



DIGITAL MARKETING REPORT

REPORTING PERIOD
July 1 - July 31, 2019

PREPARED FOR
AskHRGreen.org

REPORTING ON
Website Activity
Social Media

PREPARED BY
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Monthly Users

3,454

↓ -37.7%

Monthly New Users

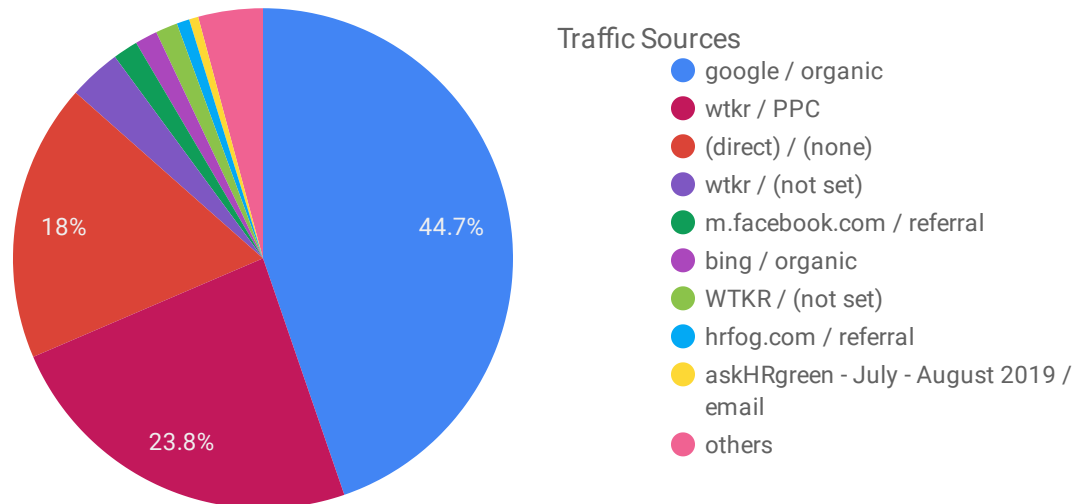
3,334

↓ -38.4%

Monthly Page Views

5,452

↓ -37.5%

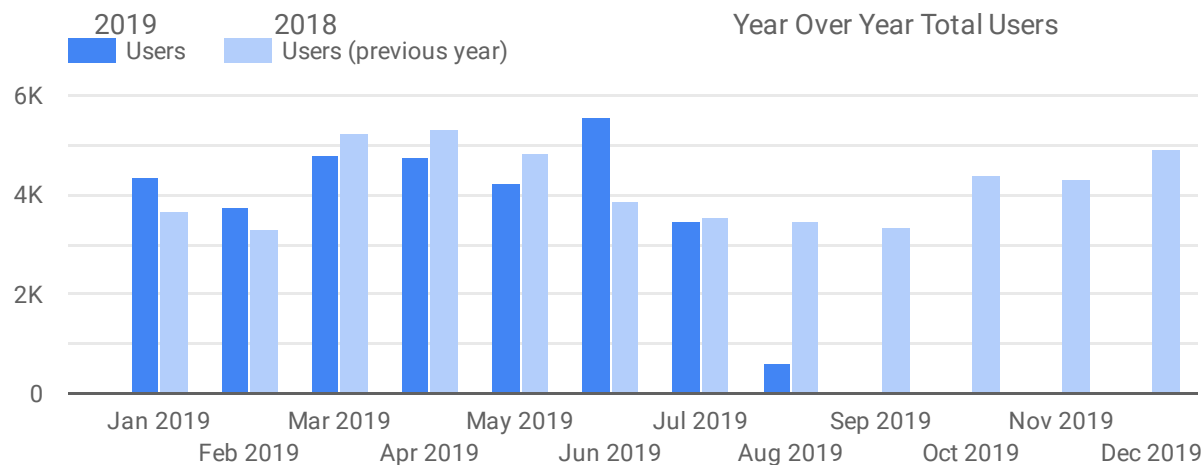


NOTES & ANALYSIS

July saw much different results than June. Month to month data fluctuations are completely normal and it's reassuring to see that we are on-par with last year.

Google, WTKR and Direct were the top three Channels for website traffic in July. Facebook dropped a few spots. We had a hiccup here at Red Chalk and no paid Facebook/Instagram ads ran in July. Organic posts did happen throughout the month, however. We will make up our July social ad spend in August.

