



DIGITAL MARKETING REPORT

REPORTING PERIOD

November 1 - November 30, 2019

PREPARED FOR

AskHRGreen.org

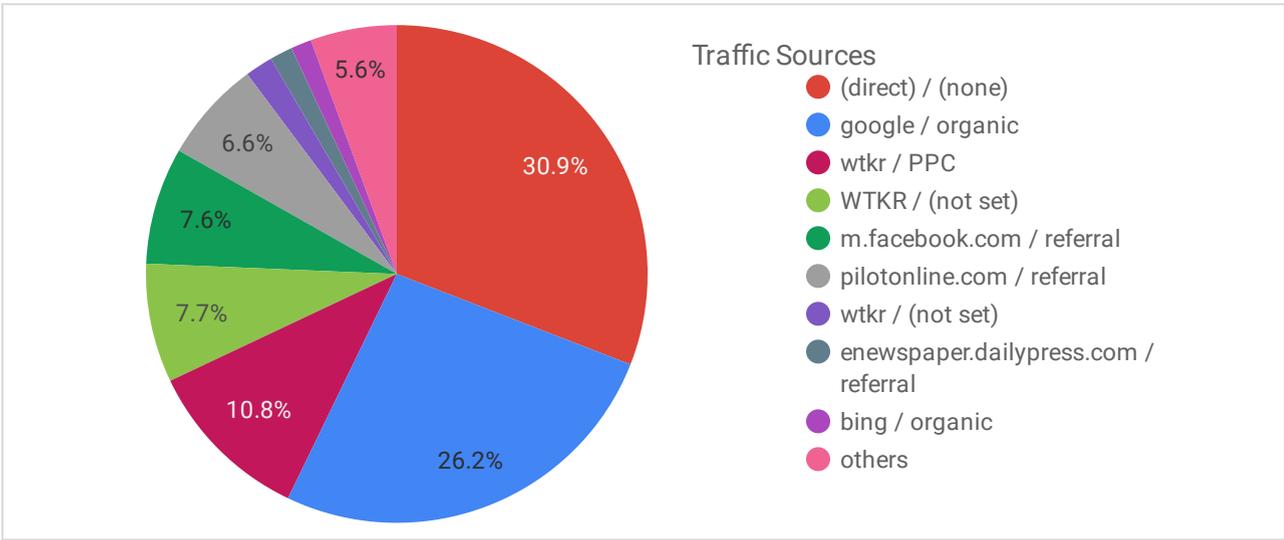
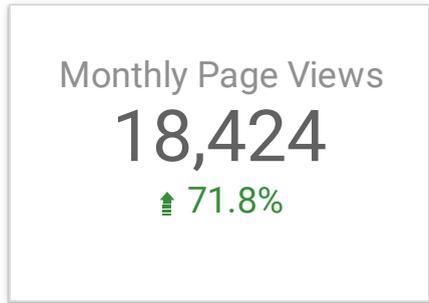
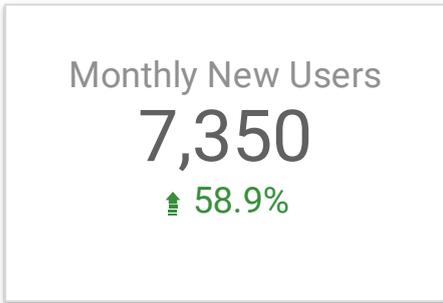
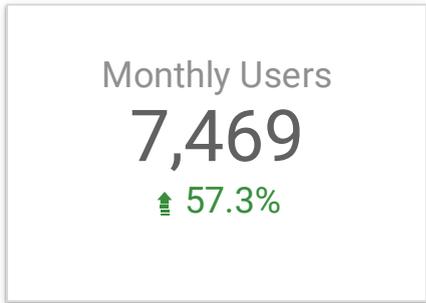
REPORTING ON

