

MARKETING REPORT - JULY '24

Website

- Sessions: 28k (12.3%)
- New Users: 24k (16.9%)
- Pageviews: 36k (40.2%)
- Large spike for Airshow and then fall

Email Newsletters

- Leisure: 1 email | Meetings: 1 email | Advocacy: 1 email
- Avg. Open Rate: 48.3%
- Avg. CTR: 15.3%

Facebook

- 248k impressions (65.3%)
- 28,614 followers
- 187.6k reach (90.8%)

Instagram

- 5k followers
- 17.3k reach (36.1%)

Media Features

- Folsom Times | July 2024 | "Capital Air Show A Success with Nearly 90K in Attendance"
- Comstock's Magazine | July 2024 | "Sleepy Suburbs? No Way!"

Digital Ads

- Meta Ads (3 Ads)
 - Impressions: 236,184 | Reach: 183,158 | Clicks: 14,049 | Avg. CPC: \$0.10
- Search Engine Marketing (SEM)
 - Impressions: 50,142 | Clicks: 4,159 | CTR: 8.29% (goal: 4.18%)