RED CHALK STUDIOS

BUILD BETTER BRANDS

DIGITAL MARKETING REPORT

REPORTING PERIOD
September 1 - September 30, 2020

PREPARED FOR
askHRGreen.org

REPORTING ON
Website Activity
Social Media

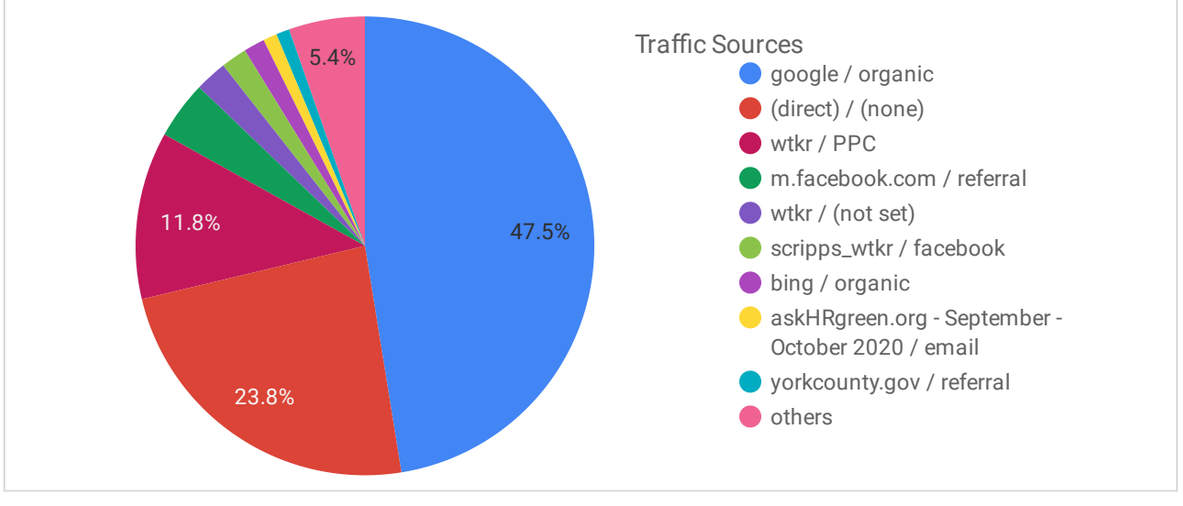
PREPARED BY
Christy Klein - Digital Marketing Manager

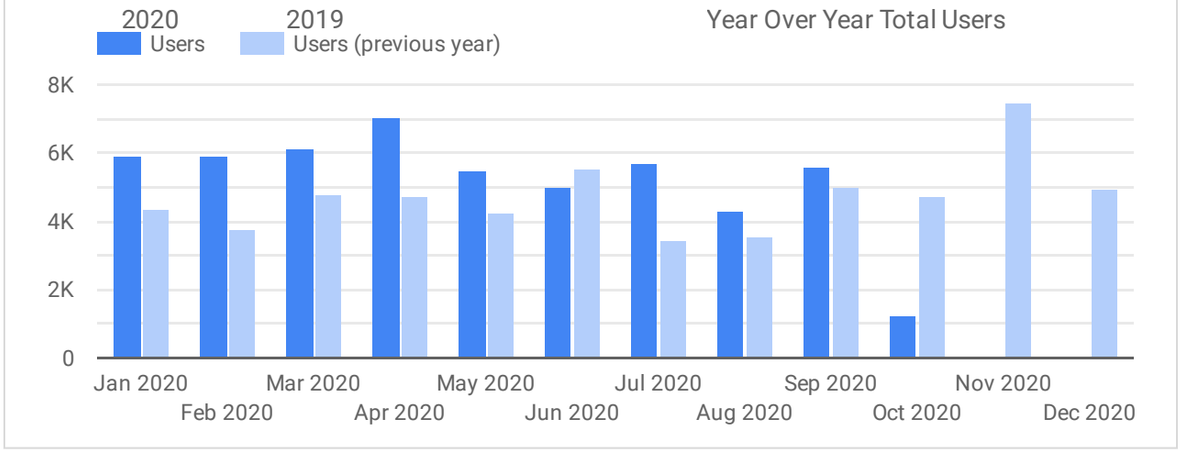
Attachment 7B

WEBSITE TRAFFIC

Sep 1, 2020 - Sep 30, 2020

Monthly Users	Monthly New Users	Monthly Page Views
5,561	5,448	10,809
▲ 30.3%	▲ 30.8%	▲ 54.8%





NOTES & ANALYSIS

All of our key web metrics have **increased by over 30%** in September. Our biggest increase was page views weighing in with a hefty **54.8%** increase.

