



DIGITAL MARKETING REPORT

REPORTING PERIOD

March 1 - March 31, 2019

PREPARED FOR

AskHRGreen

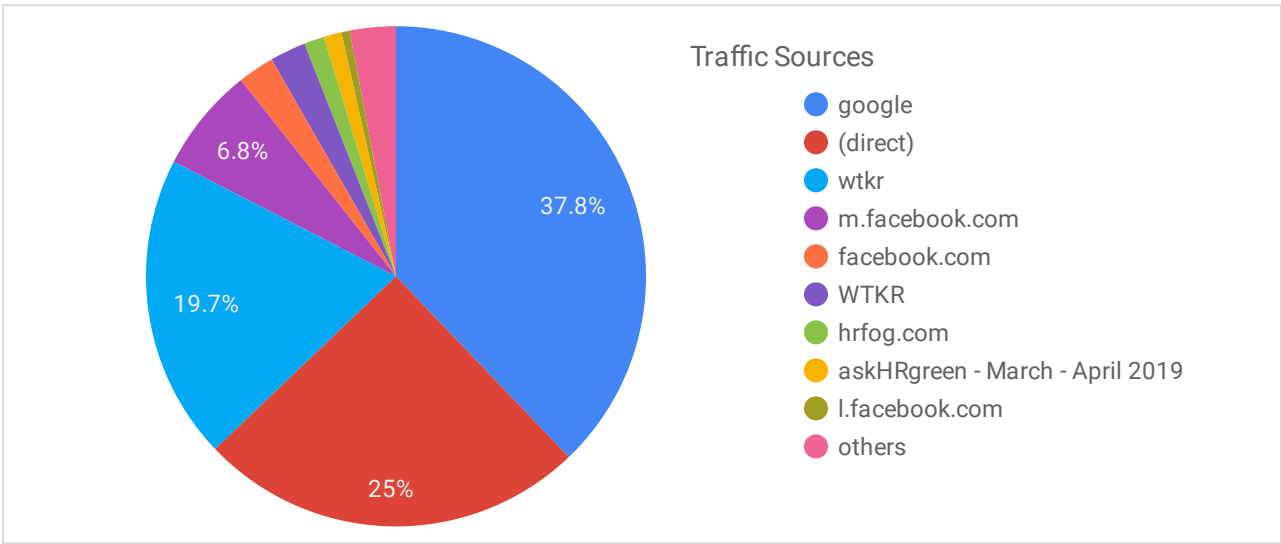
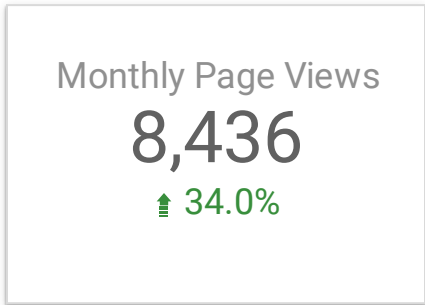
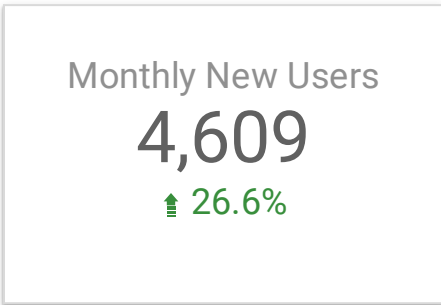
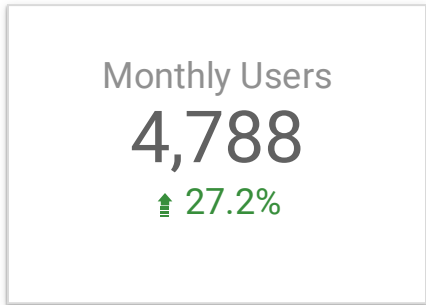
REPORTING ON

