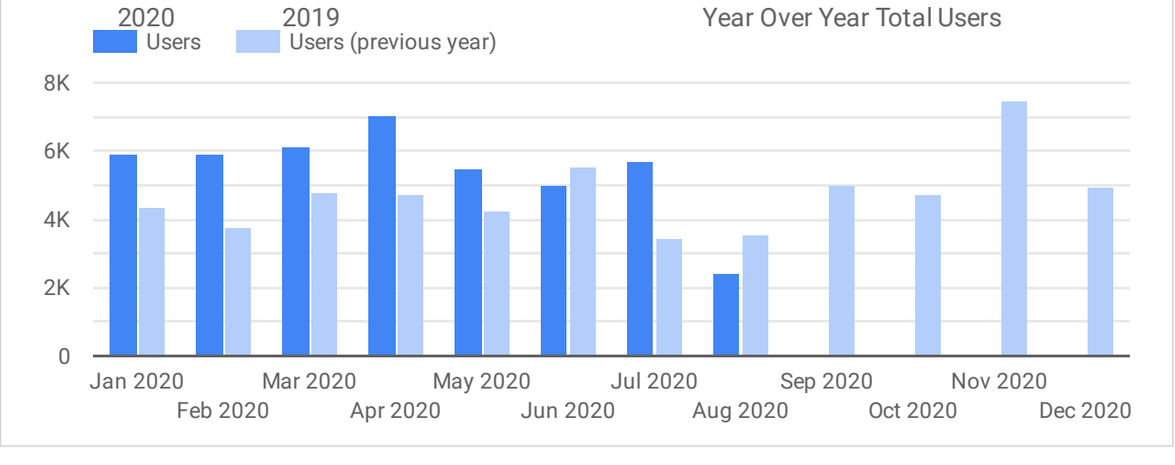
Attachment 6B

WEBSITE TRAFFIC

Jul 1, 2020 - Jul 31, 2020

Monthly Users	Monthly New Users	Monthly Page Views
5,680	5,498	8,594
↑ 13.2%	↑ 12.6%	↑ 8.7%





NOTES & ANALYSIS

And we're back! With some lovely **Month-Over-Month increases** compared to June.

During June, Google was the #1 driver over traffic to the website, but we can see that **Direct Traffic was the #1 source** during July.

Year-Over-Year visitors to the website are **up by 64.5%** — Let's keep rockin' and rollin'!

Attachment 6B

WEBSITE ENGAGEMENT

Jul 1, 2020 - Jul 31, 2020

Top Pages	Pageviews	% Δ
/	2,269	370.7%
/gtk-gtd/lawn-garden-best-pract...	449	-13.8%
/algae-lets-get-rid-scum/	310	3.7%
/summer2020/	295	-
/disposable-diaper-liners-flush-fl...	268	-6.0%
/events-happenings/	247	-30.2%
/gtk-gtd/electronics-recycling-d...	193	-30.3%
/gtk-gtd/recycling-lookup/newp...	166	472.4%
/programs/great-american-clea...	162	500.0%
/gtk-gtd/illegal-dumping/	153	18.6%

