

# MARKETING REPORT - FEB '24

## Owned

- Website
  - Sessions: 29k ( 11.8%) | New Users: 27k ( 9%) | Pageviews: 38k ( 10.8%)
- Email Newsletters
  - Leisure: 2 emails | Meetings: 2 emails | Advocacy: 4 emails
  - Avg. Open Rate: 44.75% | Avg. CTR: 6.3%
- Social Media
  - Facebook: 27,641 likes | 28,614 followers | 116,500 reach ( 47.8%)
  - Instagram: 4,800 followers | 3,642 reach ( 41.2%)

## Earned

- Media Features
  - Good Day Sacramento | [Youth Poet Laureate Program \(in Rancho Cordova\)](#) | February 2024
  - California Local | [20 Free Things to Do in Sacramento County](#) (CA Capital Airshow & Nimbus Fish Hatchery featured) | February 2024

## Paid

- Meta Ads
  - Impressions: 212,207 | Reach: 109,706 | Clicks: 6,761 | CPC: \$0.22
- LinkedIn Ads
  - Impressions: 8,275 | Clicks: 372 | CTR: 4.5% | CPC: \$0.55
- Search Engine Marketing (SEM)
  - Impressions: 111,598 ( 7%) | Clicks: 4,728 ( 24%) | CTR: 4.2% (goal: 4.18%)