



DIGITAL MARKETING REPORT

REPORTING PERIOD

August 1 - August 31, 2020

PREPARED FOR

askHRGreen.org

REPORTING ON

Website Activity

Social Media

PREPARED BY

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Professionals

Monthly Users

352

↓ -71.7%

Monthly New Users

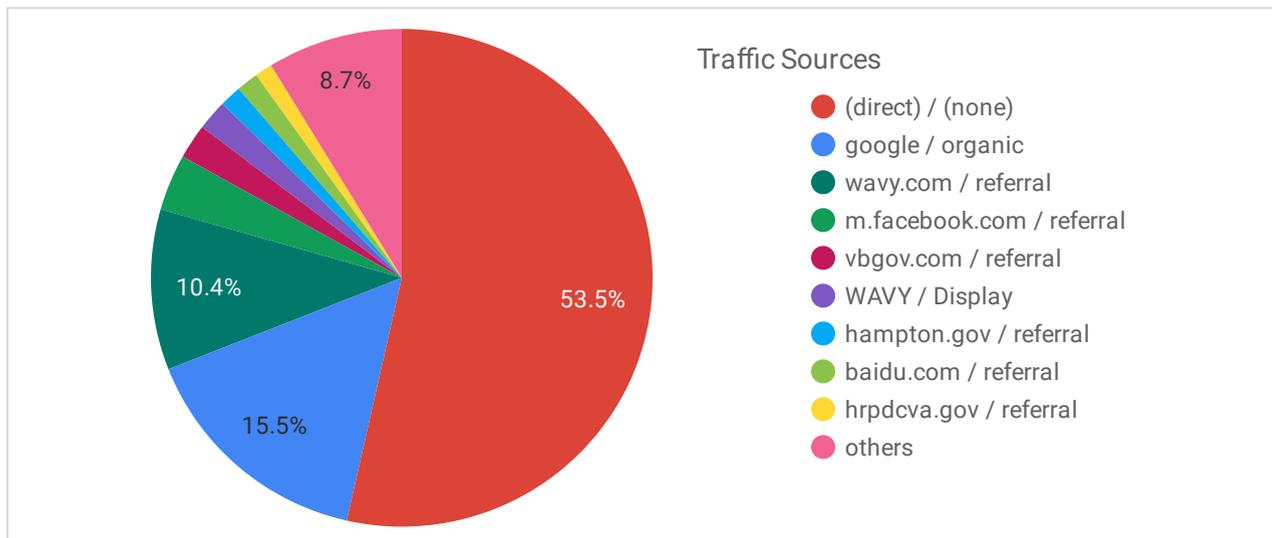
337

↓ -72.2%

Monthly Page Views

1,216

↓ -78.4%

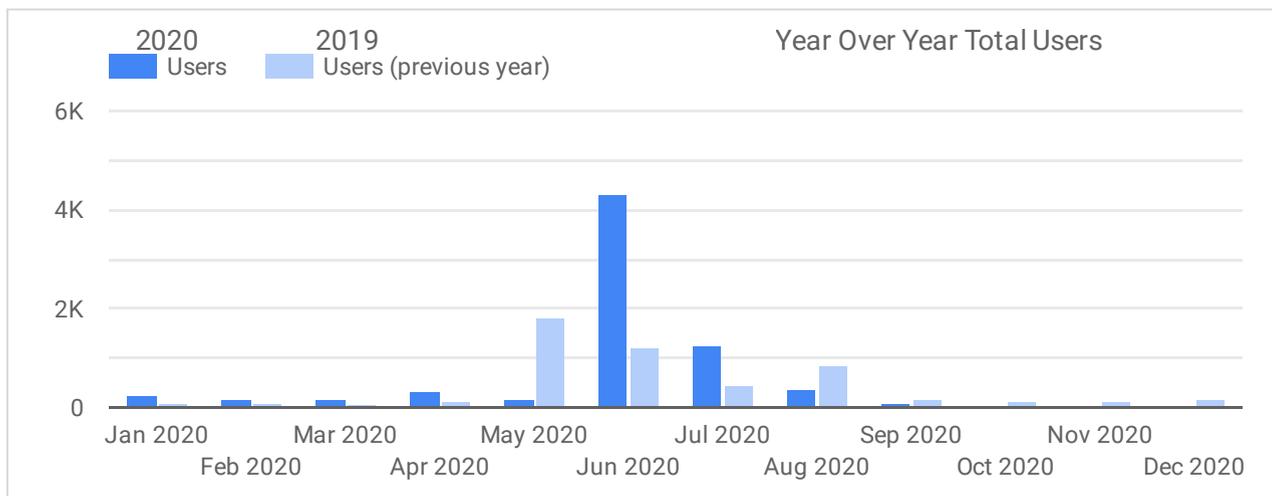


NOTES & ANALYSIS

Our overall users on the site are **up 21.11% from last year!** This bodes well for our paid and organic media continuing to drive traffic to the site.