Avg. Session Duration

00:00:43

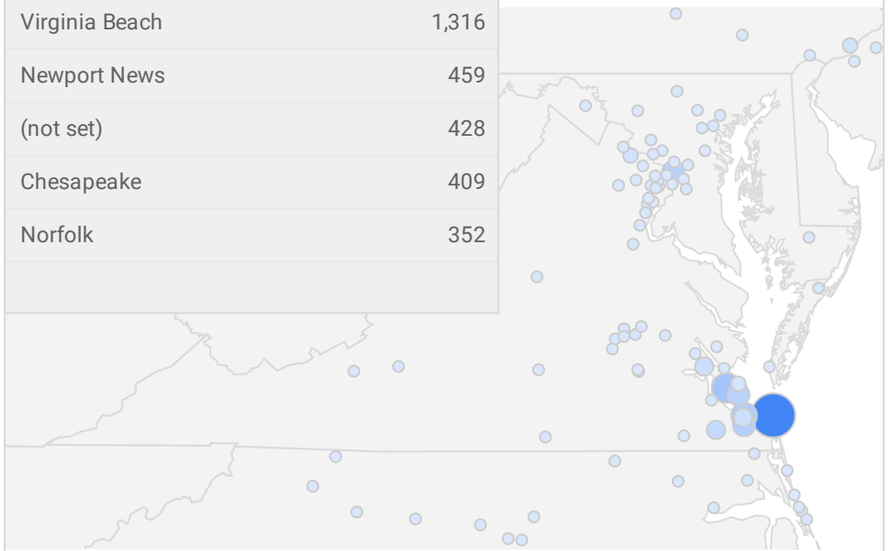
-11.6%

Pages / Session

1.36

-3.4%

City	Visits
Virginia Beach	1,316
Newport News	459
(not set)	428
Chesapeake	409
Norfolk	352



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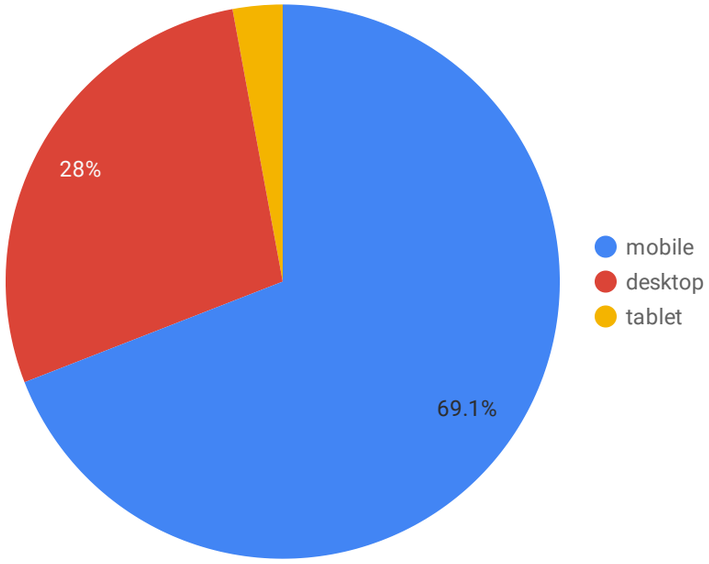
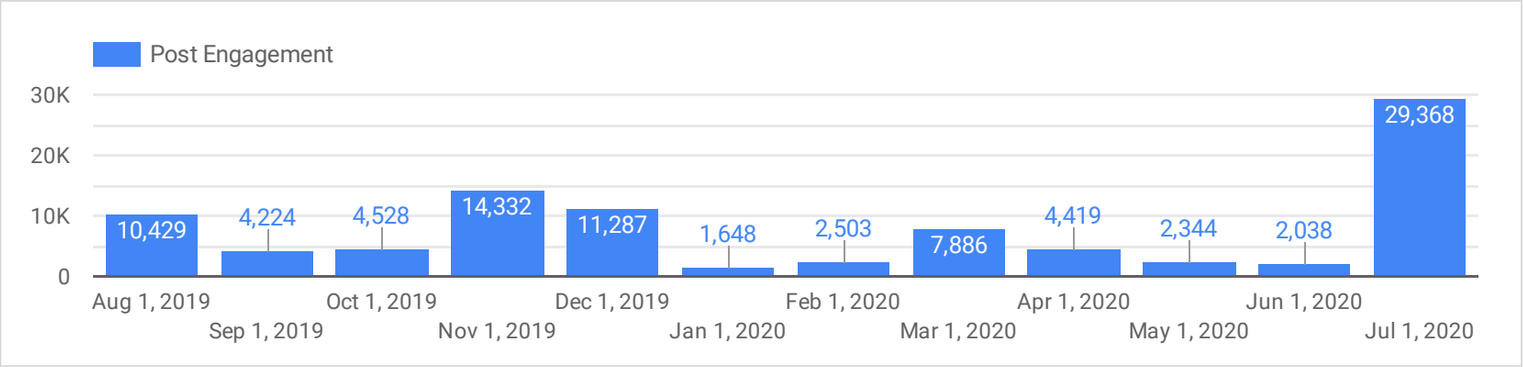