Website Activity

Social Media

PREPARED BY

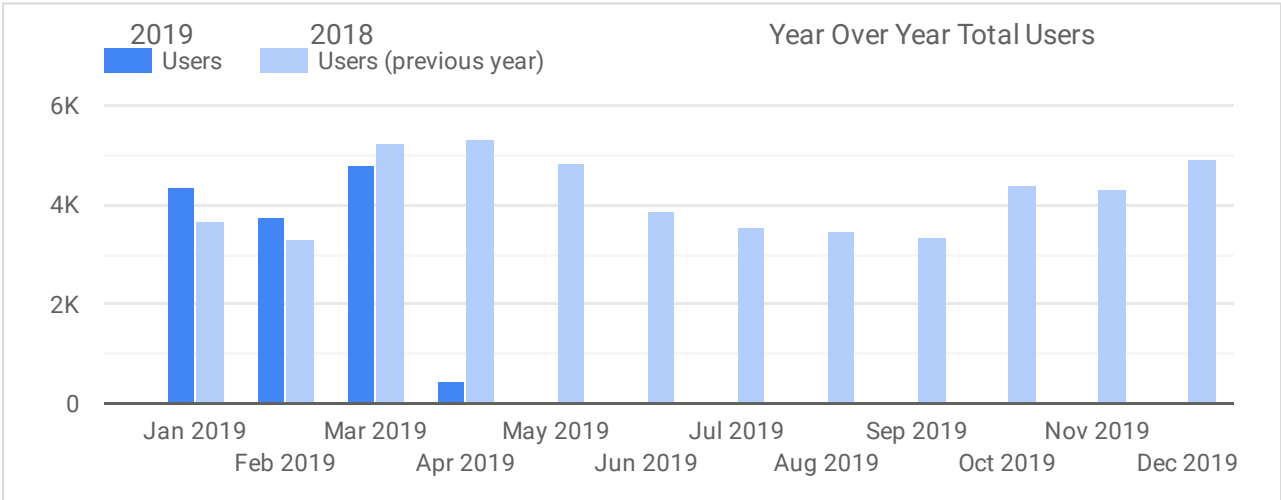
Diana Richardson - Digital Marketing Director



NOTES & ANALYSIS

There were some very nice Month-Over-Month increases with a 34% increase in page views topping it off.

Year-Over-Year did see some decreases, but it's certainly not enough to be concerning. These decreases are coming from decreases in the WTKR campaign and referral website traffic. Organic search engine, Direct and Social traffic are all up compared to last year.



WEBSITE ENGAGEMENT

Mar 1, 2019 - Mar 31, 2019

Top Pages	Pageviews
/	817
/events-happenings/	382
/BSHworkshops/	311
/campaign/what-not-to-flush/	259
/disposable-diaper-liners-flush-flush/	256
/campaign/the-great-american-cleanup/	252
/programs/great-american-cleanup/	244
/bshworkshops/	230
/programs/bay-star-homes/	203
/campaign/lets-talk-fixing-leaks/	193

