RED CHALK STUDIOS

BUILD BETTER BRANDS

# DIGITAL MARKETING REPORT

REPORTING PERIOD
August 1 - August 31, 2020

PREPARED FOR
askHRGreen.org

REPORTING ON
Website Activity
Social Media

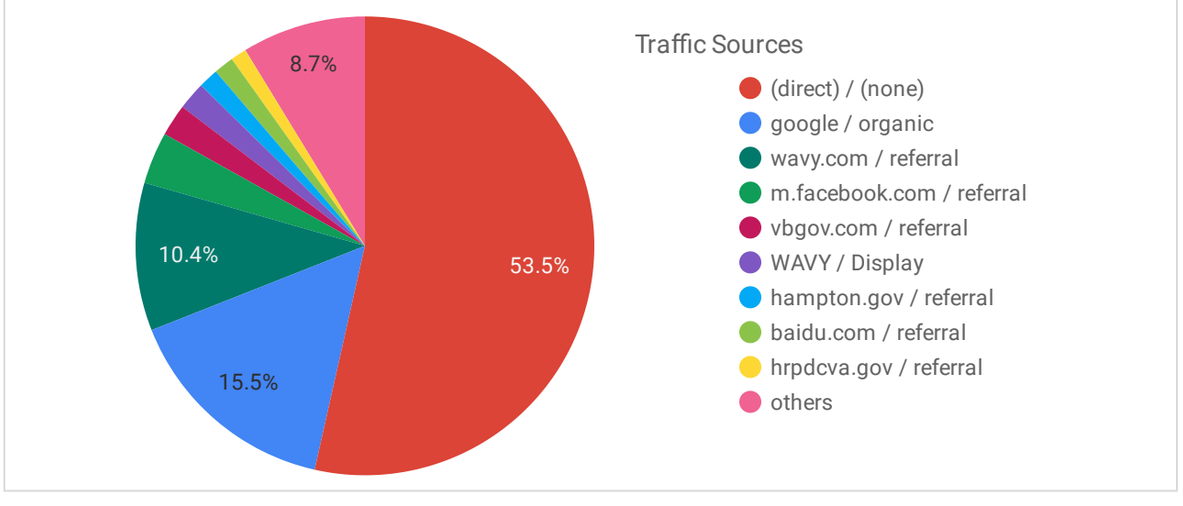
PREPARED BY
Diana Richardson & Christy Klein - Digital Marketing Professionals

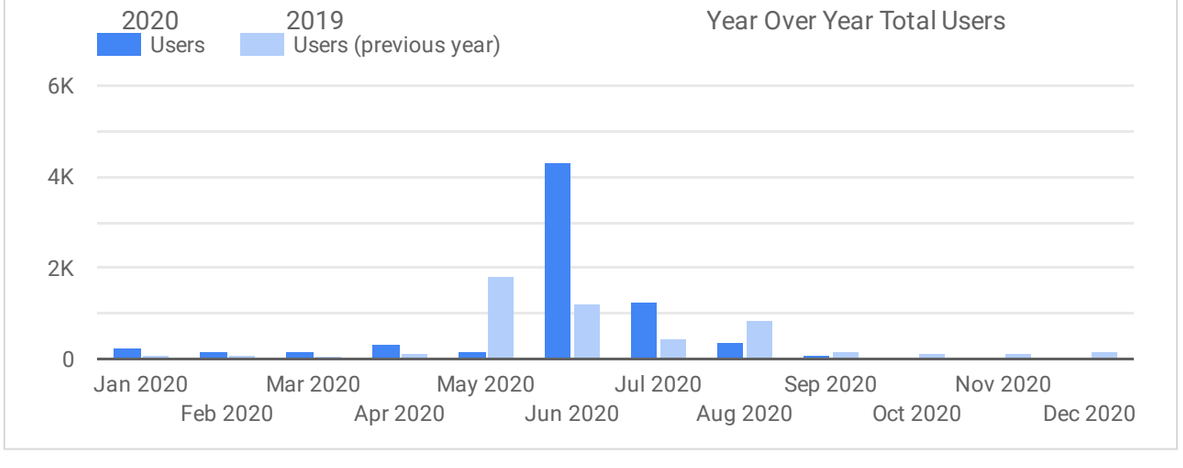
Attachment 9B

# WEBSITE TRAFFIC

Aug 1, 2020 - Aug 31, 2020

| Monthly Users | Monthly New Users | Monthly Page Views |
|---|---|---|
| 352 | 337 | 1,216 |
| -71.7% | -72.2% | -78.4% |




## NOTES & ANALYSIS

Our overall users on the site are **up 21.11% from last year**! This bodes well for our paid and organic media continuing to drive traffic to the site.

---

During August, Google was the #1 driver of traffic to the website once again, though **organic traffic went up from 33.3% to 50.1%**

---

We have also seen some additional, **exciting year-over-year growth** in both users **(21.11%)** and pageviews **(7.68%)**.

