



DIGITAL MARKETING REPORT

REPORTING PERIOD

June 1 - June 30, 2019

PREPARED FOR

AskHRGreen.org

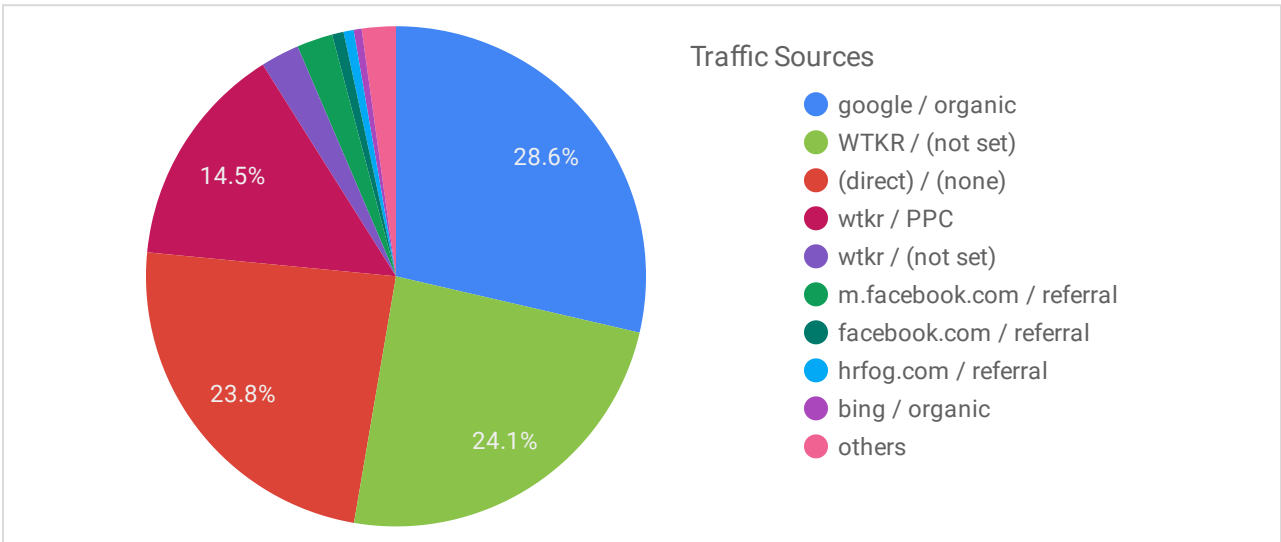
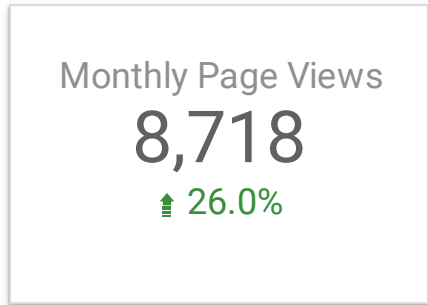
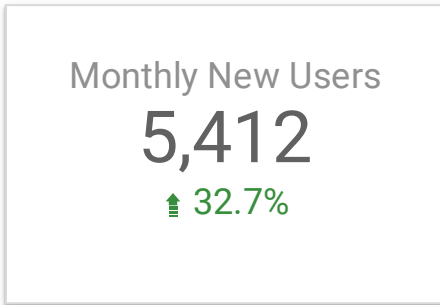
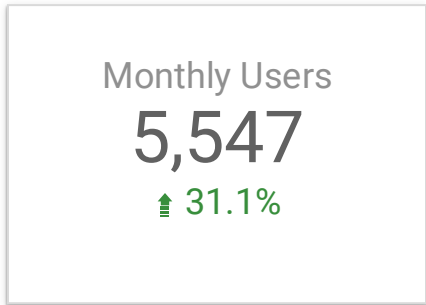
REPORTING ON

