DOWN TOWN ROSE VILLE

PARTNERSHIP

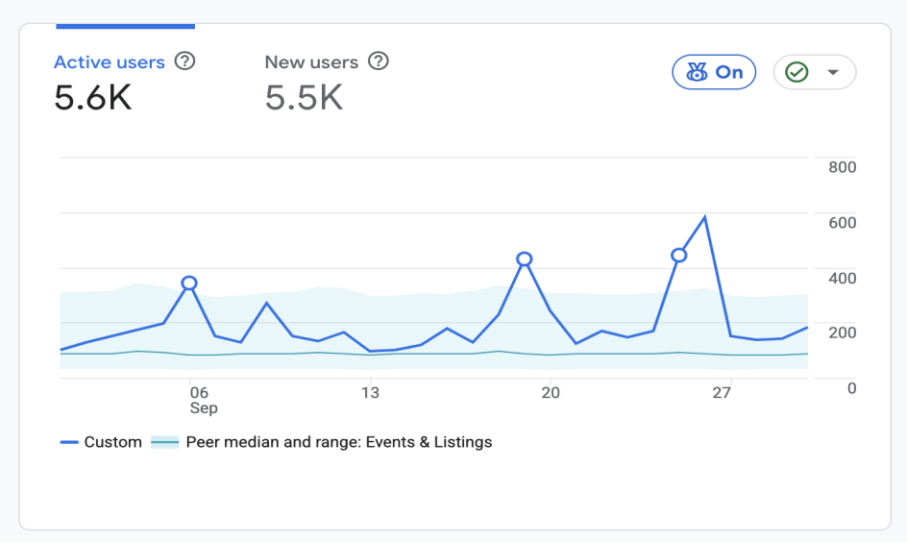
Marketing Overview Report

September 2026

Prepared by: elevate public relations & marketing

Website Traffic

September 2026



Top queries	Clicks	Impressions
romanian festival roseville	101	1,425
downtown roseville events	97	157
downtown roseville	72	538
romanian festival 2026	51	261
roseville events	44	286
romanian festival roseville 2026	40	236
roseville events today	35	212
downtown roseville events today	33	132
vernon street town square	32	494
romanian festival	31	150

