



DIGITAL MARKETING REPORT

REPORTING PERIOD

April 1 - April 30, 2019

PREPARED FOR

AskHRGreen.org

REPORTING ON

Website Activity

Social Media

PREPARED BY

Diana Richardson - Digital Marketing Director

Monthly Users

4,740

↓ -1.0%

Monthly New Users

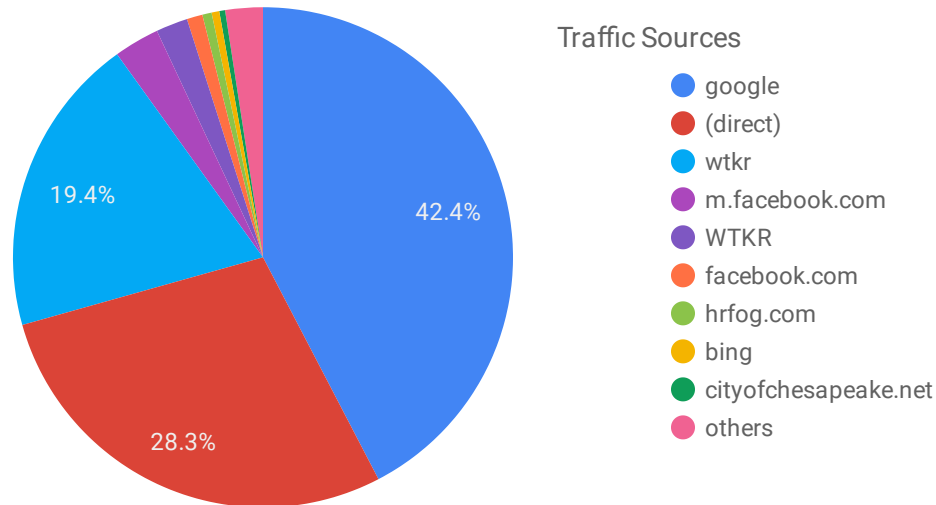
4,519

↓ -2.0%

Monthly Page Views

8,235

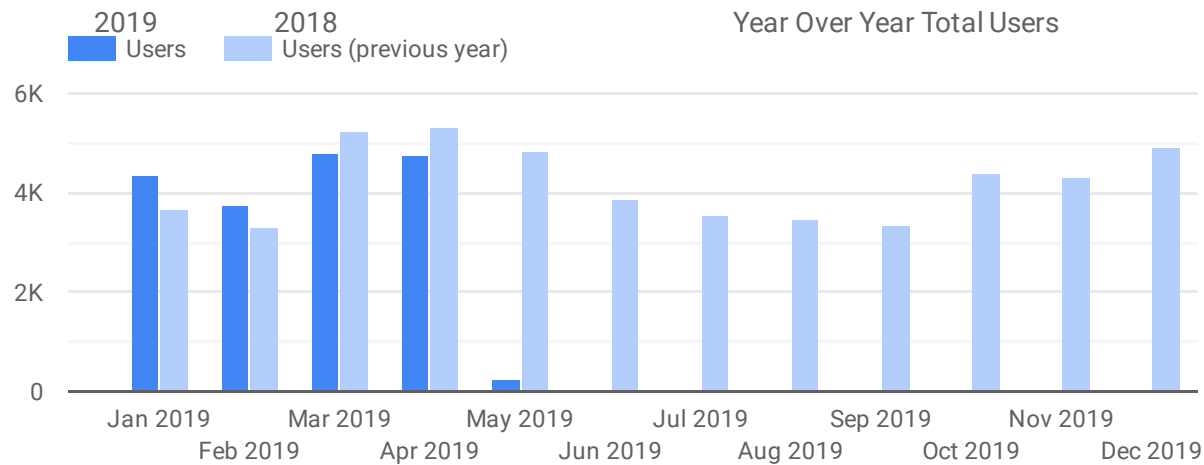
↓ -2.4%



NOTES & ANALYSIS

There were some very slight dips month-over-month and year-over-year.

Deeper in the analytics, I can see that Referral traffic, traffic from other websites, is an area where we are seeing traffic decreases. I can investigate some opportunities to see if there are other websites we might be able to get to link to our website.



