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**Prepared for**

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# Monthly Marketing Report

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# Web & Email

## WEBSITE ANALYTICS

WEB SESSIONS <b>13k</b> ↑ 16.6%	NEW USERS <b>11k</b> ↑ 15.8%	VIEWS <b>18k</b> ↑ 19.9%	ENGAGEMENT <b>38.4%</b>
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## EMAIL PERFORMANCE

EMAILS SENT <b>2 LEISURE 1 MEETINGS 2 ADVOCACY</b>	AVG. OPEN RATE <b>23.78%</b>	AVG. CLICK TO OPEN RATE <b>5.98%</b>	AVG. CLICK RATE <b>1.42%</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

New Robots.txt file on site so that AI bots can effectively crawl our content. Now we appear in more AI Google searches.

Mermaid Convention traffic ended up being the top page for views and shows a 94% increase in year-over-year views.

We have officially contracted a video vendor to create high-level promotional videos for Leisure & Meetings audiences.

Meta ads (managed by Madden) and co-op Sojern SEM Ad with Gold Country Visitor's Association performing well!

New structural flow for "The Scoop" leisure-based newsletter is going well, leaving ample room for partner recs.

Added a new travel trends article roundup section to "Insiders" industry-based newsletter to provide current news.

May and June are both expected to be high collaboration months, as both months are jam-packed with 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	107.8k	70.1k MoM ↓ 30.4%   YoY ↓ 31.2%	143 MoM ↓ 27.4%   YoY ↓ 75.8%

## INSTAGRAM INSIGHTS

FOLLOWERS	VIEWS	REACH	INTERACTIONS
6.8k	29.7k	8.7k MoM ↓ 41.9%   YoY ↑ 48.3%	414 MoM ↓ 10.6%   YoY ↑ 100%

## HIGHLIGHTS

- A national social protest in the form of a Meta Blackout from May 5–11 significantly impacted our organic social media performance this month. The effect was most pronounced on Facebook, where we observed a dramatic drop in views—from over 7,000 to fewer than 100 views overnight—during this six-day span.
- **Highest Performing Organic Content:**
  - California Mermaid Convention Ticket Giveaway: 5.5k views
  - The Cho in the Summer: 3.5k views
- **High Performing Collaborations:**
  - @sactownsupermom: Feed Farm Animals at Hagan Barn: 74.2k views, 4.2k shares
  - @wabune\_sushi: Sushi Bar: 21.6k views
  - @norcalwithkids: Stone Creek Park: 14.3k views

# Capturing the 'Con



Cool glitter stickers we designed as a gift for Con attendees!



## Refreshing Our Content Library with More Mermaids

Over the years, we've only been provided with a small batch of older photos from the California Mermaid Convention to use in our marketing materials, and we desperately needed a content refresh.

We knew exactly what kinds of shots we needed to fill the content gaps on our website and were already planning to be on-site for the 2025 convention, so (with permission) we brought our camera and took matters into our own hands.

The new shots turned out amazing! They're bright, crisp, and full of color, featuring a diverse mix of people and plenty of mermaid magic. We also snapped photos of vendor tables and the overall vibe of the venue, which will really help make our promotional content feel more fun, current, and inviting.

Some of these images are now available for use, hosted in our online Media Centre.