Avg. Session Duration

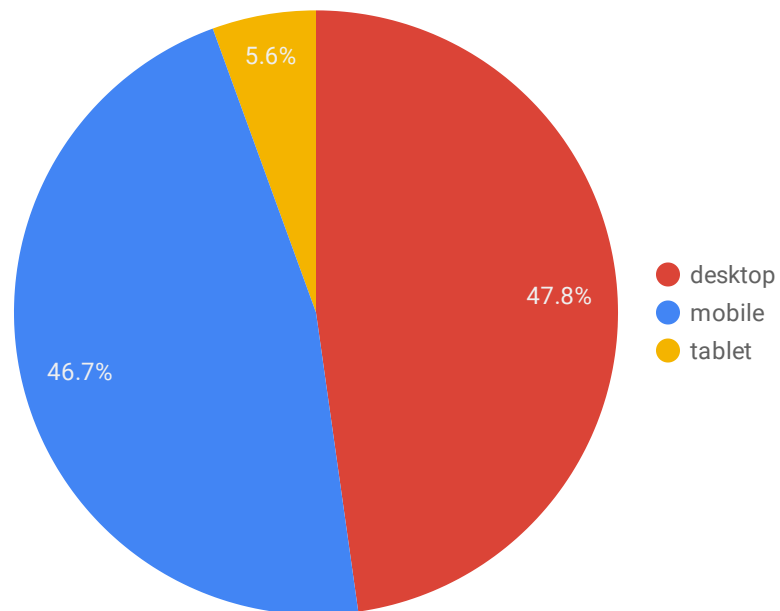
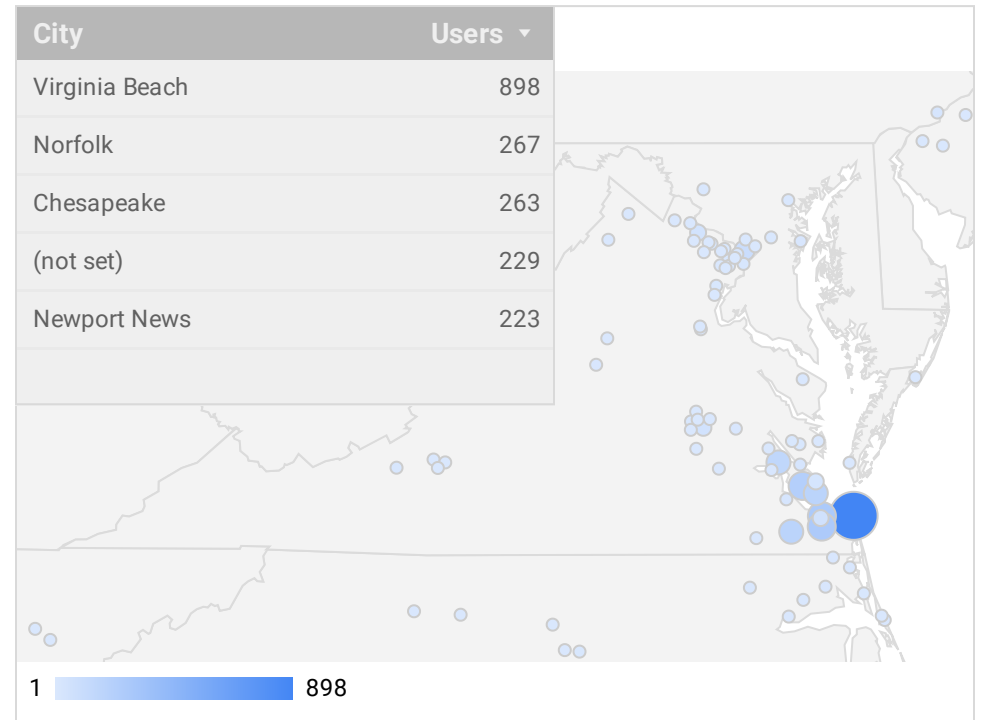
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↑ 33.7%