During September, Google was the #1 driver of traffic to the website once again. We also saw a jump in **direct traffic** of **6.1%** compared to August.

Attachment 7B

WEBSITE ENGAGEMENT

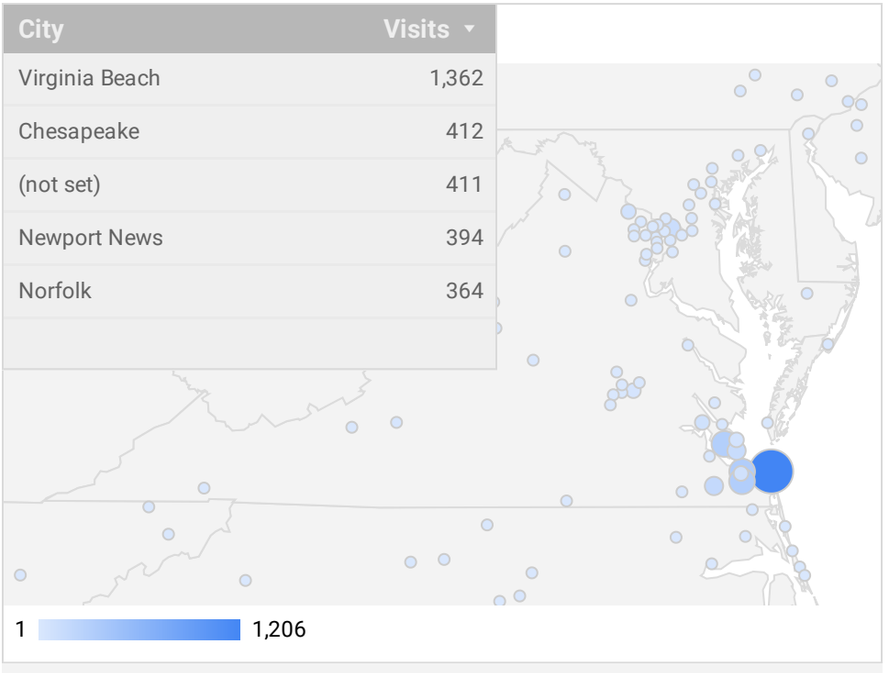
Sep 1, 2020 - Sep 30, 2020

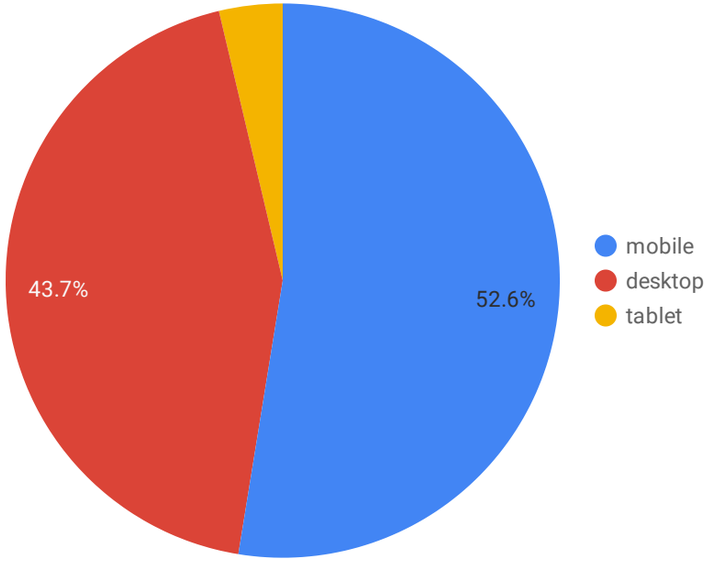
Top Pages	Pageviews	% Δ
/askhr/	983	-
/	681	41.0%
/gtk-gtd/lawn-garden-b...	435	11.5%
/gtk-gtd/recycling-look...	429	30.0%
/events-happenings/	394	65.5%
/programs/great-ameri...	357	124.5%
/disposable-diaper-liner...	265	-12.3%
/programs/bay-star-ho...	246	143.6%
/gtk-gtd/electronics-rec...	205	11.4%
/campaign/the-great-a...	190	68.1%

