



PARTNERSHIP

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# Marketing Overview Report

May 2023

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

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## Website Traffic

May 2023



## Traffic Highlights

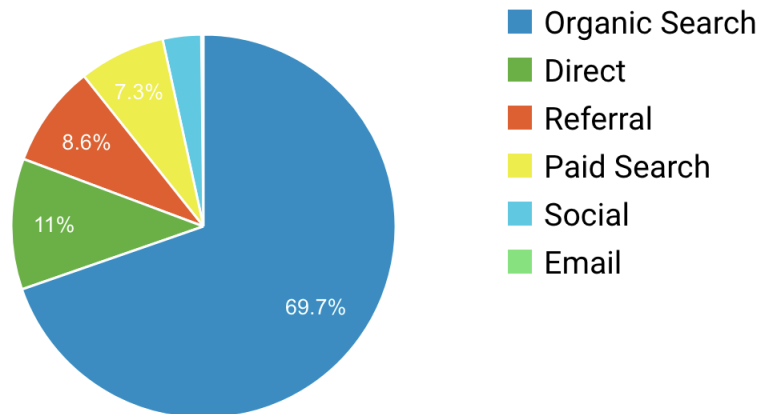
- When compared to the previous month, **users increased +25.96%** (from 2,535 to 3,193), **new users +25.78%** (from 2,467 to 3,103), **sessions +33.28%** (from 2,930 to 3,905), and **pageviews +24.30%** (from 6,100 to 7,582).
- The most-viewed page was the calendar page with **1,248 pageviews**.
- Organic traffic sources accounted for the most traffic this month at **69.7% (2,261 users)**.
- The most traffic occurred on **May 11th with 250 users**.

## Website Traffic

May 2023

## Acquisition Sources

Top Channels



May 2023

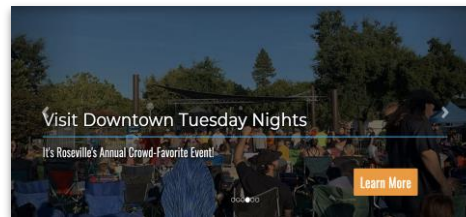
## Website Updates

### Home Page Slider

#### Bike Fest



#### Downtown Tuesday Nights



#### Chalk Your Walk



#### Friday Flicks



Also updated/added the following:

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

May 2023

## May Blog

The May blog “How to Travel Smart and Enjoy Your Vacation” was published on May 11th and generated **56 page views** as of the day this report was completed (June 21st).

- **33.9%** of pageviews came from the newsletter
- **25%** of pageviews came from organic traffic through search engines
- **19.6%** of pageviews came from social media

### How to Travel Smart and Enjoy Your Vacation

Last Updated 5/15/2023 • in Information, Businesses, & Events

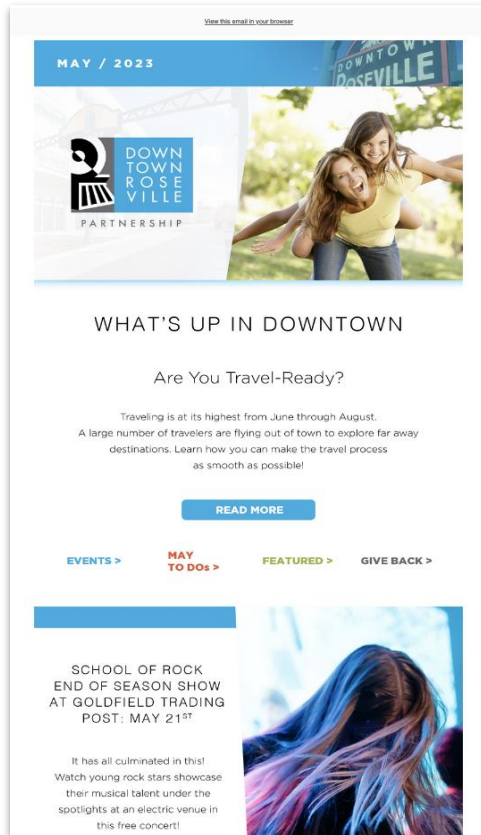


It's travel season! Are you excited about your upcoming trip? Thinking about the clear blue waters and warm sandy beaches of Hawaii? The splendor of the Eiffel Tower? Unfortunately, since a teleportation device or hyper speed plane has not been invented yet, we must deal with the “getting there” part which can be quite overwhelming. Here are some tips on how you can prepare for your trip and become a savvy traveler!

