



DIGITAL MARKETING REPORT

REPORTING PERIOD

February 1 - February 28, 2019

PREPARED FOR

AskHRGreen

REPORTING ON

Website Activity

Social Media

PREPARED BY

Diana Richardson - Digital Marketing Director

Monthly Users

3,765

↓ -2.7%

Monthly New Users

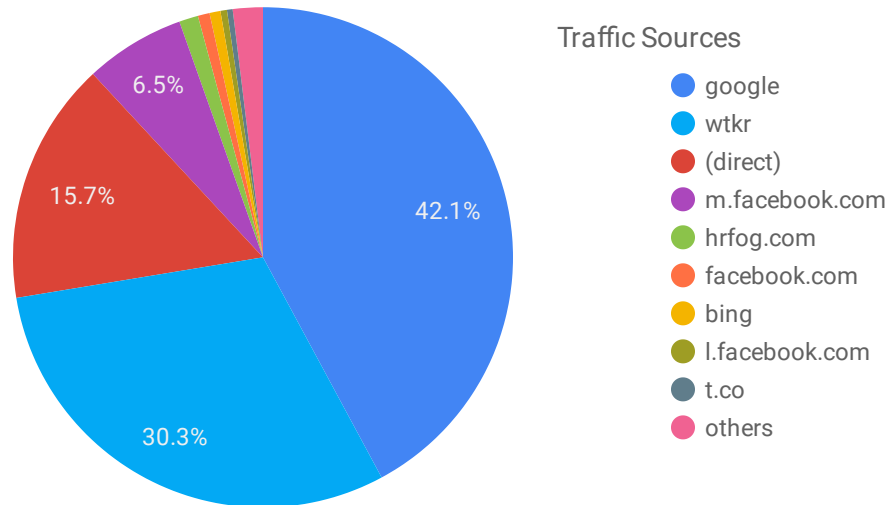
3,640

↓ -2.1%

Monthly Page Views

6,296

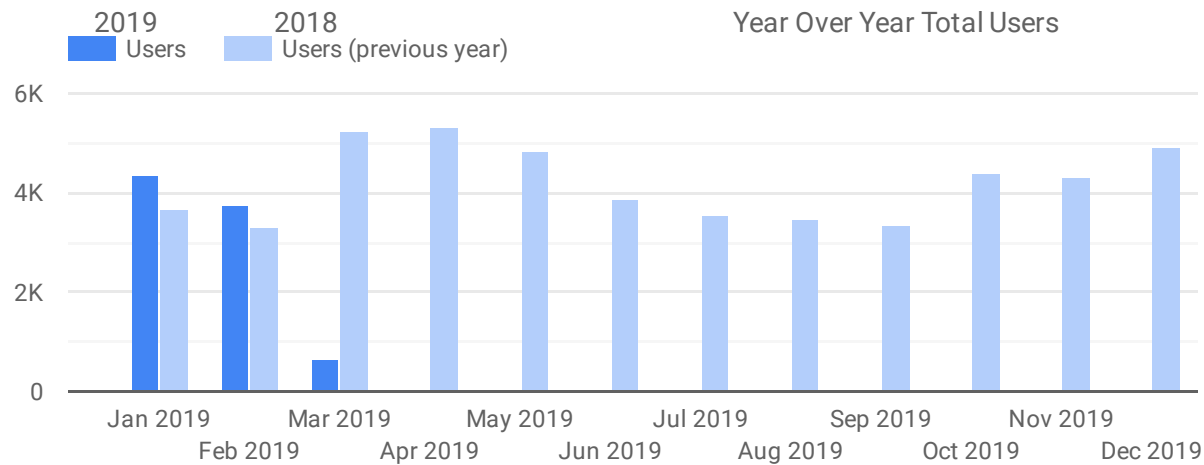
↓ -7.7%



NOTES & ANALYSIS

The year-over-year progress continues to be strong. Total website Users saw an **11.5% increase** compared to last year.

We did see some slight dips month-over-month, but this totally normal. The dips are so minor it's likely due to the fact that we are comparing a 31-day month (January) to a 28-day month (February).



