



Arranged by

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Prepared for

Board of Directors

Monthly Marketing Report

AUGUST 2025



Web & Email

WEBSITE ANALYTICS

WEB SESSIONS 8.1k ↓31.4%	NEW USERS 6.7k ↓29.7%	VIEWS 15k ↓11.6%	ENGAGEMENT 52.5%
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EMAIL PERFORMANCE

EMAILS SENT 1 LEISURE 1 MEETINGS 2 ADVOCACY	TOTAL SENT 2,422	TOTAL OPENS 811	TOTAL CLICKS 907
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CONTENT STRATEGY (JUL-SEP)

Undertake a brand redesign project to enhance Visit Rancho Cordova's visual identity and better represent the community.



Implement more video content across our promotions to strengthen the results of our website traffic and lead campaigns.



Develop a more robust PR strategy for media mention tracking, pitching, and press release distribution.



Invest in even deeper analytics tracking to measure the economic impact of website traffic, newsletters, and ads.



Enhance our Industry, Meetings, and Leisure newsletters and become known as the best newsletters in the community.



Increase the strength of our ad targeting to build our online audience of worldwide leads and email subscribers.



Maintain our Meta presence and growing social media reputation, with a goal to attract 10k followers on Instagram.



MONTHLY UPDATE

We signed with Simpleview for a visual identity project and put plans in motion to begin in September.

Commercial filmed with GRDN Media has been finalized, awaiting social media ad cutdowns. We will premier at Summit!

We adopted MuckRack as a press release distribution tool and media pitching platform. Setup will begin in September.

UTMs and Points Of Interest (POIs) we would like to track in Rancho Cordova have been identified and are now set to gather data.

Newsletters are human-optimized to stand out in the age of AI and feel truly personal. Readers are responding very positively.

Meta campaigns for Fall are running: seasonal activities, Terra Madre, Barrel District, Heartstoppers, Apple Hill, etc.

A high performing collaboration with @BeLocalSacramento featuring the Sac State Aquatic Center generated 155k views.

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	139k MoM ↑ 3.9%	82.1k MoM ↓ 21.5% YoY ↑ 478.7%	231 MoM ↓ 7.6% YoY ↓ 50.4%

INSTAGRAM INSIGHTS

FOLLOWERS	VIEWS	REACH	INTERACTIONS
6.4k	61.5k MoM ↓ 65%	20.9k MoM ↓ 53.9% YoY ↓ 76.2%	951 MoM ↓ 72.1% YoY ↑ 100%

HIGHLIGHTS

Highest Performing Organic Content:

- Summer Bucket List Reel: Views: 7.3k, Accounts Reached: 4.1k
- Day Trip to Apple Hill Reel: Views: 2.6k, Accounts Reached: 1.9k
- Rancho Cordova Press Release FB Post: Views: 1k, Accounts Reached: 529

High Performing Collaborations:

- @belocalsacramento: Views: 154k, Accounts Reached: 5.2k
- @gangnamavebbq: Views: 71k, Accounts Reached: 8.3k
- @exploresaciving: Views: 11.2k, Accounts Reached: 7.8k

Entering a New Era of Lead Generation

Deepening our strategy to increase our reach

Visit Rancho Cordova's email lists consistently rank high for engagement. Besides internal lists that we use to directly communicate with specific groups of partners, we are actively building our subscription-based newsletter lists. We currently offer three regular newsletters:

Tourism Insiders: A newsletter for hospitality industry partners, in which we provide key insights on destination, marketing, and tourism trends. Partners sign up online.

The Maggie-Zine: A newsletter for event planners, in which we educate subscribers on how to bring their conferences, meetings, retreats, and tournaments to Rancho Cordova. Newsletter leads sign up online or at trade shows. This is our highest-performing newsletter, drawing rave reviews from subscribers.

The Scoop: A newsletter for leisure travelers and residents, in which we share "The Scoop on Rancho Cordova," a roundup of the top 4-5 events happening in town each month that might encourage overnight hotel stays. Leads are driven by ads and our partnerships with Visit California and Gold Country Visitors Association.

Starting in September, we will launch lead-generation efforts for "The Scoop" that are more robust than ever before, utilizing year-round Meta ad campaigns that target key DMAs ("Designated Marketing Areas") in the United States that have a high probability of traveling to our region.