Attachment 9B

# WEBSITE ENGAGEMENT

Aug 1, 2020 - Aug 31, 2020

| Top Pages | Pageviews | % Δ |
|---|---|---|
| / | 580 | -71.3% |
| /how-do-i-get-flood-insurance/ | 542 | -71.8% |
| /what-do-i-need-to-know-about-... | 22 | -8.3% |
| /get-flood-fluent-media-resource... | 20 | 100.0% |
| /do-i-need-flood-insurance/ | 18 | -60.9% |
| /when-should-i-get-flood-insura... | 10 | -58.3% |
| /how-do-i-get-flood-insurance/#... | 8 | -66.7% |
| /how-do-i-get-flood-insurance/?f... | 4 | - |
| /how-do-i-get-flood-insurance/?f... | 2 | - |
| /how-do-i-get-flood-insurance/?f... | 2 | - |

Avg. Session Duration

00:03:11

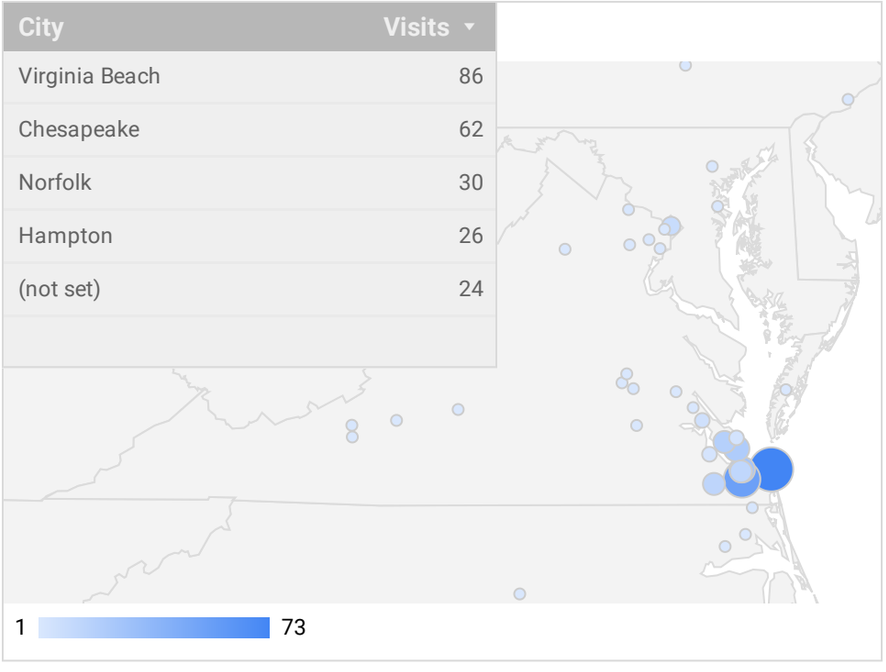
9.4%

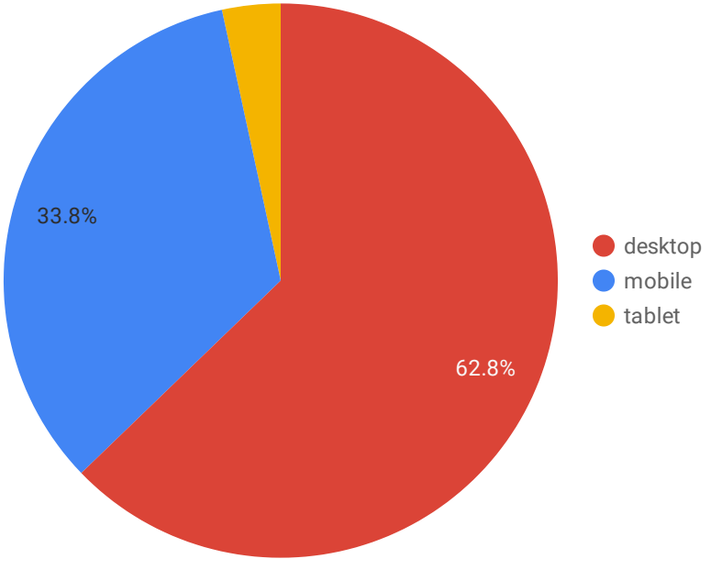
Pages / Session

2.97

-24.6%

| City | Visits |
|---|---|
| Virginia Beach | 86 |
| Chesapeake | 62 |
| Norfolk | 30 |
| Hampton | 26 |
| (not set) | 24 |




## NOTES & ANALYSIS

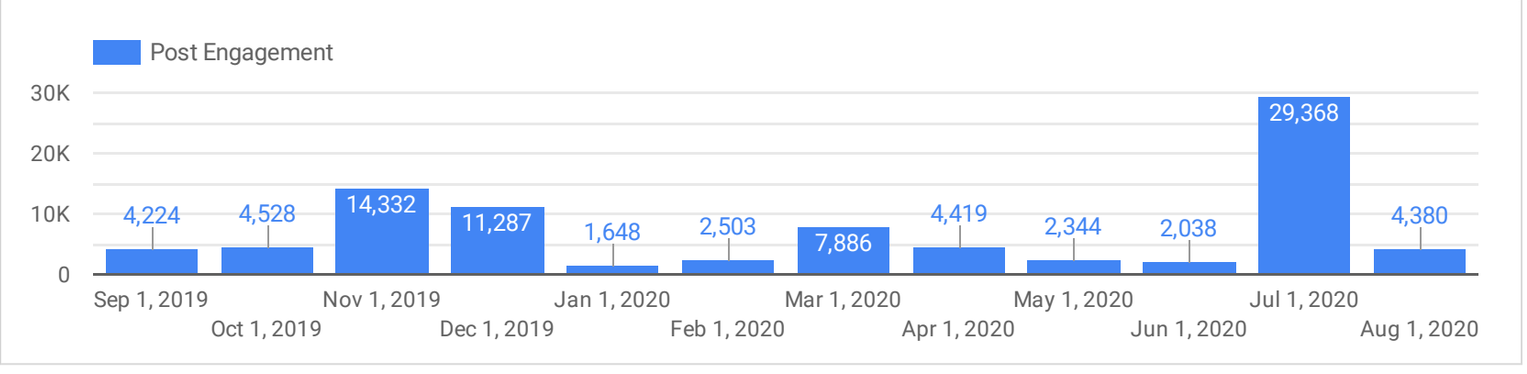
August saw a great upturn in average user session length, up **22.5%.** This time last year, our average session was 1:18. With that kind of session length, engagement rates increase 20%.