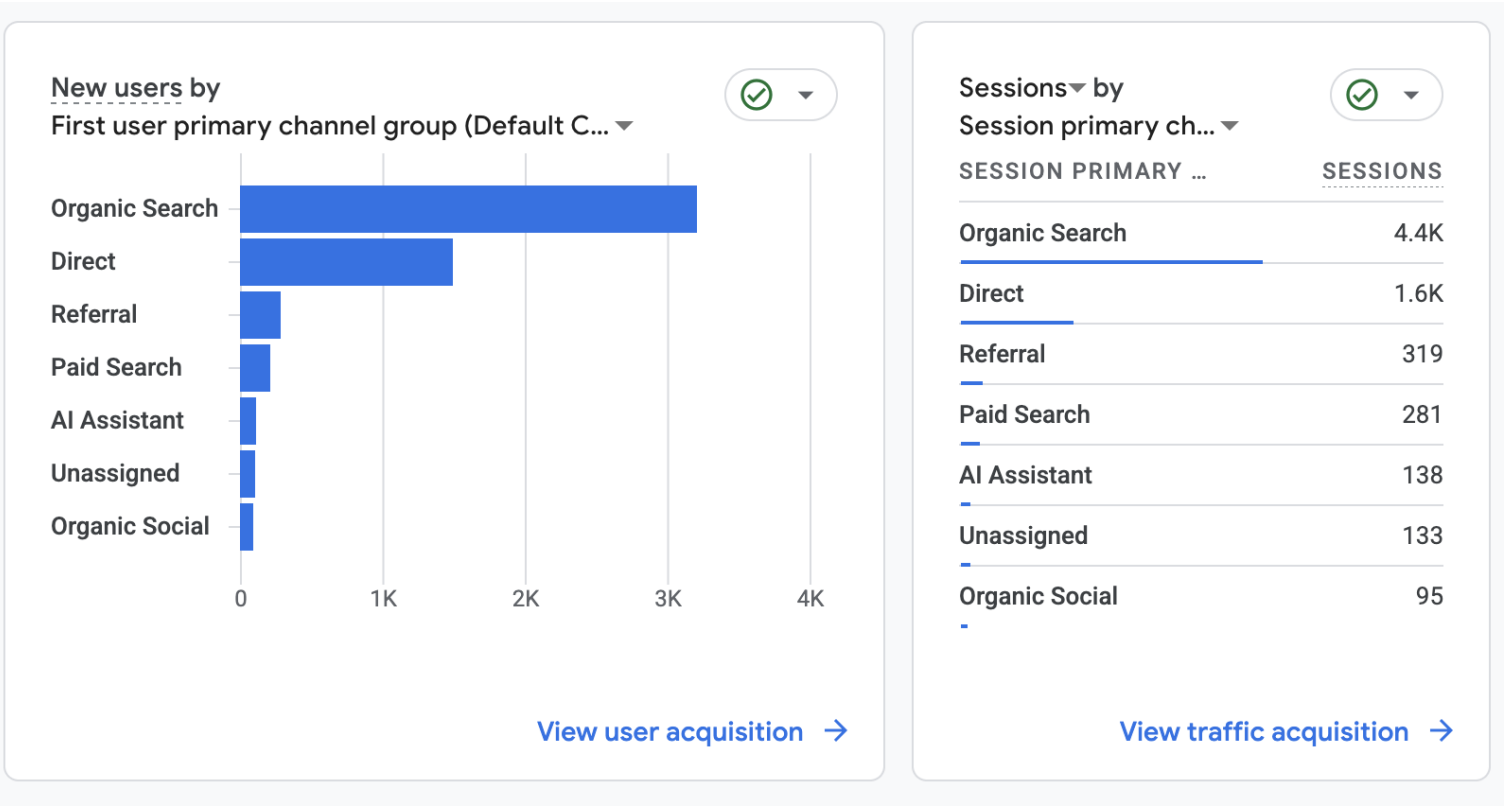
Traffic Notes

- This month had **5.6K active** users and **5.5K** new users, which was an increase of about **+17%** in active users and **+20%** in new users. The previous year had **4.8K** active users and **4.6K** new users.
- The **Calendar** page had the greatest amount of traffic at **2,204 views**. The **Romanian Festival** had **564 views**, it was the event with the most views.
- **Organic traffic** sources accounted for the most traffic this month at **62.37% of sessions (4,390 of 7,039 sessions).** Second was **direct traffic** at **23.16%** of traffic **(1,630 of 7,039 sessions)**.
- **4 of the top 10 organic search terms** were relevant to the **Romanian Festival,** with a **total of over 250 searches.**

Website Traffic

September 2026

Acquisition Sources



Website Updates

September 2026

Website Updates – Home Page Slider

Blog Article Feature
(Fall Happenings)



Fall Family Fest



James & the Giant Peach



Oktoberfest



Romanian Festival



Culinary Showcase



Also updated/added the following:

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

Website Updates

September 2026

September Blog

The September blog **"Taking in the Fall Vibes in Downtown Roseville"** was published on **September 15th**.

It has a total of **199 pageviews** as of the day of this report (**October 14th**).

- **38.19%** of pageviews came from organic search
- **19.1%** of pageviews came from other direct sources
- **15.08%** of pageviews came from social media
- **12.56%** of pageviews came from the Newsbreak app
- **7.04%** of pageviews came from the newsletter



Taking in the Fall Vibes in Downtown Roseville

Fall Specials at The Fig Tree Coffee

Email Marketing

September 2026

September Eblast Highlights



September 2026 Newsletter
Open Rate: 42.8%
Click Rate: 4.7%

Entertainment/Events Industry

Average Open Rate: 20.41%
Average Click Rate: 2.19%
Contacts: 2,267 (for September 2026)

Social Media

Sept 2026

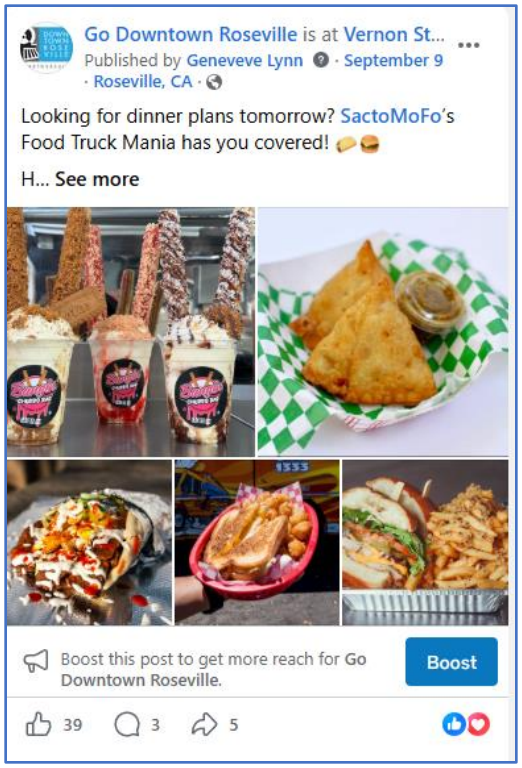
Facebook	Instagram	X
Posts: 20 (Previous month: 19)	Posts: 20 (Previous month: 19)	Posts: 19 (Previous month: 17)
Followers: 36,060 (Previous month: 35,948, Increase: 0.3%)	Followers: 8,753 (Previous month: 8,668, Increase: 2.2%)	Followers: 613 (Previous month: 607, Increase: 1%)
Interactions: 1,122 (Previous month: 905, Increase: 30%)	Interactions: 1,455 (Previous month: 1,198, Increase: 24.7%)	Interactions: 10 (Previous month: 6, Increase: 66.7%)
Reach: 267,967 (Previous month: 181,133, Increase: 53.2%)		