During August, Google was the #1 driver of traffic to the website once again, though **organic traffic went up from 33.3% to 50.1%**

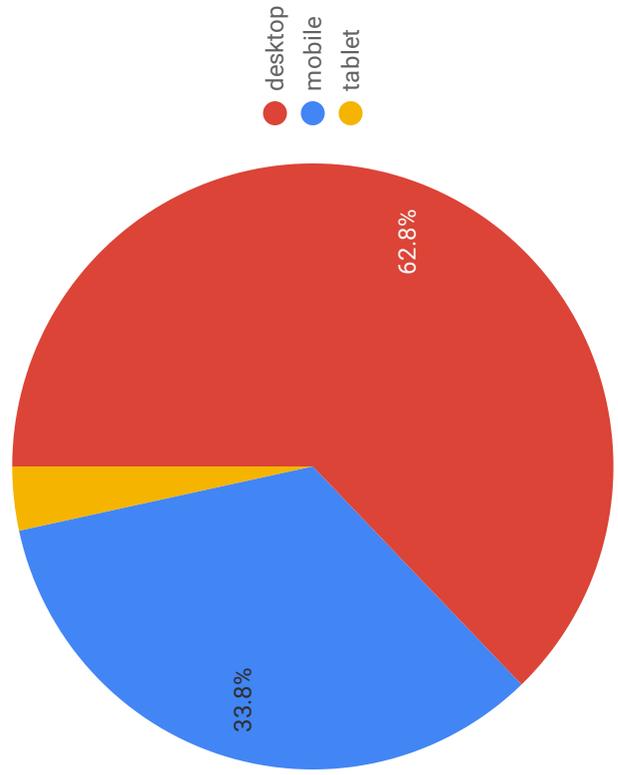
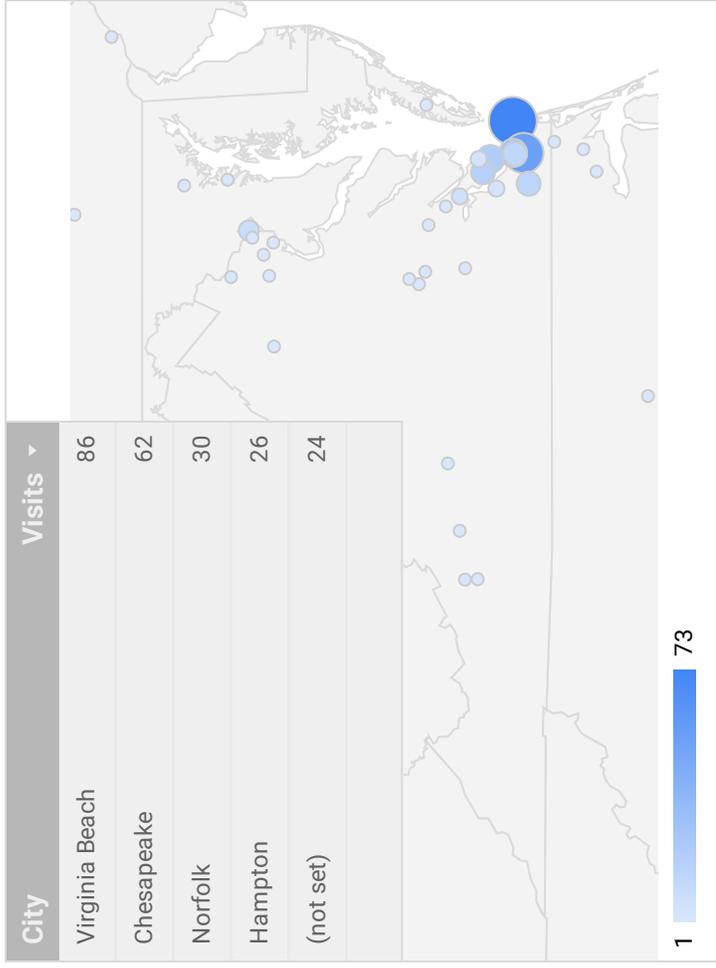
We have also seen some additional, **exciting year-over-year growth** in both users (**21.11%**) and pageviews (**7.68%**).