Year Over Year Total Users



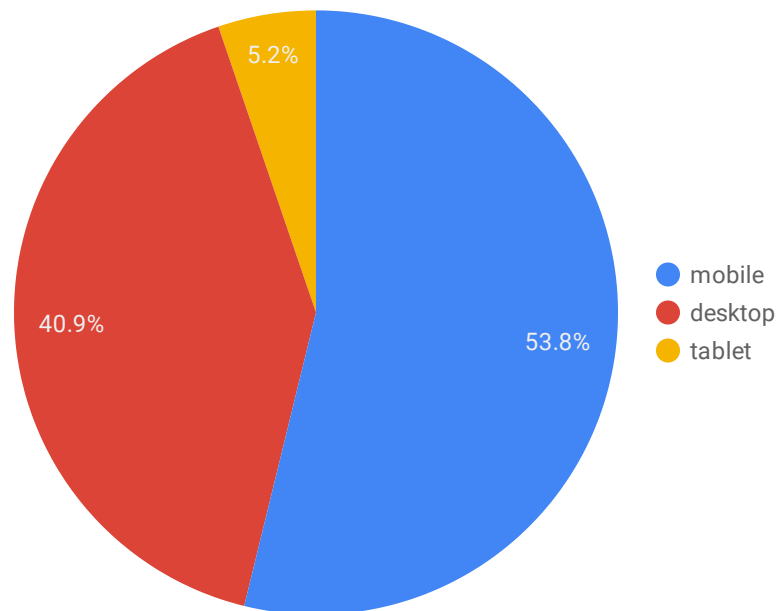
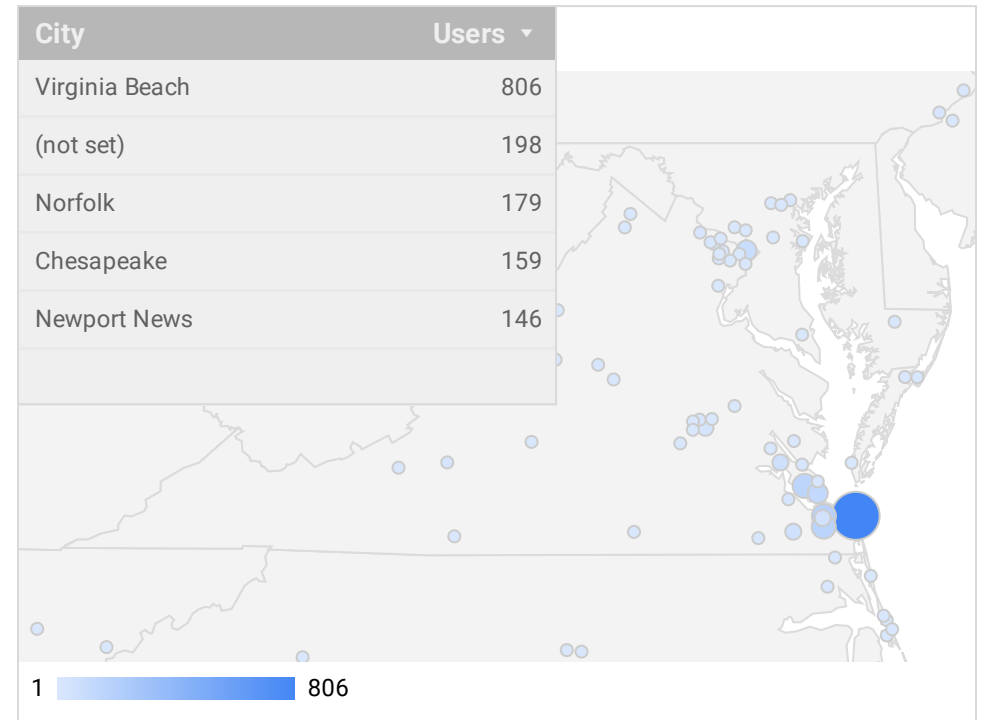
WEBSITE ENGAGEMENT

Jul 1, 2019 - Jul 31, 2019

Top Pages	Pageviews
/	464
/disposable-diaper-liners-flush-flush/	402
/events-happenings/	306
/gtk-gtd/recycling-at-home/	294
/gtk-gtd/electronics-recycling-donating/	221
/gtk-gtd/battery-disposal/	159
/dont-trash-the-grass	134
/gtk-gtd/plant-native-plants/	115
/programs/great-american-cleanup/	90
/gtk-gtd/lawn-garden-best-practices/	82

