



PARTNERSHIP

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# Marketing Overview Report

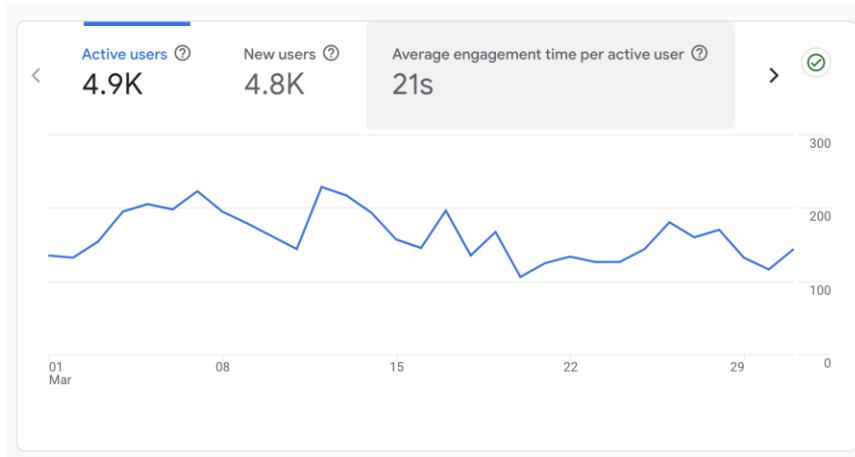
March 2026

Prepared by: **e|elevate**  
public relations & marketing



## Website Traffic

March 2026



Top queries ↑	↓ Clicks	Impressions
events in roseville this weekend	12	141
old town roseville	11	190
margo price roseville	11	77
downtown roseville partnership	11	15
roseville events this weekend	10	151
events in roseville today	10	123
food truck mania	10	84
downtown roseville events today	10	47
events in roseville	9	82
downtown roseville ca	9	57

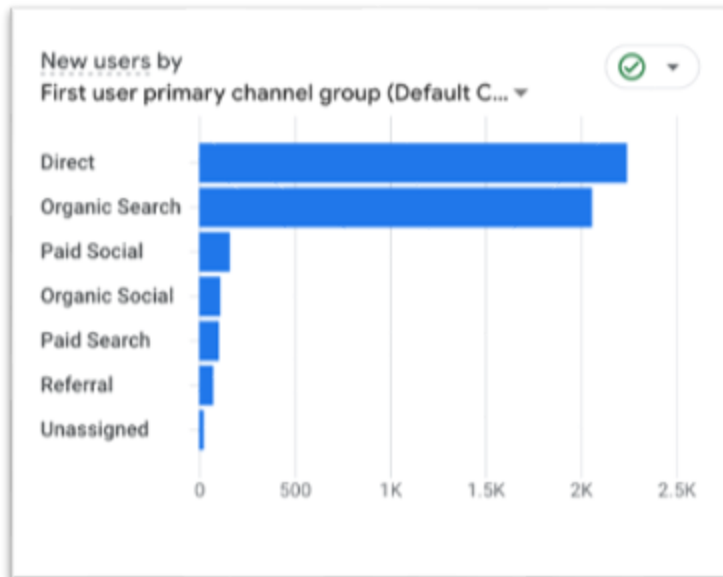
## Traffic Notes

- This period had **4.9K** users and **4.8K** new users, which was a **23.6% increase** compared to the previous year (**3.9K users**).
- The **Calendar** page had the greatest amount of traffic at **1,662 views**. The **Green & Clean Event** acquired **276 page views** and **The Big Boy events** acquired a total of **589 views** across both days.
- **Organic traffic** sources accounted for the most traffic this month at **47.26% of sessions (2,665 of 5,639 sessions)**. Second was **direct traffic** at **41.2% of traffic (2,323 of 5,639 sessions)**.
- Most organic searches were once again relevant to events in Downtown Roseville or Roseville.

## Website Traffic

March 2026

## Acquisition Sources

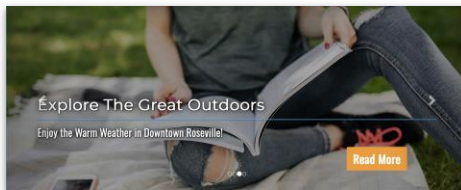


Sessions by  
Session primary channel group ... ▼

SESSION PRIMARY CHAN...	SESSIONS
Organic Search	2.7K
Direct	2.3K
Paid Social	169
Organic Social	130
Paid Search	130
Referral	114
Unassigned	33

### Website Updates – Home Page Slider

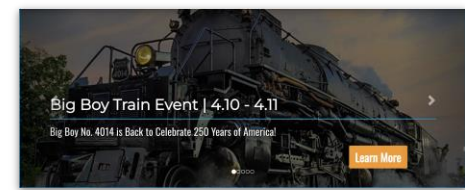
#### Blog Article Feature (Spring Outdoor Activities)



#### St. Patrick's Day



#### Big Boy Event



Also updated/added the following:

- News
- Agendas/Minutes/ Board Packet
- Events
- Answered Contact Form submissions

March 2026

## March Blog

The March blog “**Best Outdoor Spots to Enjoy Spring in Downtown Roseville**” was published on **March 11th**.