Website Activity

Social Media

PREPARED BY

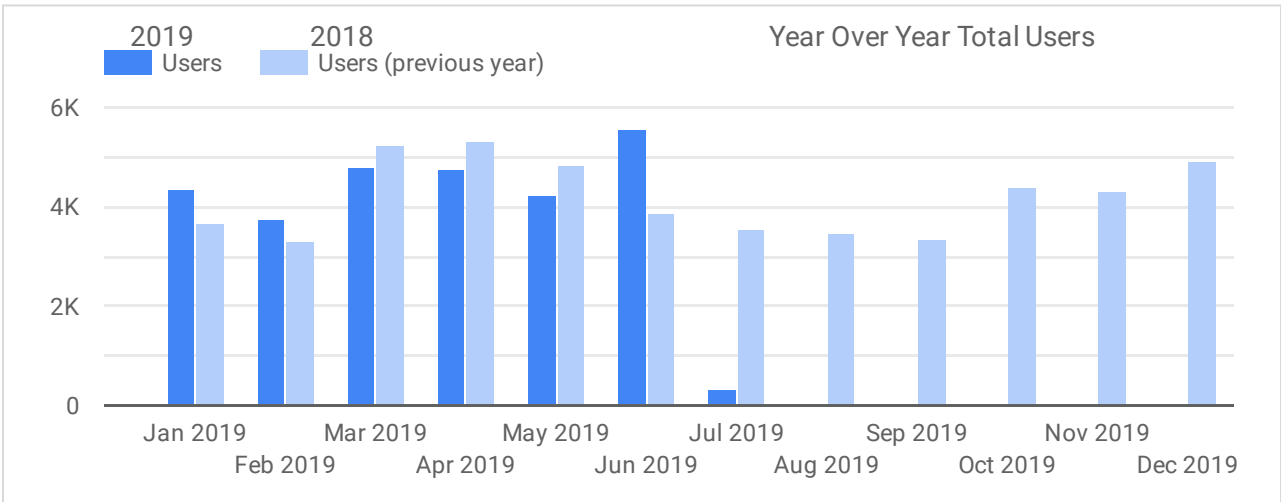
Diana Richardson - Digital Marketing Director



NOTES & ANALYSIS

Starting the report off with a bang! Not only are we seeing Month-Over-Month increases, but we also saw the highest Year-Over-Year increase so far during 2019. Nice!