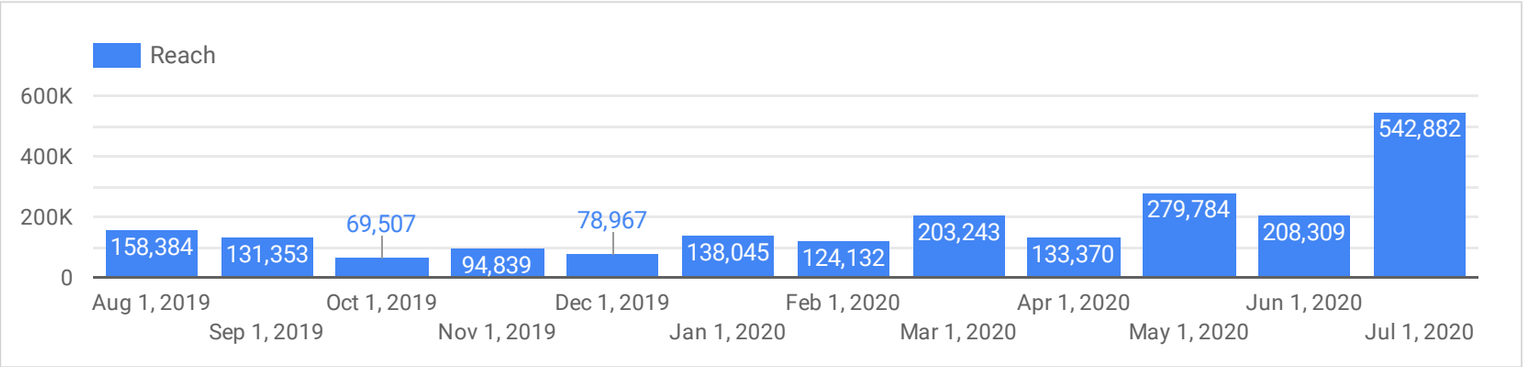
NOTES & ANALYSIS

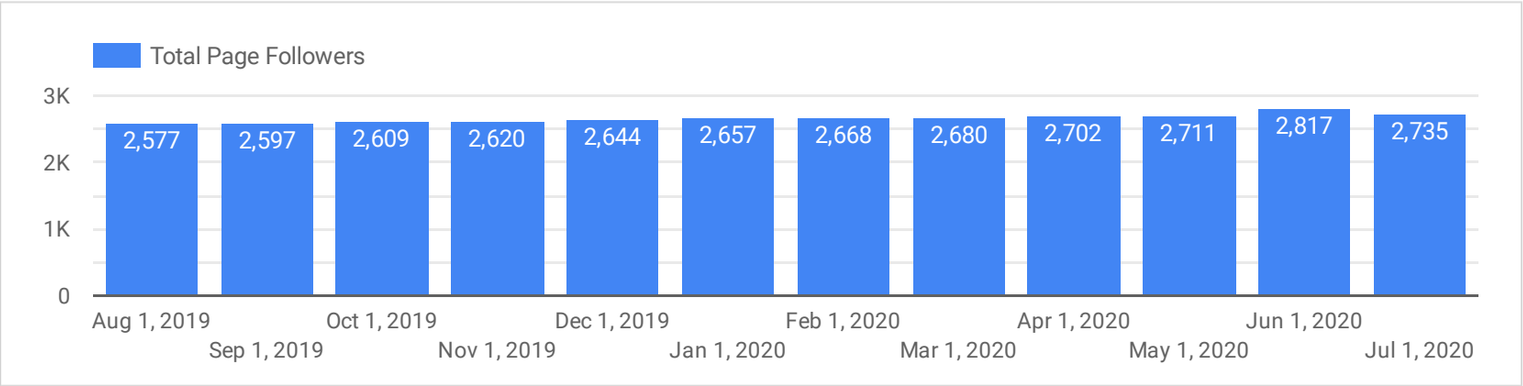
It's so interesting that "gardening best practices" was the #1 page visited during July. We promoted gardening messaging in our June social media posts, and encouraged people to get outside in July, trying to tap into what people are interested in and tackling during these COVID times. Looks like our insight was spot on.