Top Pages	Pageviews	% Δ
/	580	-71.3% ↓
/how-do-i-get-flood-insurance/	542	-71.8% ↓
/what-do-i-need-to-know-about-...	22	-8.3% ↓
/get-flood-fluent-media-resource...	20	100.0% ↑
/do-i-need-flood-insurance/	18	-60.9% ↓
/when-should-i-get-flood-insura...	10	-58.3% ↓
/how-do-i-get-flood-insurance/#...	8	-66.7% ↓
/how-do-i-get-flood-insurance/?f...	4	-
/how-do-i-get-flood-insurance/?f...	2	-
/how-do-i-get-flood-insurance/?f...	2	-

Avg. Session Duration
00:03:11
 ↑ 9.4%

Pages / Session
2.97
 ↓ -24.6%



NOTES & ANALYSIS

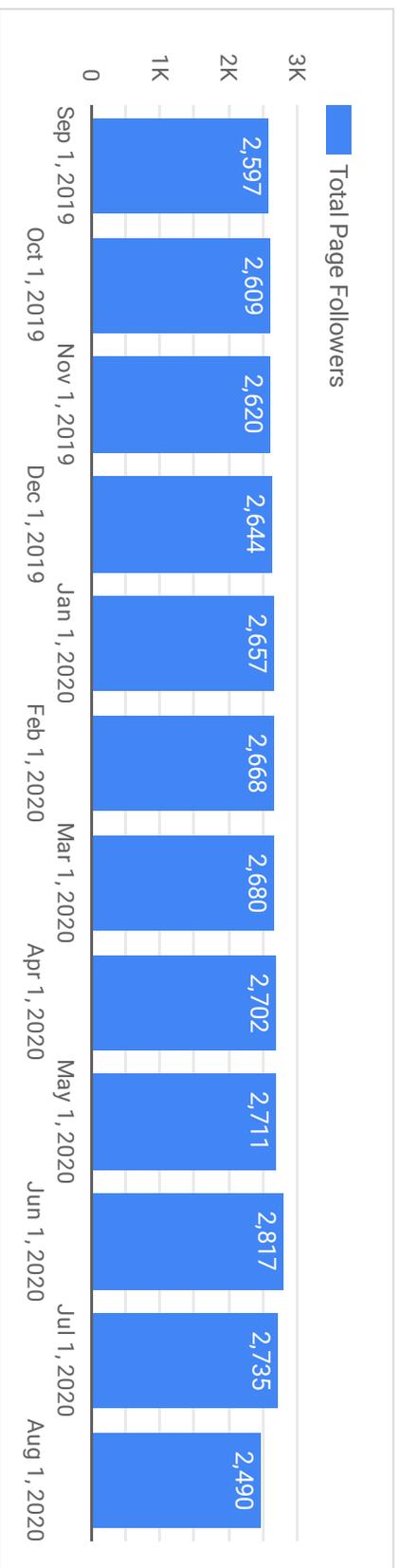
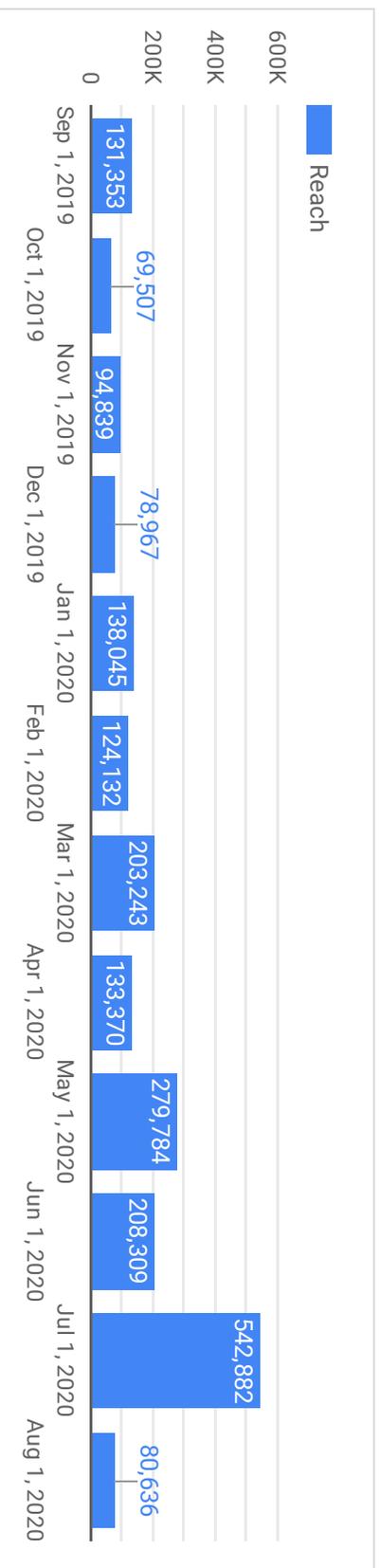
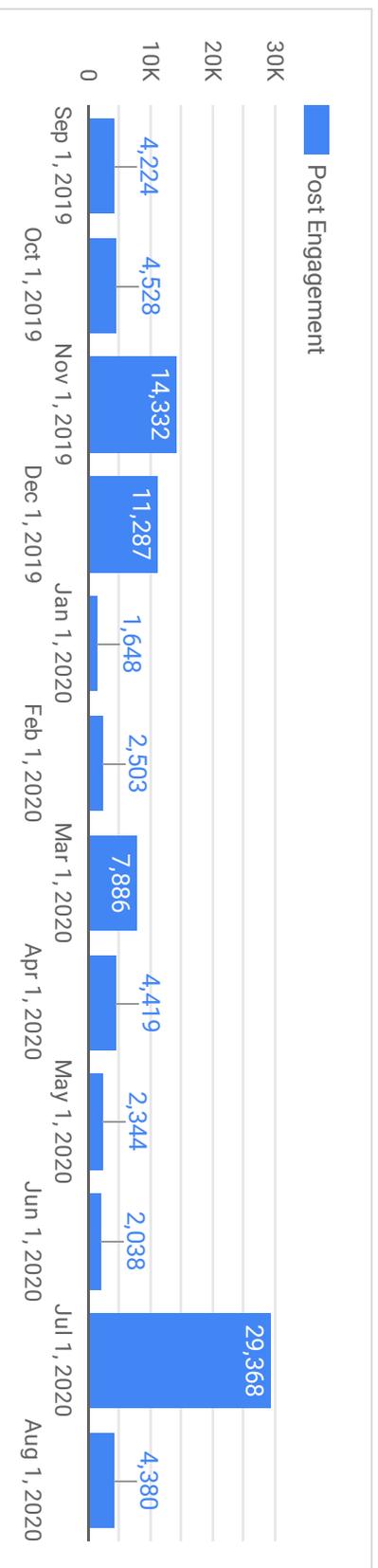
August saw a great upturn in average user session length, up **22.5%**. This time last year, our average session was 1:18. With that kind of session length, engagement rates increase 20%.