Website Activity

Social Media

PREPARED BY

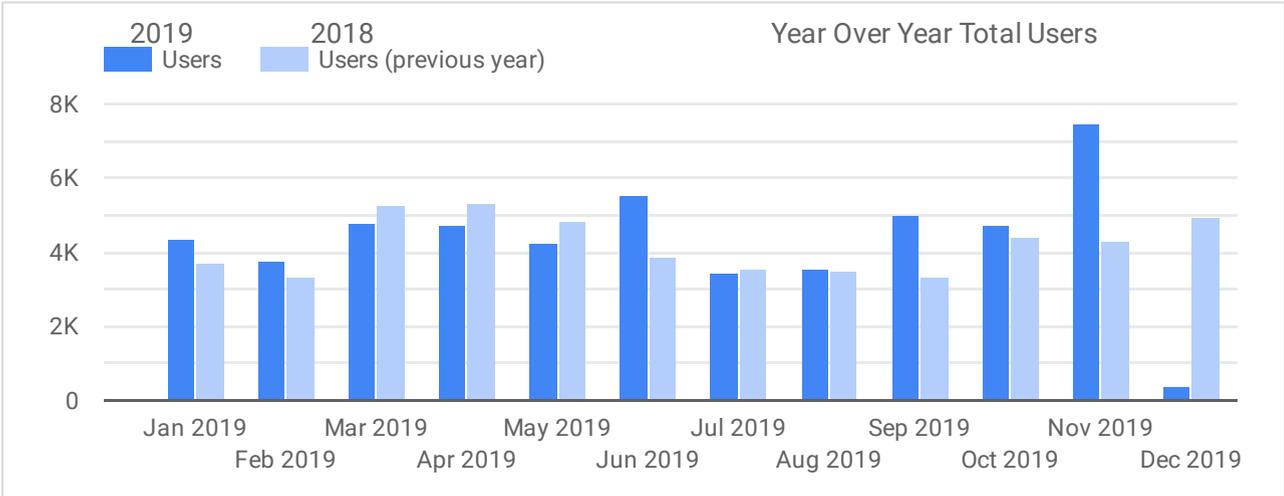
Diana Richardson - Digital Marketing Director



NOTES & ANALYSIS

Users are back up! In October, Users saw a slight dip, but November saw a nice rebound. More than nice, really; Users are up Month-Over-Month by **over 55%**.

Year-Over-Year progress is rocking it! November 2019's Users are **up by 73%** compared to 2018.



WEBSITE ENGAGEMENT

Nov 1, 2019 - Nov 30, 2019

Top Pages	Pageviews	% Δ
/gtk-gtd/recycling-lookup	1,826	-
/gtk-gtd/recycling-lookup/	1,783	896.1% ↑
/	1,687	124.3% ↑
/gtk-gtd/recycling-lookup/virginia-b...	1,317	26,240....
/campaign/plastic-bags/	997	-
/gtk-gtd/recycling-lookup/newport...	614	15,250....
/gtk-gtd/recycling-lookup/chesape...	540	1,828.6% ↑
/knowledge-center-recycling-reusing/	520	863.0% ↑
/gtk-gtd/recycling-lookup/norfolk/	495	12,275....
/events-happenings/	381	2.1% ↑

