



## DIGITAL MARKETING REPORT

REPORTING PERIOD

May 1 - May 31, 2019

PREPARED FOR

AskHRGreen.org

REPORTING ON

Website Activity

Social Media

PREPARED BY

Diana Richardson - Digital Marketing Director

Monthly Users

4,232

↓ -10.7%

Monthly New Users

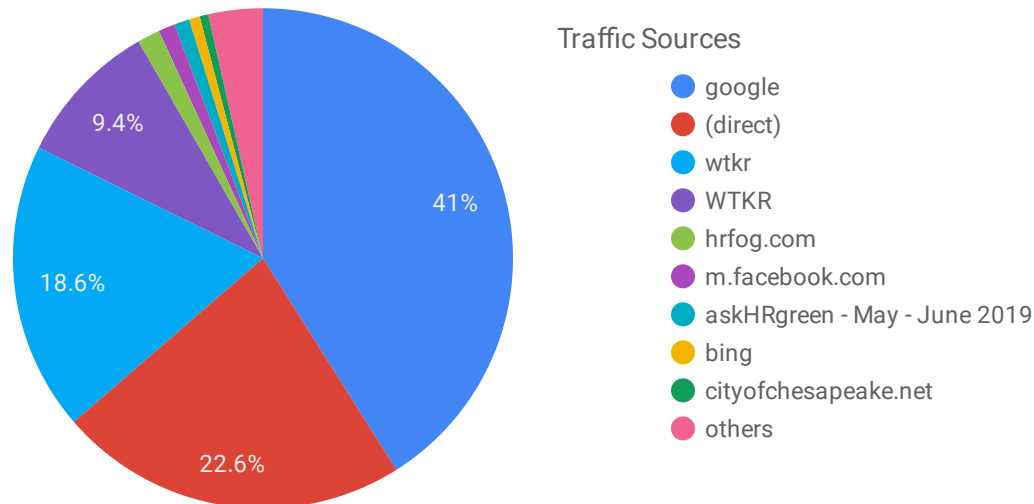
4,079

↓ -9.7%

Monthly Page Views

6,920

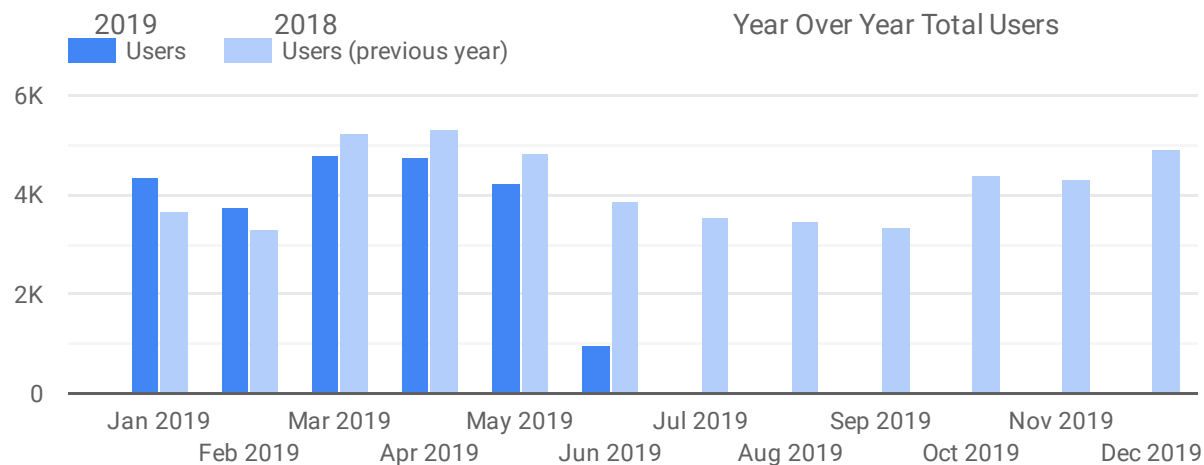
↓ -16.0%



## NOTES & ANALYSIS

Our monthly traffic is following the same seasonal fluctuations as last year. As we discussed at lunch, we are going to do a push during July and August, two of our slower months, to help get a little extra oomph during that time.

One area where we've seen a decline in traffic is organic search engine traffic. With all of the content continually being added to the site, this is a place where we can maximize its impact by deploying monthly, managed SEO services. Let's talk about this.