Attachment 6B

SOCIAL MEDIA / Facebook
May include Organic & Paid Traffic







NOTES & ANALYSIS

Total Page followers **decreased by 82** during July. We did however, see a dramatic increase in engagement.

There were 12 Organic Posts and 15 Paid Ads during July. The organic post from July 23rd wins the prize for most Engagements with a total of **47 clicks, comments and shares**.

Attachment 6B

SOCIAL MEDIA / Facebook
Paid Media Results

Jul 1, 2020 - Jul 31, 2020

	Campaign Name	Starts	Ends	Reach	Impressions	Total Engagements	Engagement Rate
1.	ASK: 2020 07 Week 1 Post 2	Jul 2, 2020	Jul 6, 2020	63,789	63,789	189	0.3%
2.	ASK: 2020 07 Week 2 Post 2	Jul 9, 2020	Jul 13, 2020	57,168	572,214	186	0.03%
3.	ASK: 2020 07 Week 4 Post 3	Jul 24, 2020	Jul 28, 2020	53,849	53,849	183	0.34%
4.	ASK: 2020 07 Week 1 Post 1	Jul 1, 2020	Jul 5, 2020	51,520	52,176	168	0.32%
5.	ASK: 2020 07 Week 4 Post 2	Jul 23, 2020	Jul 27, 2020	56,431	56,521	166	0.29%
6.	ASK: 2020 07 Week 3 Post 1	Jul 15, 2020	Jul 19, 2020	49,841	49,841	156	0.31%
7.	ASK: 2020 07 Week 4 Post 1	Jul 31, 2020	Jul 26, 2020	49,672	49,672	154	0.31%
8.	ASK: 2020 07 Week 5 Post 3	Jul 27, 2020	Jul 31, 2020	50,693	50,693	145	0.29%
9.	ASK: 2020 07 Week 3 Post 2	Jul 16, 2020	Jul 20, 2020	49,873	49,924	145	0.29%
10.	ASK: 2020 07 Week 3 Post 3	Jul 17, 2020	Jul 21, 2020	39,987	39,987	124	0.31%
11.	ASK: 2020 07 Week 1 Post 3	Jul 3, 2020	Jul 7, 2020	59,456	59,610	110	0.18%
12.	ASK: 2020 07 Week 5 Post 1	Jul 27, 2020	Jul 31, 2020	47,197	47,197	90	0.19%
13.	ASK: 2020 07 Week 4 Post 2	Jul 27, 2020	Jul 31, 2020	47,284	47,284	87	0.18%
14.	ASK: 2020 07 Week 2 Post 3	Jul 10, 2020	Jul 14, 2020	44,474	44,474	76	0.17%
15.	ASK: 2020 07 Week 2 Post 3	Jul 1, 2020	Jul 14, 2020	44,581	44,581	67	0.15%

NOTES & ANALYSIS

Our Facebook and Instagram ads **reached over 815k** users during July, which is an **251% increase** in Reach over June's campaign. We also saw an increase in average Engagement Rate—June averaged 0.15% Engagement Rate and July averaged 0.24% — that's a terrific increase.

Attachment 6B

SOCIAL MEDIA / Facebook
Paid Media Results

Jul 1, 2020 - Jul 31, 2020

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So it's a hot 🔥July🔥 day, perfect for washing your car. You park it in the driveway, pull out your detergent, the hose and a ...See More

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Here's one house guest you never want to invite over: The Grease Grinch! 🤢 He's that nasty clog that gets into your pipes ...See More

