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**Prepared for**

Board of Directors

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# Monthly Marketing Report

APRIL 2025



# Web & Email

## WEBSITE ANALYTICS

WEB SESSIONS <b>9.7k</b> ↓ 43.3%	NEW USERS <b>8.3k</b> ↓ 41.7%	VIEWS <b>13k</b> ↓ 47.0%	ENGAGEMENT <b>41.1%</b>
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## EMAIL PERFORMANCE

EMAILS SENT <b>1 LEISURE 2 MEETINGS</b>	AVG. OPEN RATE <b>27.9%</b>	AVG. CLICK TO OPEN RATE <b>9.56%</b>	AVG. CLICK RATE <b>2.67%</b>
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## Q3 CONTENT STRATEGY

Continue to review and update sitemap and critical anchor pages to prepare for future CMS transition and web design.

Strengthen existing page content and SEO according to highest ranking pages pulled from monthly traffic reports.

Plan for and curate new pages, blog posts, and content pieces according to industry trends and site traffic patterns.

Monitor site analytics YOY and MOM to identify areas of improvement and paid ad opportunity.

Develop and maintain a consistent rhythm of segmented email newsletters per month, tracking key analytics.

Segment newsletters by audience: Leisure Travelers & Locals, Meeting Planners & New Business, Industry Partners.

Develop strategic Reels and accept social media "collaboration requests" from trusted partners to share boosted views.

## LATEST UPDATE

Key revisions made to planner guides, Meetings page, and email newsletter sign up forms/page.

SEO rankings continue to climb and we are starting to see our yearly expected traffic increase on lake/watersport/fishing pages.

Our contracted photographer documented American River Parkway and iFest content, giving us a lot more working images.

We have made plans to inquire about increasing SEM spend with our agency in FY25-26 if there is room in the budget.

Email content schedule is flowing with only a few snags along the way. Our new software is great!

We have segmented our lists even further to begin tracking which events and sign up forms capture the most leads.

In April, we received many collaboration tags from family-friendly microinfluencers and local major events.

# Social Media Insights

## GLOSSARY



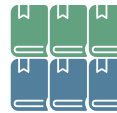
**Followers** are accounts that have chosen to receive updates from your profile or page.



**Views** are the number of times your content has been played or displayed.



**Reach** is the total number of unique accounts that saw your content, including posts and stories.



**Content Interactions** are the number of likes, reactions, saves, comments, shares, and replies on your content.

## FACEBOOK INSIGHTS

FOLLOWERS	VIEWS	REACH	INTERACTIONS
28k	176.1k MoM ↓ 25.8%	100.8k MoM   YoY ↓ 14.3%   ↑ 20.9%	197 MoM   YoY ↓ 39.2%   ↓ 7.9%

## INSTAGRAM INSIGHTS

FOLLOWERS	VIEWS	REACH	INTERACTIONS
6.4k	34.2k MoM ↓ 59.7%	15.1k MoM   YoY ↓ 71.2%   ↑ 137.1%	463 MoM   YoY ↓ 75.4%   ↑ 100%

## HIGHLIGHTS

- As expected, our Meta engagement saw a decrease MoM after the high performing California Capital Airshow content in March. However, YoY Instagram reach and content interactions saw a <100% increase.
- Highest Performing Organic Content:**
  - Movement 90s Fest Reel: 1.8k reach,
  - California Mermaid Convention Reel: 4k reach
  - Golden State Race Series Reel: 9.3k reach
- High Performing Collaborations:**
  - @miks\_outdoors Lupines at Rossmoor Bar/American River Parkway: 9.8k reach
  - @prettygoodguide Lupines on the American River Parkway: 20.5k reach

# Activations & Swag



## Swag: It's more than cool, it's strategic.

Visit Rancho Cordova is quickly earning a reputation for its high-quality, eye-catching swag activations that draw crowds and spark conversations. Our waterproof die-cut sticker giveaways, in particular, have become something of a local legend. At events, it's not unusual to see people literally running to our booth to ask about the latest sticker reveal or grab the featured swag item of the day. Whether it's a hydrating sunscreen/chapstick duo tube, a limited-edition holographic concert bag, or a pack of eco-friendly native wildflower seed confetti, both locals and out-of-town guests rave about what we give away.

What sets our swag apart is the buzz it generates. People don't just like it—they ask for it by name. We frequently have other organizations reach out to see if we can contribute our standout swag to their welcome bags and events. It's become a sought-after symbol of Rancho Cordova's vibrant personality and warm hospitality.

While swag activations are undeniably fun, they're also a powerful part of our marketing strategy. Each item we hand out is thoughtfully designed to leave a lasting impression. Long after the event ends, that sticker on a water bottle or laptop becomes a conversation starter and a subtle prompt to visit our website. With every piece of swag, we're planting a reminder to explore Rancho Cordova's attractions, sample our restaurants, and discover the charm of our hotels. It's more than a giveaway—it's an invitation to experience the city.