**DON'T FORGET YOUR TRAVEL DOCUMENTS (AND KEEP THEM UP-TO-DATE!)**

May 2023

## May Eblast Highlights



### May E-newsletter

Open Rate: 52.5%

Click Rate: 9.0%

### Entertainment/Events Industry

Average Open Rate: 20.41%

Average Click Rate: 2.19%

Contacts: 1,599 (for May)

## May 2023



Posts

Previous month: 25

33



Posts

Previous month: 23

33



Posts

Previous month: 25

34

19,714

Page Likes

Previous month: 19,395  
Increase: 1.6%



5,169

Followers

Previous month: 5,091  
Increase: 1.5%



483

Followers

Previous month: 479  
Increase: 0.8%



Post Engaged Users

Previous month: 2,167  
Increase: 139%

5,183



Engagement

Previous month: 1,187  
Increase: 36%

1,613



Engagement

Previous month: 17  
Increase: 29.4%

22

109,941

Reach

Previous month: 67,471  
Increase: 63%



1,328

Total Tweet Impressions

Previous month: 1,896  
Decrease: 30%





## Highlights - Most Engagement

May 2023

**Go Downtown Roseville is at Vernon Street Town Square.**  
May 15 · Roseville · 📍

One of Downtown Roseville's favorite events returns NEXT MONTH! Get excited for Downtown Tuesday Nights! Join the community for awesome live music, delicious food and guest chefs, street merchants and vendors, classic car show and much more.

📅 June 6-July 25 📅  
Every Tuesday except July 4!  
5:30-9:00 p.m. on Vernon Street  
Roseville's Downtown Tuesday Nights  
[#GoDowntownRoseville](#)




👍 Boost this post to reach up to 600 more people if you spend \$14.

234 59 comments 58 shares

**Go Downtown Roseville is at Go Downtown Roseville.**  
May 22 at 5:12 PM · Roseville · 📍

June, July and August are packed with an exciting lineup of events coming to Downtown Roseville! Be sure to mark your calendars - many are happening in Downtown City of Roseville, California Government Roseville Parks, Recreation, & Events  
[#GoDowntownRoseville](#)



### CITY OF ROSEVILLE UPCOMING EVENTS

JUNE		JULY	
03	BikeFEST	04	4th Of July Fun Run *
06	Tot Tuesday On The Square	04	4th Of July Parade
08	Food Truck Mania	04	4th Of July Roper Park Activities
09	Campfires *	04	4th Of July Fireworks
10	Chalk Your Walk	09	Friends Of The Roseville Public Library Used Book Sales
10	Farm2You: Farm Animals	13	Food Truck Mania
13	Tot Tuesday On The Square	14	Campfires *
17	Concerts On The Square	15	Placer Ume Talko: Talko Drums
20	Tot Tuesday On The Square	15	Concerts On The Square
24	STEAM On The Square *		
24	Top Class Magic: Magic Show		
27	Tot Tuesday On The Square		

**AUGUST**

05	Community Picnic	06	Food Truck Mania
10	Campfires *	11	Concerts On The Square
19	Concerts On The Square	19	Superhero Pre-Party *

**LOCATIONS**

- DIAMOND OAKS GOLF COURSE
- RAIDOU REGIONAL PARK
- WILSON PARK
- MIKE SHELLITO INDOOR POOL
- WOODCREEK GOLF CLUB

**TRAIL-A-BRATION**  
MAY 29 - AUGUST 5  
[roseville.ca.us/trailabration](#)

\* = Registration or Fee Required

For more event information and specific locations visit:  
[roseville.ca.us/events](#)

👍 Boost this post to reach up to 600 more people if you spend \$14.

111 12 comments 56 shares

**Go Downtown Roseville is with Rappé Family Vineyards and Roseville Parks, Recreation, & Events at Vernon Street Town Square.**  
May 17 · Roseville · 📍

Wine Down Wednesday continues! 🍷🎵  
Grab your friends and head to Vernon Street Town Square to taste local wines, indulge in food truck eats and listen to live music!

This evenings purveyors include: PaZa Estate Winery, Rappé Family Vineyards, Mount Saint Joseph Wines, Crystal Basin Cellars, Bonitata Boutique Wine and LoneBuffalo Vineyards. B-Side the Band will be playing rock, soul, and R&B covers from the 60s to now!

