



Arranged by

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Prepared for

Board of Directors

Monthly Marketing Report

MARCH 2025



Web & Email

WEBSITE ANALYTICS

WEB SESSIONS 18k ↑176.3%	NEW USERS 15k ↑193.1%	VIEWS 26k ↑162.1%	ENGAGEMENT 52.9%
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EMAIL PERFORMANCE

EMAILS SENT 2 LEISURE 1 MEETINGS 1 ADVOCACY	AVG. OPEN RATE 26.5%	AVG. CLICK TO OPEN RATE 15.3%	AVG. CLICK RATE 4%
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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

Still in progress, ongoing project.

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Upcoming pages still in development: Parks & Wildlife, Wineries, Wellness & Beauty.

March 2025 Meta ads were deployed and managed by Madden this month! Focus: Airshow & Springtime Attractions.

Email capabilities are back! Platform back-end is set up and running. Wasting no time, we sent out 4 email newsletters!

Strategized a new 2025 section for Industry Newsletter to highlight U.S. state of travel updates and insights.

Major social engagement this month due to California Capital Airshow posts, giveaway, and collabs!

Social Media & Ad 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 (YOY)

FOLLOWERS	REACH	VIEWS	INTERACTIONS
28k	117.6k ↑11.9%	238k ↑7.1k% (MoM)	324 ↑121.9%

INSTAGRAM INSIGHTS (YOY)

FOLLOWERS	REACH	VIEWS	INTERACTIONS
6.4k	52.6k ↑1.2k%	85.4k ↑379.2% (MoM)	1.9k ↑100%

META AD ANALYTICS

IMPRESSIONS	CLICKS	CTR	ENGAGEMENT RATE
227.3k	4,574	2.01%	23.1%

HIGHLIGHTS

- Meta engagement saw a huge increase due to California Capital Airshow promotion.
- Our top performing organic Instagram reel this month garnered: 40.4k Views, 794 Likes, 503 Shares
- Our top performing organic Facebook post this month garnered: 1.7k Views, 19 Comments, 14 Shares

The “Great Airshow Spike”



Major events = major traffic boom

Each March, our website experiences a significant surge in traffic driven by interest in the California Capital Airshow. This spike is consistently substantial—so much so that it skews our overall traffic trends when compared to other months.

While the Airshow has its own website, its home page is stripped down to simply feature an email list sign up form, creating some friction for visitors seeking more event information. By contrast, Visit Rancho Cordova’s website provides a comprehensive overview of the event that is easier to access, including travel planning resources, local accommodations, and nearby attractions. Our site’s strong SEO for these resources ranks us high on Google, and as a result, we receive a large flow of traffic from those seeking context and logistical details for the event.

Fun Fact: A similar pattern emerges each October, when the GoldenSky Festival in Sacramento draws another wave of high-volume interest to our site.

Airshow content on our site

- Airshow dates & times
- Ticket sales launch date
- Ticket purchase links
- Airshow Insiders email list signup support
- Airshow rules & regulations
- How to get to Mather Airport
- Parking instructions
- Event logistics
 - Performers in attendance (summaries, video links, photos)
 - Family activities offered (ground displays, pilot autographs, live music)
 - Onsite food & drink
 - Best tips & recommendations

