



## DIGITAL MARKETING REPORT

REPORTING PERIOD

December 1 - December 31, 2018

PREPARED FOR

AskHRGreen

REPORTING ON

Website Activity

Social Media

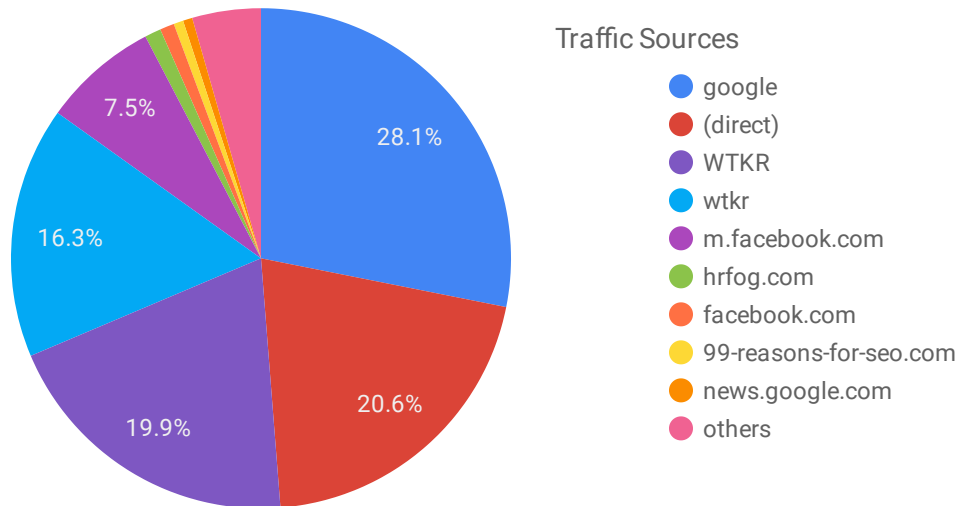
PREPARED BY

Diana Richardson - Digital Marketing Director

Users  
**4,914**  
↑ 13.6%

New Users  
**4,749**  
↑ 13.7%

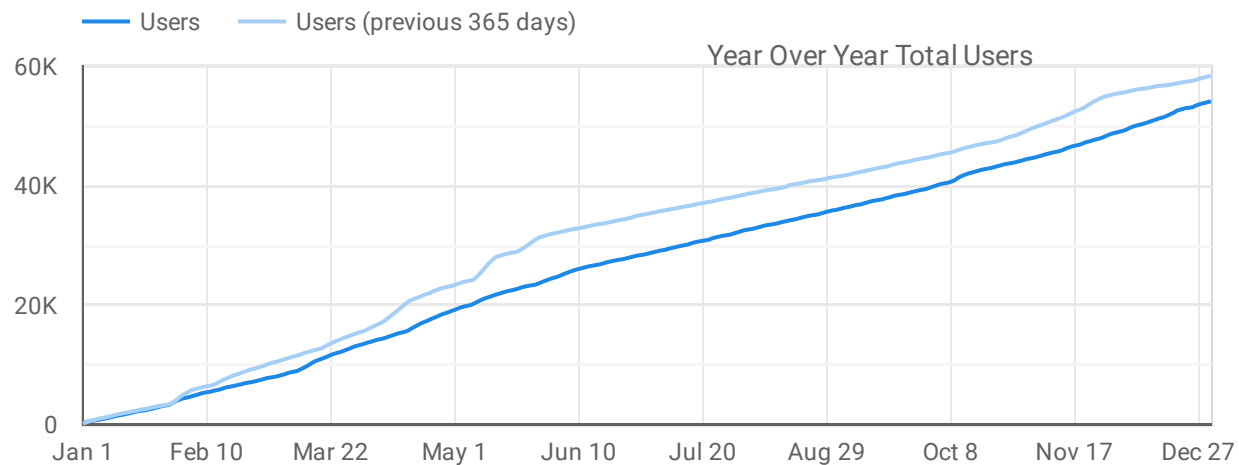
Pageviews  
**7,618**  
↑ 3.4%



## NOTES & ANALYSIS

Overall, we saw some wonderful month-over-month increases in website traffic. This is particularly nice to see in December which is typically a month that sees seasonal dips.