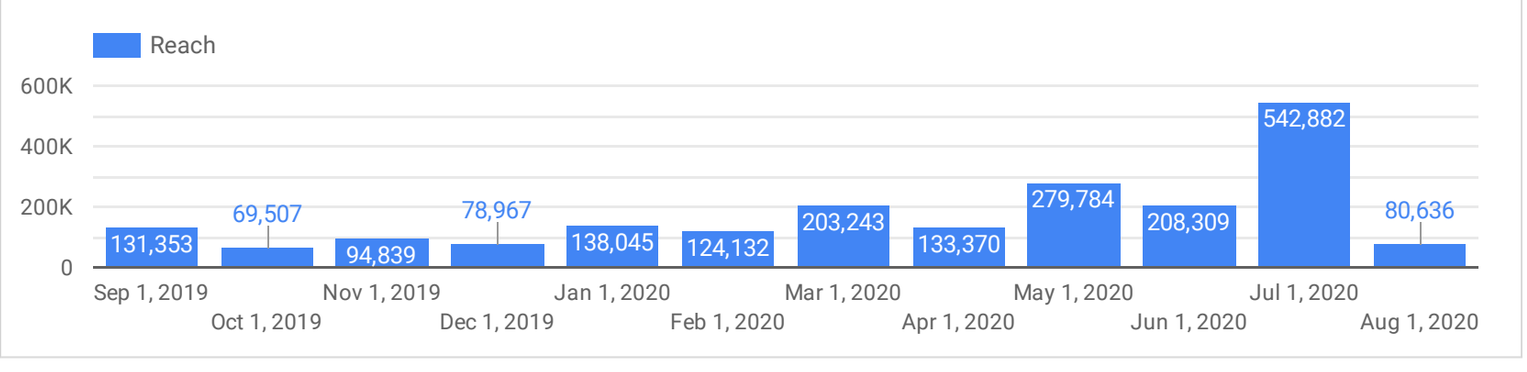
The average pages viewed per session also **increased by 7.2%**, meaning visitors are viewing more pages and viewing more valuable content.

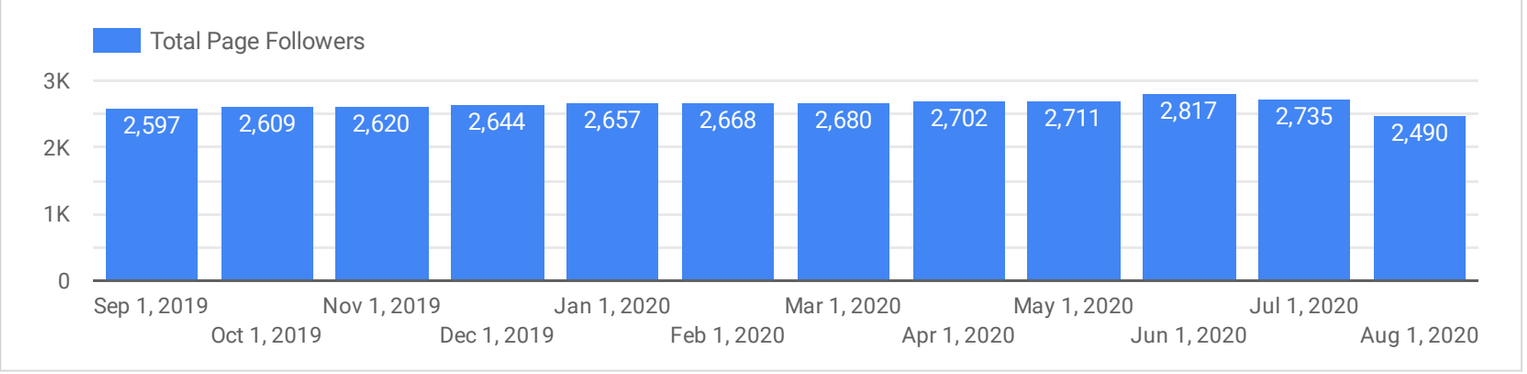
It would appear that our most viewed pages are our lawn and garden, and recycling lookup pages. Surely many weekend warriors have taken to their backyards while being cooped up at home.

Attachment 9B

# SOCIAL MEDIA / Facebook
## May include Organic & Paid Traffic



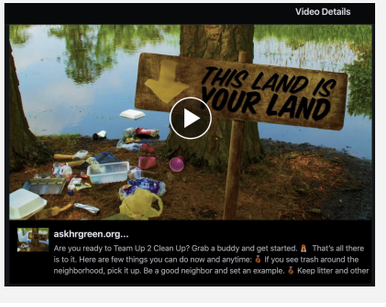

### NOTES & ANALYSIS

Total Page followers **decreased by 245** during August. We are looking into possible causes and will watch this metric closely.

