



# Marketing Overview Report

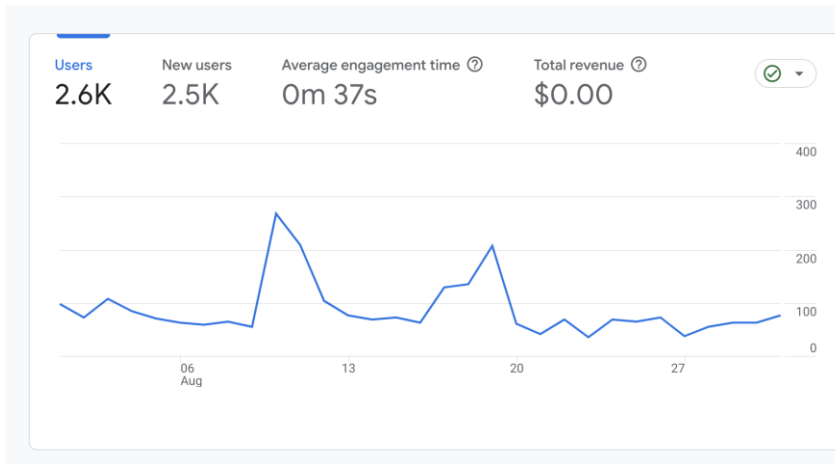
August 2023

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

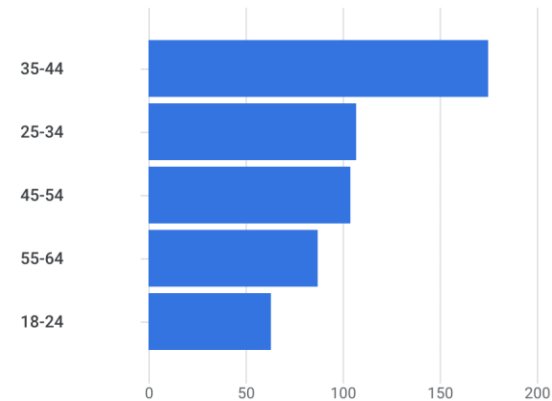
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## Website Traffic

August 2023



Users by Age



## Traffic Notes

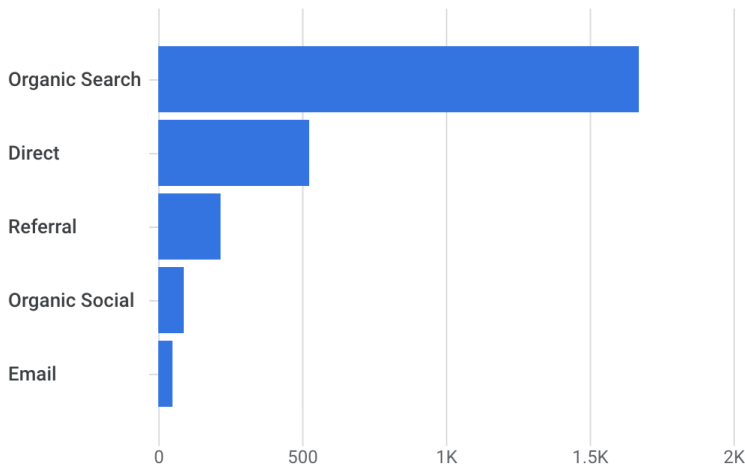
- We had **2.6k users** this month with **2.5k new users**.
- The calendar page had the greatest amount of traffic at **525 visitors and 902 views**. The home page had **464 visitors and 596 views**.
- The greatest number of search queries were "downtown roseville" (**210+ clicks**) and variations of the term "downtown roseville events" (**105+ clicks**).
- Organic traffic sources accounted for the most traffic this month at **64.56% of users**.
- Out of a sample size of 588 users, **29.77% (175 users)** were in the **35-44** age group.

## Website Traffic

August 2023

## Acquisition Sources

Users by Session default channel group



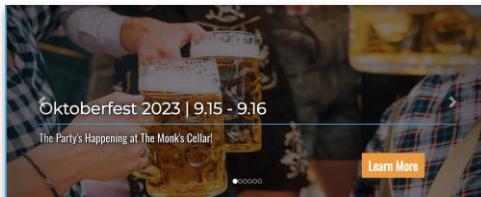
Session default channel group ▾ +		↓ Users	Sessions	Engaged sessions	Average engagement time per session
		100% of total	100% of total	100% of total	Avg 0%
1	Organic Search	1,672	2,100	1,233	0m 34s
2	Direct	526	621	226	0m 15s
3	Referral	217	298	149	0m 27s
4	Organic Social	88	102	52	0m 20s
5	Email	49	64	27	0m 43s
6	Paid Search	48	56	31	0m 37s
7	Unassigned	4	4	0	0m 23s

