

# MARKETING REPORT - DEC '23

## Owned

- Website
  - Sessions: 25k ( 35.1%) | New Users: 22k ( 37.3%) | Pageviews: 38k ( 18.5%)
- Email Newsletters
  - Leisure: 2 emails | Meetings: 1 emails | Advocacy: 1 email
  - Avg. Open Rate: 46.5% | Avg. CTR: 5.75%
- Social Media
  - Facebook: 27,662 likes ( 25%) | 28,633 followers | 71,251 reach ( 31.5%)
  - Instagram: 4,767 followers | 273,010 reach ( 3.2K%)
    - Viral IG Reel: 482,890 views, 15,580 likes, 171 comments, 13,177 shares, 4,446 saves. 33,342 interactions, reached 267,672 non-followers, watch time 621 hrs.

## Earned

- Media Features
  - Grapevine Independent | "Sweets and Santa at KP Market"
  - Sacramento Business Journals | "[Dutch Bros. joining Stone Creek Village retail center in Rancho Cordova](#)"
  - DVIDS | "[California Capital Airshow Breaks Attendance Records](#)"
- Social Media Collaboration Requests
  - @mathergolf, @thebestsbybrandi, @thegerlynguides

## Paid

- Meta Ads
  - Impressions: 142,853 | Reach: 65,595 | Clicks: 4,452 | CPC: \$0.24
- LinkedIn Ads
  - Impressions: 52,078 | Clicks: 48 | CTR: 0.9% | CPC: \$2.56
- Search Engine Marketing (SEM)
  - Impressions: 103,819 ( 7.16%) | Clicks: 3,816 ( 9.35%) | CTR: 3.68% (goal: 4.18%)