It is possible that Facebook inflated the data we had back in July, and now things have properly updated. We will be looking into it.

---

There were 17 Organic Posts and 12 Paid Ads during August. The organic post from August 26th wins the prize for most Engagements with a total of **80 clicks, comments and shares**.




Attachment 9B

# SOCIAL MEDIA / Facebook
## Paid Media Results

Aug 1, 2020 - Aug 31, 2020

| | Campaign Name | Starts | Ends | Reach | Impressions | Total Engagements | Engagement Rate |
|---|---|---|---|---|---|---|---|
| 1. | ASK: 2020 08 Week 3 Post 2 | Aug 18, 2020 | Aug 22, 2020 | 43,424 | 44,164 | 23 | 0.05% |
| 2. | ASK: 2020 08 Week 1 Post 3 | Aug 5, 2020 | Aug 9, 2020 | 46,543 | 46,543 | 20 | 0.04% |
| 3. | ASK: 2020 08 Week 2 Post 3 | Aug 12, 2020 | Aug 16, 2020 | 40,296 | 40,668 | 20 | 0.05% |
| 4. | ASK: 2020 08 Week 4 Post 1 | Aug 24, 2020 | Aug 29, 2020 | 44,145 | 4,326 | 19 | 0.44% |
| 5. | ASK: 2020 08 Week 1 Post 2 | Aug 3, 2020 | Aug 7, 2020 | 55,129 | 55,129 | 19 | 0.03% |
| 6. | ASK: 2020 08 Week 1 Post 1 | Aug 1, 2020 | Aug 5, 2020 | 61,077 | 61,077 | 17 | 0.03% |
| 7. | ASK: 2020 08 Week 4 Post 3 | Aug 26, 2020 | Aug 31, 2020 | 46,296 | 46,402 | 15 | 0.03% |
| 8. | ASK: 2020 08 Week 2 Post 1 | Aug 10, 2020 | Aug 14, 2020 | 47,712 | 48,077 | 14 | 0.03% |
| 9. | ASK: 2020 08 Week 2 Post 2 | Aug 11, 2020 | Aug 15, 2020 | 41,611 | 41,742 | 12 | 0.03% |
| 10. | ASK: 2020 08 Week 3 Post 1 | Aug 17, 2020 | Aug 21, 2020 | 42,072 | 42,127 | 9 | 0.02% |
| 11. | ASK: 2020 08 Week 3 Post 3 | Aug 19, 2020 | Aug 23, 2020 | 43,065 | 43,121 | 0 | 0% |
| 12. | ASK: 2020 09 TU2CU | Aug 31, 2020 | Sep 17, 2020 | 1,351 | 1,363 | 0 | 0% |

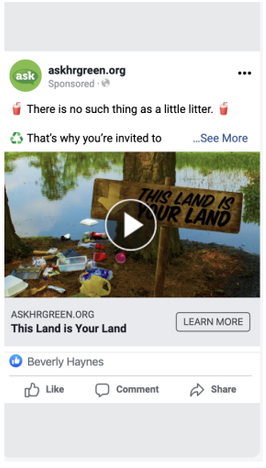
### NOTES & ANALYSIS

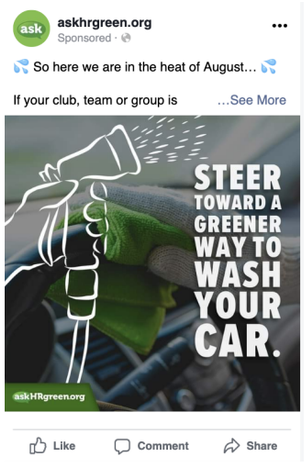
Our Facebook and Instagram ads **reached over 427k** users during August, which is a **47% decrease** in Reach from July's campaign. This could be due in part to the number of ads run last month, and the lifting COVID restrictions, which may have pulled people away from their screens. We did, however, see another **upturn in engagement** over July, with a total of **168 likes, comments or shares on our posts.** We will be watching our reach continually for any changes that we can influence.

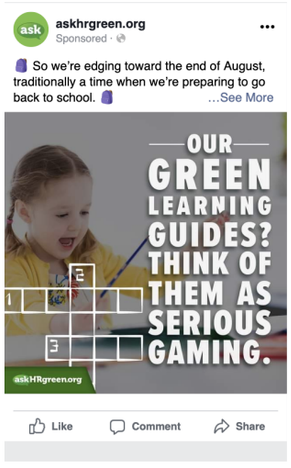
Attachment 9B

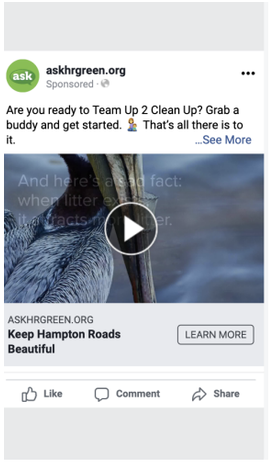
# SOCIAL MEDIA / Facebook
## Paid Social Media Posts

