



Arranged by

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Prepared for

Board of Directors

Monthly Marketing Report

SEPTEMBER 2025



Web & Email

WEBSITE ANALYTICS

WEB SESSIONS 27k ↑ 260.2%	NEW USERS 24k ↑ 288.6%	VIEWS 33k ↑ 130.2%	ENGAGEMENT 23.8%
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EMAIL PERFORMANCE

EMAILS SENT 1 LEISURE 1 MEETINGS 1 ADVOCACY	TOTAL SENT 2,723	TOTAL OPENS 728	TOTAL CLICKS 188
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CONTENT STRATEGY (JUL-SEP)

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



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



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



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



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



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



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



MONTHLY UPDATE

Visual Identity project has kicked off, starting with destination data and in-depth strategy sessions. Design vendor is in drafting stage.

Ad-sized commercial cutdowns have been finalized. Prep for November 4th premier and social media launch has begun.

MuckRack setup has been initiated, including media outlet and contact lists and FY coverage reports.

Tourism Economics has begun to develop our data dashboard based on our chosen Points of Interest (POIs).

We launched a Meta-based newsletter lead campaign on September 1, 2025. We have already gained nearly 300 new subscribers.

Meta campaigns for Fall are tracking very well, garnering hundreds of likes and high engagement. Winter will begin soon.

Two organic reels created to celebrate the 25th anniversary of Soil Born Farms went viral, garnering 19k views each.

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	484.8K MoM ↑ 257.4%	280.9K MoM YoY ↑ 245.1% ↑ 1K%	2.5K MoM YoY ↑ 1.1K% ↑ 386.1%

INSTAGRAM INSIGHTS

FOLLOWERS	VIEWS	REACH	INTERACTIONS
7.7k	65.3K MoM YoY ↑ 20.5K% ↑ 100%	28.5K MoM YoY ↑ 54.9% ↓ 33.2%	1.7K MoM YoY ↑ 132.6% ↑ 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:

- Soil Born Flowers Reel: Views: 18.7k, Reach: 10.9k
- Soil Born 25 year Anniversary Reel: Views: 18.1k, Reach: 11.8k
- Terra Madre FB Post: Views: 2.1k, Reach: 1.5k

High Performing Collaborations:

- Sacramento Children's Museum Reel by @sacramentoeatsfirst: Views: 15.6k
- Korean BBQ Reel by @gangnamavebbq: Views: 12.6k
- Rancho Cordova AI IG Post, @folsomtimes: Views: 15.5k