

## MARKETING REPORT - NOV '24

### Website

- Sessions: 6.6k ( 33.3%)
- New Users: 5.9k ( 31.8%)
- Pageviews: 22k ( 14.9%)
- Engagement Rate: 58.4%
  - TAKEAWAYS: Lower pageviews plus high engagement rate reveal a smaller number of site visitors BUT ones who are actively interacting with the content significantly, such as commenting, sharing, or spending a long time on the page. This indicates our updated content has become highly relevant and valuable to our audience, even if the overall reach is currently limited.

### Email Newsletters

- Leisure: 1 email | Meetings: 1 email | Advocacy: 1 email
- Avg. Open Rate: 41%
- Avg. CTR: 4%

### Facebook

- 28.5k followers
- 542 reach ( 92.6%)
- 6 link clicks

### Instagram

- 4.9k followers
- 3.7k reach ( 88.8%)

### Media Features

- CBS News | Nov 2024 | ["Diwali Festival in Rancho Cordova"](#)
- RC Independent | Nov 2024 | ["SF Market Opens with Grand Celebration"](#)

### Digital Ads

- Search Engine Marketing (SEM)
  - Impressions: 1,488 | Clicks: 135 | CTR: 9.07% (goal: 4.18%)