Highlights - Most Engagement

September 2026



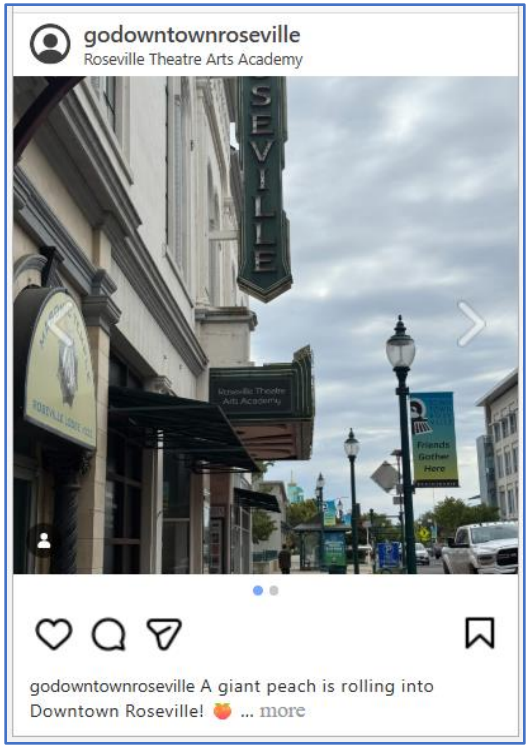


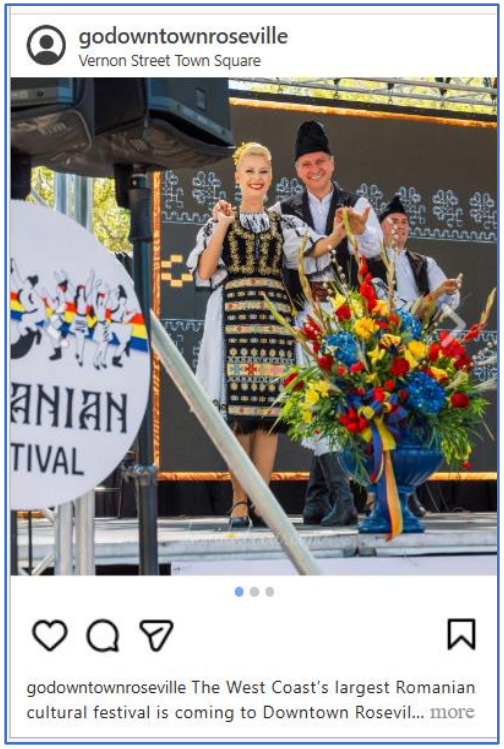


Instagram

Highlights - Most Engagement

September 2026







Highlights - Most Engagement

September 2026

Go Downtown Roseville
@GoDowntownRsvl

Your weekly reminder to grab a coffee and catch some live music at Fig Tree. ☕🎶

Check out this week's schedule and make a stop downtown!



7:30 PM · Sep 16, 2026 · **60** Views

Go Downtown Roseville
@GoDowntownRsvl

Ready to get into the fall spirit? 🍂From Oktoberfest celebrations and fall events to cozy coffee stops, local shopping and autumn flavors, there are plenty of ways to embrace the season in Downtown Roseville.



godowntownroseville.com
Taking in the Fall Vibes in Downtown Roseville
Downtown Roseville is embracing all things fall! From festive Oktoberfest celebrations and family-friendly fall ...

4:44 PM · Sep 19, 2026 · **75** Views

Go Downtown Roseville
@GoDowntownRsvl

It's FriYay! 🎃👻 Head to Downtown Roseville tonight for the Friday Night Market at Vernon Street Town Square from 5–9 p.m.

Shop local makers, find some Halloween goodies, grab a bite and enjoy music, face painting and more.



4:06 PM · Sep 25, 2026 · **61** Views

elevate

Advertising | Google & Facebook

September 2026

Google Ad Campaign Results

1,196	245	20.48%
Impressions	Visits to Website	Click Thru Rate

Facebook Ad Campaign Results

12,425	9,872	447
Impressions	Reach	Page Visits