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Like Comment Share

Attachment 6B

SOCIAL MEDIA / Facebook
Paid Media Results

Jan 1, 2020 - Dec 31, 2020

	Col...	Campaign Name	Starts	Ends	Reach	Impressions	Total Engagements	Engagement Rate
1.	1	Post: Green Resolution #5	Jan 17, 2020	Jan 20, 2020	58,949	58,949	4	0.01%
2.	2	Post: Green Resolution #4	Jan 14, 2020	Jan 16, 2020	56,196	56,196	192	0.34%
3.	3	Post: Green Resolution #3	Jan 10, 2020	Jan 13, 2020	57,140	57,140	0	0%
4.	4	Post: Green Resolution #8	Jan 28, 2020	Jan 31, 2020	49,567	50,456	5	0.01%
5.	5	Post: Green Resolution #7	Jan 24, 2020	Jan 27, 2020	54,287	54,931	4	0.01%
6.	6	Post: Green Resolution #6	Jan 21, 2020	Jan 23, 2020	57,456	57,752	280	0.48%
7.	7	Post: Green Resolution #1	Jan 2, 2020	Jan 6, 2020	63,527	63,527	246	0.39%
8.	8	Post: Green Resolution #2	Jan 7, 2020	Jan 9, 2020	62,176	62,176	6	0.01%
9.	9	ASK: 2020 02 25-27: Indoor Plants	Feb 25, 2020	Feb 27, 2020	51,977	51,977	233	0.45%
10.	10	ASK: 2020 02 21-24: Thrifting	Feb 21, 2020	Feb 24, 2020	54,234	54,234	213	0.39%
11.	11	ASK: 2020 02 7-10: What Not To ...	Feb 7, 2020	Feb 10, 2020	39,924	39,924	115	0.29%
12.	12	ASK: 2020 02 28-29: Winter	Feb 28, 2020	Feb 29, 2020	51,765	51,765	213	0.41%
13.	13	ASK: 2020 02 4-6: Superbowl/Wh...	Feb 4, 2020	Feb 6, 2020	37,800	37,800	125	0.33%
14.	14	ASK: 2020 02 11-13: Rechargeabl...	Feb 11, 2020	Feb 13, 2020	49,207	49,207	178	0.36%
15.	15	ASK: 2020 02 14-17: Valentine's ...	Feb 14, 2020	Feb 17, 2020	53,536	53,711	170	0.32%
16.	16	Ask: 2020 02 18-20: President's D...	Feb 18, 2020	Feb 20, 2020	46,159	46,159	215	0.47%
17.	17	ASK: 2020 03: Fix a Leak	Mar 15, 2020	Mar 26, 2020	112,640	152,210	75	0.05%
18.	18	ASK: 2020 03: TU2CU	Mar 2, 2020	Mar 13, 2020	59,280	73,381	38	0.05%
19.	19	ASK: What Not To Flush	Apr 1, 2020	Apr 30, 2020	89,355	257,866	515	0.2%
20.	20	ASK: VOW/DWW	May 1, 2020	May 31, 2020	215,552	466,867	488	0.1%
21.	21	ASK: Pet Waste Poo-Em	Jun 1, 2020	Jun 30, 2020	232,576	466,266	696	0.15%
22.	22	ASK: 2020 07 Week 5 Post 3	Jul 27, 2020	Jul 31, 2020	50,693	50,693	145	0.29%
23.	23	ASK: 2020 07 Week 2 Post 1	Jul 8, 2020	Jul 12, 2020	49,975	49,975	52	0.1%
24.	24	ASK: 2020 07 Week 4 Post 3	Jul 24, 2020	Jul 28, 2020	53,849	53,849	183	0.34%