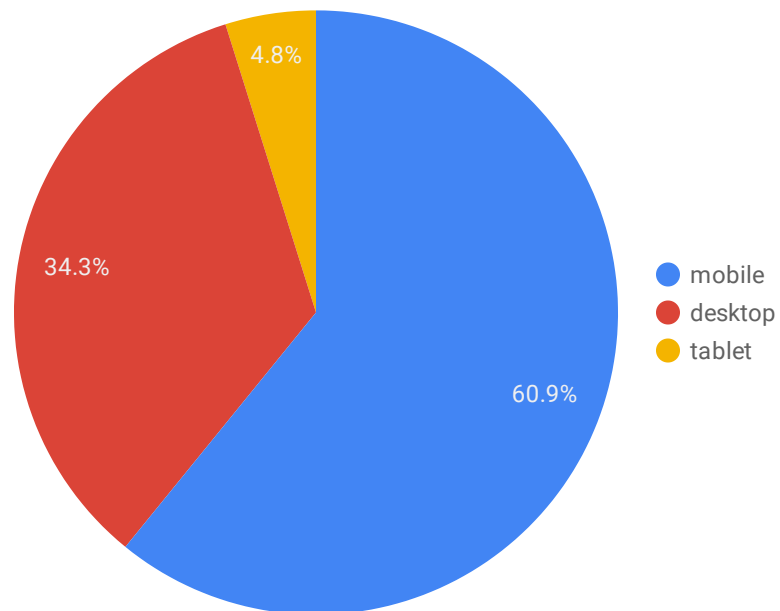
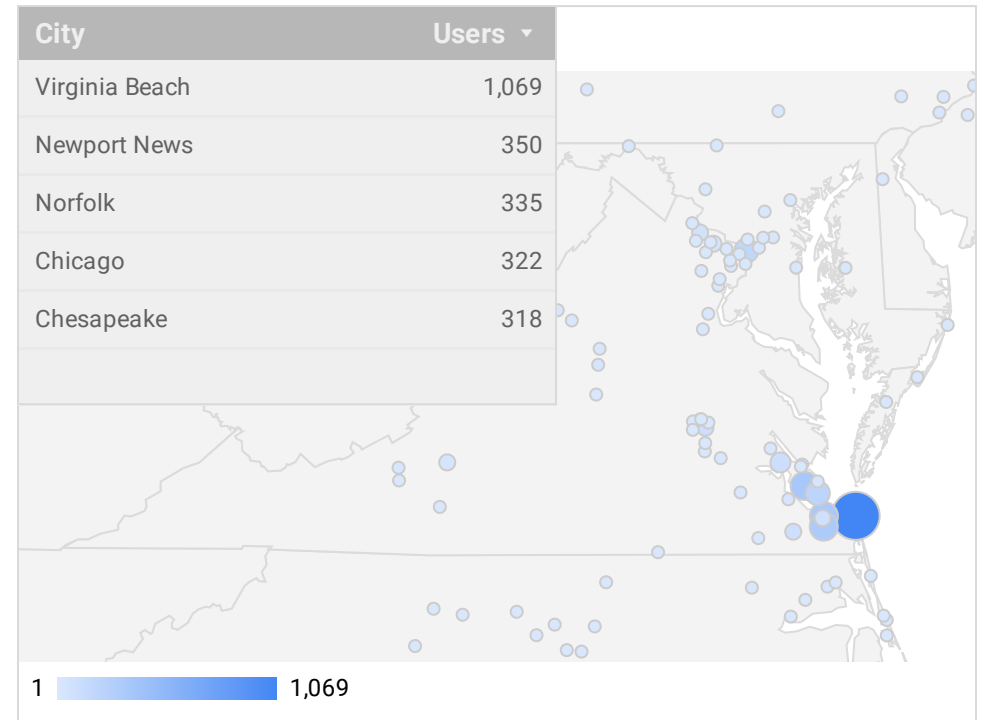
This pie chart is pretty incredible, too. Way to go, Google, WTKR and Facebook, for driving the most traffic to the website!



Top Pages	Pageviews
/campaign/pet-waste/	1,313
/	998
/campaign/what-do-you-know-about-storm...	556
/disposable-diaper-liners-flush-flush/	314
/events-happenings/	289
/gtk-gtd/electronics-recycling-donating/	265
/gtk-gtd/recycling-at-home/	259
/grants/pet-waste-station/	200
/gtk-gtd/battery-disposal/	146
/gtk-gtd/plant-native-plants/	132