WEBSITE ENGAGEMENT

Apr 1, 2019 - Apr 30, 2019



Top Pages	Pageviews
/	792
/campaign/the-great-american-cleanup/	513
/events-happenings/	453
/gtk-gtd/recycling-at-home/	295
/programs/great-american-cleanup/	283
/disposable-diaper-liners-flush-flush/	235
/gtk-gtd/electronics-recycling-donating/	192
/gtk-gtd/plant-native-plants/	185
/how-to-add-compost-to-your-lawn-a-step-b...	126
/gtk-gtd/battery-disposal/	117

Avg. Session Duration

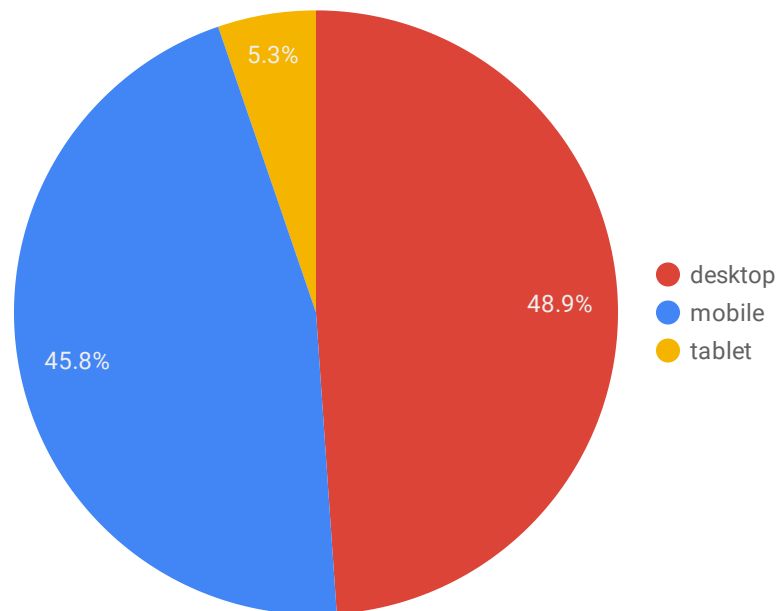
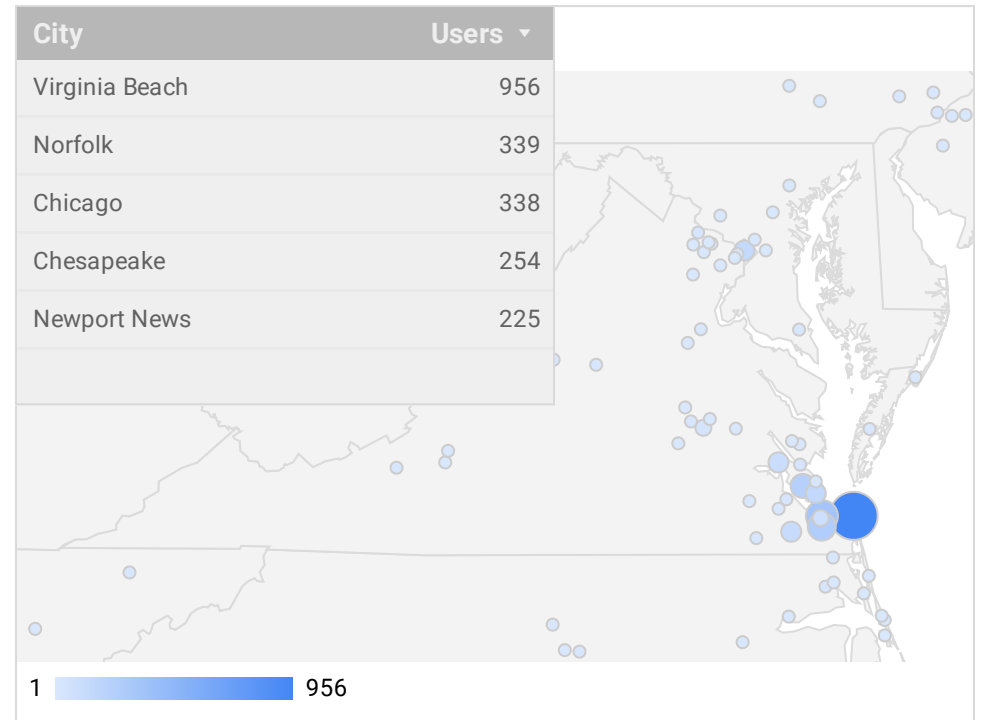
00:01:04