The year-over-year progress is excellent as well. The website saw a **77% increase in Users** compared to last year.



# WEBSITE ENGAGEMENT

Dec 1, 2018 - Dec 31, 2018

Top Pages	Pageviews
/campaign/beware-the-grease-grinch/	1,384
/	754
/christmas-tree-recycling-hampton-roads/	308
/2019-christmas-tree-schedule/	307
/gtk-gtd/recycling-at-home/	271
/grants/pet-waste-station/	217
/disposable-diaper-liners-flush-flush/	217
/gtk-gtd/electronics-recycling-donating/	200
/gtk-gtd/plastic-bag-recycling/	182
/christmas-tree-disposal-schedule/	170

Avg. Session Duration

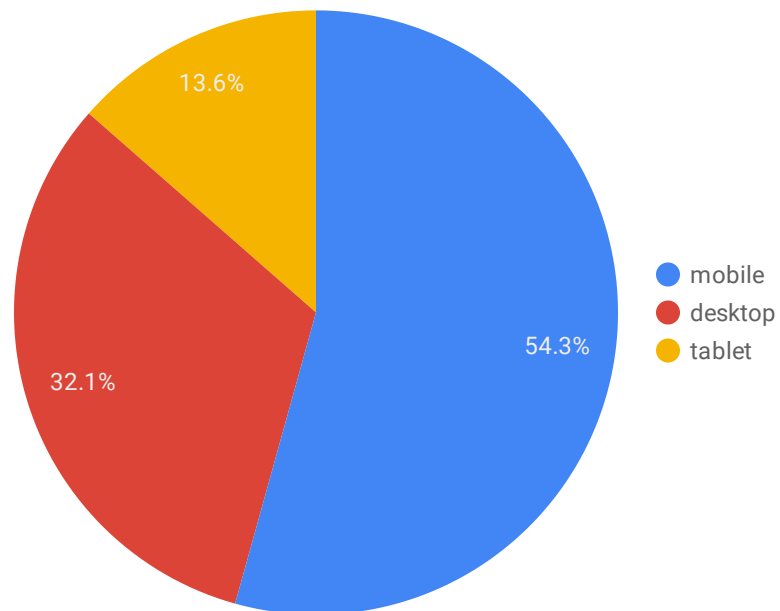
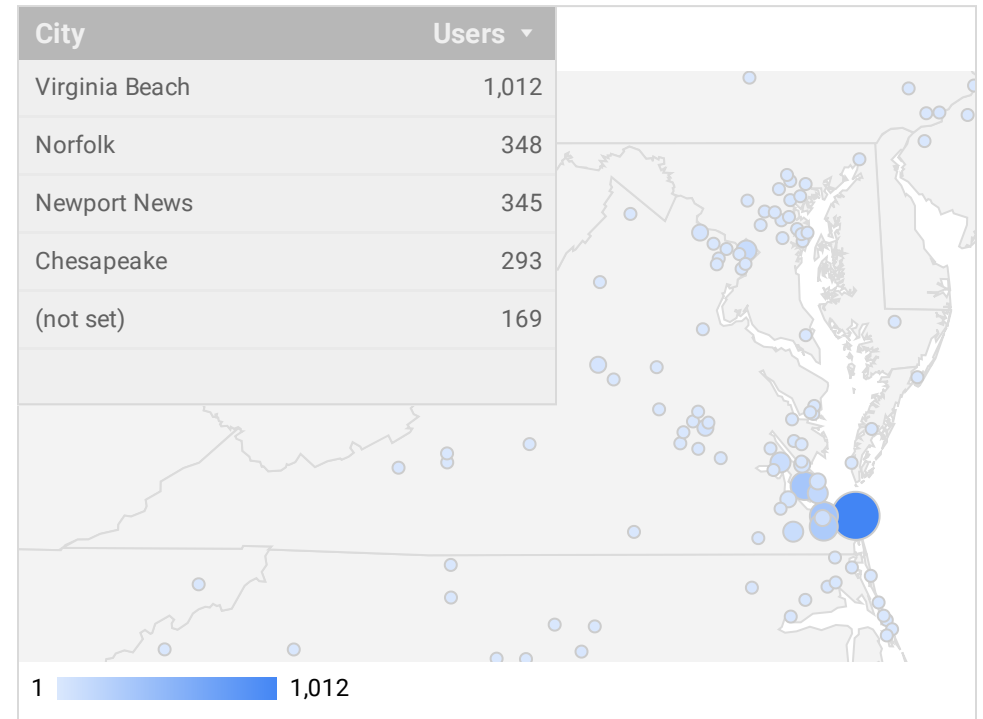
00:00:54