**August 2023**

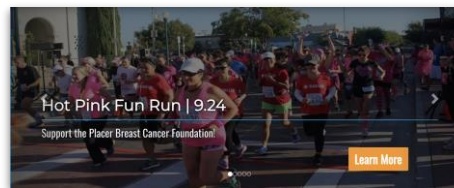
## Website Updates

### Home Page Slider

#### Oktoberfest @ Monk's



#### Hot Pink Fun Run 2023



#### Family Fest 2023



Also updated/added the following:

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

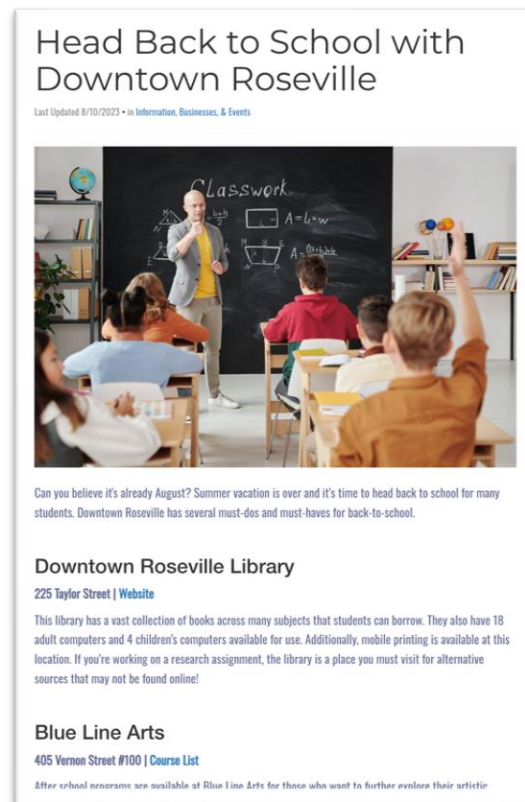
August 2023

## August Blog

The August blog “Head Back to School with Downtown Roseville” was published on **August 10th**.

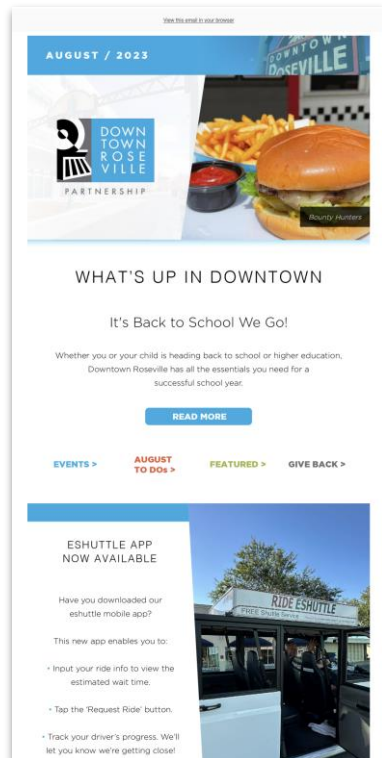
It had a total of **85** pageviews as of the day of this report (**September 20th**)

- **23.5%** of pageviews came from Google news referrals
- **22.35%** of pageviews came from the newsletter
- **10.59%** of pageviews came from organic search
- **9.4%** of pageviews came from social media



August 2023

## August Eblast Highlights



### August E-newsletter

Open Rate: 53.9%

Click Rate: 7.1%

### Entertainment/Events Industry

Average Open Rate: 20.41%


Average Click Rate: 2.19%

Contacts: 1,687 (for August)

## August 2023




Posts  
Previous month: 28 **29**

Page Likes  
20,734 Previous month: 20,456  
Increase: 1.4% 




Post Engaged Users  
Previous month: 2,897  
Decrease: 45.5% **1,580**

Reach  
58,940 Previous month: 89,989  
Decrease: 34.5% 



Posts  
Previous month: 26 **27**


Followers  
5,499 Previous month: 5,449  
Increase: 0.9% 



Engagement  
Previous month: 1,572  
Decrease: 47.6% **824**



Posts  
Previous month: 29 **27**

Followers  
510 Previous month: 500  
Increase: 2% 



Engagement  
Previous month: 62  
Decrease: 25.8% **46**

Total Tweet Impressions  
2,740 Previous month: 2,771  
Decrease: 1.1% 

## Highlights - Most Engagement

### August 2023

**Go Downtown Roseville is at Go Downtown Roseville.**  
Published by Sarah Hodson · August 29 at 9:00 AM · Roseville · 🌐

Have you taken our Ride E-Shuttle yet? 🚗

Use it to travel to Downtown Roseville from nearby neighborhoods, throughout Downtown or even between Downtown to Old Town! This FREE service is available Friday and Saturday evenings.

