

MARKETING REPORT - NOV '23

Owned

- Website
 - Sessions: 39k (15.7%) | New Users: 36k (21.8%) | Pageviews: 47k (0.3%)
- Email Newsletters
 - Leisure: 2 emails | Meetings: 5 emails | Advocacy: 2 emails
 - Avg. Open Rate: 54.1% | Avg. CTR: 9.8%
- Social Media
 - Facebook: 27,670 likes | 28,628 followers | 102,319 reach (15.4%)
 - Instagram: 3,498 followers | 8,203 reach (107.8%)

Earned

- Press Writers Hosted
 - Grace Weitz: Managing Editor for Hop Culture Magazine, Untappd, Craft Beer, Brewbound and more
- Media Features
 - KCRA 3 | ["Thousands celebrate Diwali in Rancho Cordova"](#)
 - KCRA 3 | ["West Coast Ragtime Festival was held in Rancho Cordova"](#)
 - American City & Country | ["NLC City Summit stresses the importance of local government"](#) (featuring upcoming mayor David Sander)
 - Visit CA | ["Only-in-California Black Friday Deals"](#) (Rancho Cordova hotel features)
 - California City News | [New NLC President Hails from Rancho Cordova](#)
- Awards Submitted For
 - Visit CA Poppy Awards 2024: Best Marketing Campaign Under \$1 mil

Paid

- Meta Ads
 - Impressions: 179,304 | Reach: 92,724 | Clicks: 4,838 | CPC: \$0.31
- LinkedIn Ads
 - Impressions: 19,071 | Clicks: 46 | CTR: .24% | CPC: \$1.78
- Search Engine Marketing (SEM)
 - Impressions: 96,988 (0.11%) | Clicks: 4,210 (4.51%) | CTR: 4% (goal: 4.34%)