



DIGITAL MARKETING REPORT

REPORTING PERIOD

January 1 - January 31, 2019

PREPARED FOR

AskHRGreen

REPORTING ON

Website Activity

Social Media

PREPARED BY

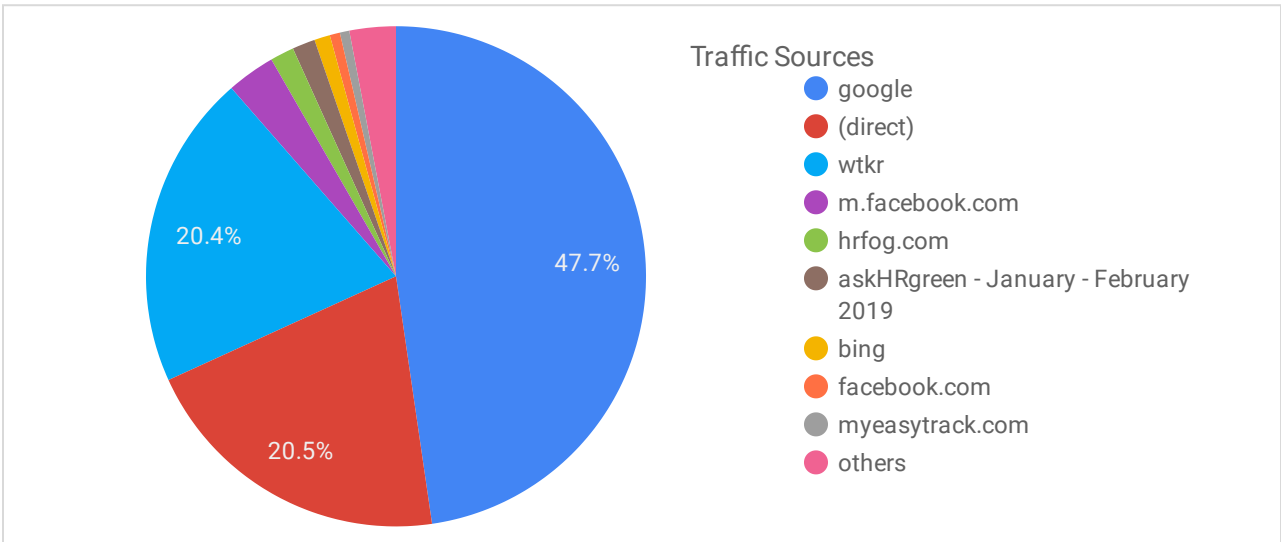
Diana Richardson - Digital Marketing Director



Monthly Users
4,354
 ↓ -11.4%

Monthly New Users
4,188
 ↓ -11.8%

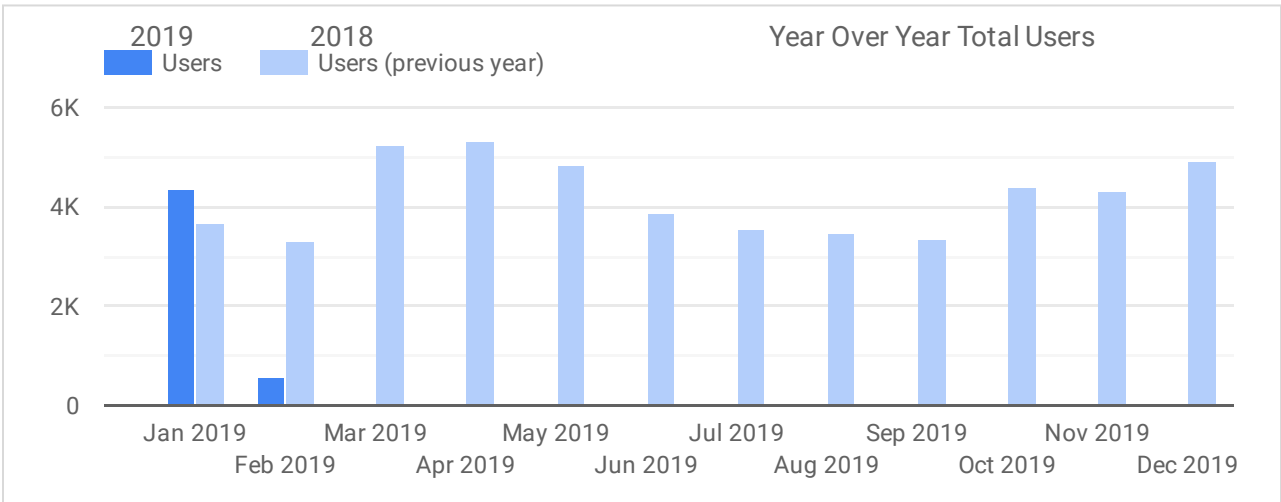
Monthly Page Views
7,613
 ↓ -0.1%



NOTES & ANALYSIS

The year-over-year progress is going strong. The website saw an **18% increase** in Users compared to last year.