It has a total of **117 pageviews** as of the day of this report (**April 15th**).

- **35.04%** of pageviews came from social media
- **28.20%** of pageviews came from organic search
- **21.4%** of pageviews came from direct sources
- **15.38%** of pageviews came from the newsletter

## Best Outdoor Spots to Enjoy Spring in Downtown Roseville

Last Updated 4/8/2026 • Posted in Information, Businesses, & Events

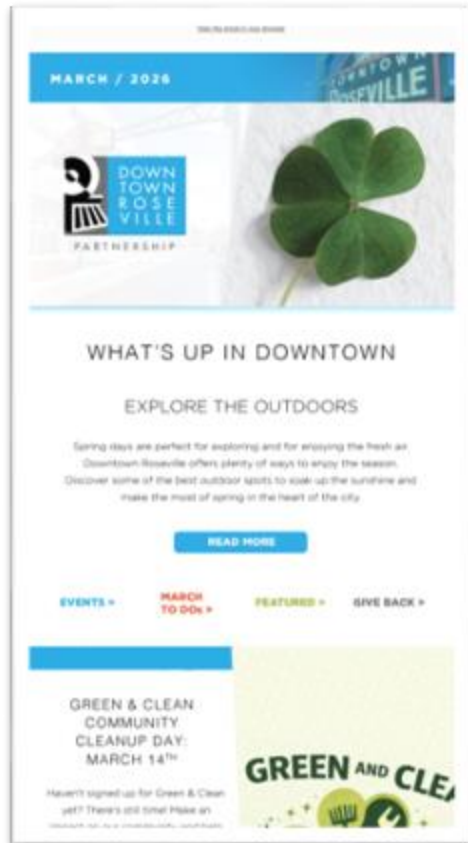


Spring is one of the best times of year to explore Downtown Roseville. With warmer weather, blooming trees, and longer days, it's the perfect season to spend time outside while enjoying everything our historic downtown district has to offer.

Whether you're grabbing coffee with friends, taking the kids to the park, or enjoying a relaxed

March 2026

## March Eblast Highlights



### March 2026 Newsletter

Open Rate: **40.8%**

Click Rate: **4.2%**

### Entertainment/Events Industry


Average Open Rate: **20.41%**


Average Click Rate: **2.19%**


Contacts: **2,188 (for March 2026)**


## March 2026





**Posts**  
 Previous month: 21     **23**


**Posts**  
 Previous month: 23     **21**


**Posts**  
 Previous month: 19     **19**

**Followers**  
 34,211 Previous month: 34,182  
 Increase: 0.08% 


**Followers**  
 8,031 Previous month: 7,829  
 Increase: 2.6% 

**Followers**  
 597 Previous month: 596  
 Increase: 0.2% 

**Interactions**  
 Previous month: 4,221  
 Decrease: 78%     **928**

**Interactions**  
 Previous month: 2,955  
 Increase: 127%     **6,704**

**Interactions**  
 Previous month: 5  
 Decrease: 80%     **1**

**Reach**  
 168,161 Previous month: 468,583  
 Decrease: 64% 

## Highlights - Most Engagement

March 2026

**Go Downtown Roseville** is at Th...  
Published by Geneveve Lynn ·  
March 29 at 9:18 AM · Roseville ·


Have you visited [The Grab Lab](#) yet? 🤖 🧑‍🎓 ✨

Roseville's premier clawcade lounge is now open at 10 S. Grant Street in Downtown Roseville!

Turn your cash into coins, then try your luck at 20+ claw machines.

They're open for walk-ins Wednesday through Friday, available by reservation Saturday and Sunday, and also offer full space rentals for birthday parties and special events.


Come check out the fun with vibrant, LED-lit vibes!  
[#GoDowntownRoseville](#)



👍 71    💬 38    ➦ 11    ❤️

**Go Downtown Roseville** is at Ve...  
Published by Geneveve Lynn ·  
March 10 · Roseville ·

The first Vernon Street Food Truck Mania of 2026 is this Thursday, March 12! 🍷... [See more](#)



👍 94    💬 15    ➦ 10    ❤️

**Go Downtown Roseville**  
Published by Geneveve Lynn ·  
March 12 ·

Update on Big Boy No. 4014's visit! 🚂

The world's largest steam locomotive, Big Boy No. 4014, will be on viewing display:

- 📅 April 10 | 1 to 5 p.m.
- 📅 April 11 | 9 a.m. to 3 p.m.