Hail a ride easily with our app designed specifically for Downtown Roseville. All you need to do is:

- Input your ride info to view the estimated wait time.
- Tap the 'Request Ride' button.
- Track your driver's progress. We'll let you know we're getting close!

Download it today by searching 'Ride EShuttle' in the app store.



👍 64      6 comments   9 shares

👍 Like      💬 Comment      ➦ Share


**Go Downtown Roseville is with Local Kine Shave Ice and 5 others at Vernon Street Town Square.**  
August 7 at 1:00 PM · Roseville · 🌐

Calling all the foodies! 🍴

FOOD TRUCK MANIA is Thursday, August 10 from 5-8 p.m. Don't miss the chance to indulge in delicious food truck eats from the following vendors:

- 🍦 Local Kine Shave Ice
- 🍖 Allen BBQ
- 🌮 California street tacos
- 🌯 Hefty Gyros
- 🐕 Parker's Hot Dogs of Santa Cruz
- 🍜 Kado's Asian Grill

Food trucks are located at 311 Vernon Street!  
#GoDowntownRoseville



👍 55      11 comments   11 shares

**Go Downtown Roseville is at Vernon Street Town Square.**  
August 1 · Roseville · 🌐

Save the date for some family fun on Friday, August 18! [Roseville Parks, Recreation, & Events](#) is showing DC League of Super-Pets (PG) in Vernon Street Town Square. Movie is free and begins at 7:30 p.m. Don't forget to bring a blanket or chair! #GoDowntownRoseville

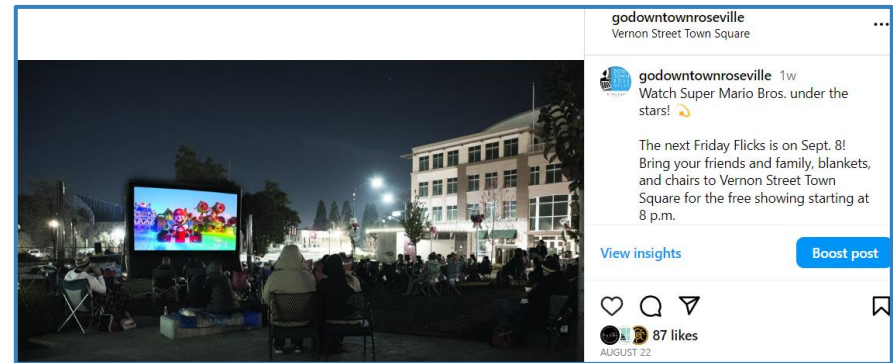


👍 52      6 comments   8 shares



## Highlights - Most Engagement

August 2023



## Highlights - Most Engagement


August 2023

**Go Downtown Roseville**  
@GoDowntownRsvl

Promote ...

Want free drip coffee from The Fig Tree Roseville for life? ☕ Enroll in their membership program! ✨

Learn more at [figtreecoffee.com/replanting](https://figtreecoffee.com/replanting)  
#GoDowntownRoseville



3:30 PM · Aug 15, 2023 · 38 Views


View post analytics

1 Like

**Go Downtown Roseville**  
@GoDowntownRsvl

Promote ...

Here's your sign to change up your work routine and utilize the drop-in coworking space at Roseville Venture Lab! Use the space at no cost, Monday through Friday from 9 a.m. to 5 p.m. Days/times may vary. Be sure to check their calendar before heading in!  
[ow.ly/yaX350PwV89](https://ow.ly/yaX350PwV89)



3:00 PM · Aug 10, 2023 · 47 Views


View post analytics

1 Like

**Go Downtown Roseville**  
@GoDowntownRsvl

Promote ...

Our Downtown Roseville EShuttle mobile app is LIVE! 🚗 Find out how to download and request a ride in our recent blog post. Traveling to Downtown Roseville and Old Town Roseville just got so much easier! ☀️



[godowntownroseville.com](https://godowntownroseville.com)  
Downtown Roseville EShuttle Mobile App Now Available  
Traveling on the Downtown Roseville EShuttle just got even better with our new mobile app. The easy-to-navigate ap...

6:00 PM · Aug 2, 2023 · 46 Views

View post analytics

1 Like

August 2023

### Google Ad Campaign Results

**484**

Impressions

**46**

Visits to Website

**9.50%**

Click Thru Rate

### Facebook Campaign Results

**36,963**

Impressions

**19,692**

Reach

**272**

Results  
(\$0.75/per new follower)