The average pages viewed per session also **increased by 7.2%**, meaning visitors are viewing more pages and viewing more valuable content.

It would appear that our most viewed pages are our lawn and garden, and recycling lookup pages. Surely many weekend warriors have taken to their backyards while being cooped up at home.

SOCIAL MEDIA / Facebook

May include Organic & Paid Traffic

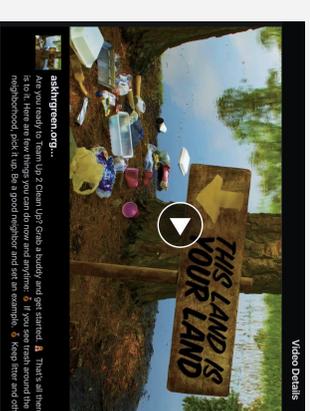


NOTES & ANALYSIS

Total Page followers **decreased by 245** during August. We are looking into possible causes and will watch this metric closely.

It is possible that Facebook inflated the data we had back in July, and now things have properly updated. We will be looking into it.

There were 17 Organic Posts and 12 Paid Ads during August. The organic post from August 26th wins the prize for most Engagements with a total of **80 clicks, comments and shares.**



SOCIAL MEDIA / Facebook

Paid Media Results

Aug 1, 2020 - Aug 31, 2020

	Campaign Name	Starts	Ends	Reach	Impressions	Total Engagements --	Engagement Rate
1.	ASK: 2020 08 Week 3 Post 2	Aug 18, 2020	Aug 22, 2020	43,424	44,164	23	0.05%
2.	ASK: 2020 08 Week 1 Post 3	Aug 5, 2020	Aug 9, 2020	46,543	46,543	20	0.04%
3.	ASK: 2020 08 Week 2 Post 3	Aug 12, 2020	Aug 16, 2020	40,296	40,668	20	0.05%
4.	ASK: 2020 08 Week 4 Post 1	Aug 24, 2020	Aug 29, 2020	44,145	4,326	19	0.44%
5.	ASK: 2020 08 Week 1 Post 2	Aug 3, 2020	Aug 7, 2020	55,129	55,129	19	0.03%
6.	ASK: 2020 08 Week 1 Post 1	Aug 1, 2020	Aug 5, 2020	61,077	61,077	17	0.03%
7.	ASK: 2020 08 Week 4 Post 3	Aug 26, 2020	Aug 31, 2020	46,296	46,402	15	0.03%
8.	ASK: 2020 08 Week 2 Post 1	Aug 10, 2020	Aug 14, 2020	47,712	48,077	14	0.03%
9.	ASK: 2020 08 Week 2 Post 2	Aug 11, 2020	Aug 15, 2020	41,611	41,742	12	0.03%
10.	ASK: 2020 08 Week 3 Post 1	Aug 17, 2020	Aug 21, 2020	42,072	42,127	9	0.02%
11.	ASK: 2020 08 Week 3 Post 3	Aug 19, 2020	Aug 23, 2020	43,065	43,121	0	0%
12.	ASK: 2020 09 TU2CU	Aug 31, 2020	Sep 17, 2020	1,351	1,363	0	0%