↓ -18.3%

Pages / Session

1.49

↓ -1.0%

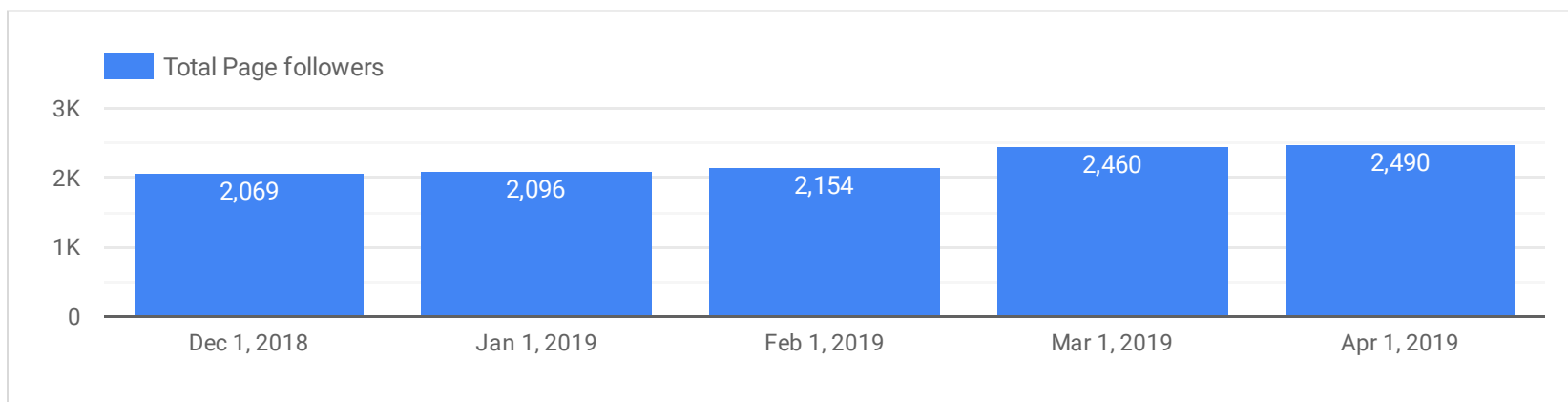
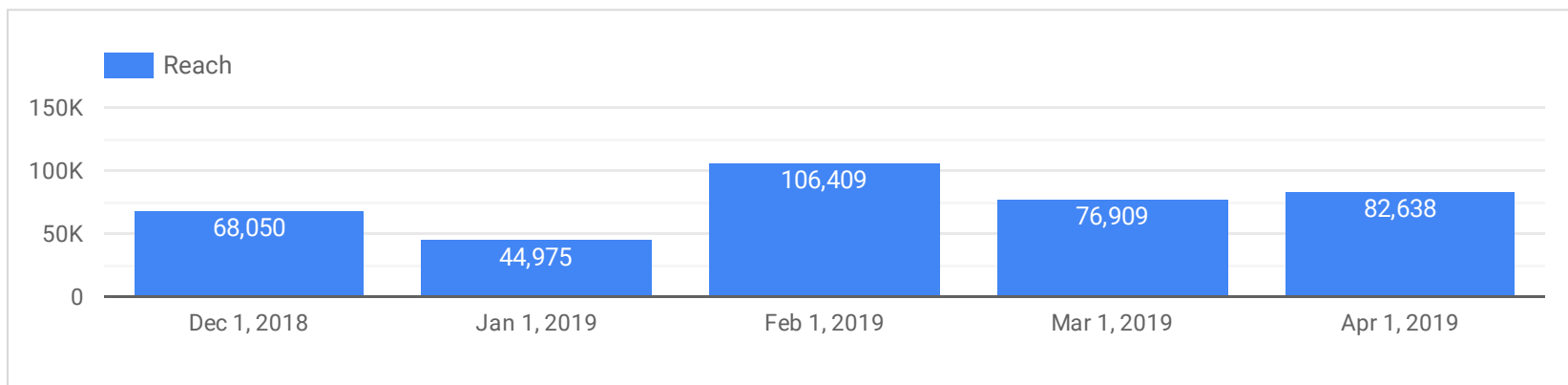
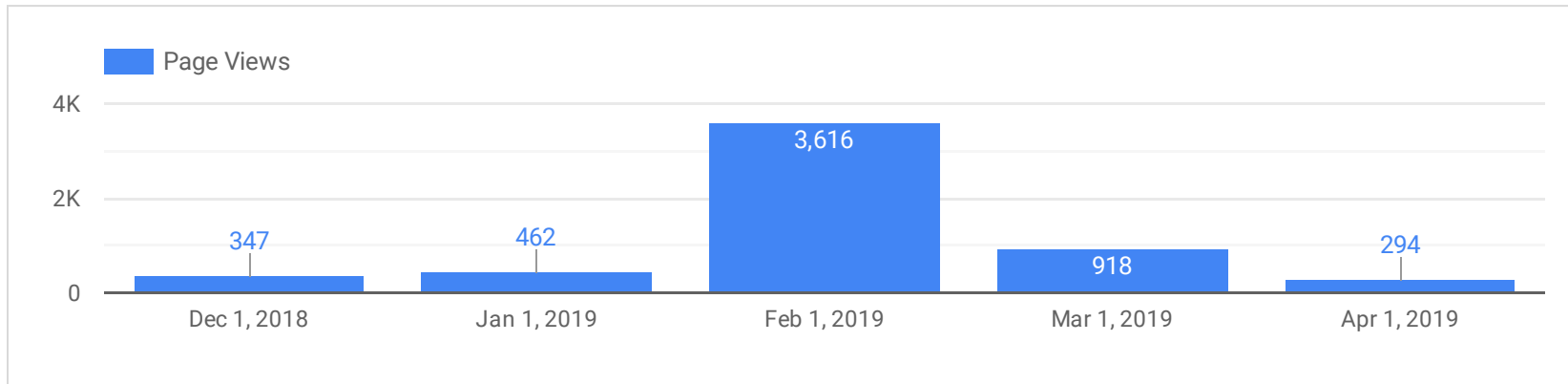