Avg. Session Duration
00:00:57
 ↓ -3.0%

Pages / Session
1.42
 ↓ -1.7%

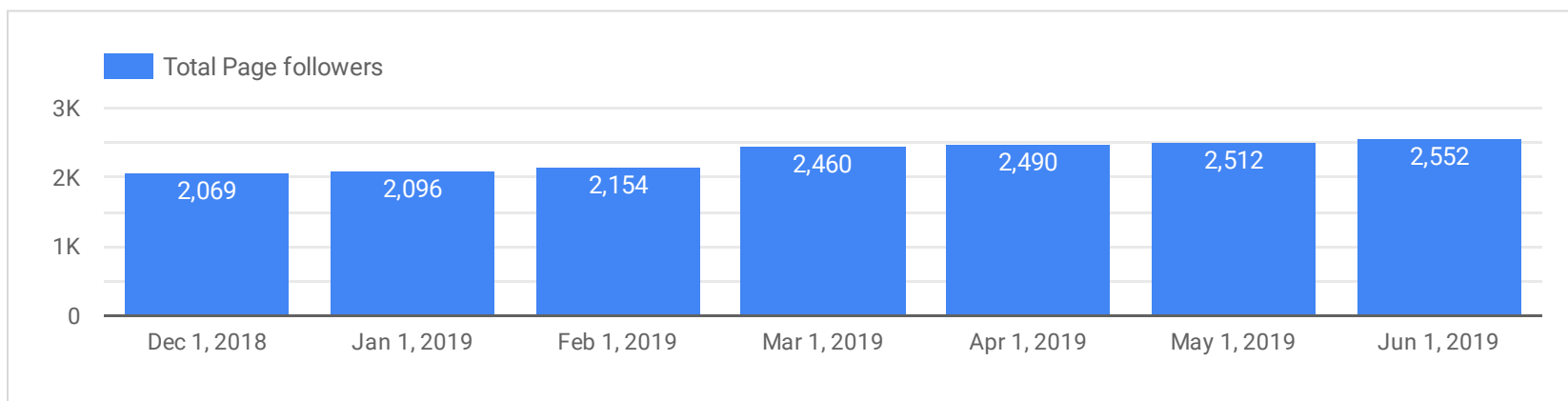
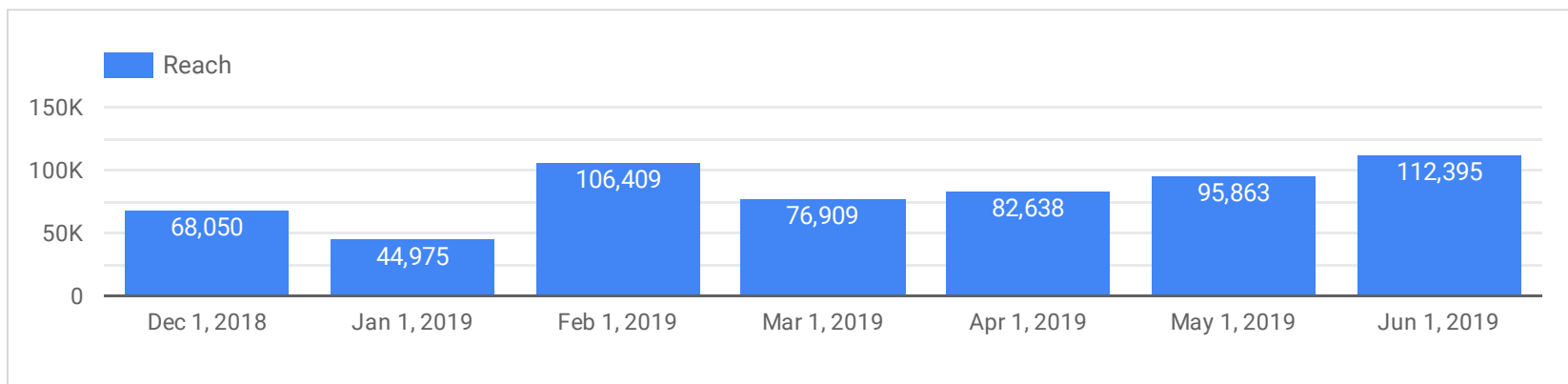
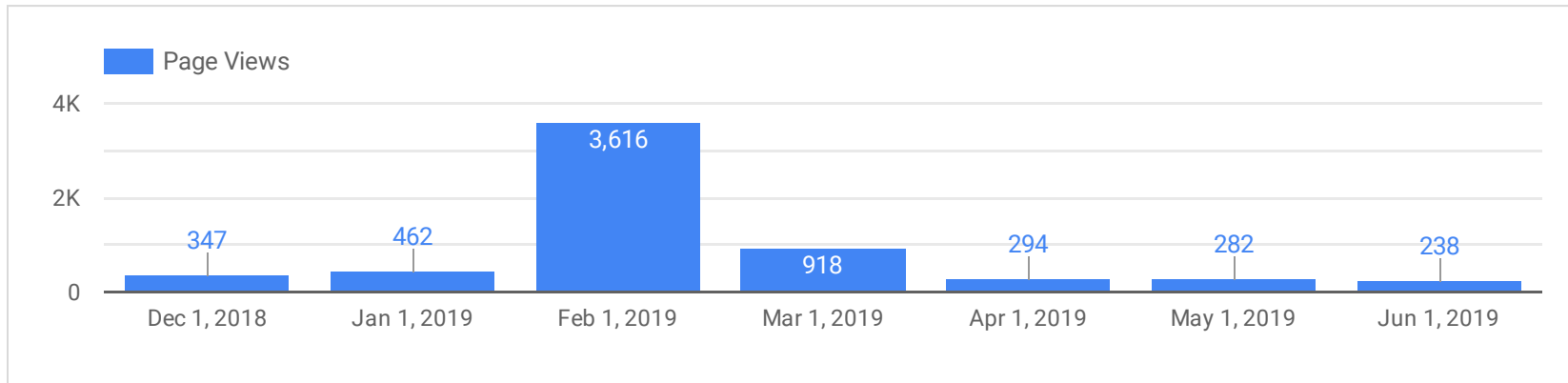