Avg. Session Duration
00:00:57
 ↑ 1.3%

Pages / Session
1.4
 ↓ -1.5%

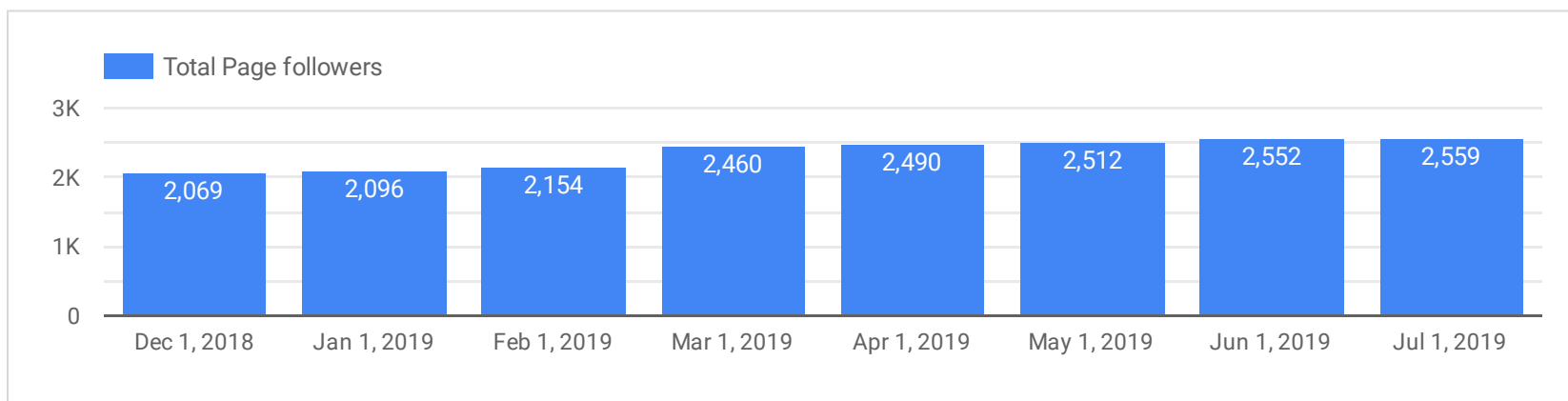
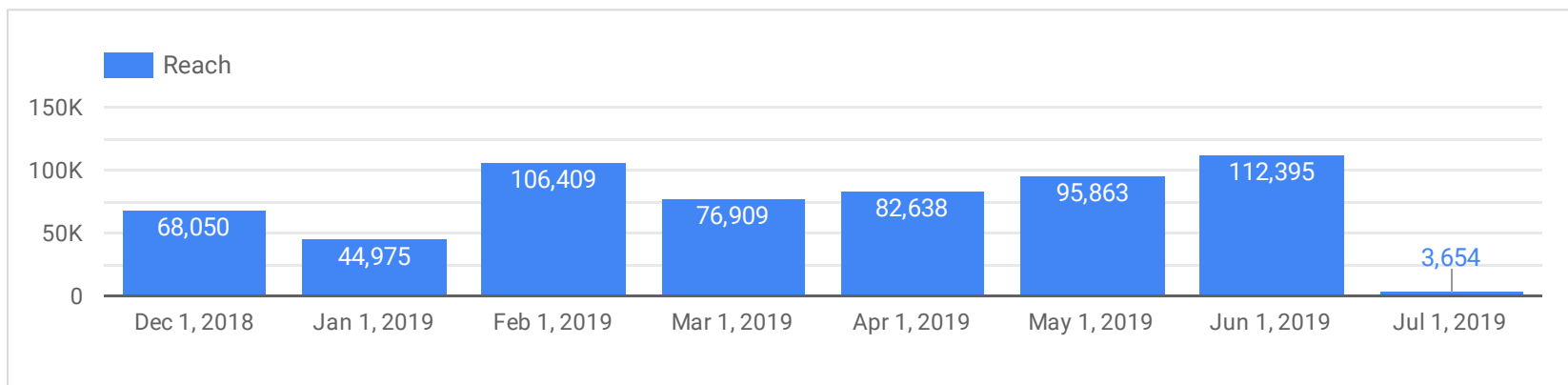
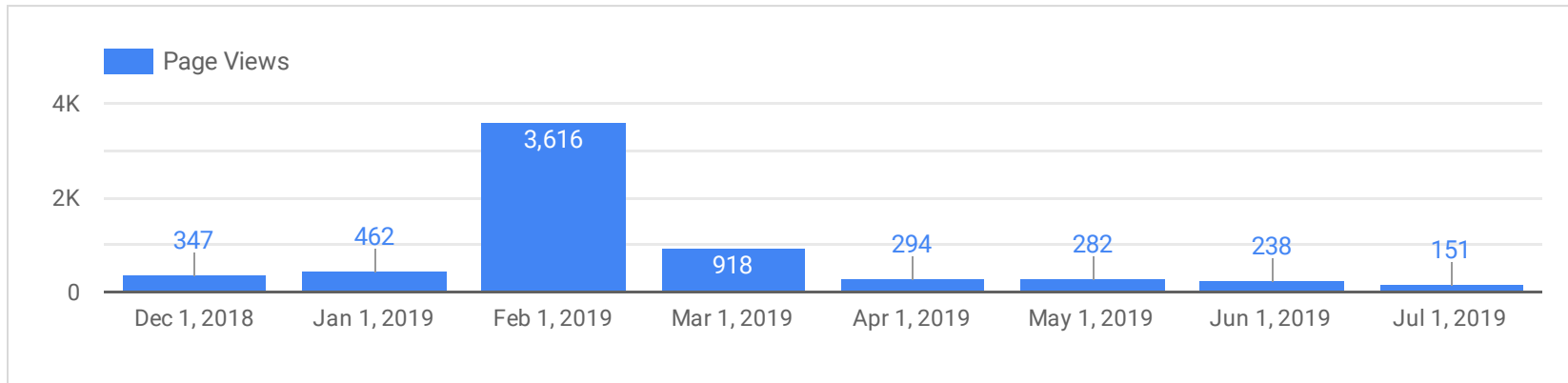