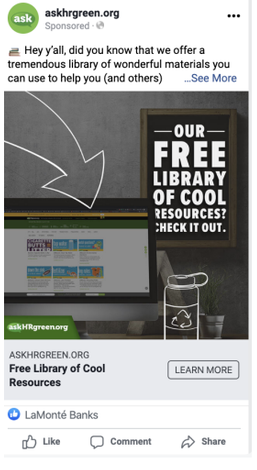
Aug 1, 2020 - Aug 31, 2020

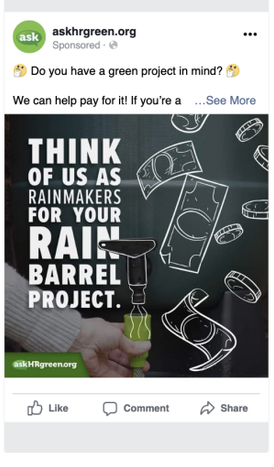









Attachment 9B

### NOTES

Above are the paid social media posts for the month of August in order by date.

The following pages are the paid media results, year-to-date. Highlighted in green are any posts with over 200 total engagements.

# SOCIAL MEDIA / Facebook
## Paid Media Results Year to Date

Jan 1, 2020 - Dec 31, 2020

| | Colu... | Campaign Name | Starts | Ends | Reach | Impressions | Total Engagements | Engagement Rate |
|---|---|---|---|---|---|---|---|---|
| 1. | 1 | Post: Green Resolution #5 | Jan 17, 2020 | Jan 20, 2020 | 58,949 | 58,949 | 4 | 0.01% |
| 2. | 2 | Post: Green Resolution #4 | Jan 14, 2020 | Jan 16, 2020 | 56,196 | 56,196 | 192 | 0.34% |
| 3. | 3 | Post: Green Resolution #3 | Jan 10, 2020 | Jan 13, 2020 | 57,140 | 57,140 | 0 | 0% |
| 4. | 4 | Post: Green Resolution #8 | Jan 28, 2020 | Jan 31, 2020 | 49,567 | 50,456 | 5 | 0.01% |
| 5. | 5 | Post: Green Resolution #7 | Jan 24, 2020 | Jan 27, 2020 | 54,287 | 54,931 | 4 | 0.01% |
| 6. | 6 | Post: Green Resolution #6 | Jan 21, 2020 | Jan 23, 2020 | 57,456 | 57,752 | 280 | 0.48% |
| 7. | 7 | Post: Green Resolution #1 | Jan 2, 2020 | Jan 6, 2020 | 63,527 | 63,527 | 246 | 0.39% |
| 8. | 8 | Post: Green Resolution #2 | Jan 7, 2020 | Jan 9, 2020 | 62,176 | 62,176 | 6 | 0.01% |
| 9. | 9 | ASK: 2020 02 25-27: Indoor Plants | Feb 25, 2020 | Feb 27, 2020 | 51,977 | 51,977 | 233 | 0.45% |
| 10 | 10 | ASK: 2020 02 21-24: Thrifting | Feb 21, 2020 | Feb 24, 2020 | 54,234 | 54,234 | 213 | 0.39% |
| 11 | 11 | ASK: 2020 02 7-10: What Not To Fl... | Feb 7, 2020 | Feb 10, 2020 | 39,924 | 39,924 | 115 | 0.29% |
| 12 | 12 | ASK: 2020 02 28-29: Winter | Feb 28, 2020 | Feb 29, 2020 | 51,765 | 51,765 | 213 | 0.41% |
| 13 | 13 | ASK: 2020 02 4-6: Superbowl/What... | Feb 4, 2020 | Feb 6, 2020 | 37,800 | 37,800 | 125 | 0.33% |
| 14 | 14 | ASK: 2020 02 11-13: Rechargeable ... | Feb 11, 2020 | Feb 13, 2020 | 49,207 | 49,207 | 178 | 0.36% |
| 15 | 15 | ASK: 2020 02 14-17: Valentine's Day | Feb 14, 2020 | Feb 17, 2020 | 53,536 | 53,711 | 170 | 0.32% |
| 16 | 16 | Ask: 2020 02 18-20: President's Day | Feb 18, 2020 | Feb 20, 2020 | 46,159 | 46,159 | 215 | 0.47% |
| 17 | 17 | ASK: 2020 03: Fix a Leak | Mar 15, 2020 | Mar 26, 2020 | 112,640 | 152,210 | 75 | 0.05% |
| 18 | 18 | ASK: 2020 03: TU2CU | Mar 2, 2020 | Mar 13, 2020 | 59,280 | 73,381 | 38 | 0.05% |
| 19 | 19 | ASK: What Not To Flush | Apr 1, 2020 | Apr 30, 2020 | 89,355 | 257,866 | 515 | 0.2% |
| 20 | 20 | ASK: VOW/DWW | May 1, 2020 | May 31, 2020 | 215,552 | 466,867 | 488 | 0.1% |
| 21 | 21 | ASK: Pet Waste Poo-Em | Jun 1, 2020 | Jun 30, 2020 | 232,576 | 466,266 | 696 | 0.15% |
| 22 | 22 | ASK: 2020 07 Week 5 Post 3 | Jul 27, 2020 | Jul 31, 2020 | 50,693 | 50,693 | 145 | 0.29% |
| 23 | 23 | ASK: 2020 07 Week 2 Post 1 | Jul 8, 2020 | Jul 12, 2020 | 49,975 | 49,975 | 52 | 0.1% |
| 24 | 24 | ASK: 2020 07 Week 4 Post 3 | Jul 24, 2020 | Jul 28, 2020 | 53,849 | 53,849 | 183 | 0.34% |