Avg. Session Duration

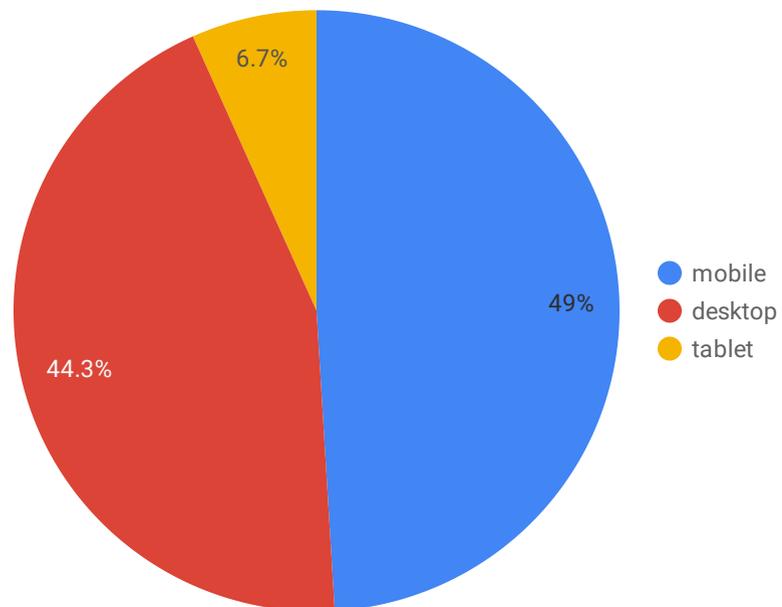
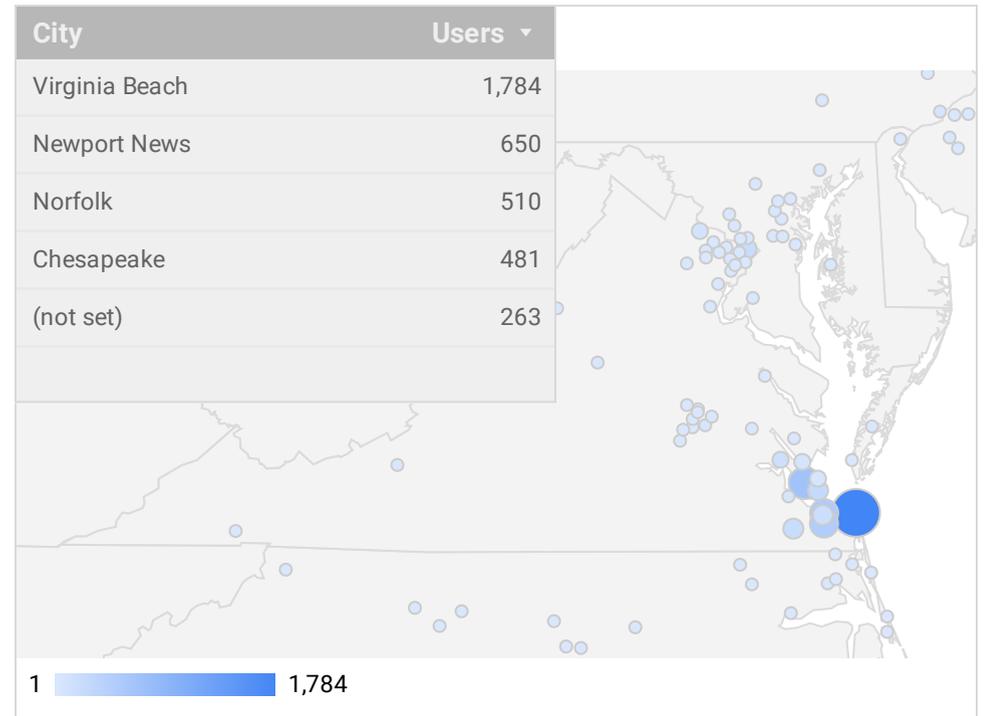
00:01:29