NOTES & ANALYSIS

Diapers and Events top our list of the most visited pages on the website. The "Events" page alone saw a **6% boost** in Pageviews from June to July. "Diaper Liners" saw a **28% increase** in Pageviews.

SOCIAL MEDIA / Facebook

May include Organic & Paid Traffic



NOTES & ANALYSIS

As mentioned earlier, no Facebook ads ran in July, but 9 organic posts were scheduled.

Total Page Followers increased by **7 total Followers** in one month.



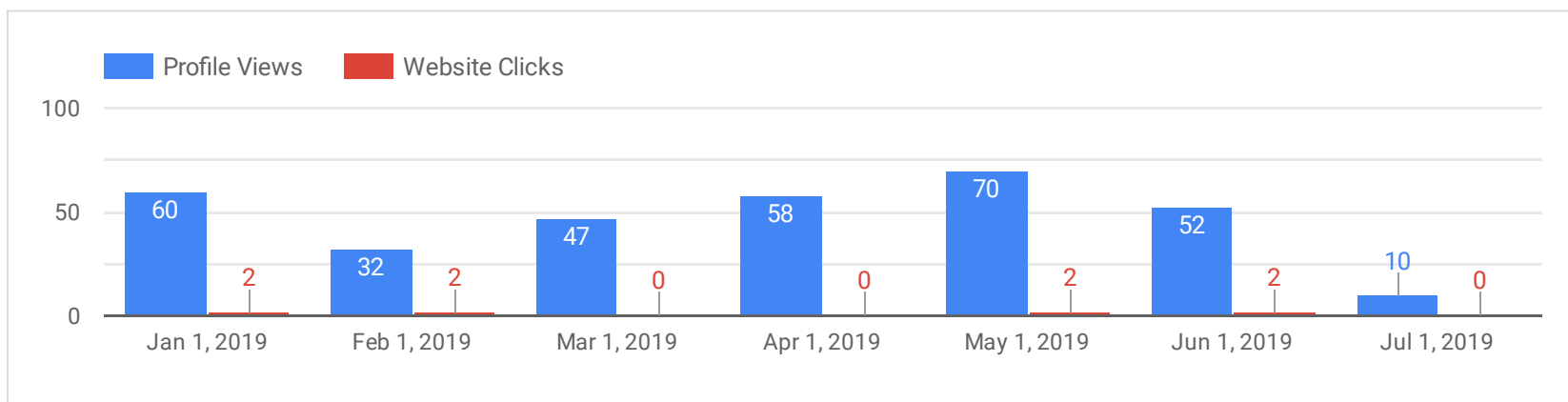
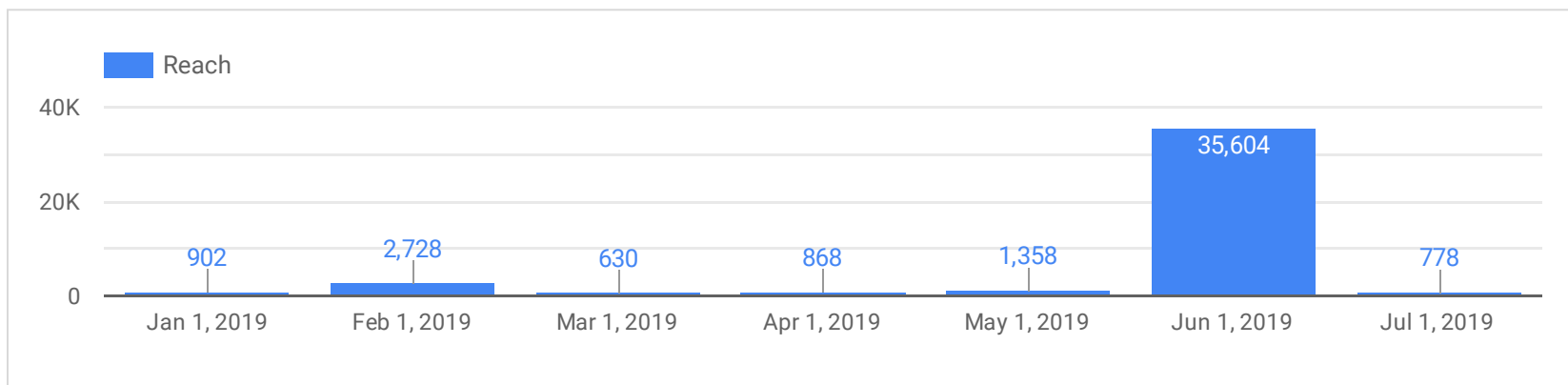