Top Pages	Pageviews
/campaign/choose-to-refuse-single-use-pla...	697
/	571
/disposable-diaper-liners-flush-flush/	302
/events-happenings/	283
/gtk-gtd/recycling-at-home/	275
/gtk-gtd/electronics-recycling-donating/	172
/gtk-gtd/plastic-bag-recycling/	166
/programs/great-american-cleanup/	118
/gtk-gtd/battery-disposal/	110
/programs/bay-star-business/	94

Avg. Session Duration

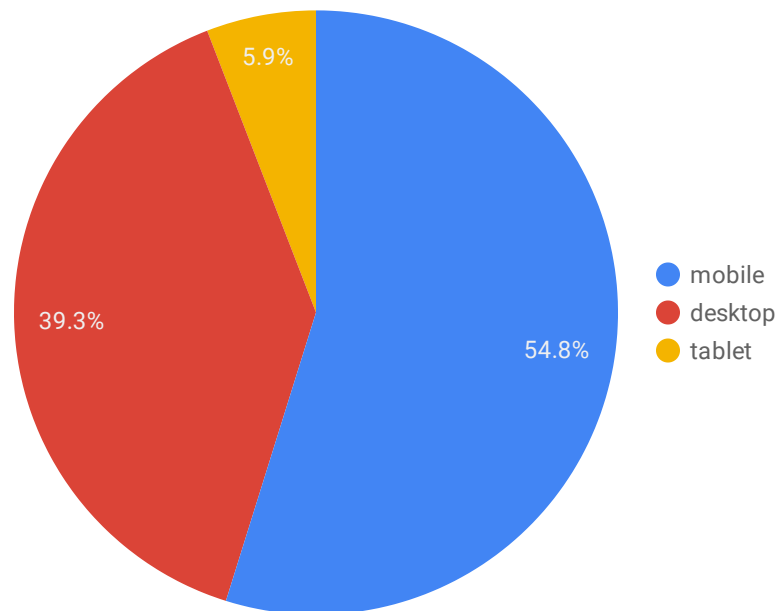
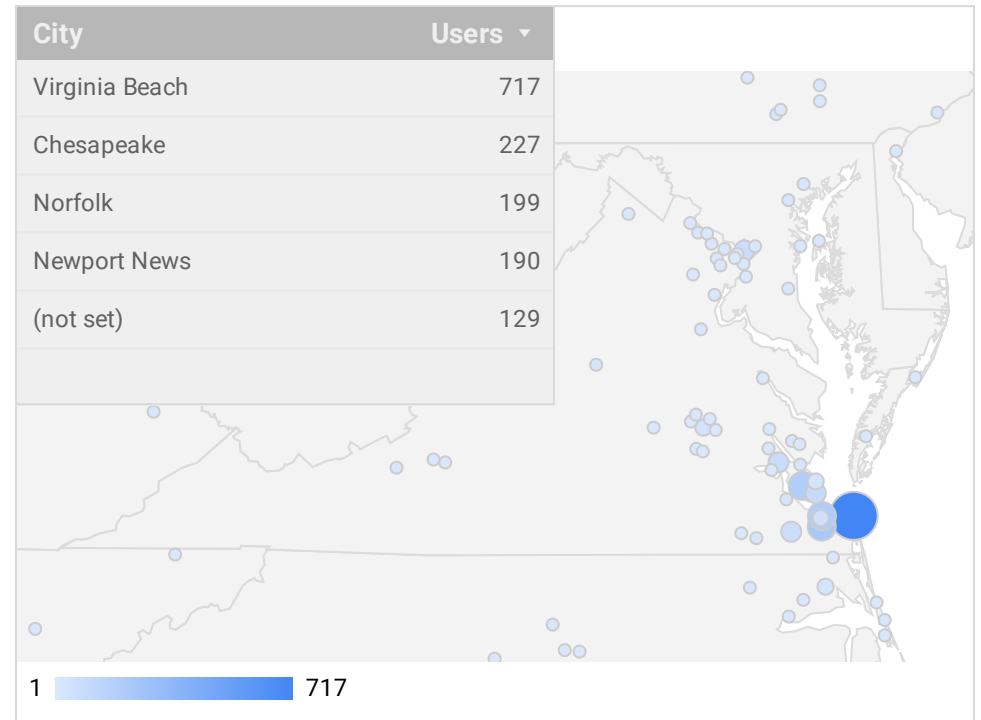
00:00:58