📍 375 Atlantic St. Roseville, CA

Make a day of it on April 11 with a Maker's Market and live music at Vernon Street Town Square from 9 a.m. to 3 p.m., thanks to [City of Roseville, California Government!](#) 🎵

While you're here, explore Downtown Roseville's shops, restaurants, and drink spots! Our directory at [godowntownroseville.com](https://www.roseville.ca.us/cms/one.aspx?pageId=20337580...) is a great way to see what's in the area.

For more event info, visit:  
<https://www.roseville.ca.us/cms/one.aspx?pageId=20337580...>  
[#GoDowntownRoseville](#)



👍 79    💬 11    ➦ 41    ❤️

## Highlights - Most Engagement

March 2026



**godowntownroseville**

**godowntownroseville** 4w  
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[View insights](#) [Boost post](#)

👍 391 🗨️ 7 🔄 9 🚩

March 12

[Add a comment...](#)



**godowntownroseville and grab\_lab\_roseville**  
The Grab Lab

**godowntownroseville** 2w  
NOW OPEN: @grab\_lab\_roseville 🎮 🎁

Roseville's premier clawcade lounge is now open at 10 S. Grant Street in Downtown Roseville!

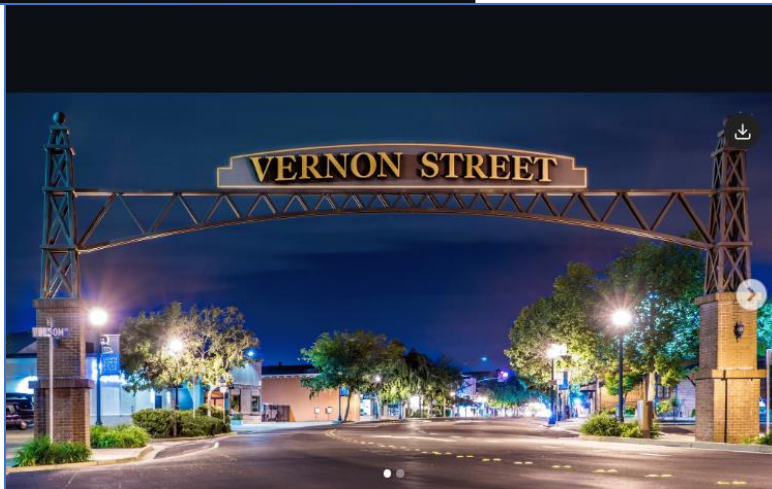
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[View insights](#) [Boost post](#)

👍 174 🗨️ 9 🔄 3 🚩

March 29



**godowntownroseville**  
Go Downtown Roseville

**godowntownroseville** 2w  
🚧 Atlantic/Vernon Street Traffic Improvements Project Update 🚧

Heads up, Downtown Roseville! Night work is happening this week from 9 p.m. to 5 a.m. due to high daytime traffic volumes.

The Atlantic/Vernon Street S-curve

[View insights](#) [Boost post](#)

👍 47 🗨️ 2 🔄 🚩

March 26

# Highlights - Most Engagement

March 2026

**Go Downtown Roseville**  
@GoDowntownRsvl

THANK YOU to everyone who volunteered at last Saturday's Green & Clean Community Cleanup Day! Over 100 volunteers came together to clean up the District, Royer Park, and the creek. Our Downtown is looking cleaner than ever thanks to this incredible community. ❤️



6:00 PM · Mar 18, 2026 · 36 Views


**Go Downtown Roseville**  
@GoDowntownRsvl

Out and about! DRP board members attended Choose Folsom's HER Conference last Friday. The event highlighted women leaders and conversations around entrepreneurship, leadership, and whole-person health. Thank you to Folsom Chamber for organizing this amazing event!



**Go Downtown Roseville**  
@GoDowntownRsvl

Looking for a way to celebrate National Cocktail Day? 🍹🍸 Head into The Trax Roseville for a craft cocktail and a great downtown experience!



11:30 AM · Mar 24, 2026 · 27 Views

March 2026

### Google Ad Campaign Results

**990**

Impressions

**132**

Visits to Website

**13.33%**

Click Thru Rate

### Facebook Ad Campaign Results

**3,334**

Impressions

**3,324**

Reach

**29**

Page Likes

**6,875**

Impressions

**4,554**

Reach

**169**

Link Clicks

**4,212**

Impressions

**1,976**

Reach

**27**

Event Responses