Pages / Session

1.5

↑ 3.4%



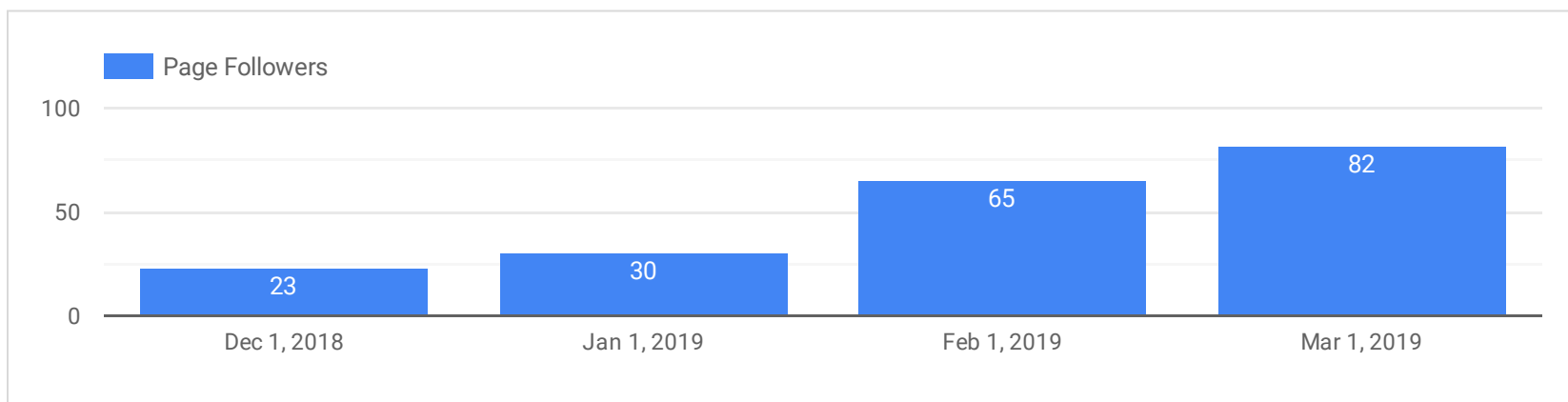
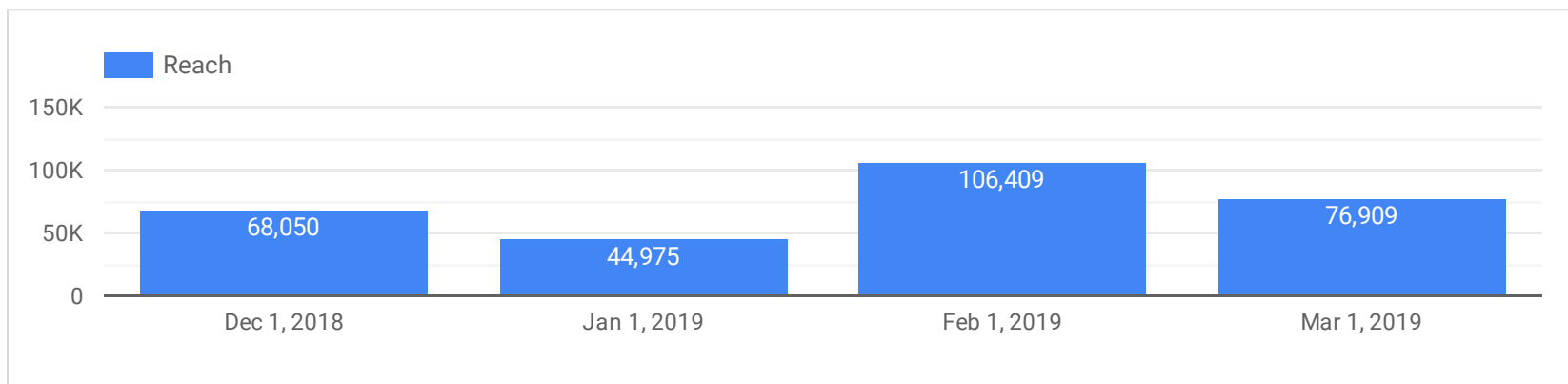
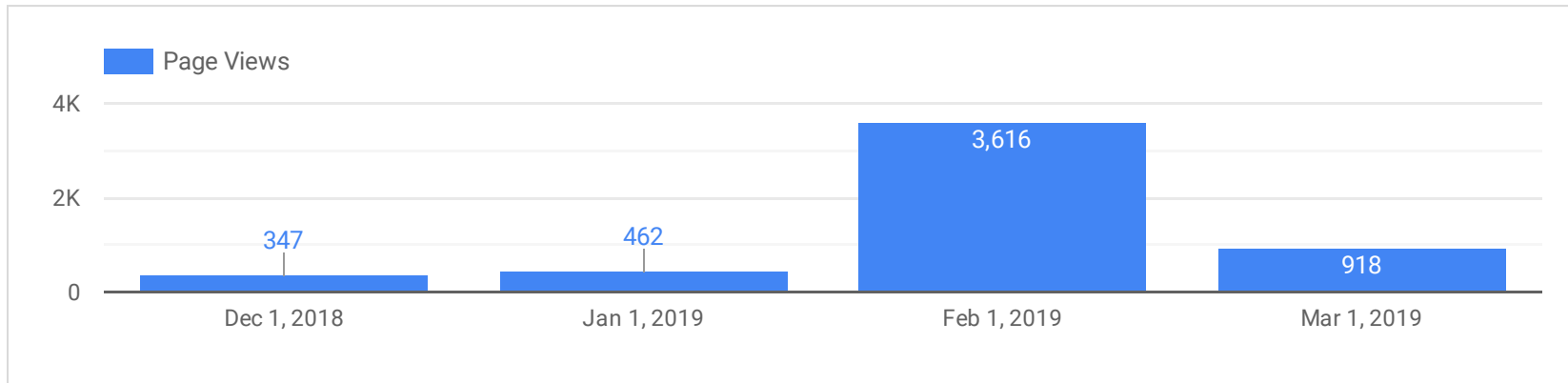
NOTES & ANALYSIS