We did see some slight dips month-over-month.



WEBSITE ENGAGEMENT

Jan 1, 2019 - Jan 31, 2019

Top Pages	Pageviews
/	973
/disposable-diaper-liners-flush-flush/	365
/gtk-gtd/recycling-at-home/	335
/2019-christmas-tree-schedule/	318
/events-happenings/	272
/christmas-tree-recycling-hampton-roads/	252
/christmas-tree-disposal-schedule/	237
/gtk-gtd/plastic-bag-recycling/	235
/gtk-gtd/electronics-recycling-donating/	208
/campaign/choose-to-refuse-single-use-pla...	193

Avg. Session Duration

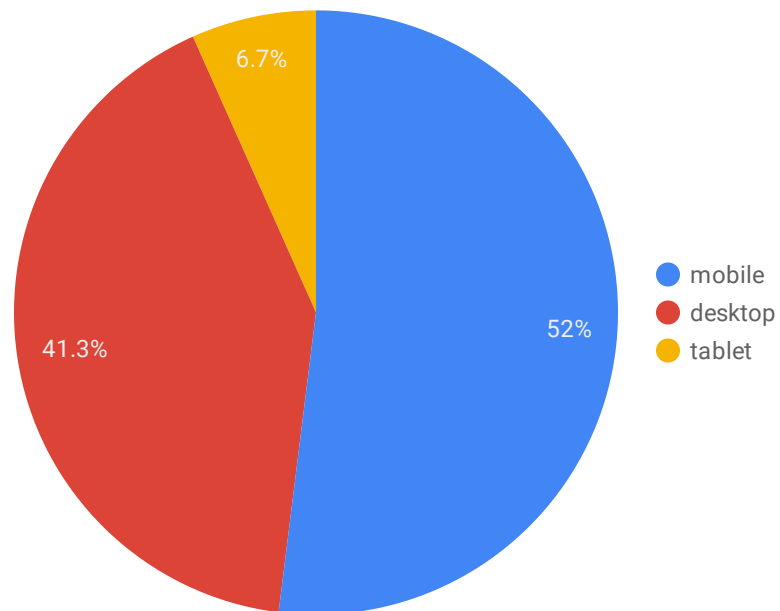
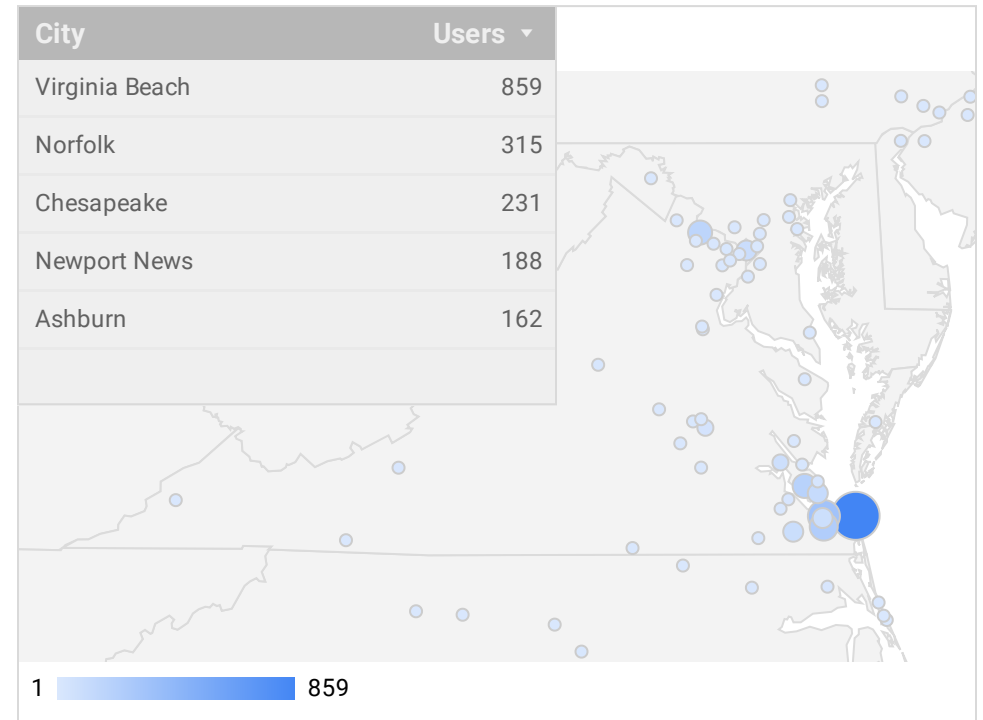
00:01:04