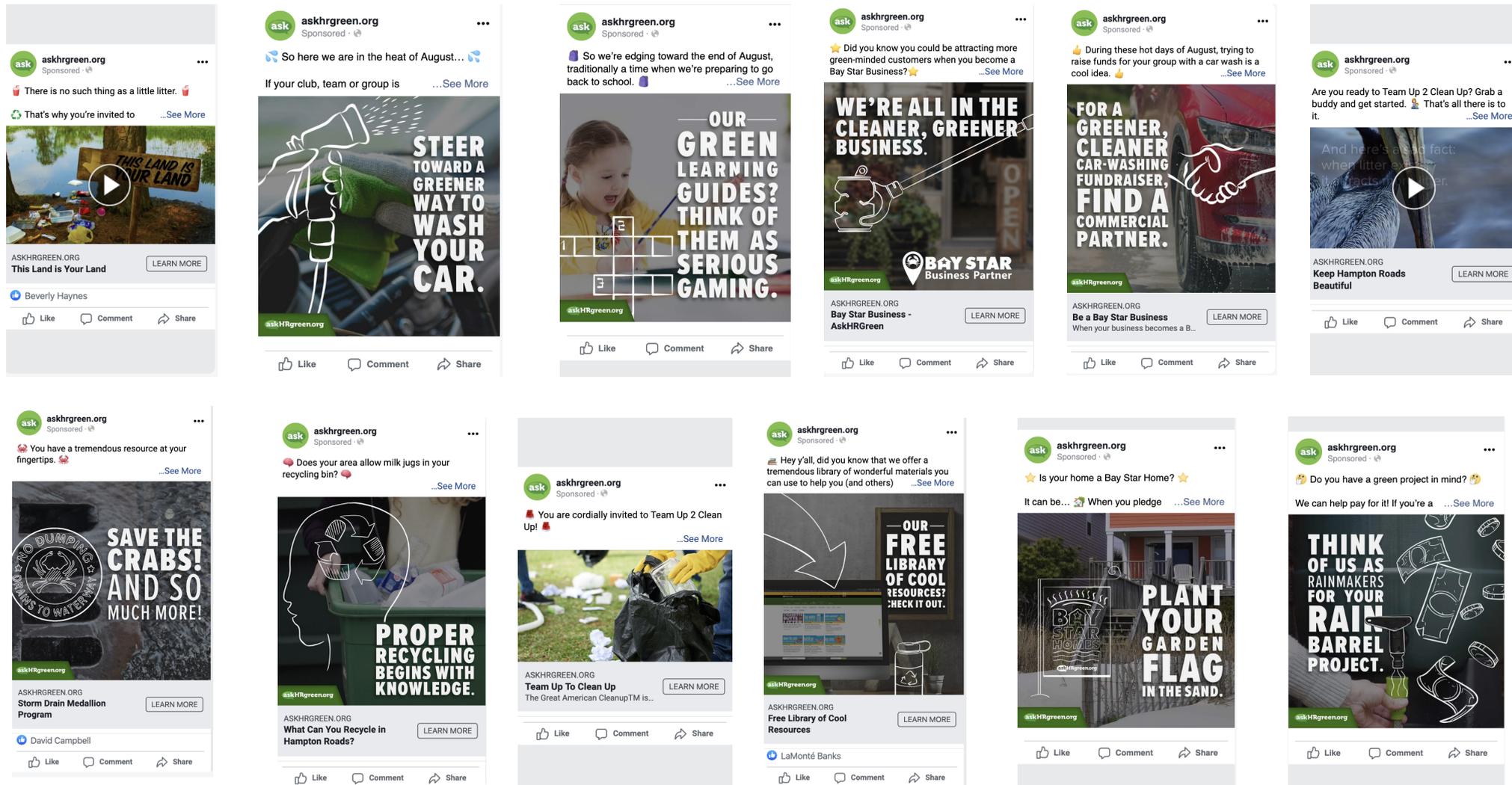
NOTES & ANALYSIS

Our Facebook and Instagram ads **reached over 427k** users during August, which is a **47% decrease** in Reach from July's campaign. This could be due in part to the number of ads run last month, and the lifting COVID restrictions, which may have pulled people away from their screens. We did, however, see another **upturn in engagement** over July, with a total of **168 likes, comments or shares on our posts**. We will be watching our reach continually for any changes that we can influence.

SOCIAL MEDIA / Facebook

Paid Social Media Posts

Aug 1, 2020 - Aug 31, 2020



NOTES

Above are the paid social media posts for the month of August in order by date.

The following pages are the paid media results, year-to-date. Highlighted in green are any posts with over 200 total engagements.

SOCIAL MEDIA / Facebook

Paid Media Results Year to Date

Jan 1, 2020 - Dec 31, 2020

Colu...	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 Fl...	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/What...	Feb 4, 2020	Feb 6, 2020	37,800	37,800	125	0.33%
14 14	ASK: 2020 02 11-13: Rechargeable ...	Feb 11, 2020	Feb 13, 2020	49,207	49,207	178	0.36%
15 15	ASK: 2020 02 14-17: Valentine's Day	Feb 14, 2020	Feb 17, 2020	53,536	53,711	170	0.32%
16 16	Ask: 2020 02 18-20: President's Day	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%