Attachment 6B

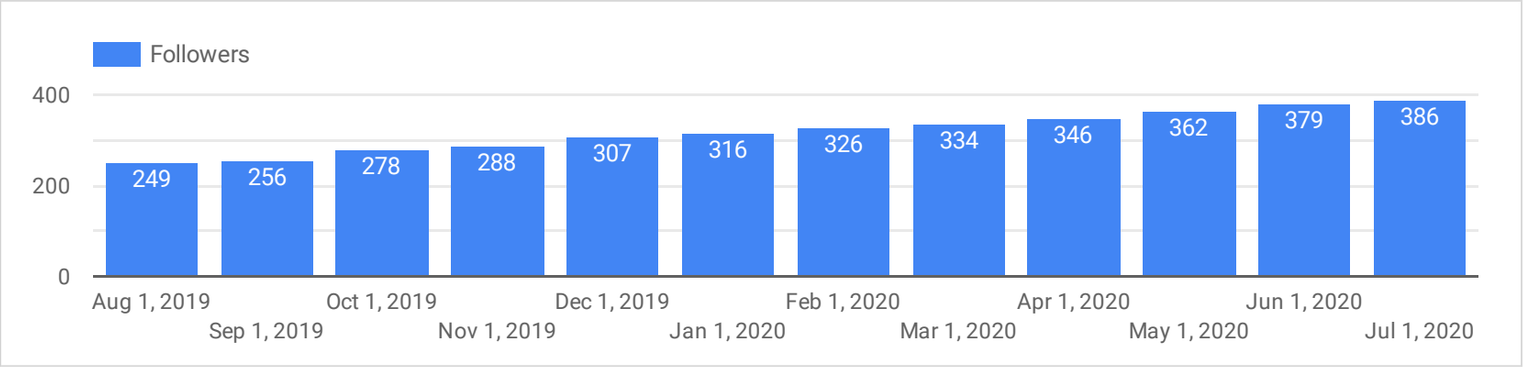
SOCIAL MEDIA / Facebook
Paid Media Results