Avg. Session Duration
00:01:19
47.4%

Pages / Session
1.7
16.5%

City	Visits
Virginia Beach	1,362
Chesapeake	412
(not set)	411
Newport News	394
Norfolk	364





NOTES & ANALYSIS

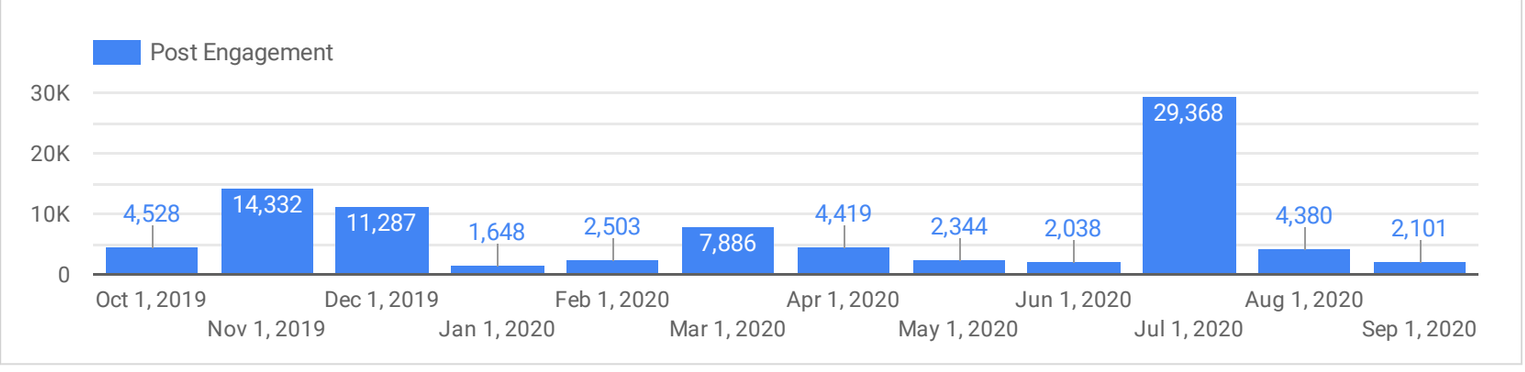
August saw **another** great upturn in average user session length, up **47.4%.** This time last year, our average session was only :52.

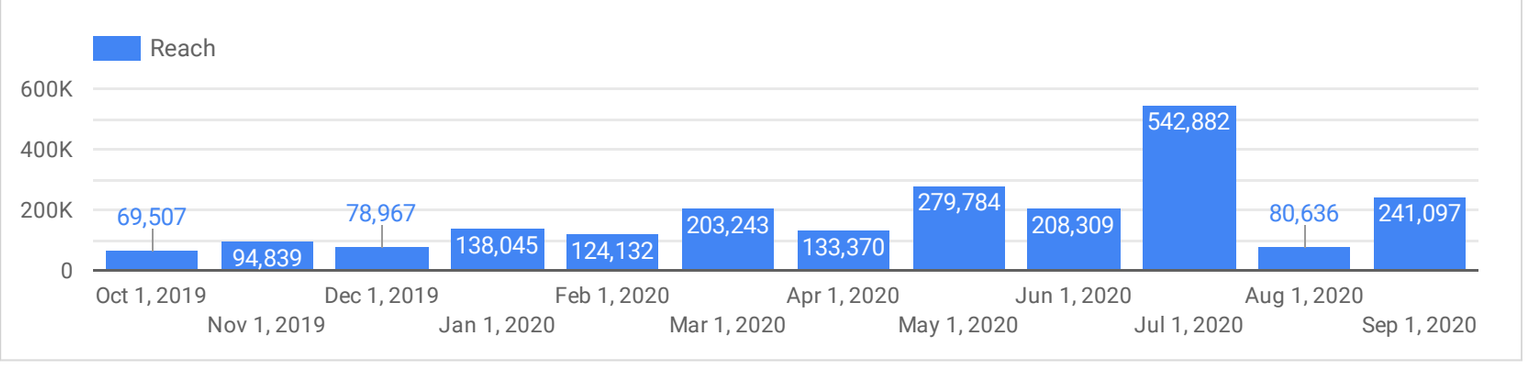
The average pages viewed per session also **increased by 16.5%**, meaning visitors are viewing more pages and viewing more valuable content.