Top Pages	Pageviews
/	669
/campaign/value-of-water-drinking-water-w...	520
/events-happenings/	342
/disposable-diaper-liners-flush-flush/	276
/gtk-gtd/recycling-at-home/	235
/gtk-gtd/restoring-chesapeake-bay/	153
/programs/great-american-cleanup/	144
/gtk-gtd/plant-native-plants/	143
/gtk-gtd/electronics-recycling-donating/	138
/gtk-gtd/battery-disposal/	137

Avg. Session Duration

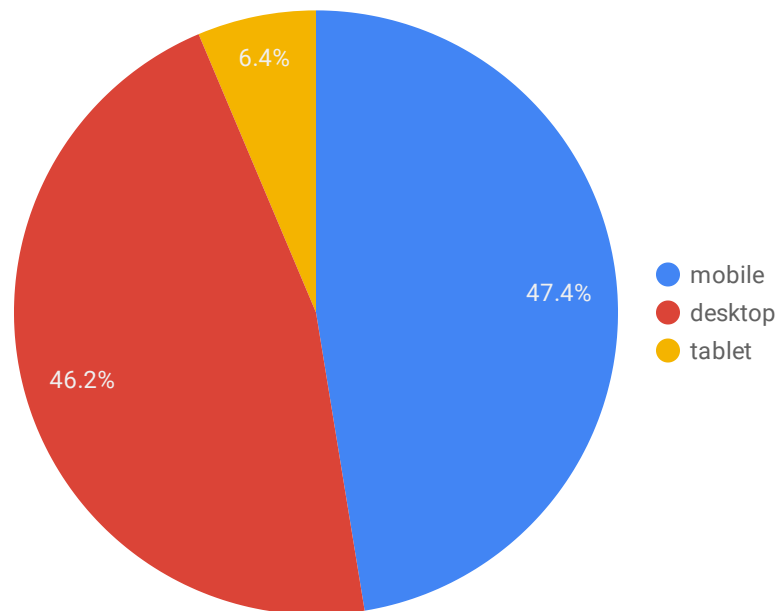
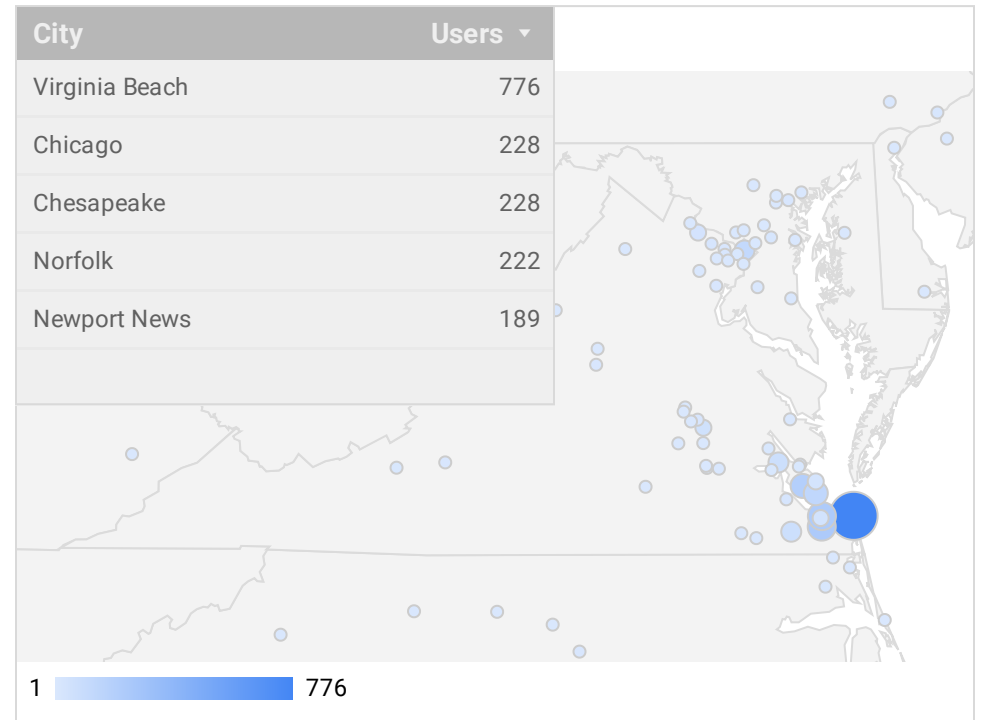
00:00:58