NOTES & ANALYSIS

It's wonderful to continue to see the campaign related pages on the website show such strong performance month after month. April's top performer was the Great American Cleanup page.

SOCIAL MEDIA / Facebook

May include Organic & Paid Traffic



NOTES & ANALYSIS

We ran 1 Facebook ad & 8 posts in April.

Total Page Followers continue to grow - that's wonderful.

We also reached a larger audience in April compared to March. In fact, April is the 2nd highest reach month since we've started reporting on this data.



Campaign Name	Starts	Ends	Reach	Impressions	Total Engagements	Engagement Rate
1. Team Up To Clean Up	Apr 1, 2019	Apr 30, 2019	59,837	194,434	74	0.04%

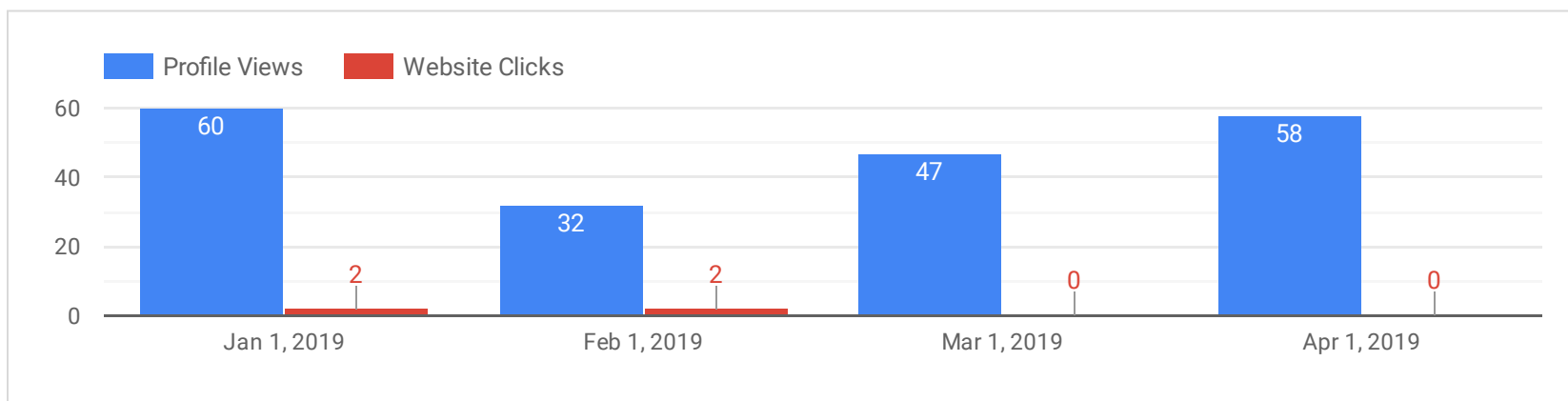
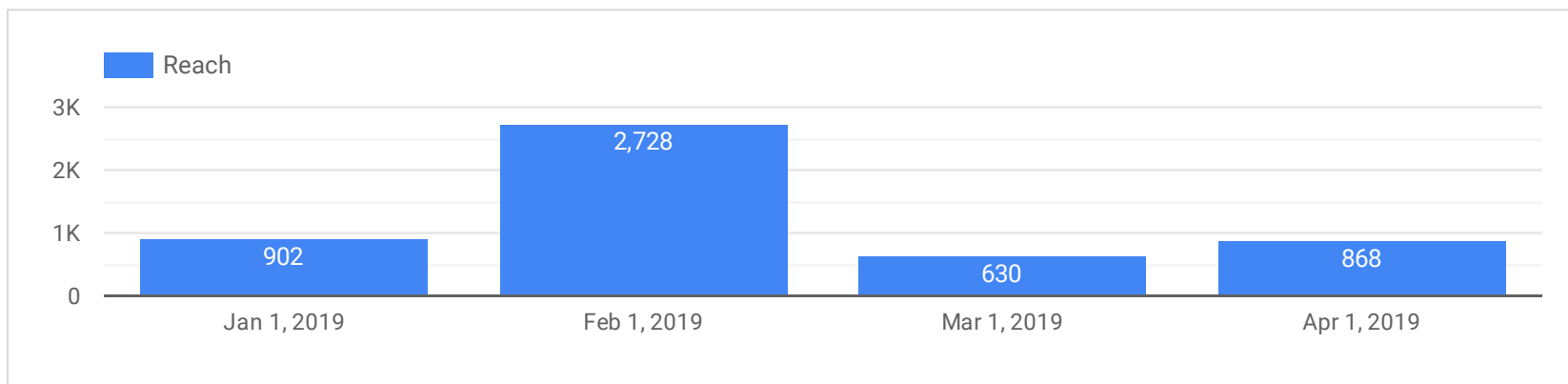
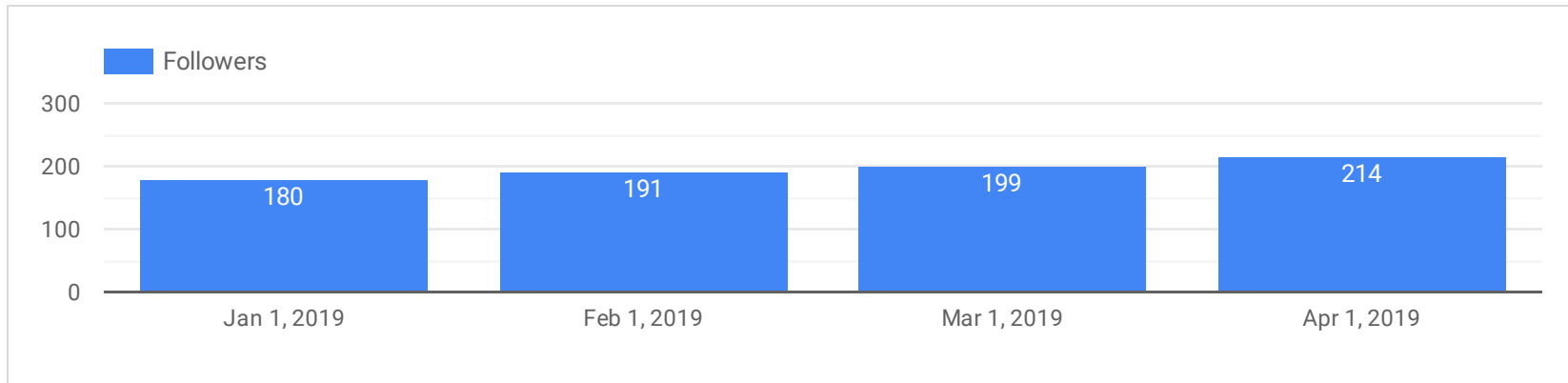
NOTES & ANALYSIS

Videos on social media continue to reach a huge audience. Almost 60k people reached with the Team Up to Clean Up campaign - that's a lot of folks seeing such an important message.

Social media remains the 4th most popular way people are coming to your website. The social media website traffic is **up 12%** from last year.

SOCIAL MEDIA / Instagram

May include Organic & Paid Traffic



NOTES & ANALYSIS

We posted 8 Instagram posts in April.

Similar to Facebook, followers continue to increase and keeping momentum going.