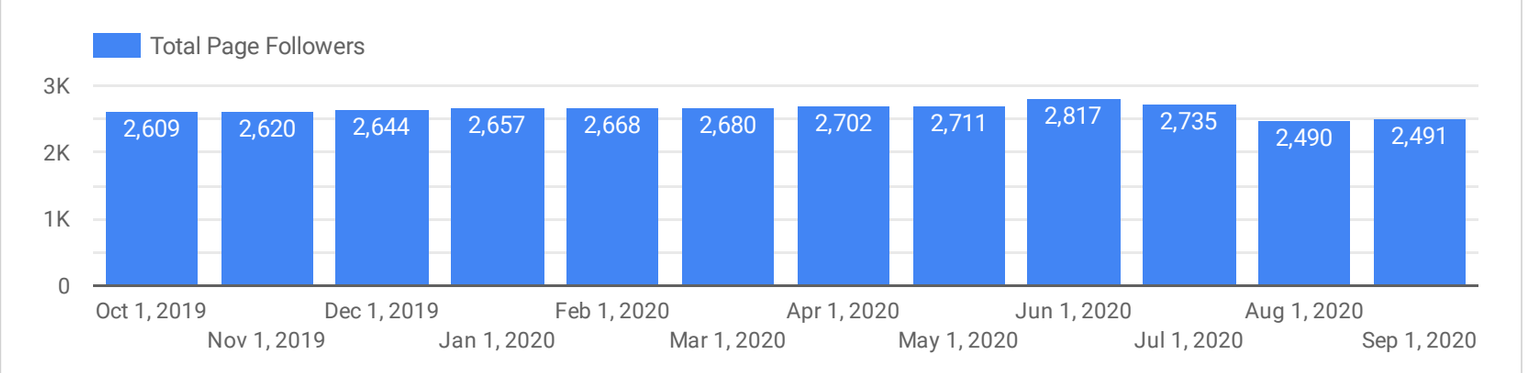
Our lawn and garden pages are still topping the charts for most viewed pages. No surprise, as we promoted lawn care messaging in our social media posts, and a full lawn care media campaign ran throughout September. The start of fall is also a great time for people to be out in their yards as the weather starts to cool off.

Attachment 7B

SOCIAL MEDIA / Facebook
May include Organic & Paid Traffic







NOTES & ANALYSIS

Total Page followers **increased by 1** during September.

It is good to see our follower growth in the positive again, and we will continue watching closely to see how the new Facebook updates will affect our reach and follower count.

There were 32 Organic Posts and 2 Paid Ads during September. The organic post from **September 16th** wins the prize for most Engagements with a total of **100 clicks, comments and shares**.

Attachment 7B

SOCIAL MEDIA / Facebook
Paid Media Results

Sep 1, 2020 - Sep 30, 2020

	Campaign Name	Starts	Ends	Reach	Impressions	Total Engagements	Engagement Rate
1.	ASK: 2020 09 TU2CU	Sep 1, 2020	Sep 18, 2020	167,618	241,551	160	0.07%
2.	ASK: 2020 09 Lawn Care	Sep 21, 2020	Sep 27, 2020	113,520	115,840	43	0.04%