↓ -8.4%

Pages / Session

1.45

↓ -2.6%

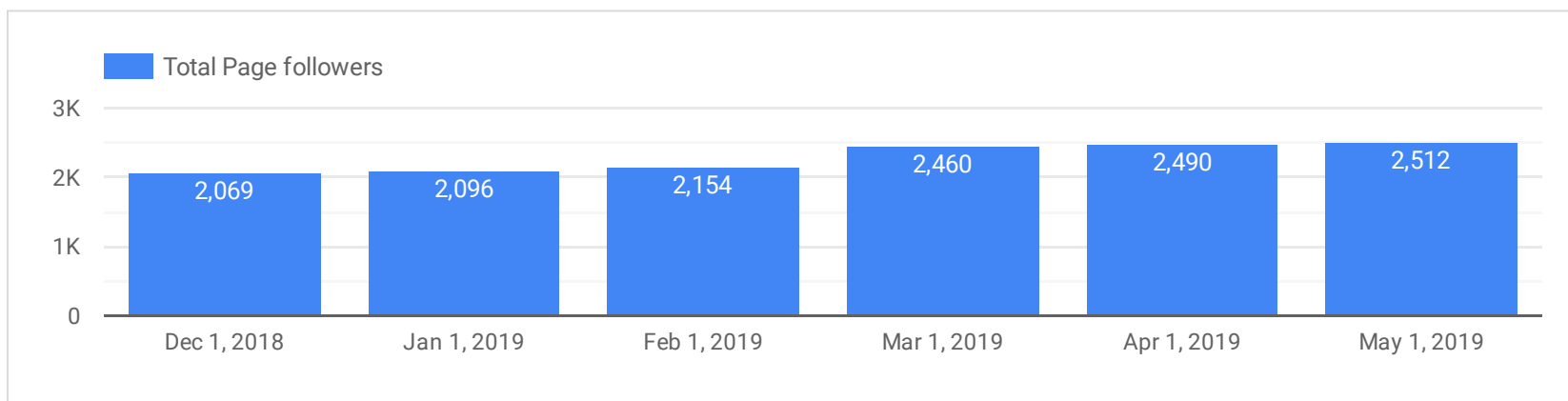
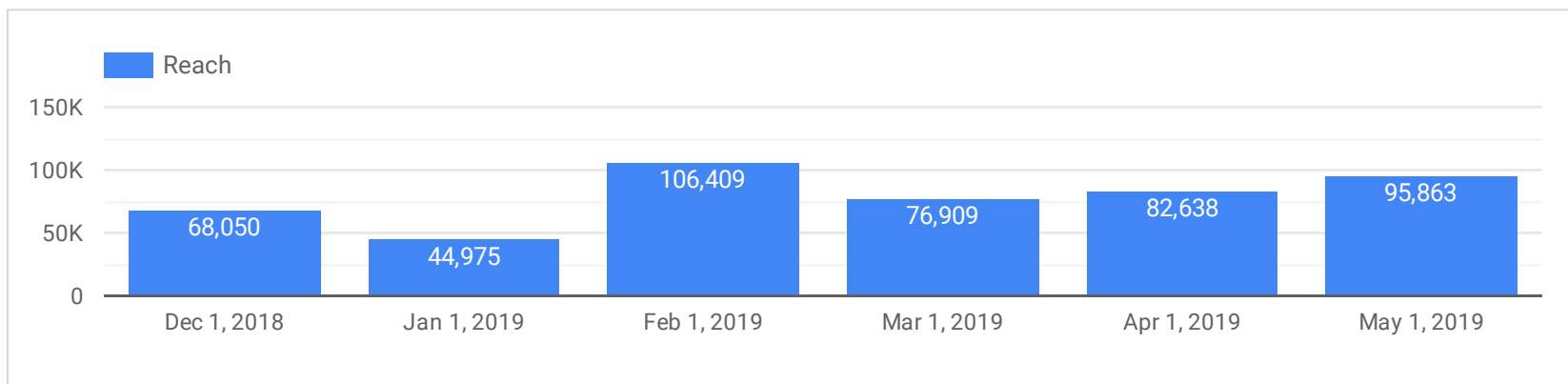
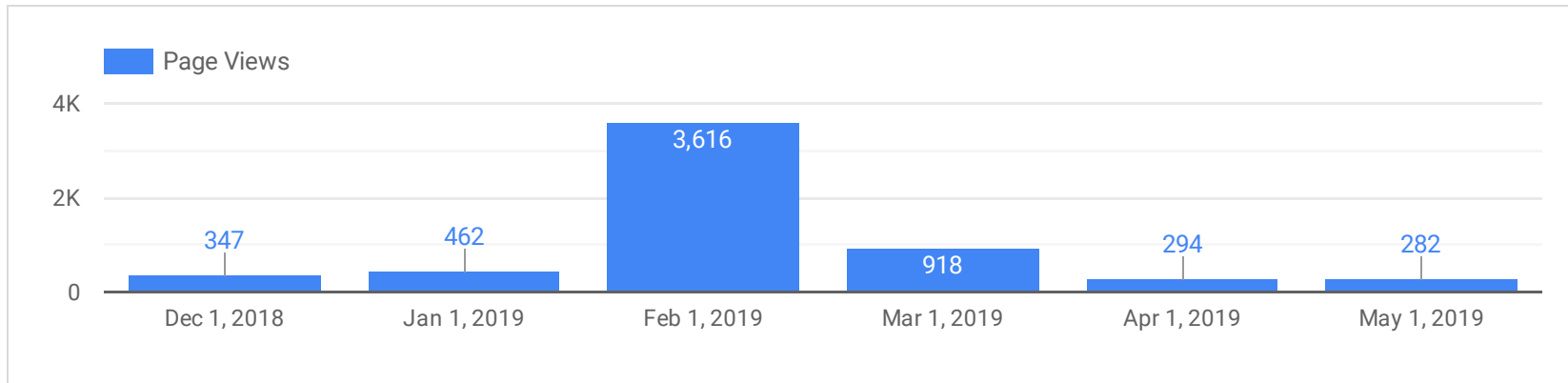