Attachment 9B

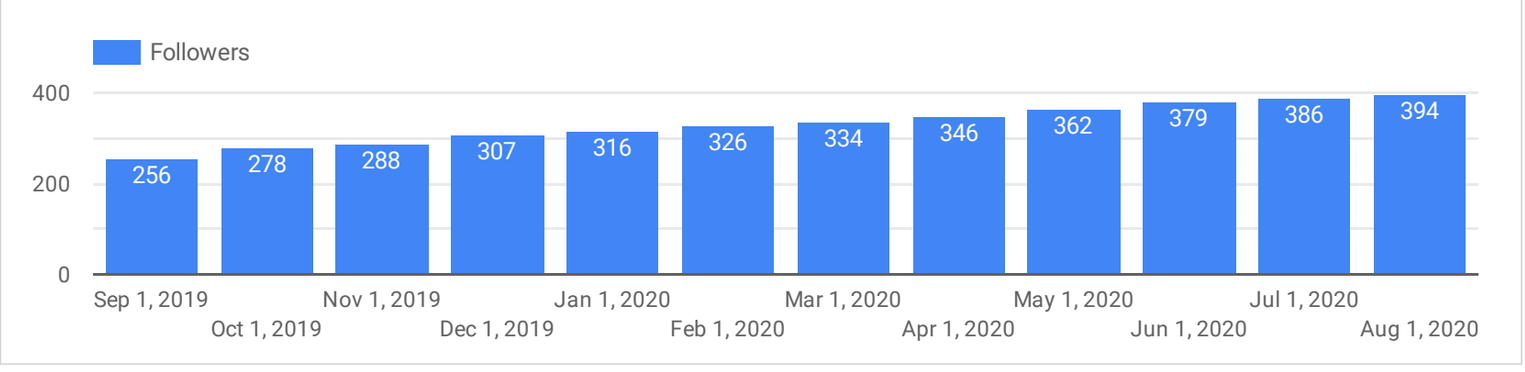
# SOCIAL MEDIA / Facebook
## Paid Media Results Year to Date