SOCIAL MEDIA / Facebook

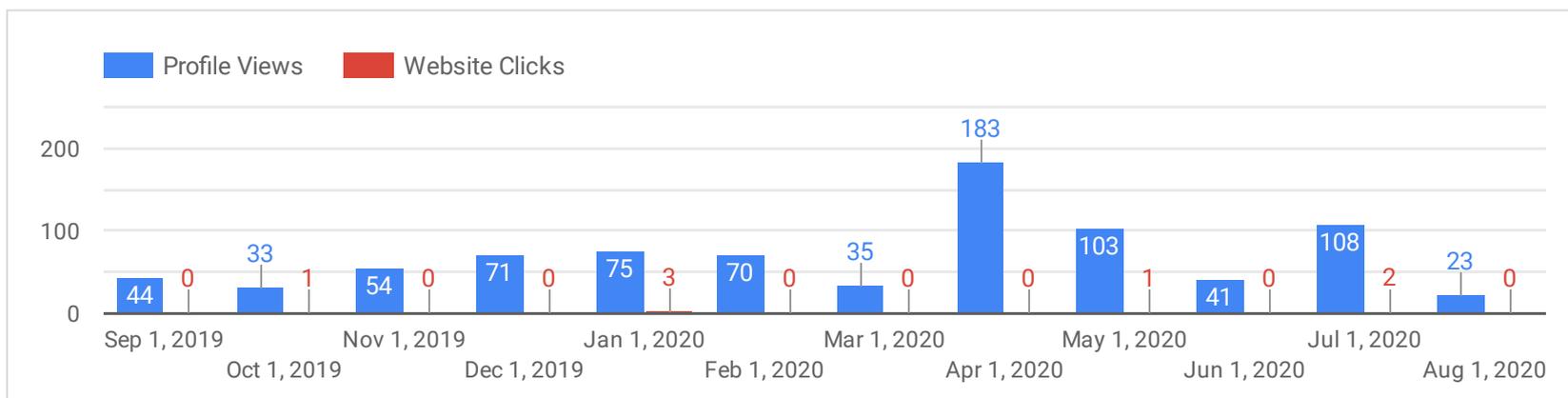
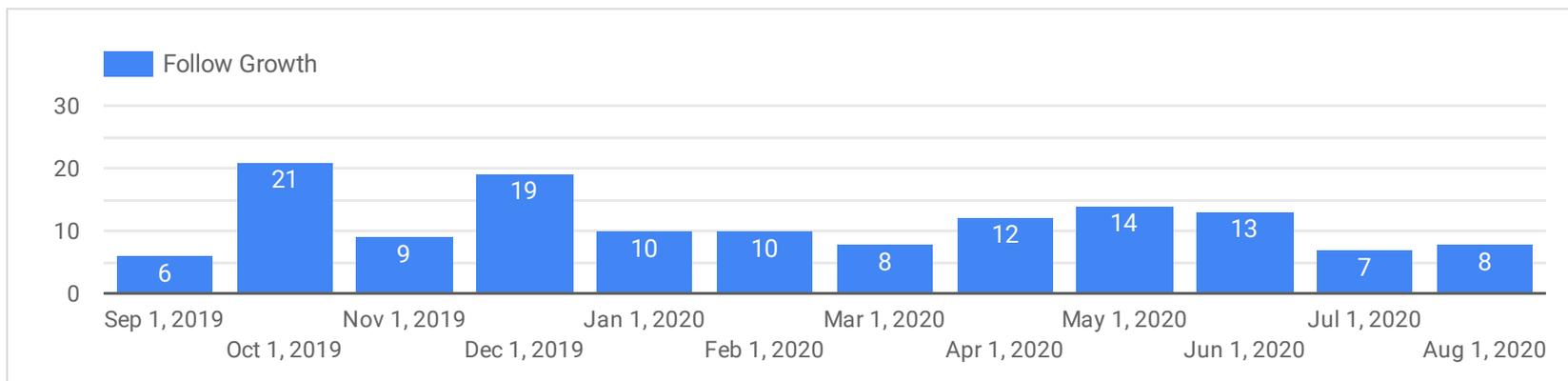
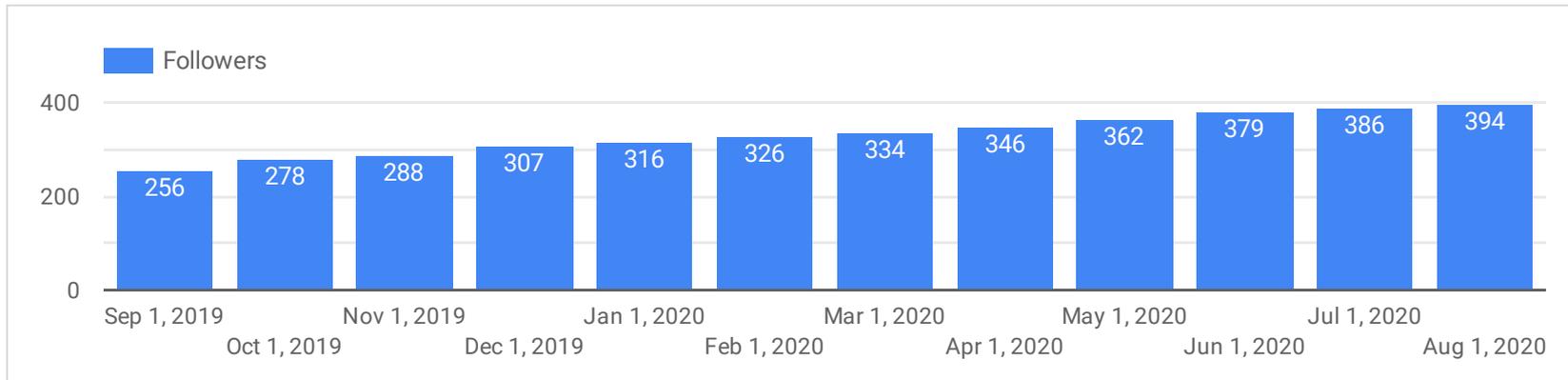
Paid Media Results Year to Date

