



PARTNERSHIP

Marketing Overview Report

March 2023

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

Website Traffic

March 2023



Traffic Highlights

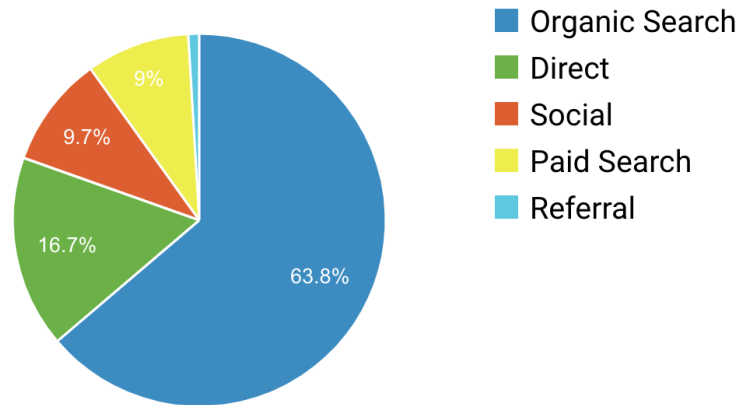
- When compared to the previous month, **users increased +48.41%** (from 1,256 to 1,864), **new users +48.13%** (from 1,228 to 1,819), **sessions +48.28%** (from 1,454 to 2,156), and **pageviews +43.69%** (from 3,124 to 4,489).
- There were small increases when compared to the previous year in **users +10.36%** (from 1,689 to 1,864), **new users +11.19%** (from 1,636 to 1,819), and **sessions +7.85%** (from 1,999 to 2,156).
- The most-viewed page was the calendar page with **775 pageviews**.
- Organic traffic sources accounted for the most traffic this month at **63.8% (1,202 users)**.
- The most traffic occurred on **March 16th** with **143** users.

Website Traffic

March 2023

Acquisition Sources

Top Channels



March 2023

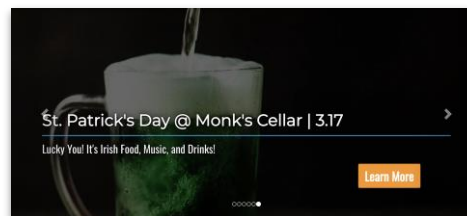
Website Updates

Home Page Slider

Taqueria Los Cantaritos



St. Patrick's Day



Wine Down Wednesday



Also updated/added the following:

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

March 2023

March Blog

The March blog “Feeling Lucky? Things to do in March for St. Patrick's Day” was published on March 8th and generated **275 page views** as of the day this report was completed (April 13th).

- **41%** of pageviews came from social media
- **28.7%** of pageviews came from organic traffic through search engines
- **15.6%** of pageviews came from the newsletter

Feeling Lucky? Things to do in Downtown Roseville for St. Patrick's Day

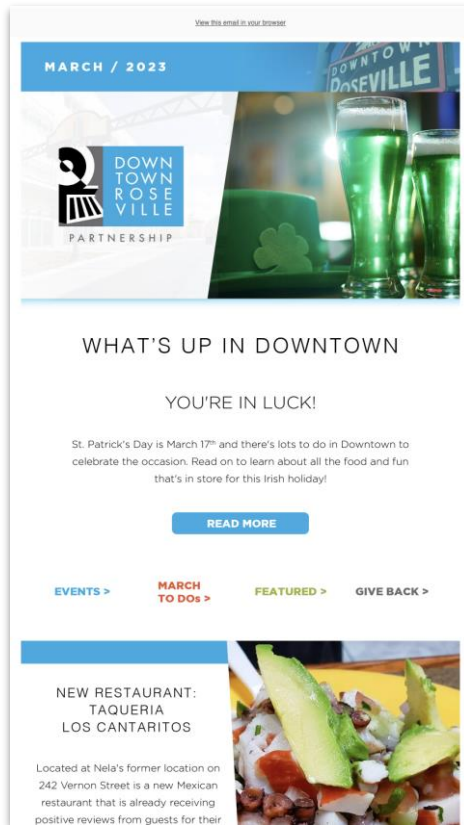
In Information, Businesses, & Events



St. Patrick's Day, originally a religious Irish holiday, is now celebrated annually by Americans of all ethnicities. It's without a doubt the most prominent holiday in March. You'll see many places decked out in green and gold and symbols of good luck scattered across the country to represent the luck of the Irish. See how you can celebrate St. Patrick's Day in Downtown Roseville!