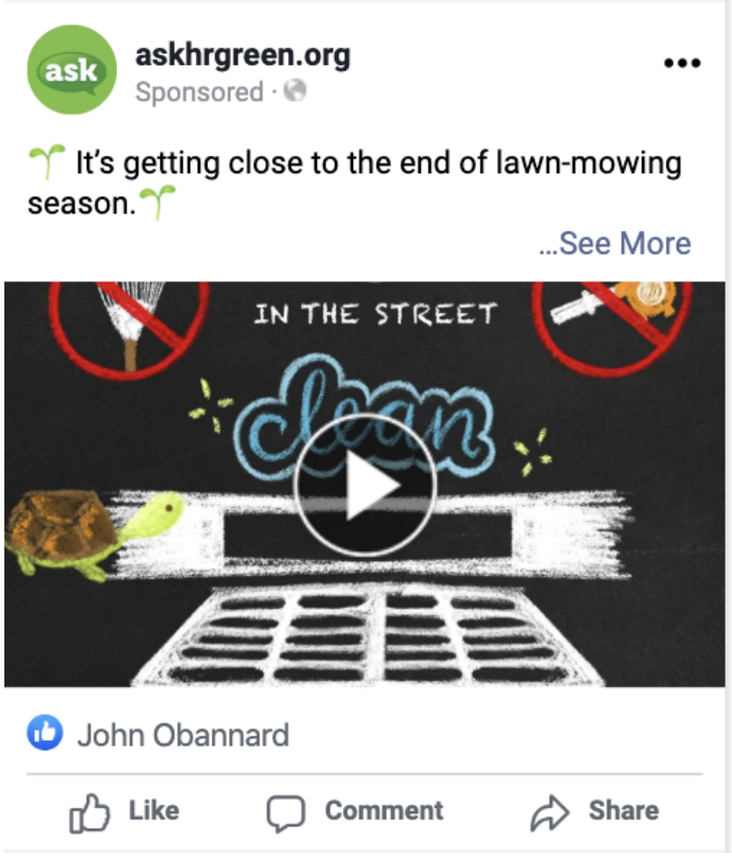
NOTES & ANALYSIS

Our Facebook and Instagram ads **reached over 284k** users during September, which is a **33% decrease** in Reach from August's campaign. Though still a decrease from August, our reach is **14% better** than our reach between July and August. We will watch this closely, as our reach is still likely to be affected by lifting COVID restrictions.

Attachment 7B

SOCIAL MEDIA / Facebook
Paid Social Media Posts

Sep 1, 2020 - Sep 30, 2020



Attachment 7B

NOTES

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

The following pages are the paid media results, year-to-date. Highlighted are any posts with an engagement rate of over 0.20%. This seems like the better metric to watch, as opposed to just raw 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%

Attachment 7B

SOCIAL MEDIA / Facebook
Paid Media Results Year to Date

Jan 1, 2020 - Dec 31, 2020

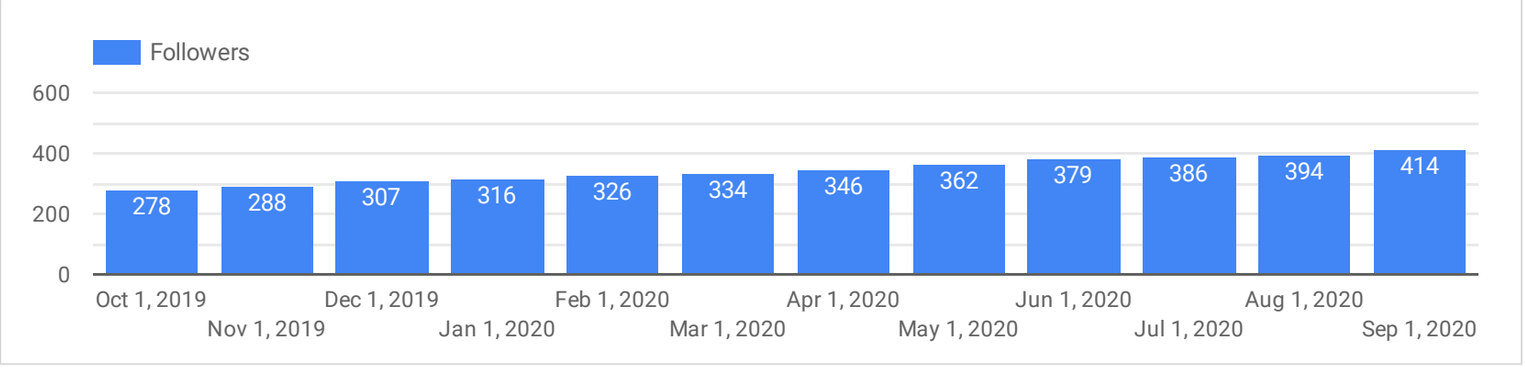
	C...	Campaign Name	Starts	Ends	Reach	Impressi...	Total Engagements	Engagement Rate
1.	25	ASK: 2020 07 Week 1 Post 3	Jul 3, 2020	Jul 7, 2020	59,456	59,610	110	0.18%
2.	26	ASK: 2020 07 Week 2 Post 3	Jul 1, 2020	Jul 14, 2020	44,581	44,581	67	0.15%
3.	27	ASK: 2020 07 Week 4 Post 1	Jul 31, 2020	Jul 26, 2020	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%