↓ -9.2%

Pages / Session

1.45

↓ -4.1%



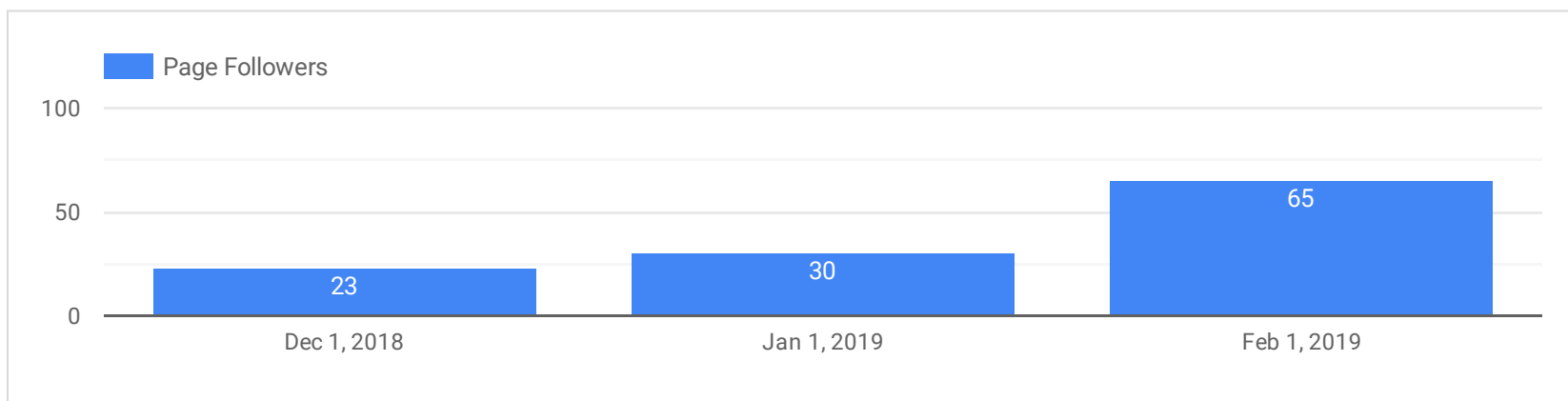
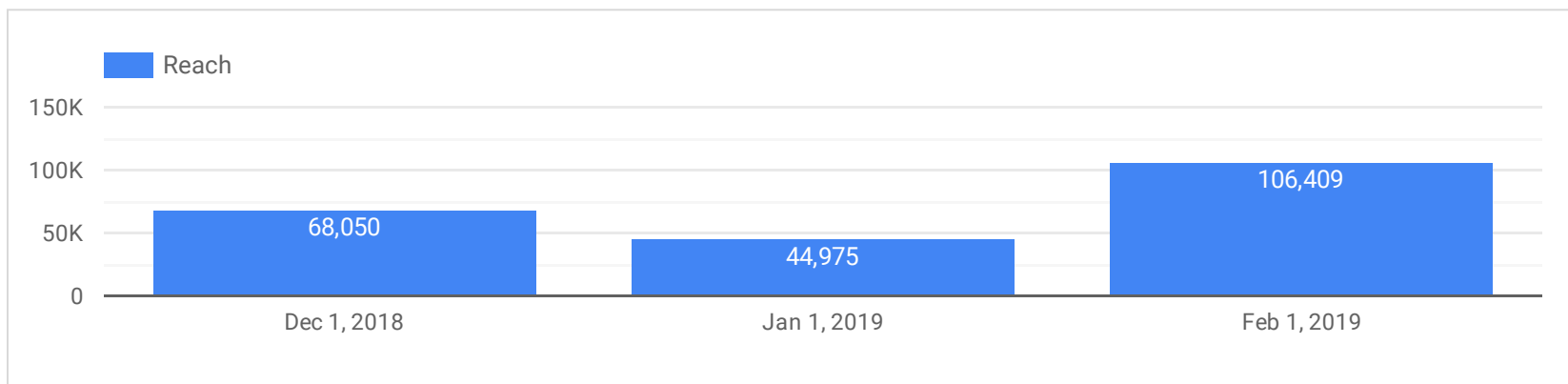
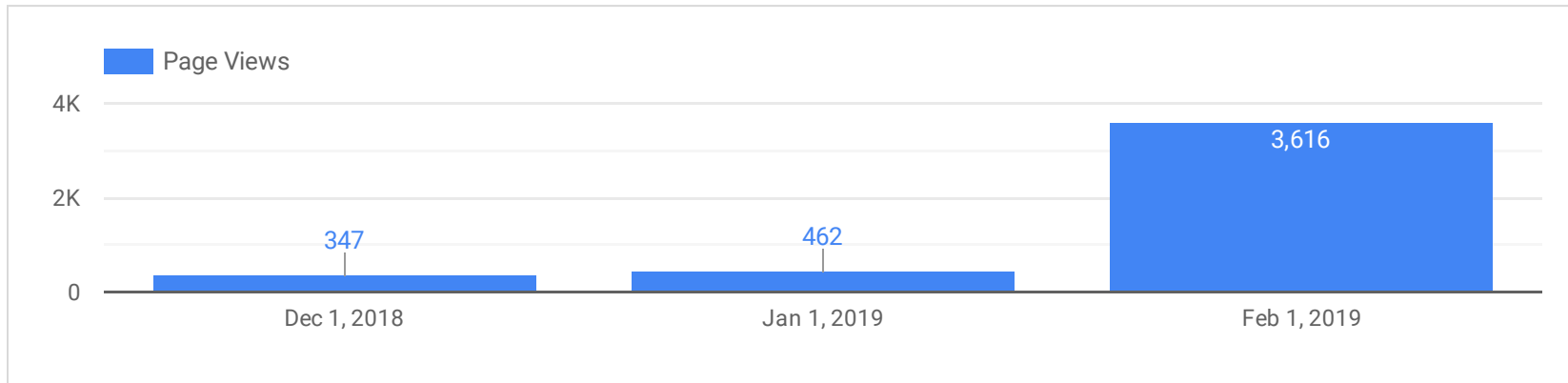
NOTES & ANALYSIS