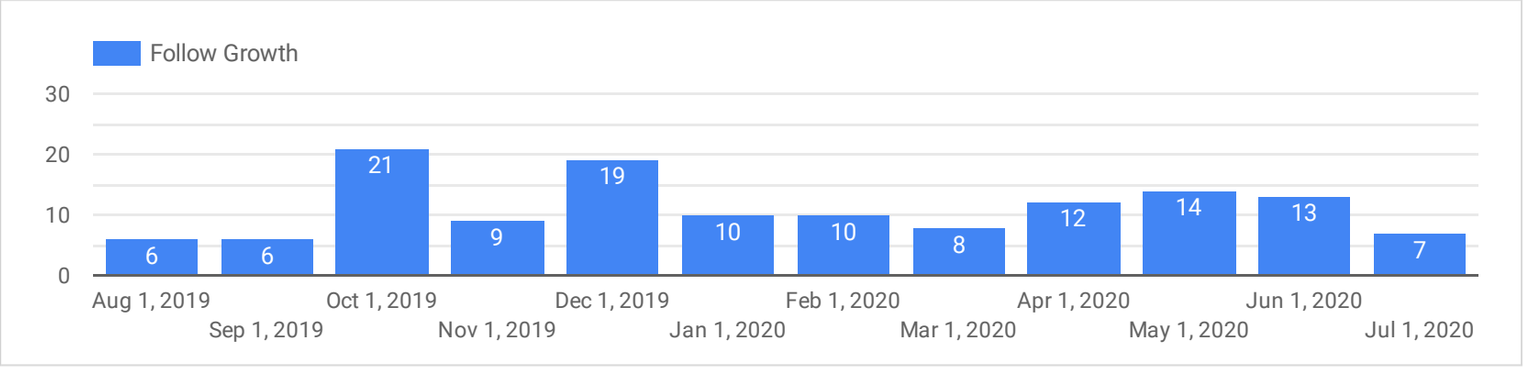
Jan 1, 2020 - Dec 31, 2020

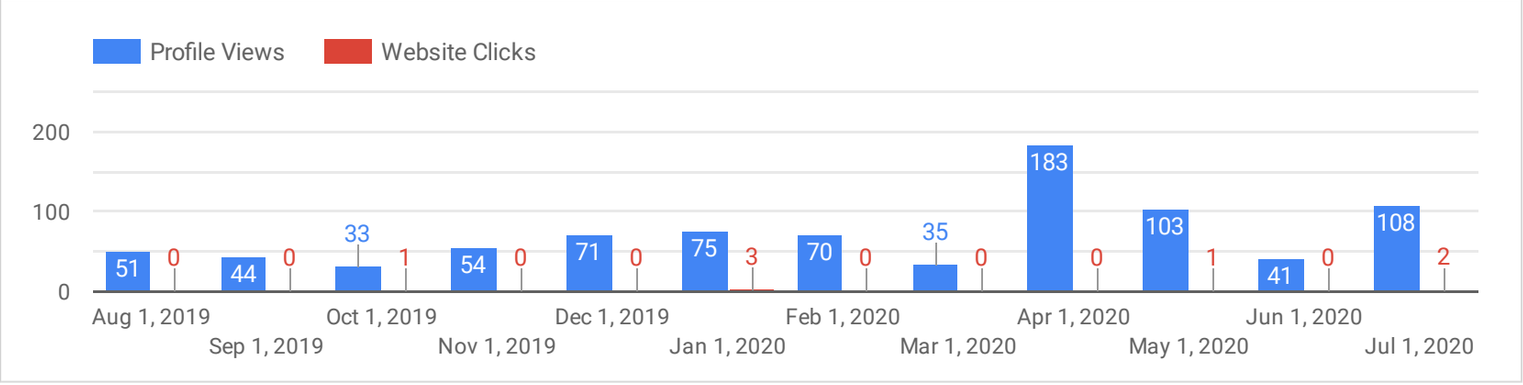
	C...	Campaign Name	Starts	Ends	Reach	Impressi...	Total Engagements	Engagement Rate
1.	25	ASK: 2020 07 Week 1 Post 3	Jul 3, 2020	Jul 7, 2020	59,456	59,610	110	0.18%
2.	26	ASK: 2020 07 Week 2 Post 3	Jul 1, 2020	Jul 14, 2020	44,581	44,581	67	0.15%
3.	27	ASK: 2020 07 Week 4 Post 1	Jul 31, 2020	Jul 26, 2020	49,672	49,672	154	0.31%
4.	28	ASK: 2020 07 Week 2 Post 2	Jul 9, 2020	Jul 13, 2020	57,168	572,214	186	0.03%
5.	29	ASK: 2020 07 Week 3 Post 3	Jul 17, 2020	Jul 21, 2020	39,987	39,987	124	0.31%
6.	30	ASK: 2020 07 Week 3 Post 1	Jul 15, 2020	Jul 19, 2020	49,841	49,841	156	0.31%
7.	31	ASK: 2020 07 Week 3 Post 2	Jul 16, 2020	Jul 20, 2020	49,873	49,924	145	0.29%
8.	32	ASK: 2020 07 Week 2 Post 3	Jul 10, 2020	Jul 14, 2020	44,474	44,474	76	0.17%
9.	33	ASK: 2020 07 Week 1 Post 2	Jul 2, 2020	Jul 6, 2020	63,789	63,789	189	0.3%
10.	34	ASK: 2020 07 Week 1 Post 1	Jul 1, 2020	Jul 5, 2020	51,520	52,176	168	0.32%
11.	35	ASK: 2020 07 Week 5 Post 1	Jul 27, 2020	Jul 31, 2020	47,197	47,197	90	0.19%
12.	36	ASK: 2020 07 Week 4 Post 2	Jul 23, 2020	Jul 27, 2020	56,431	56,521	166	0.29%
13.	37	ASK: 2020 07 Week 4 Post 2	Jul 27, 2020	Jul 31, 2020	47,284	47,284	87	0.18%

Attachment 6B

SOCIAL MEDIA / Instagram
May include Organic & Paid Traffic







NOTES & ANALYSIS

We saw 7 new Followers during the month of July.

There were 13 Organic Posts during July. The post with the most engagement was the post from July 3rd that received 9 **Engagements**.

