

MARKETING REPORT - OCT '24

Website

- Sessions: 10k (16.2%)
- New Users: 8.8k (17.5%)
- Pageviews: 14k (18.8%)

Email Newsletters

- Leisure: 2 emails | Meetings: 1 email | Advocacy: 1 email
- Avg. Open Rate: 39.5%
- Avg. CTR: 2.5%

Facebook

- 28.5k followers
- 7.3k reach (70.1%)
- 158 link clicks

Instagram

- 5.6k followers
- 33.2k reach (25.8%)

Media Features

- Visit CA | Oct 2024 | "Halloween 2024 Events in California" (Feat. Heartstoppers Haunted House)
- KCRA | Oct 2024 | "Calling all entrepreneurs: There's a new space in Rancho Cordova for the next big idea" (Feat. Frequency Coworking)
- Grapevine Independent | Oct 2024 | "One-of-a-kind record and bookstore opens in Rancho Cordova" (Feat. Fat Elephant Records)

Digital Ads

- Meta Ads for Newsletter Leads
 - Reach: 7,158 | Clicks: 250 | Leads Gained: 64 | Cost Per Result: \$3.90
- Search Engine Marketing (SEM)
 - Impressions: 13,027 | Clicks: 1,038 | CTR: 7.97%