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**Prepared for**

Board of Directors

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# Monthly Marketing Report

OCTOBER 2025



# Web & Email

## WEBSITE ANALYTICS

WEB SESSIONS <b>37k</b> ↑ 19.9%	NEW USERS <b>34k</b> ↑ 25%	VIEWS <b>43k</b> ↑ 17.5%	ENGAGEMENT <b>18.9%</b>
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## EMAIL PERFORMANCE

EMAILS SENT <b>1 LEISURE 1 MEETINGS 1 ADVOCACY</b>	TOTAL SENT <b>2,723</b>	TOTAL OPENS <b>728</b>	TOTAL CLICKS <b>188</b>
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## CONTENT STRATEGY (OCT-DEC) MONTHLY UPDATE

**Undertake a brand redesign project to enhance Visit Rancho Cordova's visual identity and better represent the community.**



Drafting stage initiated. Visual identity design elements in development.

**Implement more video content across our promotions to strengthen the results of our website traffic and lead campaigns.**



Video content in paid Meta ads is performing incredibly well, drawing a large influx of engagement.

**Develop a more robust PR strategy for media mention tracking, pitching, and press release distribution.**



Coverage reports have been set up and we have begun to receive daily Rancho Cordova coverage notifications.

**Invest in even deeper analytics tracking to measure the economic impact of website traffic, newsletters, and ads.**



Tourism Economics dashboard is officially live and data is being gathered from key Points of Interest.

**Enhance our Industry, Meetings, and Leisure newsletters and become known as the best newsletters in the community.**



"The Scoop on Rancho Cordova," our leisure newsletter list, got an epic facelift and rebrand this month.

**Increase the strength of our ad targeting to build our online audience of worldwide leads and email subscribers.**



Seasonal activities, Apple Hill day trips, and Heartstoppers content were our highest performers for October.

**Maintain our Meta presence and growing social media reputation, with a goal to attract 10k followers on Instagram.**



Our most viral organic post of October, "Best Halloween Lights in Rancho Cordova," garnered over 40k views.

# Social Media Insights

## GLOSSARY



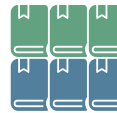
**Followers** are accounts that have chosen to receive updates from your profile or page.



**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	761K MoM   YoY ↑ 64.9%   ↑ 3.2K%	410.1K MoM   YoY ↑ 52.2%   ↑ 5.5K%	2.9K MoM   YoY ↑ 13.4K%   ↑ 1.9K%

## INSTAGRAM INSIGHTS

FOLLOWERS	VIEWS	REACH	INTERACTIONS
7.7k	89.7K MoM   YoY ↑ 37.1K%   ↑ 100%	44.4K MoM   YoY ↑ 55.5%   ↑ 33.6%	3.8K MoM   YoY ↑ 120.9%   ↑ 100%

## HIGHLIGHTS

After transitioning to a new media agency and going live with content in our meta advertising, our meta insights saw a major increase across the board. We're excited about the potential for continuous improvement in our reach, views, and interactions!

### Highest Performing Organic Content:

- Halloween Lights in Rancho Cordova Reel: Views: 40K, Reach: 26.6K
- Heartstopper Ticket Giveaway Reel: Views: 12.2K, Reach: 6.4K
- Community/Food Locker FB Post: Views: 27.6K, Reach: 16.2K

### High Performing Collaborations:

- Pumpkin Patches Reel by @miks\_outdoors: Views: 449K
- Peek-a-Boo Grand Opening Reel by @norcalwithkids: Views: 73.2K
- Fiesta Philippines Reel by @saceatsgood: Views: 15K