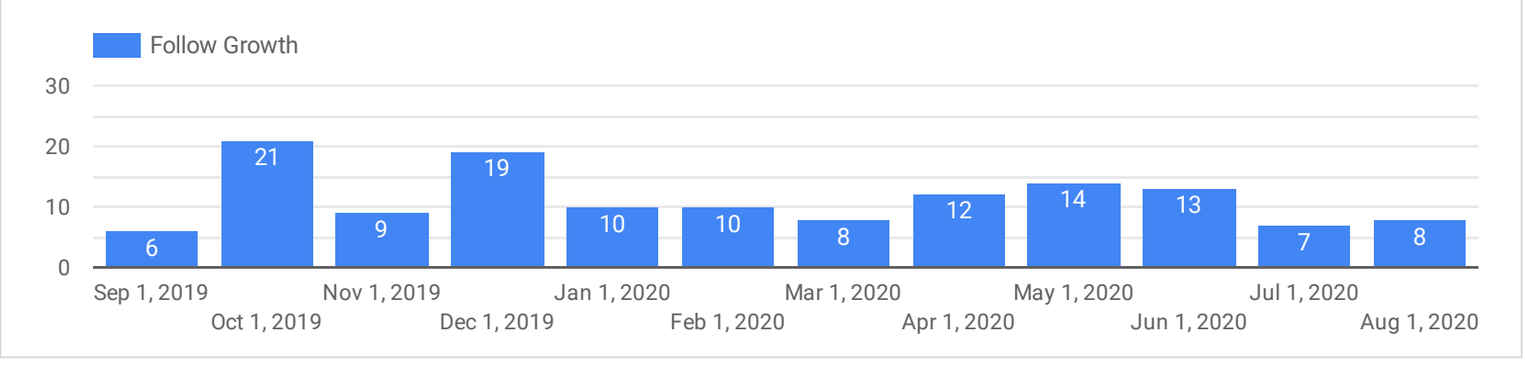
Jan 1, 2020 - Dec 31, 2020

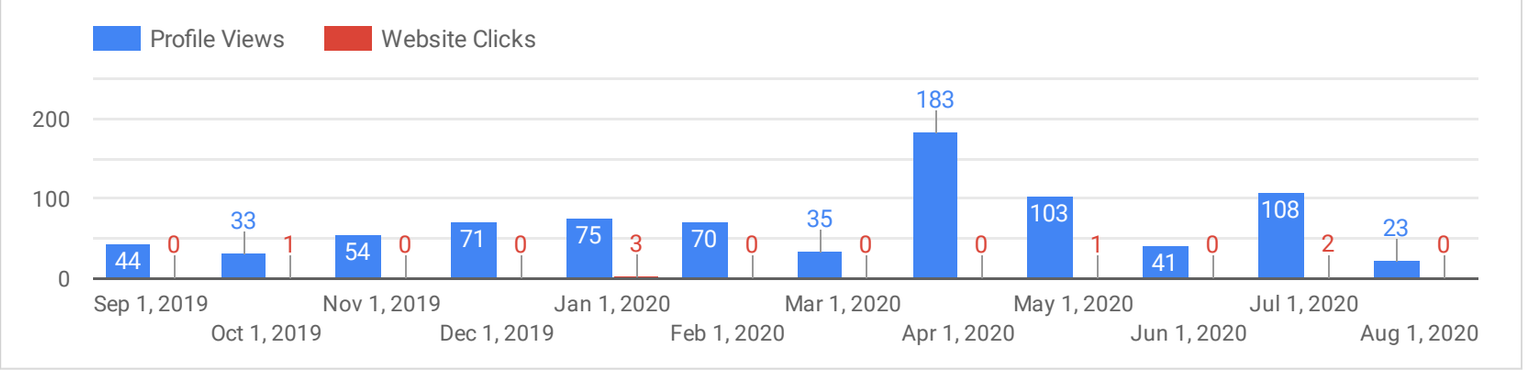
| | C... | Campaign Name | Starts | Ends | Reach | Impressi... | Total Engagements | Engagement Rate |
|---|---|---|---|---|---|---|---|---|
| 1. | 25 | ASK: 2020 07 Week 1 Post 3 | Jul 3, 2020 | Jul 7, 2020 | 59,456 | 59,610 | 110 | 0.18% |
| 2. | 26 | ASK: 2020 07 Week 2 Post 3 | Jul 1, 2020 | Jul 14, 2020 | 44,581 | 44,581 | 67 | 0.15% |
| 3. | 27 | ASK: 2020 07 Week 4 Post 1 | Jul 31, 2020 | Jul 26, 2020 | 49,672 | 49,672 | 154 | 0.31% |
| 4. | 28 | ASK: 2020 07 Week 2 Post 2 | Jul 9, 2020 | Jul 13, 2020 | 57,168 | 572,214 | 186 | 0.03% |
| 5. | 29 | ASK: 2020 07 Week 3 Post 3 | Jul 17, 2020 | Jul 21, 2020 | 39,987 | 39,987 | 124 | 0.31% |
| 6. | 30 | ASK: 2020 07 Week 3 Post 1 | Jul 15, 2020 | Jul 19, 2020 | 49,841 | 49,841 | 156 | 0.31% |
| 7. | 31 | ASK: 2020 07 Week 3 Post 2 | Jul 16, 2020 | Jul 20, 2020 | 49,873 | 49,924 | 145 | 0.29% |
| 8. | 32 | ASK: 2020 07 Week 2 Post 3 | Jul 10, 2020 | Jul 14, 2020 | 44,474 | 44,474 | 76 | 0.17% |
| 9. | 33 | ASK: 2020 07 Week 1 Post 2 | Jul 2, 2020 | Jul 6, 2020 | 63,789 | 63,789 | 189 | 0.3% |
| 10. | 34 | ASK: 2020 07 Week 1 Post 1 | Jul 1, 2020 | Jul 5, 2020 | 51,520 | 52,176 | 168 | 0.32% |
| 11. | 35 | ASK: 2020 07 Week 5 Post 1 | Jul 27, 2020 | Jul 31, 2020 | 47,197 | 47,197 | 90 | 0.19% |
| 12. | 36 | ASK: 2020 07 Week 4 Post 2 | Jul 23, 2020 | Jul 27, 2020 | 56,431 | 56,521 | 166 | 0.29% |
| 13. | 37 | ASK: 2020 07 Week 4 Post 2 | Jul 27, 2020 | Jul 31, 2020 | 47,284 | 47,284 | 87 | 0.18% |
| 14. | 38 | ASK: 2020 08 Week 3 Post 1 | Aug 17, 2020 | Aug 21, 2020 | 42,072 | 42,127 | 9 | 0.02% |
| 15. | 39 | ASK: 2020 08 Week 2 Post 1 | Aug 10, 2020 | Aug 14, 2020 | 47,712 | 48,077 | 14 | 0.03% |
| 16. | 40 | ASK: 2020 08 Week 4 Post 3 | Aug 26, 2020 | Aug 31, 2020 | 46,296 | 46,402 | 15 | 0.03% |
| 17. | 41 | ASK: 2020 08 Week 3 Post 3 | Aug 19, 2020 | Aug 23, 2020 | 43,065 | 43,121 | 0 | 0% |
| 18. | 42 | ASK: 2020 08 Week 4 Post 2 | Aug 25, 2020 | Aug 30, 2020 | 44,344 | 44,687 | 22 | 0.05% |
| 19. | 43 | ASK: 2020 08 Week 1 Post 3 | Aug 5, 2020 | Aug 9, 2020 | 46,543 | 46,543 | 20 | 0.04% |
| 20. | 44 | ASK: 2020 09 TU2CU | Aug 31, 2020 | Sep 17, 2020 | 1,351 | 1,363 | 0 | 0% |
| 21. | 45 | ASK: 2020 08 Week 2 Post 3 | Aug 12, 2020 | Aug 16, 2020 | 40,296 | 40,668 | 20 | 0.05% |
| 22. | 46 | ASK: 2020 08 Week 3 Post 2 | Aug 18, 2020 | Aug 22, 2020 | 43,424 | 44,164 | 23 | 0.05% |
| 23. | 47 | ASK: 2020 08 Week 1 Post 1 | Aug 1, 2020 | Aug 5, 2020 | 61,077 | 61,077 | 17 | 0.03% |
| 24. | 48 | ASK: 2020 08 Week 2 Post 2 | Aug 11, 2020 | Aug 15, 2020 | 41,611 | 41,742 | 12 | 0.03% |

Attachment 9B

# SOCIAL MEDIA / Instagram
## May include Organic & Paid Traffic



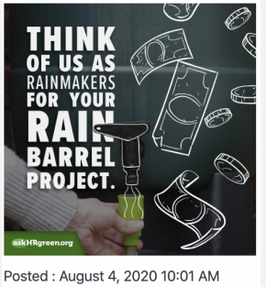




### NOTES & ANALYSIS

We saw 8 new Followers during the month of August.