## NOTES & ANALYSIS

Chesapeake has edged out Norfolk for the #2 spot on our geographic map above. That's a trend we'll keep an eye on because this could be an indicator of peaked interest. That's helpful to know when planning campaigns and content.

# SOCIAL MEDIA / Facebook

## May include Organic & Paid Traffic



### NOTES & ANALYSIS

We ran 1 Facebook ad & 9 posts in May.

It's terrific to see the continual growth in Page Followers. Our audience is growing!

We thought April was a stellar month for Reach, but May topped it with a **16% increase**.



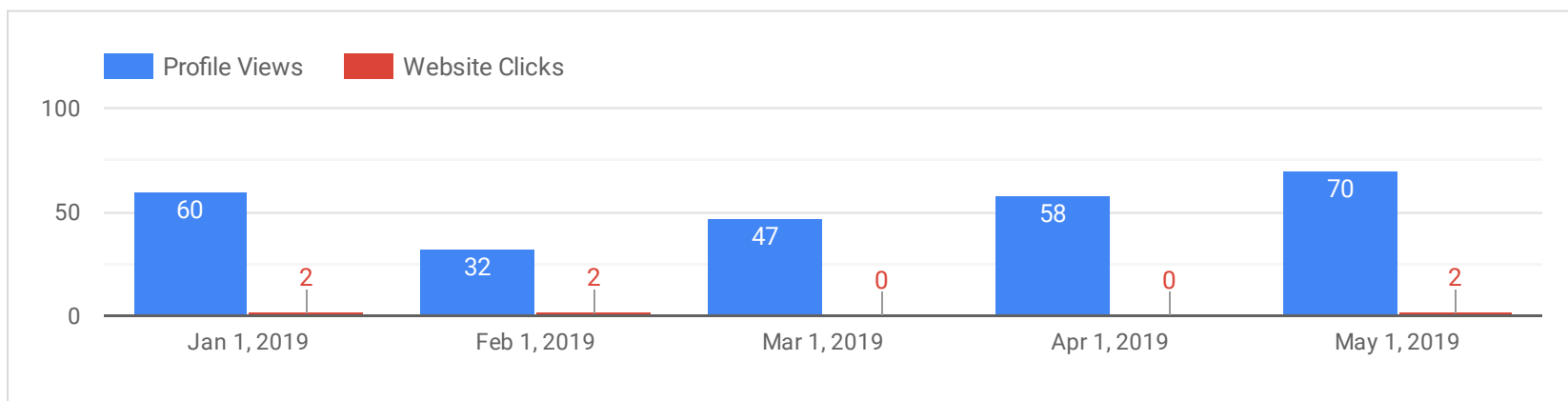
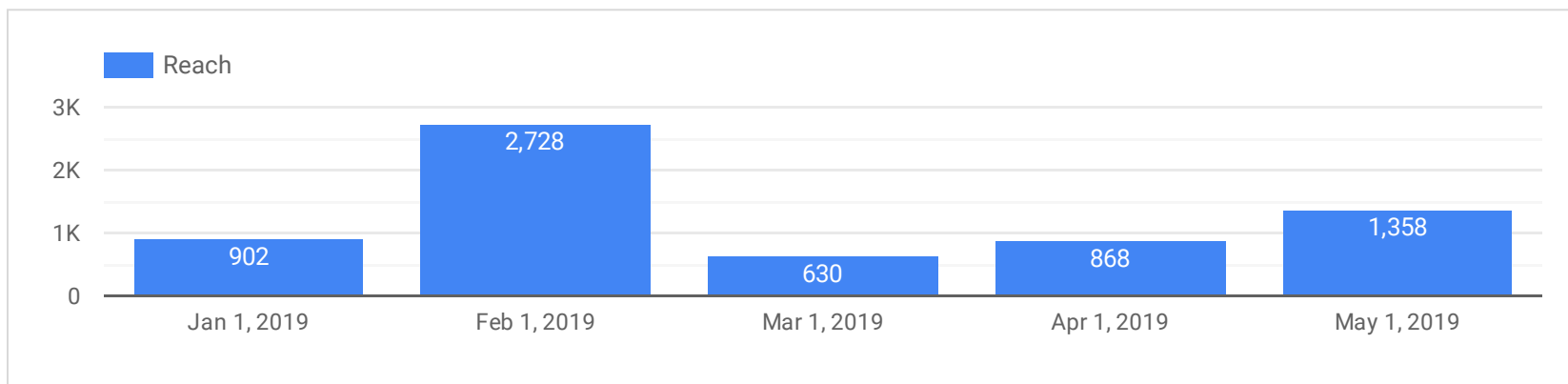
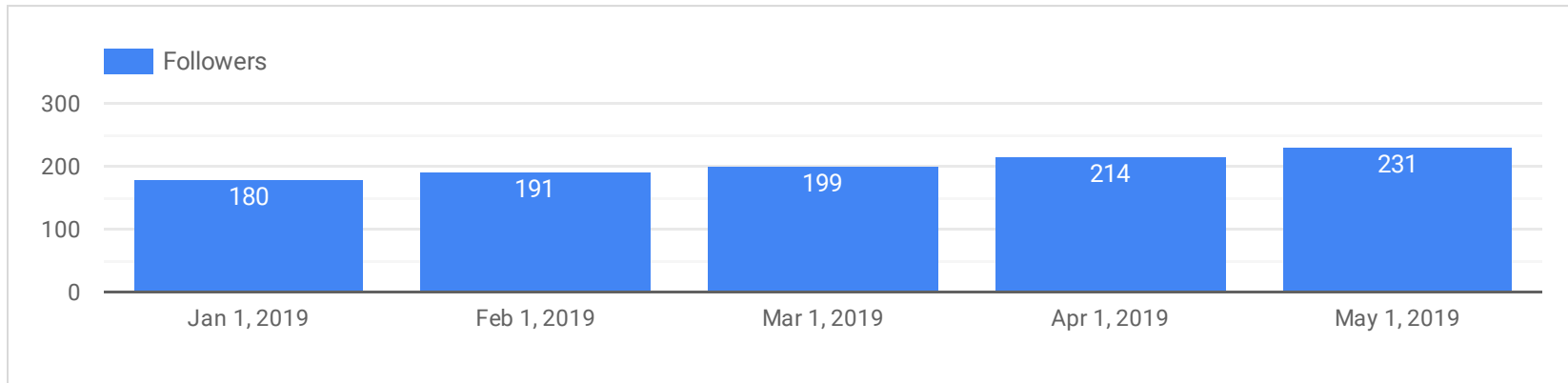
Campaign Name	Starts	Ends	Reach	Impressions	Total Engagements	Engagement Rate
1. Water Awareness	May 7, 2019	May 31, 2019	62,220	177,108	46	0.03%

### NOTES & ANALYSIS

We're seeing the value in augmenting our full media campaigns with this social-only strategy that extends the life of the overall campaign. We'll track topic-related results, campaign-over-campaign and year-over-year to gain additional insights.

# SOCIAL MEDIA / Instagram

## May include Organic & Paid Traffic



### NOTES & ANALYSIS

We posted 9 Instagram posts in May.

IG followers continue to increase. This is terrific social momentum.

May reached the 2nd most people since the beginning of year. That's incredible.