↓ -6.5%

Pages / Session

1.36

↓ -8.8%



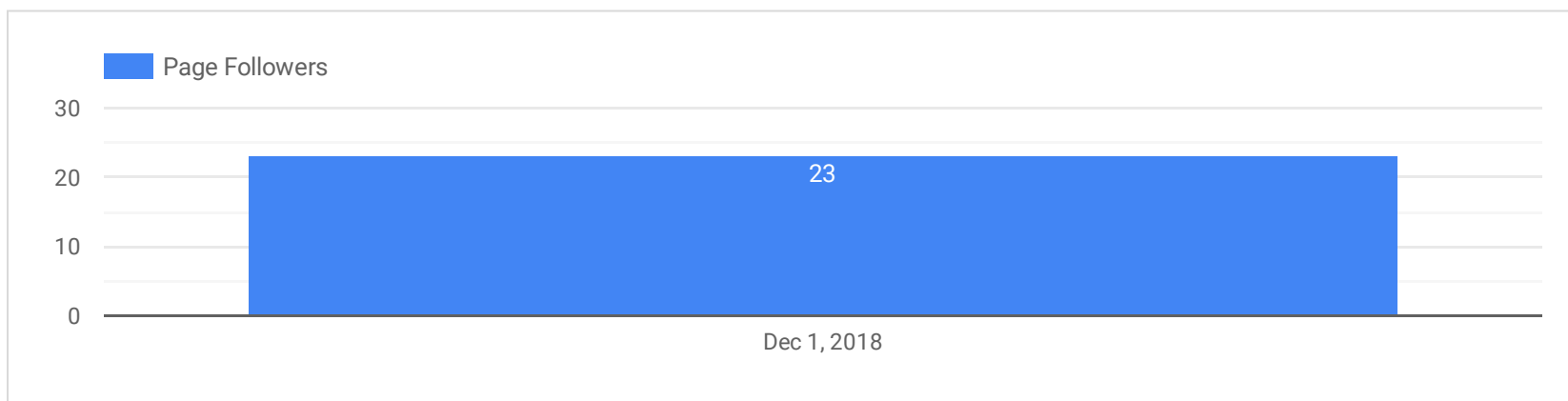
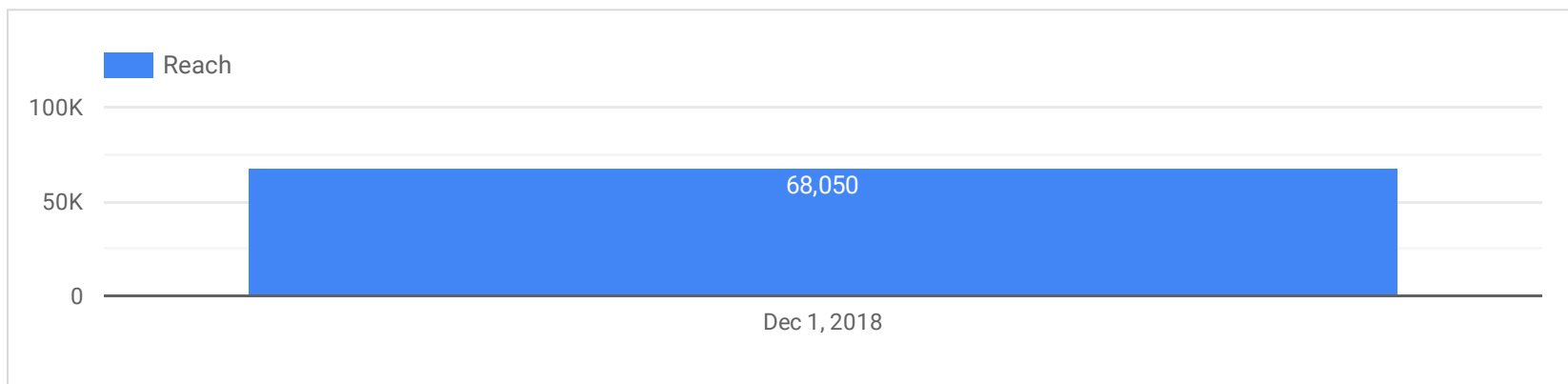
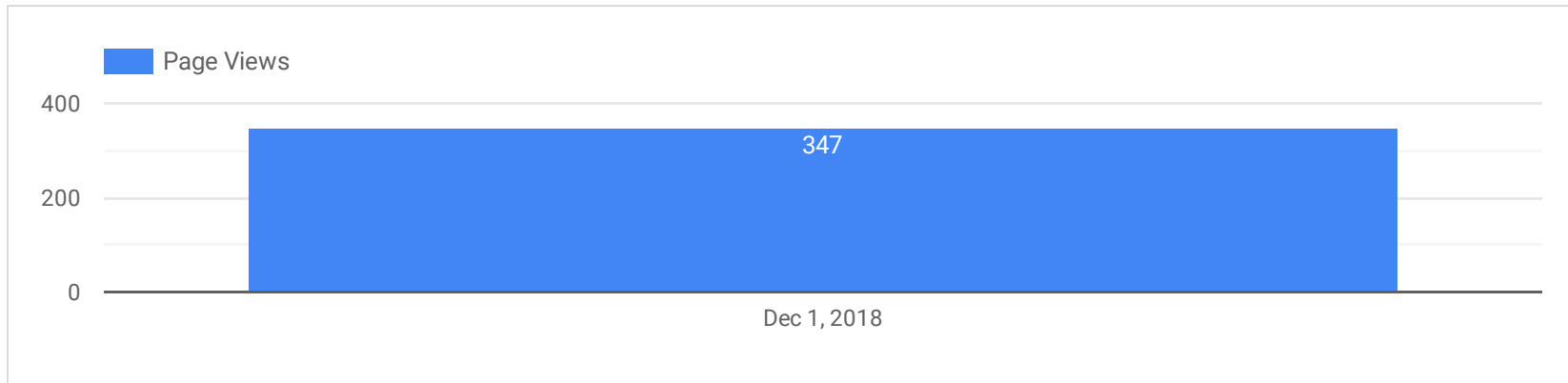
## NOTES & ANALYSIS

It's terrific to see the "Grease Grinch" page in the #1 spot on the Top Pages report! That promotion got a lot of buzz.

# SOCIAL MEDIA / Facebook

May include Organic & Paid Traffic

Dec 1, 2018 - Dec 31, 2018



## NOTES & ANALYSIS

We ran 3 Facebook video posts in December.

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With this reporting system, we will be tracking data going forward and be able to show month-over-month activity.

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# SOCIAL MEDIA / Facebook

## Paid Media Results

Dec 1, 2018 - Dec 31, 2018

	Campaign Name	Type	Starts	Ends	Reach	Impressions	Total Engagements	Engagement Rate
1.	Green Holiday Gift Wrapping Video	Video	Dec 12, 2018	Dec 24, 2018	22,024	34,386	284	0.83%
2.	GreenHoliday Table Video	Video	Dec 12, 2018	Dec 23, 2018	20,340	32,276	212	0.66%
3.	Green Holiday Practices Video	Video	Nov 29, 2018	Dec 15, 2018	7,653	11,743	70	0.6%

### NOTES & ANALYSIS

It's interesting to note the reach and activity the December videos received. We are able to use this data for our strategic initiatives in the new year.

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