↑ 15.8%

Pages / Session

2.1

↑ 6.5%



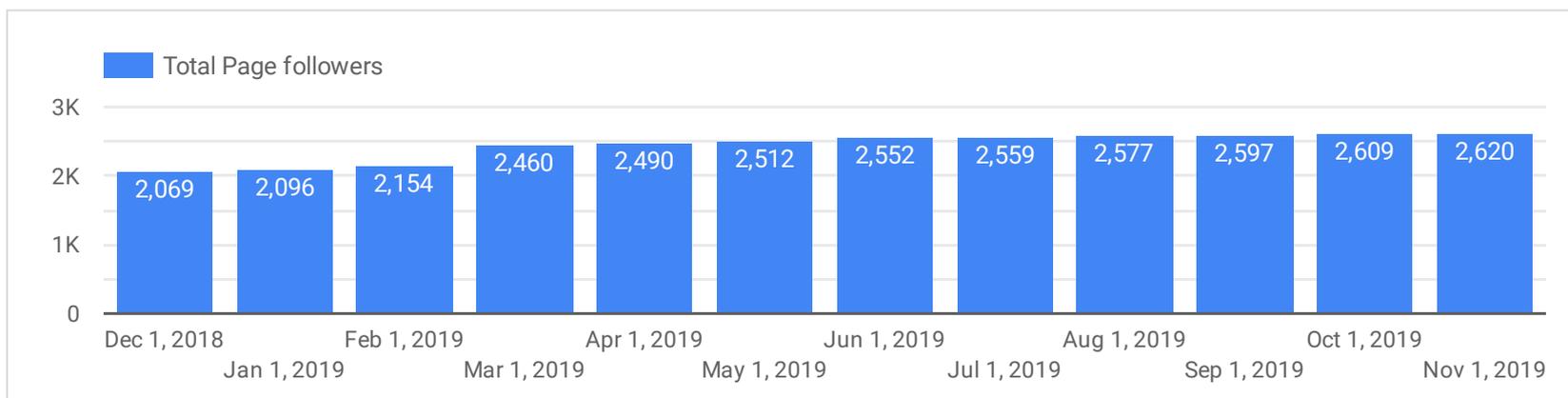
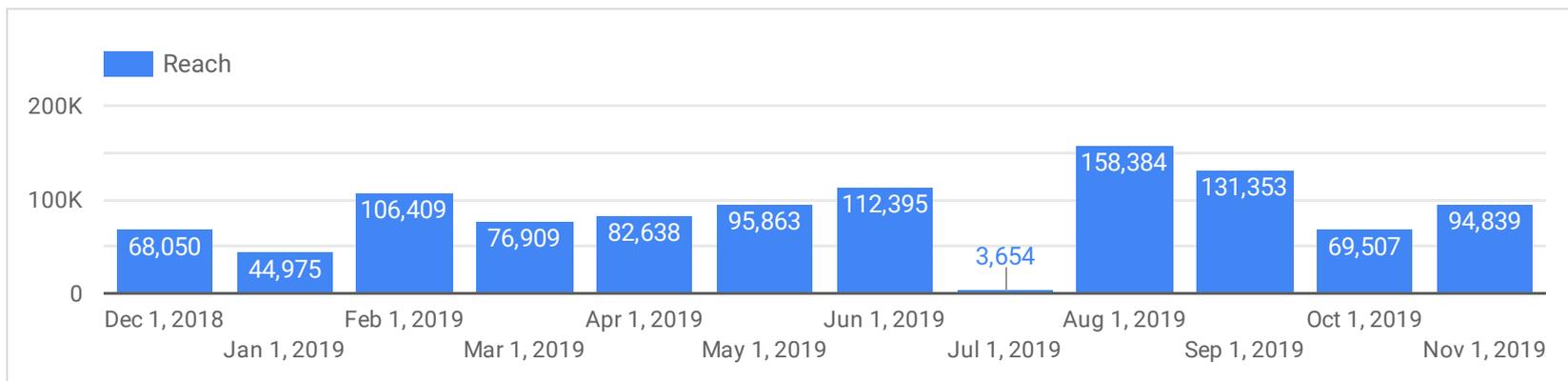
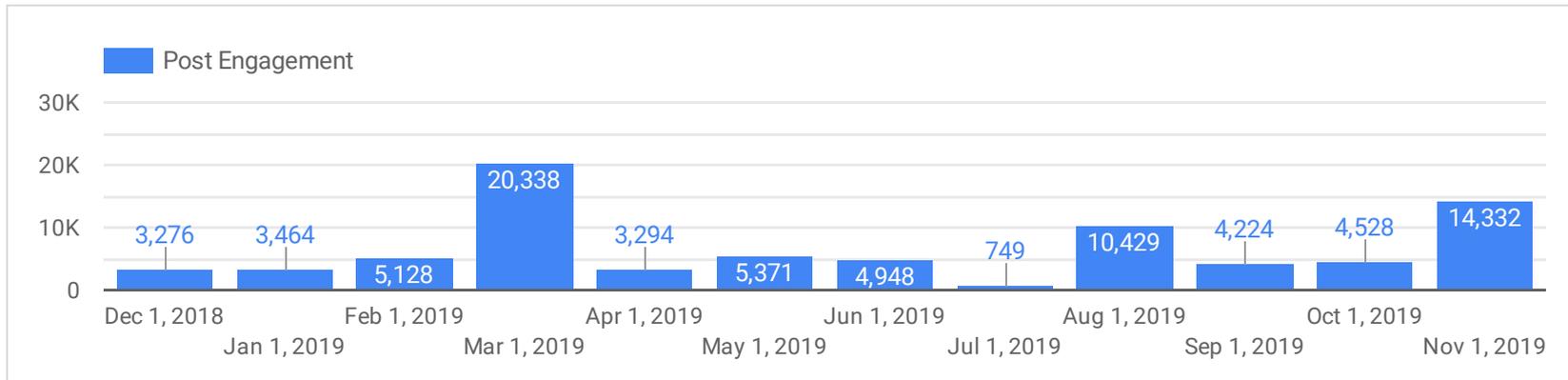
NOTES & ANALYSIS

