



Arranged by

Kristen Achziger
Aubrey Hall

Prepared for

Board of Directors

Monthly Marketing Report

J U L Y 2 0 2 5



Web & Email

MONTHLY WEBSITE ANALYTICS

WEB SESSIONS 13k ↓3.8%	NEW USERS 11k ↓7.6%	VIEWS 19k ↓10.4%	ENGAGEMENT 46.5%
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MONTHLY EMAIL PERFORMANCE

EMAILS SENT 2 LEISURE 1 MEETINGS	TOTAL SENT 3,315	TOTAL OPENS 935	TOTAL CLICKS 344
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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 have identified a vendor with deep experience designing Visual Identities for DMOs and have received a strong proposal.

In July, we partnered with GRDN Media to produce a new promo film for the community, shot at 9 different partner locations.

We have identified a reputable PR platform that will allow us to deploy content both statewide and nationally.

We have implemented Tourism Economics, a data platform that will track our UTMs and Points Of Interest (POIs) in Rancho Cordova.

We are strategizing content focus, visual aesthetics, and calls to action that attract subscribers who tell their friends about us.

We have kicked off the quarter with a rigorous investment in a Meta-based lead generation campaign, with more to come.

We are consistently being approached for collaboration requests from influencers with even higher reach and impressions.

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	133.8k MoM ↑ 78.8%	100.8k MoM YoY ↑ 59% ↓ 44.2%	250 MoM YoY ↓ 44.8% ↓ 41.9%

INSTAGRAM INSIGHTS

FOLLOWERS	VIEWS	REACH	INTERACTIONS
7.4k	175.6k MoM ↑ 284%	45.3k MoM YoY ↑ 132.9% ↑ 162.2%	3.4k MoM YoY ↑ 254.7% ↑ 100%

HIGHLIGHTS

- Our team has designed custom templates for our story content to optimize consistent and eye-catching posts regarding things to do (and more!) in Rancho Cordova. We are excited to see how this performs in the coming months!
- **Highest Performing Organic Content:**
 - Moonlight Movies Reel - Reach: 50.4k, Likes: 1,207, Shares: 534
 - Paddlesplash Water Festival - Reach: 48.1k, Likes: 265, Shares: 204
 - Summer in Rancho Cordova - Reach: 40.4k, Likes: 190, Shares: 22
- **High Performing Collaborations:**
 - White Rock Splash Park - Reach: 171k, Likes: 4.3k, Shares: 6.6k
 - Korean BBQ/Gangnam Ave - Reach: 22k, Likes: 240, Shares: 112
 - Soil Born Farms - Reach: 19k, Likes: 702, Shares: 1k

Playing Bigger for Our Partners & Community

Our New Film Project with GRDN Media

To drive overnight stays and increase the chances of a visitor spending money at local businesses during their trip, we have to promote the attractions and places that make Rancho Cordova a great place to stay! Cue our latest promotional film project with GRDN Media, a regional film crew who has produced commercial content for Visit Sacramento, Toyota, Puma, and more! We hired Kyle Barr and team to bring their equipment and storytelling skills to our community and capture a powerful snapshot of life in Rancho Cordova.



We shot at 9 different partner locations around the city and worked with a diverse cast of paid actors to showcase the inclusive, welcoming vibes of some of Rancho's high-performing known (and hidden) gems: Soil Born Farms, the Barrel District, Bliss Vintage Marketplace, Mather Golf Course, Il Forno Classico, Sac State Aquatic Center, Sacramento Children's Museum, Prairie City SVRA, and KP International Market.

The commercial is currently in post-production and will be released soon. We plan to highlight it across our website, email newsletters, social media channels, sponsored tradeshow, and targeted streaming ads to boost website traffic and entice even more visitors to stay the weekend here.