NOTES & ANALYSIS

Wow - the Pet Waste page beat the Homepage for the most visited page on the website in June. The poo-em really struck a cord, peaking interest and encouraging engagement.

SOCIAL MEDIA / Facebook

May include Organic & Paid Traffic



NOTES & ANALYSIS

We ran two Facebook ads and eight posts in June.

And the VIP stat from Facebook in June... Reach! Wow - the highest Reach we've seen since the start of tracking this data. Way to go, team!

No surprise here, but our Facebook followers continue to increase as well.



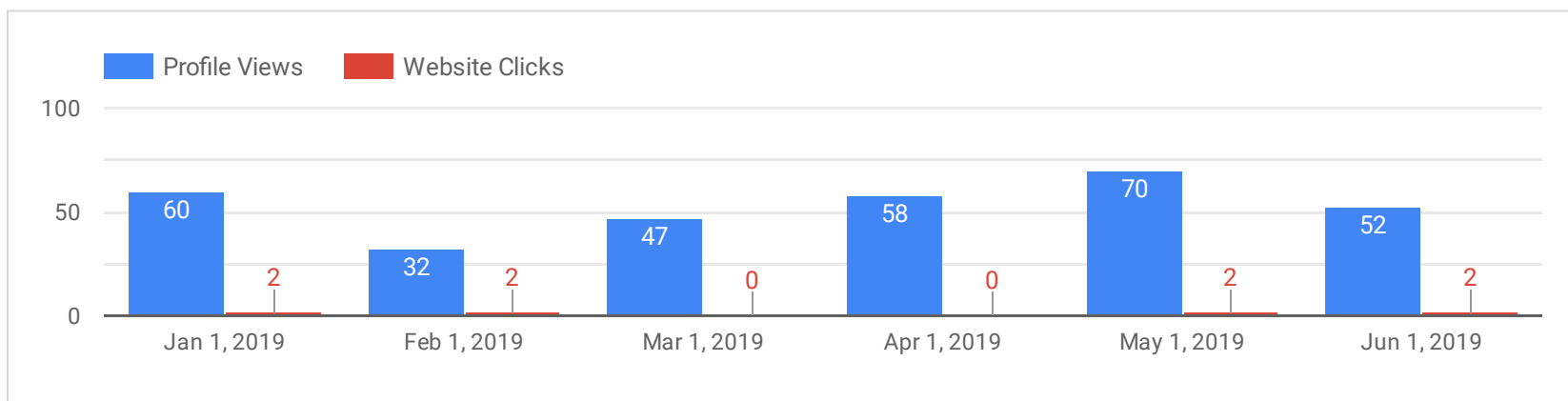
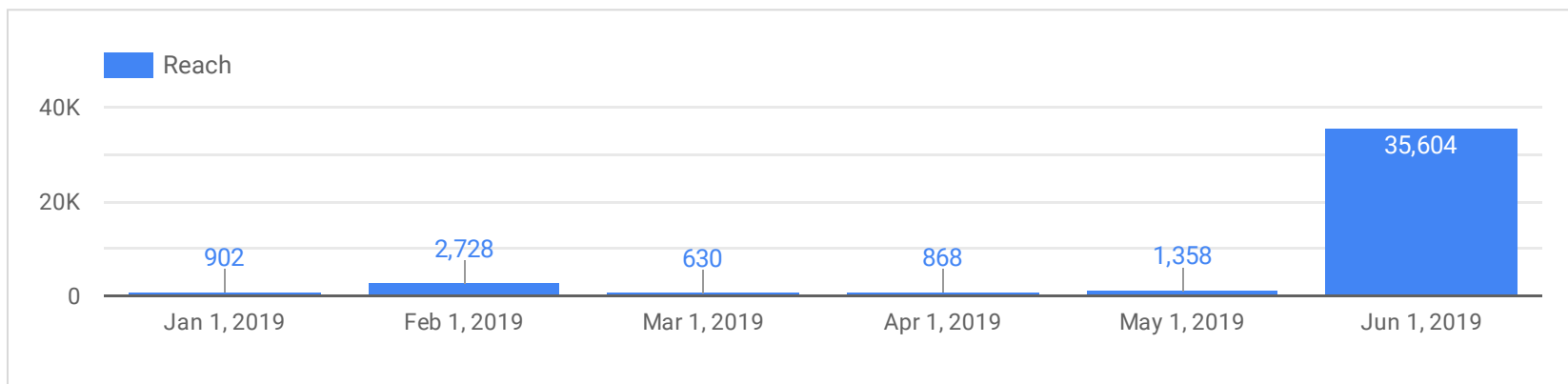
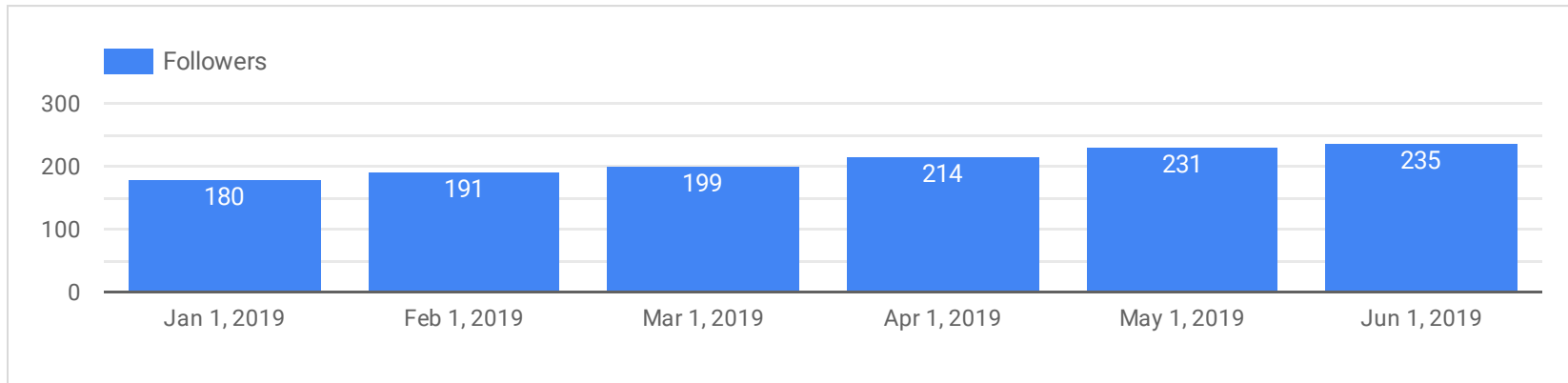
	Campaign Name	Starts	Ends	Reach	Impressions	Total Engagements	Engagement Rate
1.	Pet Waste	Jun 17, 2019	Jun 30, 2019	76,800	182,293	572	0.31%
2.	Storm Drains	Jun 24, 2019	Jun 30, 2019	30,032	52,623	140	0.27%

NOTES & ANALYSIS

Our June Facebook ads may have been short, but they sure were sweet, too. Over 106k people reached in only half a month is pretty outstanding.

SOCIAL MEDIA / Instagram

May include Organic & Paid Traffic



NOTES & ANALYSIS

We posted eight Instagram posts in June.

Wow - look at that Reach. The highest we've seen so far.

June also saw an increase in Followers - so the momentum just keeps going.