Wow - those **Recycling Look Up pages** truly dominated the Top Pages of November.

Website engagement is up! We can see that website visitors are hanging out on the site longer and viewing more pages.

SOCIAL MEDIA / Facebook

May include Organic & Paid Traffic



NOTES & ANALYSIS

We continue to see Page Followers grow. We are at the highest we've been since tracking this data. Followers are **up by 11** in comparison to October.

There were 8 Organic Posts during November. The post from November 8th wins the prize for most Engagements for a total of **122 clicks, comments and shares.**



SOCIAL MEDIA / Facebook

Paid Media Results

Nov 1, 2019 - Nov 30, 2019



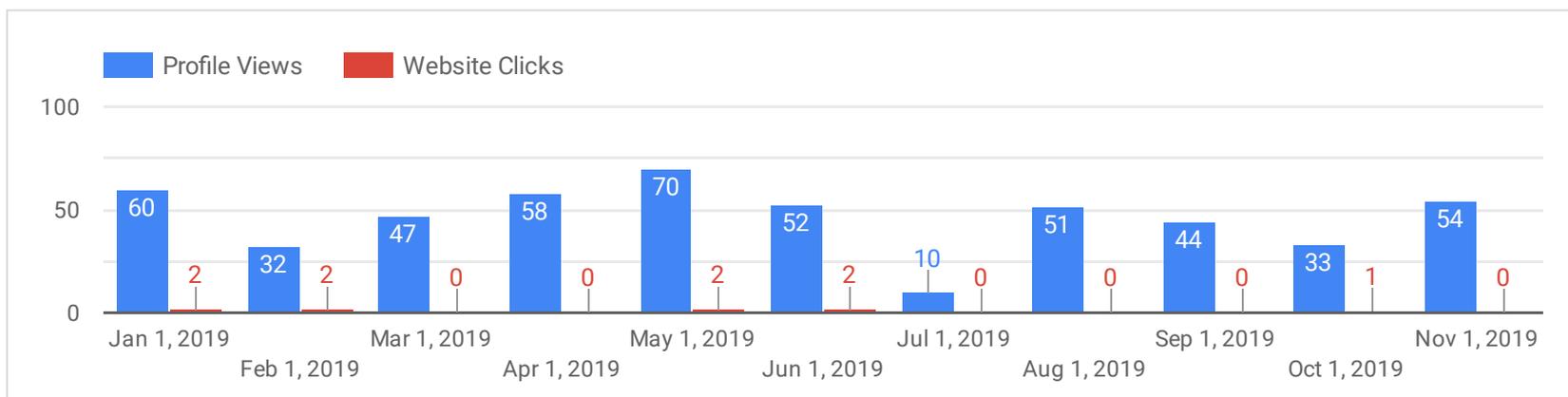
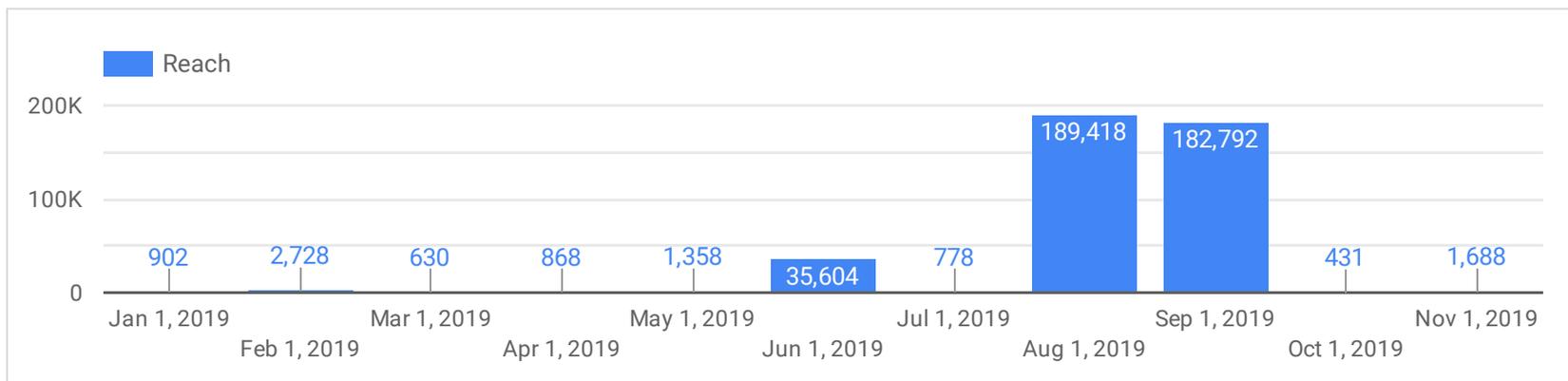
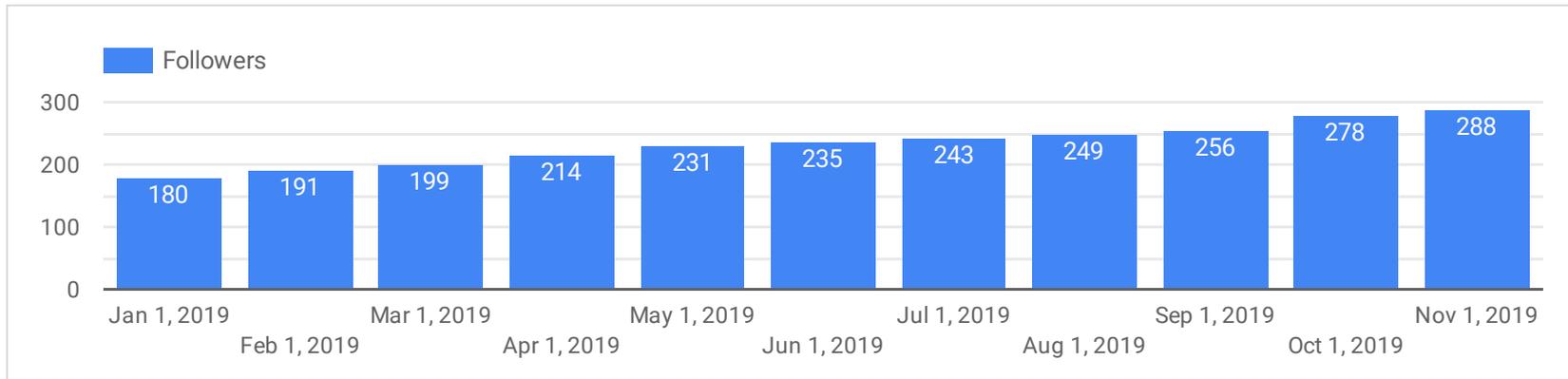
	Campaign Name	Starts	Ends	Reach	Impressions	Total Engagemen...	Engagement Rate	10-Second Video Vi...	ThruPlays
1.	Back to Basics/Plastics	Nov 11, 20...	Nov 30, 20...	79,205	117,830	179	0.15%	3,217	2,144
2.	IADWW	Nov 1, 2019	Nov 10, 20...	21,501	33,705	58	0.17%	623	387

NOTES & ANALYSIS

We ran the "Imagine a Day Without Water" and "Back to Basics/Plastics" ads during November. With **over 2100 complete ThruPlays** and **reaching over 79k people**, the "Back to Basics" campaign had a stellar month.

SOCIAL MEDIA / Instagram

May include Organic & Paid Traffic



NOTES & ANALYSIS

Total Followers continue in a nice upward trend! IG Followers are **up by 10** over October. What a wonderful growth trend we're seeing.

Instagram's Reach data continues to be a rollercoaster. We will continue to watch this and work to understand the nuances at play.