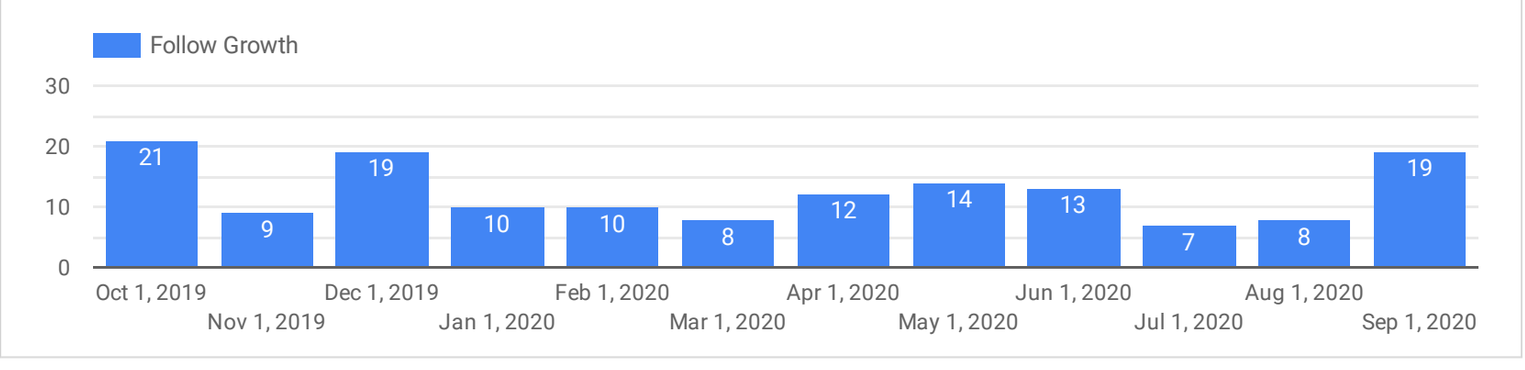
Attachment 7B

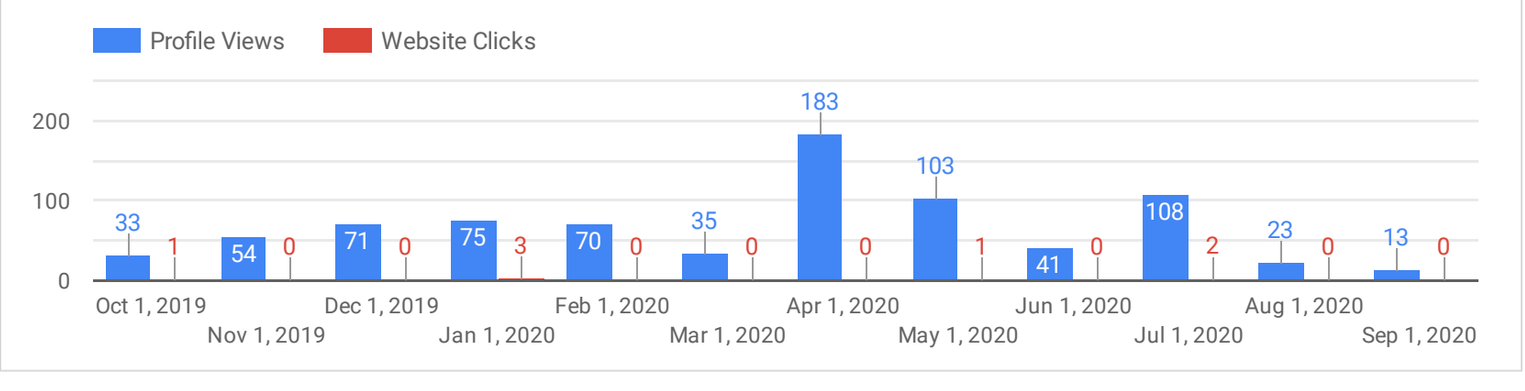
	C...	Campaign Name	Starts	Ends	Reach	Impressi...	Total Engagements	Engagement Rate
1.	49	ASK: 2020 08 Week 4 Post 1	Aug 24, 2020	Aug 29, 2020	44,145	4,326	19	0.44%
2.	50	ASK: 2020 08 Week 1 Post 2	Aug 3, 2020	Aug 7, 2020	55,129	55,129	19	0.03%
3.	51	ASK: 2020 09 Lawn Care	Sep 21, 2020	Sep 27, 2020	113,520	115,840	43	0.04%
4.	52	ASK: 2020 09 TU2CU	Sep 1, 2020	Sep 18, 2020	167,618	241,551	160	0.07%

Attachment 7B

SOCIAL MEDIA / Instagram
May include Organic & Paid Traffic



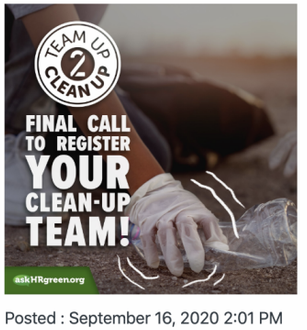




NOTES & ANALYSIS

We saw 19 new Followers during the month of September.