↑ 17.5%

Pages / Session

1.5

↑ 10.3%



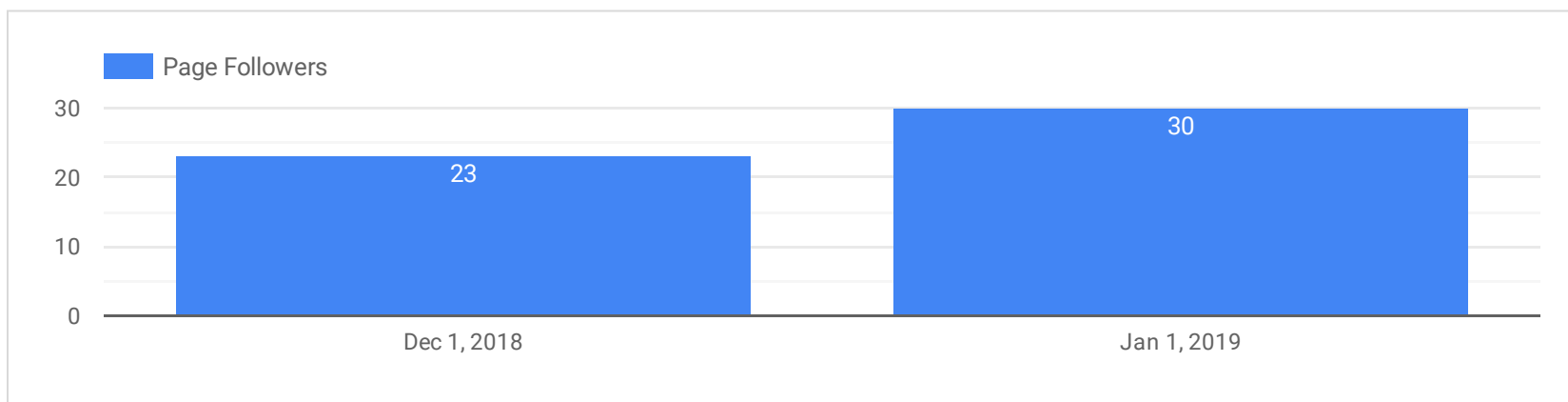
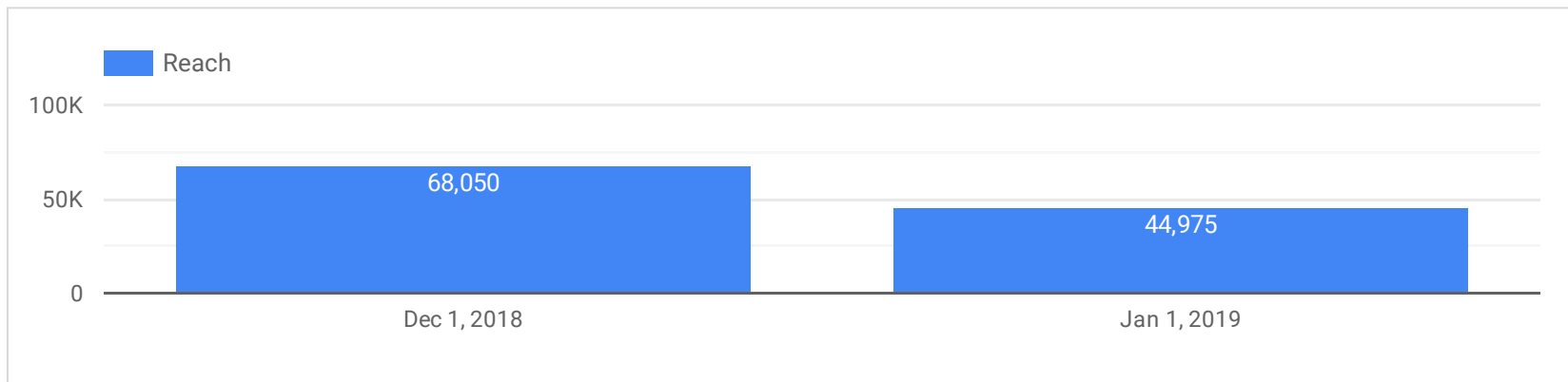
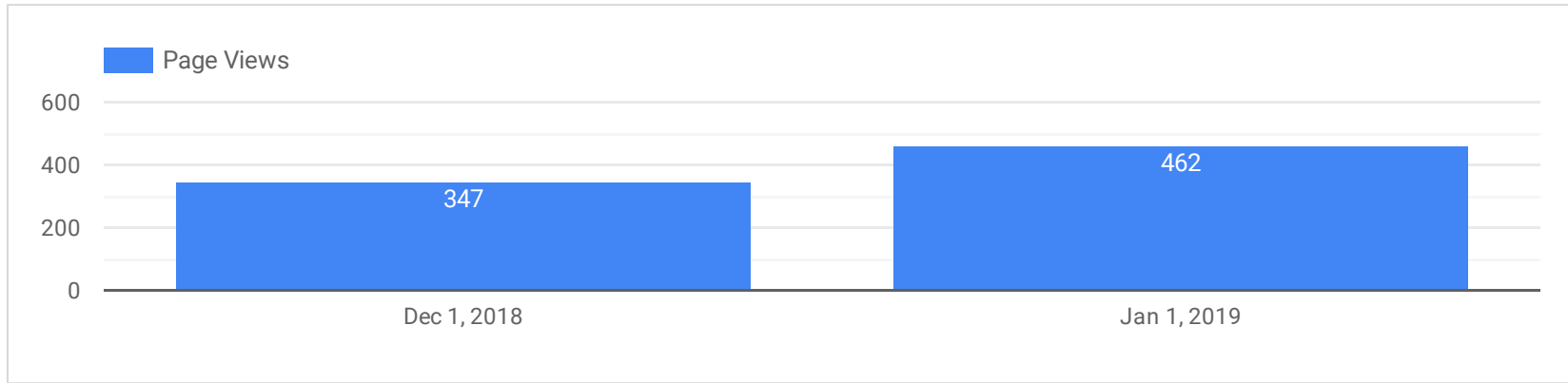
NOTES & ANALYSIS