It's wonderful to see website engagement increasing - that means that website visitors are finding the website interesting and sticking around to learn more.

Mobile traffic is just about even with desktop. That's something for us to keep in mind as the behavior of someone on a website on their phone is much different than that on a desktop.

SOCIAL MEDIA / Facebook

May include Organic & Paid Traffic



NOTES & ANALYSIS

We ran 1 Facebook ad & 7 posts in March.

Page Followers are **up by 26%** month-over-month despite the fact that we spent less on social media spend in March compared to February - that's great growth.

Campaign Name	Type	Starts	Ends	Reach	Impressions	Total Engagements	Engagement Rate
1. Spring Prep	Post Engage...	Mar 8, 2019	Mar 31, 2019	28,218	48,504	3,566	7.35%

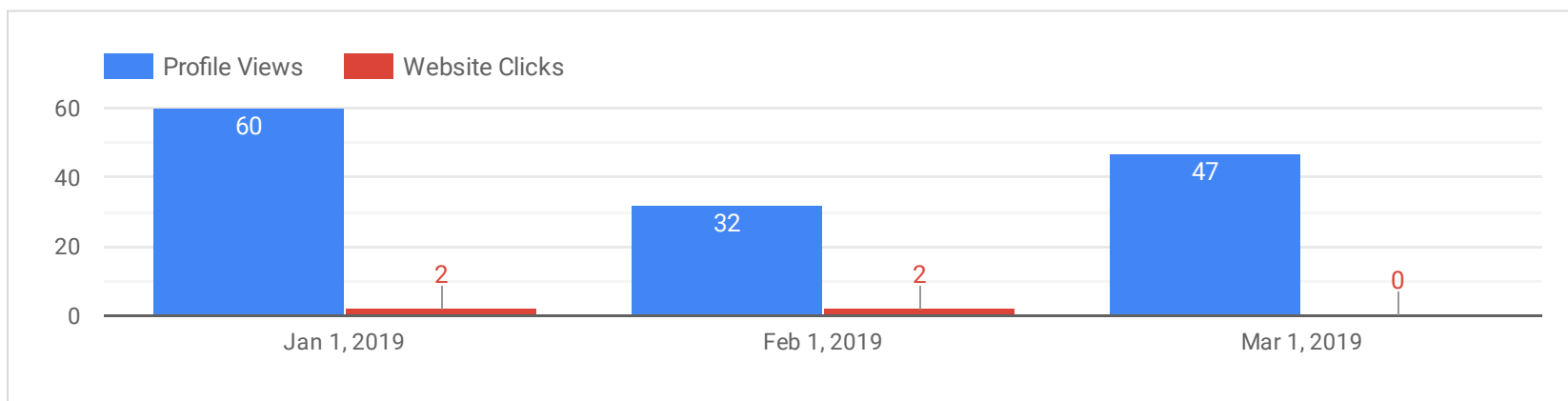
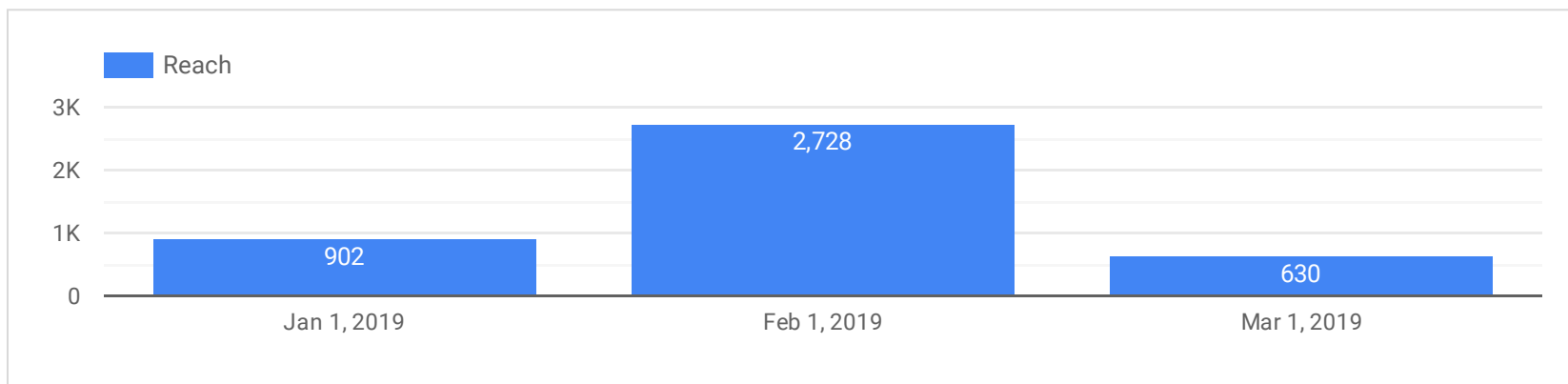
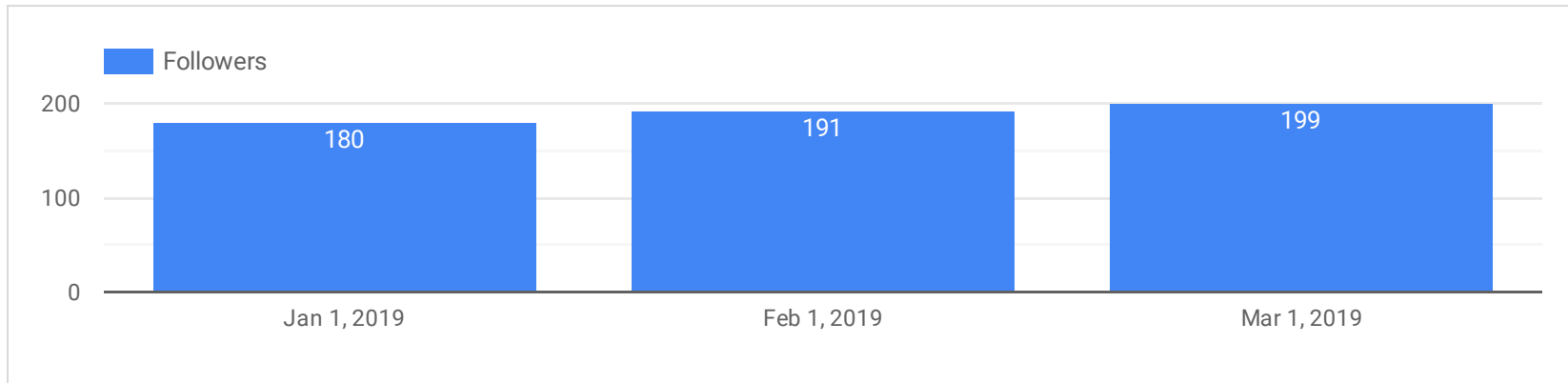
NOTES & ANALYSIS

Our "Spring Prep" ad generated over 70 comments and more than 3500 overall engagements (that's **3000 more than our February ad**). With an engagement rate over 7%, I'd say that was a pretty big success.

Social media is the 4th most popular way people are coming to your website. The social media website traffic is **up 70%** from last year - let's keep going!

SOCIAL MEDIA / Instagram

May include Organic & Paid Traffic



NOTES & ANALYSIS

We posted 7 Instagram posts in March.

Similar to Facebook, followers continue to increase - we're building terrific momentum.