March 2023

March Eblast Highlights



March E-newsletter

Open Rate: 53.3%

Click Rate: 10.1%

Entertainment/Events Industry

Average Open Rate: 20.41%

Average Click Rate: 2.19%

Contacts: 1,550 (for March)

March 2023



Posts

Previous month: 29

26



Posts

Previous month: 26

23



Posts

Previous month: 35

27

19,061

Page Likes

Previous month: 18,730
Increase: 1.8%



5,027

Followers

Previous month: 4,962
Increase: 1.3%



472

Followers

Previous month: 469
Increase: 0.6%



Post Engaged Users

Previous month: 2,900
Decrease: 25.6%

2,172



Engagement

Previous month: 991
Increase: 19.2%

1,182



Engagement

Previous month: 29
Decrease: 13.8%

25

62,309

Reach

Previous month: 71,219
Decrease: 13.4%



1,350

Total Tweet Impressions

Previous month: 2,191
Decrease: 38.4%



March 2023

Highlights - Most Engagement

Go Downtown Roseville is at Vernon Street Town Square.

Published by Sarah Hodson · March 15 · Roseville · 🌐

WINE DOWN WEDNESDAY returns on April 19! 🍷

Bring your friends down to Vernon Street Town Square to listen to great tunes and taste a variety of local wines.

The \$12 entrance fee is good for five 1oz tasting tickets. Bring the 2023 seasonal souvenir glass back to each event for an additional 1oz tasting. 5oz pour of wine also available for \$5.

Every Wednesday April 19 to May 25, 5:30 to 7:30 p.m.

[#GoDowntownRoseville](#)



See insights and ads

👍❤️ 90

30 comments

Go Downtown Roseville

Published by Hootsuite · March 31 at 12:01 PM · 🌐

Kick off your weekend with delicious Mexican food! Dine at newly opened **Taqueria Los Cantaritos** located at 242 Vernon Street.

Open daily, 8 a.m. to 9 p.m.

👤 Reena S. & Randy M. on Yelp

[#GoDowntownRoseville](#)



See insights and ads

👍❤️ 78

11 comments 13 shares

Go Downtown Roseville

Published by Genevieve Lynn · March 29 at 1:37 PM · 🌐

Congratulations, **The Monk's Cellar** 🏆🍷



The Monk's Cellar Brewery & Public House

March 29 at 12:36 PM · 🌐

Help us congratulate the Brewery Team, here at Monk's, for winning two medals (1 Gold & 1 Bronze) at the Brewers Cup of California. The largest commercial beer competition in the state. With more than 1,400 beers entered in 2023 to win one medal, let alone two, is a huge honor. And congratulations to the **Sacramento Area Brewer's Guild** for winning "Guild of the Year" and hosting such a great event.

🏆 Gold - Biere Blanche (Belgian Wit)

🏆 Bronze - Crooked Bridge ESB

Full list of this year's winners: <https://brewerscupofca.com/2023-winners/>

No insights to show 🌐

Boost a post

👍❤️ 62

2 comments 5 shares

Highlights - Most Engagement

March 2023



Highlights - Most Engagement

 **Go Downtown Roseville**
@GoDowntownRsvl

Celebrate St. Patrick's Day with these fun events and delicious places to eat! There's something for everyone to enjoy! 🍀

 godowntownroseville.com
Feeling Lucky? Things to do in Downtown Roseville for St. ...
St. Patrick's Day , originally a religious Irish holiday, is now celebrated annually by Americans of all ethnicities. It's ...

5:05 PM · Mar 16, 2023 · 29 Views

 View Tweet analytics


  


 **Go Downtown Roseville**
@GoDowntownRsvl

Secure your May dining reservations at Daniello's! 🍴 Daniello's offers a unique and elegant dining experience complete with a multi-course chef's tasting menu. Guests are served in a community-style seating environment.
ow.ly/BvLA50N8s0T





4:00 PM · Mar 3, 2023 · 34 Views

 View Tweet analytics 

 **Go Downtown Roseville**
@GoDowntownRsvl

Did you catch @themonkscellar with some good news on @GoodDaySac? 📺



 **The Monk's Cellar**
ROSEVILLE
TRAFFIC US-50 E I-5 CONNECTOR NEAR US-50 E I-5 N CONNECTOR - COLLISION - NO INJURIES
GoodDay 10:25 45M

cbsnews.com
Monk's Cellar
Monk's Cellar, known for its huge beer selection and amazing food menu, is now open for brunch!

12:00 PM · Mar 4, 2023 · 26 Views

March 2023

Google Ad Campaign Results

3,107

Impressions

193

Visits to Website

6.21%

Click Thru Rate

Facebook Campaign Results

54,601

Impressions

24,384

Reach

377

Results
(\$0.54/per new follower)