There were 11 Organic Posts during August. The post with the most engagement was the post from September 16th that received 9 **Engagements**.



Posted : September 16, 2020 2:01 PM

Are you ready to Team Up 2 Clean Up? Register now! Then grab your buddy and get started. 🧯 That's all there is to it. But remember, here are a few things you can do anytime: 🥇 If you see trash around the neighborhood, pick it up. Be a good neighbor and set an example. 🥇 Keep litter and other debris off your streets where it can easily enter storm drains and ditches. 🥇 Be sure your trash and recycling containers stay covered to prevent trash from spilling or blowing out. 🥇 Contact the Team Up 2 Clean Up coordinator in your city or county to organize your own cleanup and receive the supplies you'll need like litter grabbers, trash bags and safety equipment. (Info at askHRgreen.org) ❗ But during the

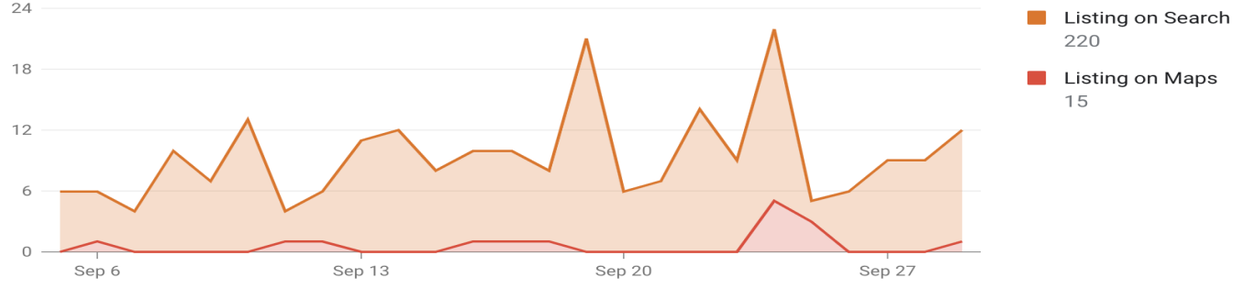
Attachment 7B

Google My Business

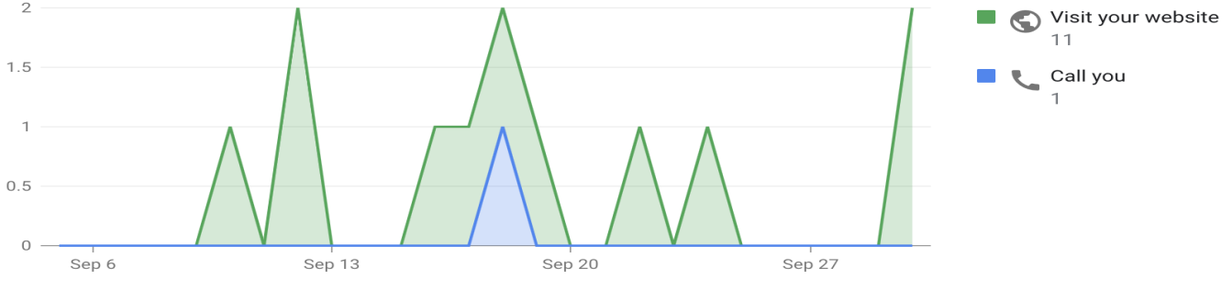
	Queries	Users
1.	styrofoam recycling near me	12
2.	#5 plastic recycling near me	null
3.	animal shelters that need volunteer…	null
4.	aspca	null
5.	attractive place near me	null
6.	bike recyclery	null
7.	car clubs near me	null
8.	cardboard disposal near me	null
9.	celebrate recovery locations	null
10.	celebrate recovery 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 235



Total actions 12



NOTES & ANALYSIS

We have seen an uptick in searches related to recycling in September and a small bump in website visits.

As a reminder, Lawn Care or Team Up 2 Clean Up media campaigns ran in September.

Attachment 7B