---

There were 10 Organic Posts during August. The post with the most engagement was the post from August 4th that received 8 **Engagements**.




Posted : August 4, 2020 10:01 AM

🤔 Do you have a green project in mind? 🤔 We can help pay for it! If you're a student, a teacher or part of a community group and you have an environmentally-themed project you want to put together, we want to help you! askHRgreen.org offers environmental education mini grants of up to $500, which can be used to fund a portion of your project or the entire thing. Go to askHRgreen.org for more information, see project examples, and submit your application today! Litter projects? Yes! Native plant projects? Yes! What kinds of projects are you interested in? #askHRgreen #757 #hrva #hamptonroads #rainbarrelproject #rainbarrels #schoolprojects #greenprojects #environmentalproject #sustainableeducation

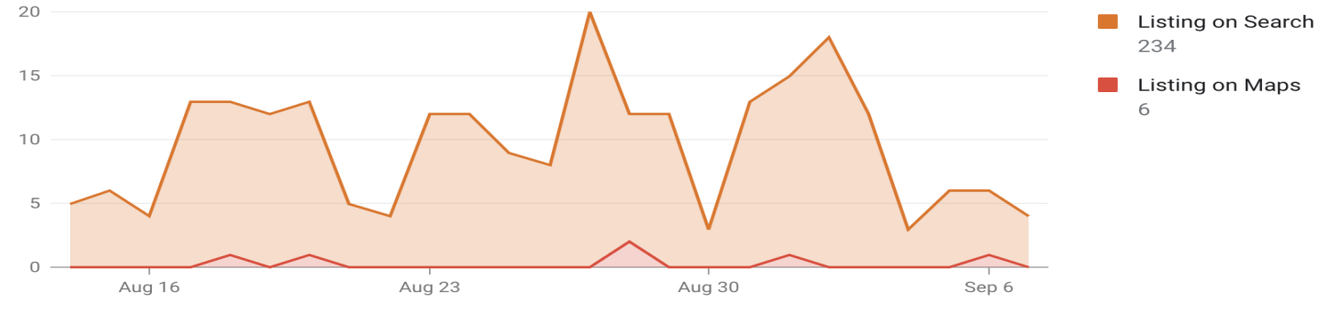
Attachment 9B

# SOCIAL MEDIA / Google My Business

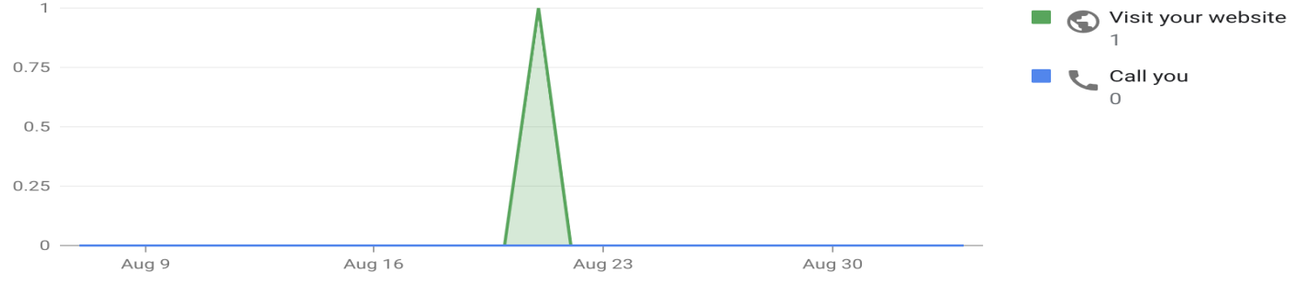
| | Queries | Users |
|---|---|---|
| 1. | adopt a pet | null |
| 2. | beach | null |
| 3. | bike recyclery | null |
| 4. | boat pump out service near me | null |
| 5. | charities accepting donations | null |
| 6. | chemical disposal | null |
| 7. | churches that help with diapers near … | null |
| 8. | community clean up near me | null |
| 9. | cooking oil disposal near me | null |
| 10. | crt tv disposal near me | null |

| | Post | Views |
|---|---|---|
| 1. | Green reads that are good reads | 7 |
| 2. | Turning pages leads to turning over a… | 7 |
| 3. | Grease Grinch | 6 |
| 4. | Off the driveway is the right way | 5 |
| 5. | For a greener, cleaner car, go to the c… | 5 |
| 6. | Just say no to clogs. Strain your Drain | 3 |
| 7. | Grease Grinch 2 (Jul 10) | 3 |
| 8. | There's a cleaner way to wash your car | 3 |
| 9. | Calculate your rate. Because anywhe… | 3 |

Total views 240




Total actions 1




## NOTES & ANALYSIS

Website traffic has been consistent, even with the fluctuations in GMB activity.

Attachment 9B