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%
14.	38	ASK: 2020 08 Week 3 Post 1	Aug 17, 2020	Aug 21, 2020	42,072	42,127	9	0.02%
15.	39	ASK: 2020 08 Week 2 Post 1	Aug 10, 2020	Aug 14, 2020	47,712	48,077	14	0.03%
16.	40	ASK: 2020 08 Week 4 Post 3	Aug 26, 2020	Aug 31, 2020	46,296	46,402	15	0.03%
17.	41	ASK: 2020 08 Week 3 Post 3	Aug 19, 2020	Aug 23, 2020	43,065	43,121	0	0%
18.	42	ASK: 2020 08 Week 4 Post 2	Aug 25, 2020	Aug 30, 2020	44,344	44,687	22	0.05%
19.	43	ASK: 2020 08 Week 1 Post 3	Aug 5, 2020	Aug 9, 2020	46,543	46,543	20	0.04%
20.	44	ASK: 2020 09 TU2CU	Aug 31, 2020	Sep 17, 2020	1,351	1,363	0	0%
21.	45	ASK: 2020 08 Week 2 Post 3	Aug 12, 2020	Aug 16, 2020	40,296	40,668	20	0.05%
22.	46	ASK: 2020 08 Week 3 Post 2	Aug 18, 2020	Aug 22, 2020	43,424	44,164	23	0.05%
23.	47	ASK: 2020 08 Week 1 Post 1	Aug 1, 2020	Aug 5, 2020	61,077	61,077	17	0.03%
24.	48	ASK: 2020 08 Week 2 Post 2	Aug 11, 2020	Aug 15, 2020	41,611	41,742	12	0.03%

SOCIAL MEDIA / Instagram

May include Organic & Paid Traffic



NOTES & ANALYSIS

We saw 8 new Followers during the month of August.

There were 10 Organic Posts during August. The post with the most engagement was the post from August 4th that received 8 Engagements.



Posted : August 4, 2020 10:01 AM

👉 Do you have a green project in mind? 🌱 We can help pay for it! If you're a student, a teacher or part of a community group and you have an environmentally-themed project you want to put together, we want to help you! askHRgreen.org offers environmental education mini grants of up to \$500, which can be used to fund a portion of your project or the entire thing. Go to askHRgreen.org for more information, see project examples, and submit your application today! Litter projects? Yes! Native plant projects? Yes! What kinds of projects are you interested in? #askHRgreen #757 #hrva #hamptonroads #rainbarrelproject #rainbarrels #schoolprojects #greenprojects #environmentalproject #sustainableeducation

SOCIAL MEDIA / Google My Business

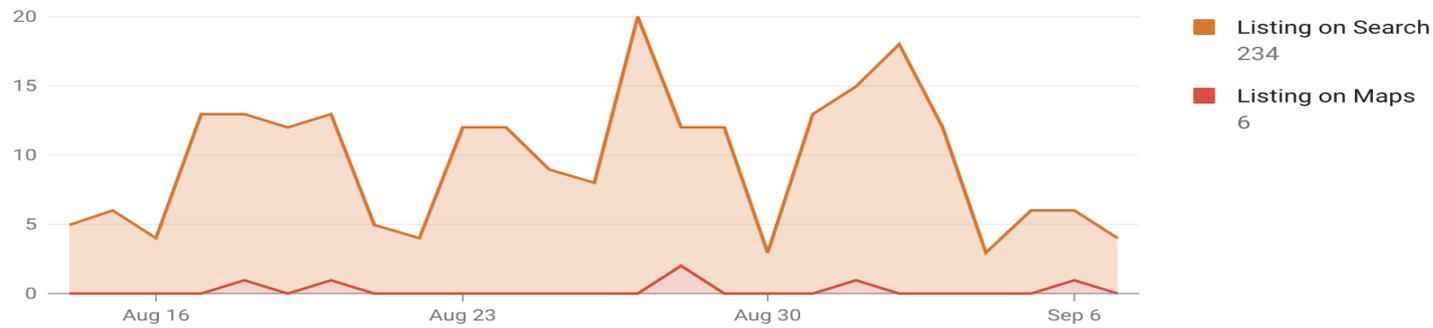
Queries	Users
1. adopt a pet	null
2. beach	null
3. bike recyclery	null
4. boat pump out service near me	null
5. charities accepting donations	null
6. chemical disposal	null
7. churches that help with diapers near ...	null
8. community clean up near me	null
9. cooking oil disposal near me	null
10. crt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

NOTES & ANALYSIS

Website traffic has been consistent, even with the fluctuations in GMB activity.

Total views 240



Total actions 1