How interesting that disposable diaper liners captured the most attention in January.

Overall engagement saw a nice boost too with more Pages being viewed and visits on the website lasting longer.

SOCIAL MEDIA / Facebook

May include Organic & Paid Traffic



NOTES & ANALYSIS

We ran 1 Facebook video in January.

We saw a nice boost in Page Views and Followers in January.

Reach decreased just a bit in January likely because we only ran the 1 video. In Dec. we ran 3.



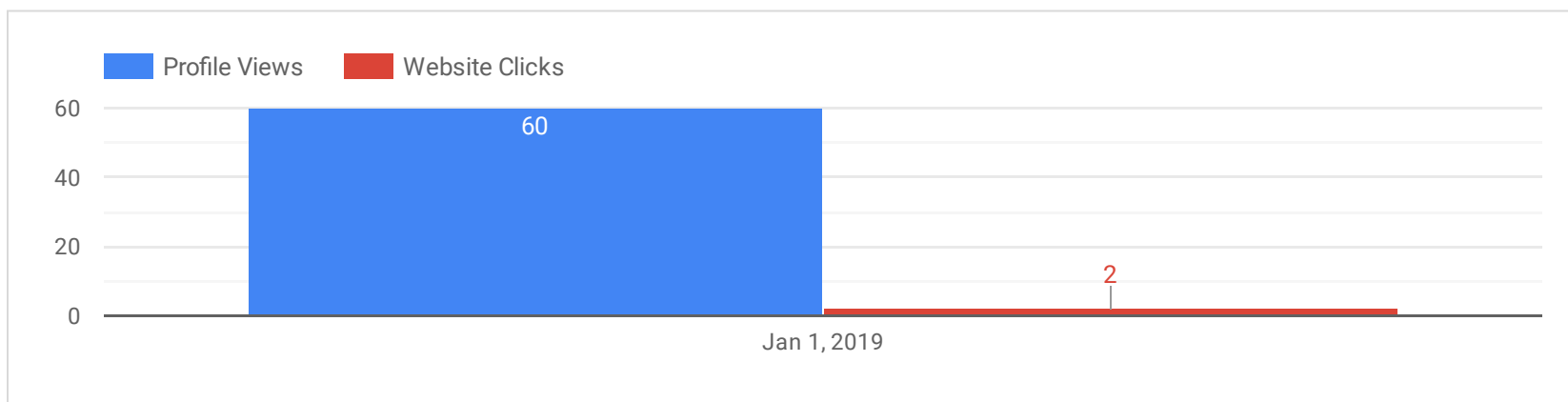
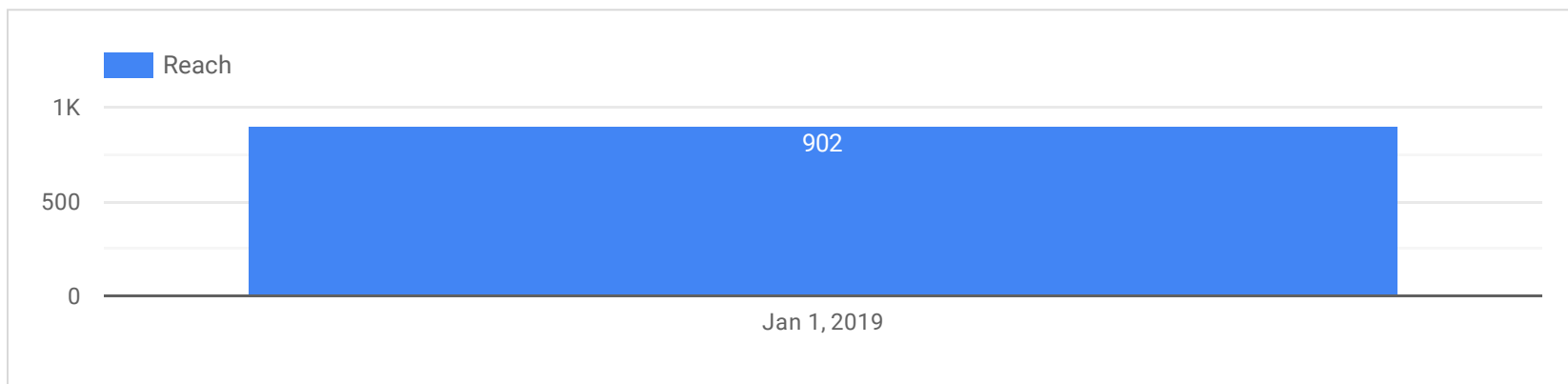
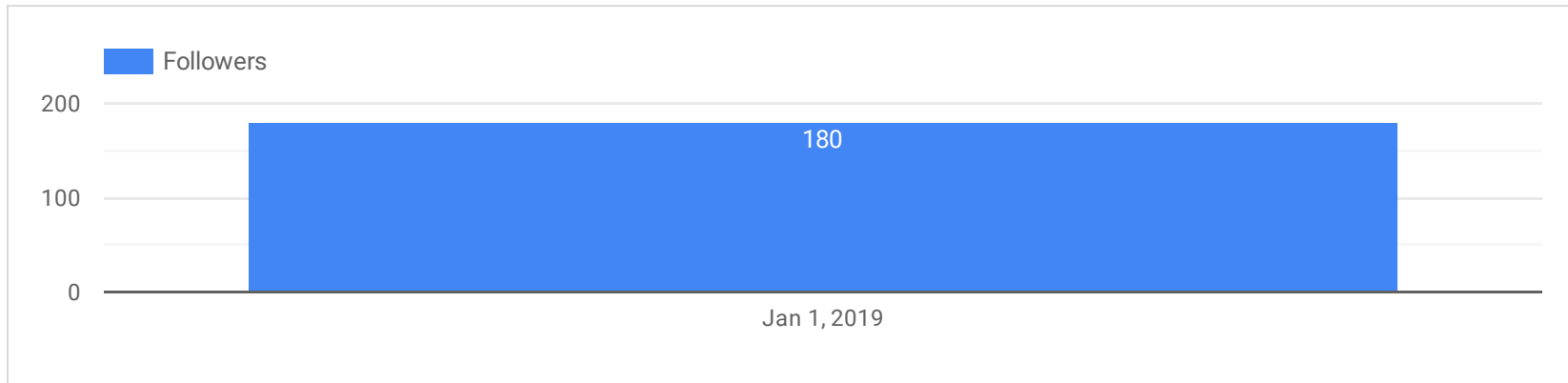
Campaign Name	Type	Starts	Ends	Reach	Impressions	Total Engagements	Engagement Rate
1. Turn Over a New Leaf	Video	Jan 3, 2019	Jan 31, 2019	45,354	110,466	253	0.23%

NOTES & ANALYSIS

Videos continue to prove themselves has a medium that gets a lot of reach and impressions. Impressively, there were **over 100k** Impressions this video received (that's more than the three videos in Dec. combined) with a Reach of **over 45k**. Wow!

SOCIAL MEDIA / Instagram

May include Organic & Paid Traffic



NOTES & ANALYSIS

We posted 12 Instagram posts in January. We also added Instagram Story Highlights.

Like the Facebook page, once we are able to gather more data, this report will show us month-over-month progress with the Instagram profile and campaigns.