Posted : July 3, 2020 9:01 AM

🇺🇸 While we get together (a responsible six-feet apart, mind you) to celebrate our Independence, we want to remind you that as you cook out 🍔 and wave your red, white and blue, be sure to practice good recycling activities! Here are some ideas: 🍽 Use washable plates and cups 🥖 Set out cloth napkins 🍦 Offer reusable straws (or go strawless!) 🥑 Make table arrangements out of fruits and veggies ♻️ Recycle all suitable paper, glass and metal Love your country and help keep it safe and clean! What's your favorite way to entertain while practicing reducing, reusing and recycling? #askHRgreen #757 #hamptonroads #julyfourth2020 #independenceday #fourthofjuly #redwhiteblue #fourthofjulyfun #july4th

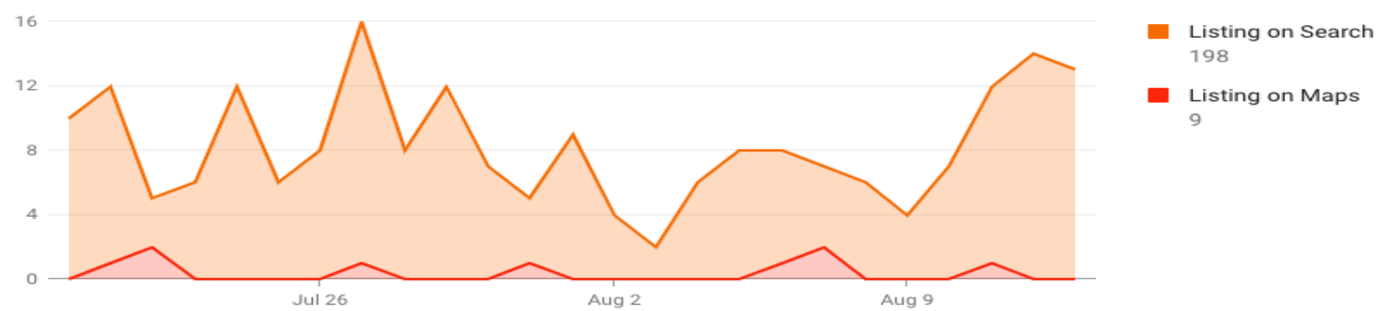
Attachment 6B

SOCIAL MEDIA / Google My Business

	Queries	Users
1.	adopt a pet	null
2.	beach	null
3.	bike recyclery	null
4.	boat pump out service near me	null
5.	charities accepting donations	null
6.	chemical disposal	null
7.	churches that help with diapers near ...	null
8.	community clean up near me	null
9.	cooking oil disposal near me	null
10.	crt tv disposal near me	null

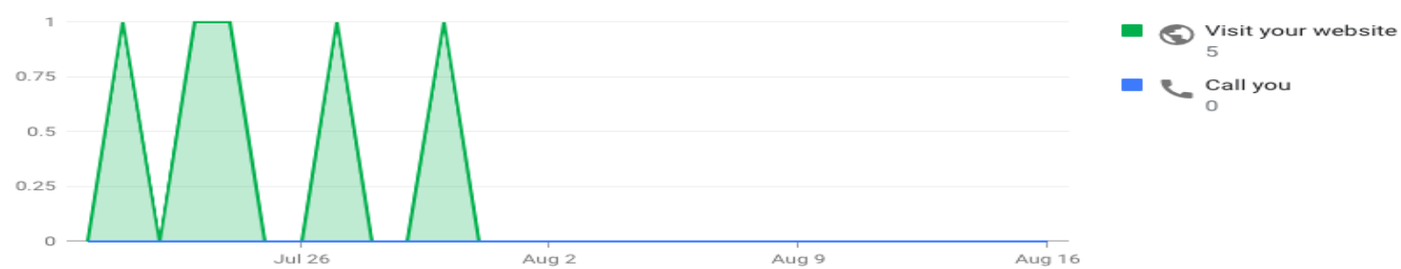
	Post	Views
1.	Green reads that are good reads	7
2.	Turning pages leads to turning over a...	7
3.	Grease Grinch	6
4.	Off the driveway is the right way	5
5.	For a greener, cleaner car, go to the c...	5
6.	Just say no to clogs. Strain your Drain	3
7.	Grease Grinch 2 (Jul 10)	3
8.	There's a cleaner way to wash your car	3
9.	Calculate your rate. Because anywhe...	3

Total views 207



1 month

Total actions 5



NOTES & ANALYSIS

We are continuing to see a dip in GMB activity, which isn't overly concerning since overall website traffic is up.

Attachment 6B