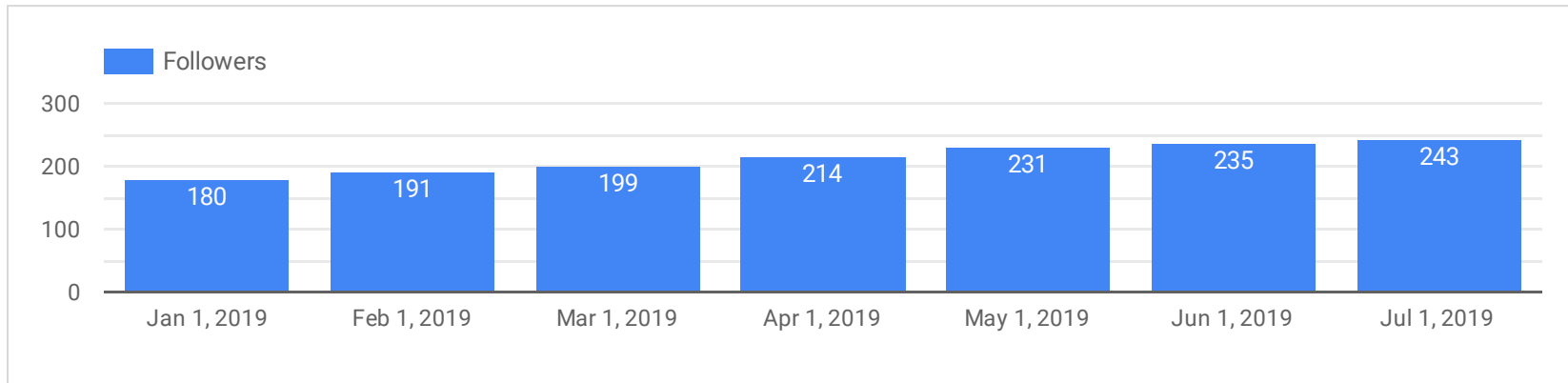
Campaign Name	Starts	Ends	Reach	Impressions	Total Engagements	Engagement Rate
No data						

NOTES & ANALYSIS

We will make up July's social media ad spend in August. The Facebook/Instagram ad for the "Greener, Cleaner Hampton Roads" video is rockin' and rollin'.

SOCIAL MEDIA / Instagram

May include Organic & Paid Traffic



NOTES & ANALYSIS

We posted nine Instagram posts in July.

July saw another increase in Followers as we keep the momentum going. Great job, team!