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**Prepared for**

Board of Directors

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# Monthly Marketing Report

J U N E 2 0 2 5



# Web & Email

## WEBSITE ANALYTICS

WEB SESSIONS <b>12k</b> ↑ 1.4%	NEW USERS <b>10k</b> ↑ .9%	VIEWS <b>19k</b> ↑ 12.5%	ENGAGEMENT <b>41%</b>
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## EMAIL PERFORMANCE

EMAILS SENT <b>1 LEISURE</b>	AVG. OPEN RATE <b>17.4%</b>	AVG. CLICK TO OPEN RATE <b>9.1%</b>	AVG. CLICK RATE <b>1.5%</b>
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## Q3 CONTENT STRATEGY

Continue to review and update sitemap and critical anchor pages to prepare for future CMS transition and web design.

Strengthen existing page content and SEO according to highest ranking pages pulled from monthly traffic reports.

Plan for and curate new pages, blog posts, and content pieces according to industry trends and site traffic patterns.

Monitor site analytics YOY and MOM to identify areas of improvement and paid ad opportunity.

Develop and maintain a consistent rhythm of segmented email newsletters per month, tracking key analytics.

Segment newsletters by audience: Leisure Travelers & Locals, Meeting Planners & New Business, Industry Partners.

Develop strategic Reels and accept social media "collaboration requests" from trusted partners to share boosted views.

## LATEST UPDATE

Closed our quarter with several updated pages and helpful URL redirects. Looking forward to a new quarter of strategy!

Added relevant YouTube video links to corresponding event listing pages to give them even more of an SEO boost.

Updated home page with fresh imagery, "Featured Events," sliding photo galleries, and CTAs.

Strategized ad types and secured analytics/reporting vendors for FY25-26 to ensure a seamless transition.

Pulled back on June sends due to a slow event month and extra sends in previous month.

We have grown our Leisure list by nearly 500 subscribers from January 1 - June 30, 2025, mostly due to on-site booth activations.

Our Instagram collab requests are booming, with a high percentage of requests coming from family influencers.

# Social Media Insights

## GLOSSARY



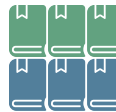
**Followers** are accounts that have chosen to receive updates from your profile or page.



**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	72.7k MoM ↓ 32.6%	100.8k MoM ↓ 8.9%   YoY ↓ 31.3%	197 MoM ↑ 214.7%   YoY ↑ 66.7%

## INSTAGRAM INSIGHTS

FOLLOWERS	VIEWS	REACH	INTERACTIONS
6.7k	44.6k MoM ↑ 50%	19.2k MoM ↑ 118.9%   YoY ↑ 52.7%	935 MoM ↑ 91.2%   YoY ↑ 100%

## HIGHLIGHTS

- With major events/celebrations like LGBTQIA+ Pride month and summer fun kicking off this month, our social media content saw a major increase in interactions on both Facebook and Instagram, with Instagram seeing increases both MoM and YoY in all categories.
- **Highest Performing Organic Content:**
  - Happy Pride Month Reel: 4.7k reach,
  - 4th of July Reel: 4.1k reach
  - Summer Reel: 2.8k reach
  - State Parks Week Reel: 2.8k reach
- **High Performing Collaborations:**
  - @norcalwithkids, Game Show Studio: 106k reach
  - @officialkaye\_I, Gangnam Ave Korean BBQ: 50.3k reach
  - @explorewithbk, Old Spaghetti Factory: 37.6k reach

# Feedback We Hear from Consumers at Tabled Events

(and what it reveals about Rancho Cordova)



Visit Rancho Cordova regularly tables at events to pass out information about our amazing city: things to do, what to eat and drink, and where to stay. Over the years, hundreds of people have stopped to chat with us.

Regionally, many folks have heard of Rancho Cordova but admit they have driven right through it. Most have attended an event here or stopped by at last once. Some are happy long-time residents who have lived here for decades. And a LOT of the people who stop to talk have feedback and questions about our community.

Our team takes these questions seriously. We save this data and use what we heard to make informed marketing decisions to help reduce stigma, deepen trust, and attract enthusiastic visitors. Some feedback we receive often. Here's what it reveals about Rancho Cordova:

- **"Wow! Rancho Cordova has really changed!"** > The city is growing and people are taking notice of its improvements. Keep doing great things!
- **"Oh my gosh, really?! I'd love to try that/go to that event!"** > Don't think your promotion isn't working. It takes time, but excited people are out there. Keep marketing consistently and creatively to get the word out even farther.
- **"Is Rancho Cordova welcoming of the \_\_\_ community?"** > Stigma is fading a bit, but Rancho Cordova orgs could come together around a unifying message of inclusivity to help make this clear.
- **"I'm always looking for fun things to do but I often miss Rancho Cordova events because organizers post event details too late."** > Event hosts should post earlier in advance, give more info, and send reminders more often. (As an org with a public event calendar that takes submissions, we have to agree with this.)
- **"Sometimes it's hard to find hours or pricing information for the activities I want to do in Rancho Cordova. If I drive out there, I want to know the place I'm visiting is open."** > Small businesses need to prioritize keeping their websites and social media feeds up to date. It's an act of customer service!

With boots on the ground, feedback comes easy. Ask us if you'd like to table with us in the future so you can see this in action.