With the "Choose to Refuse" campaign in full swing last month, it's awesome to see that page of the website dominate for February.

People in Virginia Beach are definitely more active than in any other Hampton Roads city by **more than double** compared to the runner up, Chesapeake. It's the most populated city of those on the list, but we can use this information to guide content and messaging in the future.

SOCIAL MEDIA / Facebook

May include Organic & Paid Traffic



NOTES & ANALYSIS

We ran 1 Facebook video & 3 posts in February.

Wow - the activity during February speaks for itself on these graphs. The video promotions really do increase engagement. Glad to see these types of results.



Campaign Name	Type	Starts	Ends	Reach	Impressions	Total Engagements	Engagement Rate
1. Choose to Refuse	Video	Feb 9, 2019	Feb 28, 2019	51,227	97,624	585	0.6%

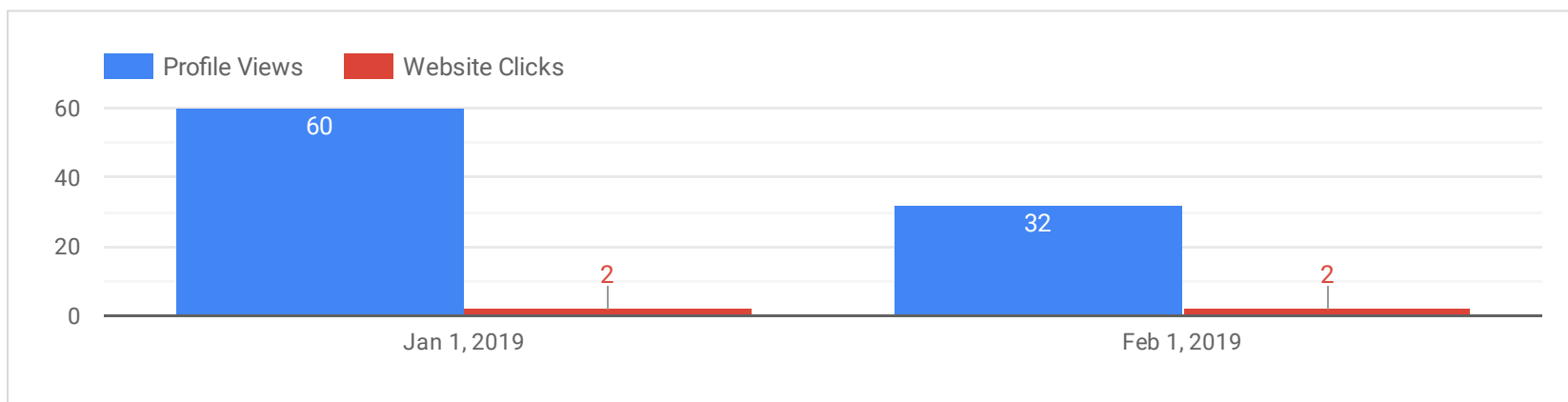
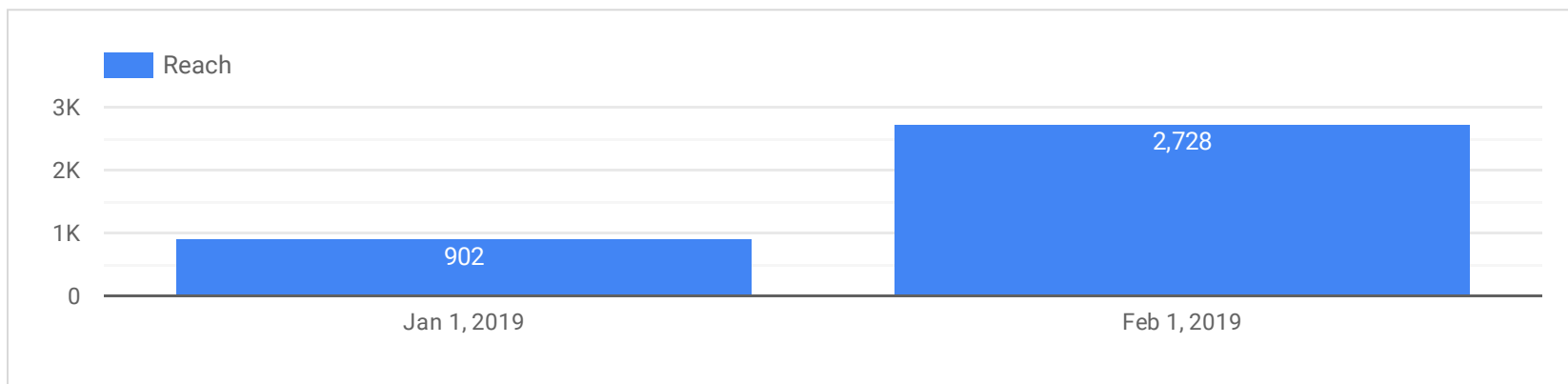
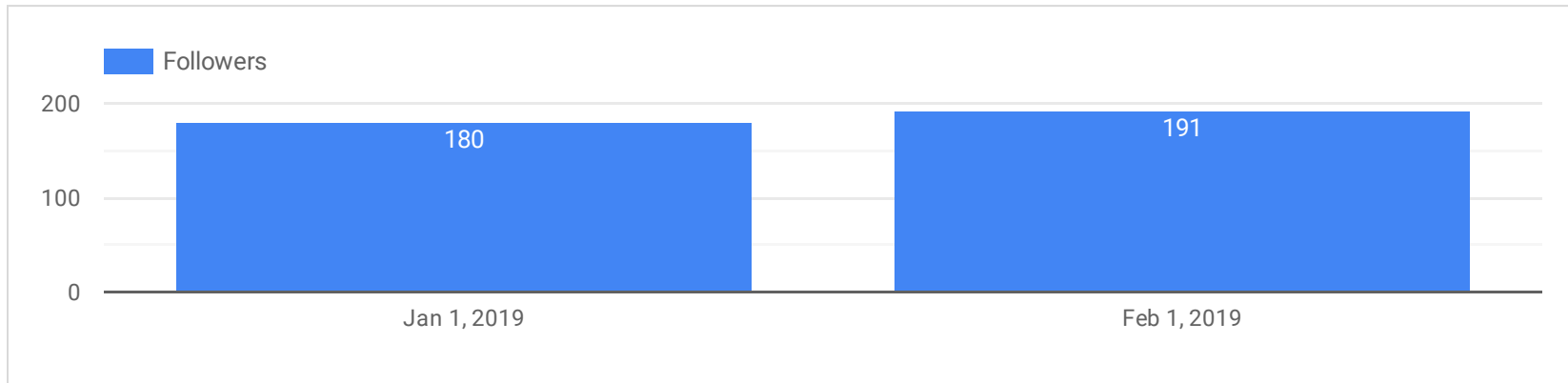
NOTES & ANALYSIS

The success of these videos continued into February with over **97k** Impressions reaching **over 51k** people. Wow!

Social media is the 4th most popular way people are coming to your website. The social media website traffic is **up 78%** from January and **up 286%** compared to last year - that is some outstanding progress.

SOCIAL MEDIA / Instagram

May include Organic & Paid Traffic



NOTES & ANALYSIS

We posted 3 Instagram posts & the "Choose to Refuse" video in February.

Compared to January, followers are increasing. The hard work going into growing the audience is picking up steam.

Reach also saw a nice boost due to the video and posts.