🕒 5:30-7:30 p.m.  
Check out [roseville.ca.us/events](#) for more details.  
[#GoDowntownRoseville](#)



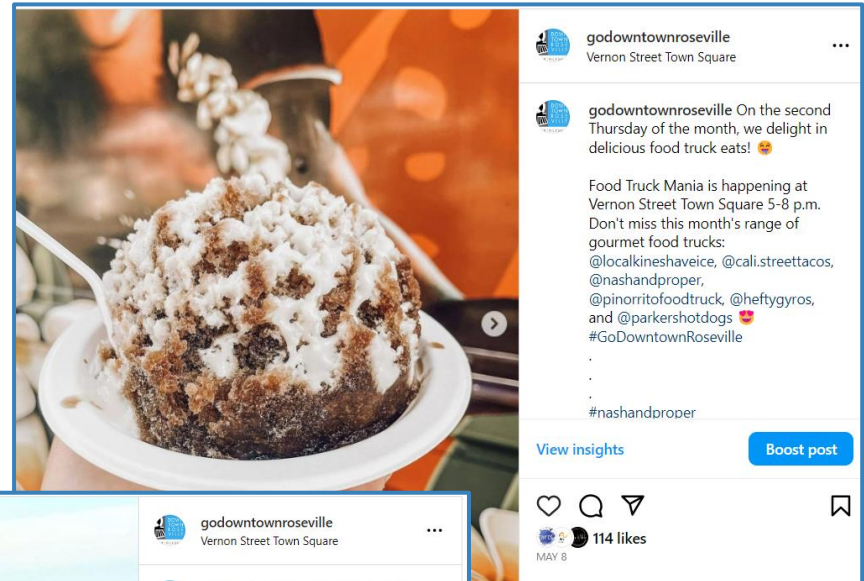

👍 Boost this post to reach up to 600 more people if you spend \$14.

You and 70 others 19 comments 14 shares



May 2023

## Highlights - Most Engagement



# Highlights - Most Engagement

**May 2023**

**Go Downtown Roseville**  
@GoDowntownRsvl

Downtown Roseville's @themonkscellar made the list! 🍷

**Sacramento Top 10** @SacramentoTop10 · May 14  
🍷 Thirsty for local beer? Discover @sacramentotop10's top picks for breweries and brewpubs in #Sacramento. #GetListed #SacramentoTop10 #SacramentoRestaurants mtr.cool/atrkfjrhdy

3:39 PM · May 15, 2023 · 31 Views

**Go Downtown Roseville**  
@GoDowntownRsvl

To all the amazing mothers out there, we thank you for all that you do! Happy Mother's Day! 🌸  
#GoDowntownRoseville



7:00 AM · May 14, 2023 · 26 Views

**Go Downtown Roseville**  
@GoDowntownRsvl

Get ready to mark your calendars because @cityofroseville has an exciting lineup of events coming your way for June, July and August! 📅  
#GoDowntownRoseville



**CITY OF ROSEVILLE  
UPCOMING EVENTS**

JUNE		JULY	
01	BikeFEST 9:00am-12:00pm	04	4th Of July Fun Run * 7:15am
06	Tot Tuesday On The Square 10:00-11:00am	04	4th Of July Parade 9:00am
08	Food Truck Mania 5:00-8:00pm	04	4th Of July Royer Park Activities 10:00am-1:00pm
09	Campfires * 7:30-8:30pm	04	4th Of July Fireworks 9:30pm
10	Chalk Your Walk 10:00am-12:00pm	04	4th Of July Fireworks 9:30pm
10	Farm2You: Farm Animals 10:00am-12:00pm	08	Friends Of The Roseville Public Library Used Book Sales 10:00am-3:00pm
13	Tot Tuesday On The Square 10:00-11:00am	13	Food Truck Mania 5:00-8:00pm
17	Concerts On The Square 7:30-9:30pm	14	Campfires * 7:30-8:30pm
20	Tot Tuesday On The Square 10:00-11:00am	15	Placer Ume Taiko: Taiko Drums 2:00-3:00pm
24	STEAM On The Square * 10:00am-12:00pm	15	Concerts On The Square 5:00-6:00pm
24	Top Class Magic: Magic Show 2:00-3:00pm		
27	Tot Tuesday On The Square 10:00-11:00am		

AUGUST	
01	Community Picnic 9:00am
10	Food Truck Mania 5:00-8:00pm
11	Campfires * 7:30-8:30pm
19	Concerts On The Square 5:30-7:30pm
18	Superhero Pre-Party * 6:30-7:30pm

**LOCATIONS**

- DIAMOND OAKS GOLF COURSE
- MAIDU REGIONAL PARK
- DOWNTOWN
- MIKE SHELLITO INDOOR POOL
- MAHANY PARK
- WOODCREEK GOLF CLUB

**TRAIL-A-BRATION**  
MAY 29 - AUGUST 5  
roseville.ca.us/trailabration

\* = Registration or Fee Required  
Updated 5/16/2023

For more event information and specific locations visit:  
roseville.ca.us/events

5:12 PM · May 22, 2023 · 44 Views

May 2023

### Google Ad Campaign Results

**4,398**

Impressions

**258**

Visits to Website

**5.87%**

Click Thru Rate

### Facebook Campaign Results

**48,734**

Impressions

**24,665**

Reach

**298**

Results  
(\$0.69/per new follower)