



PARTNERSHIP

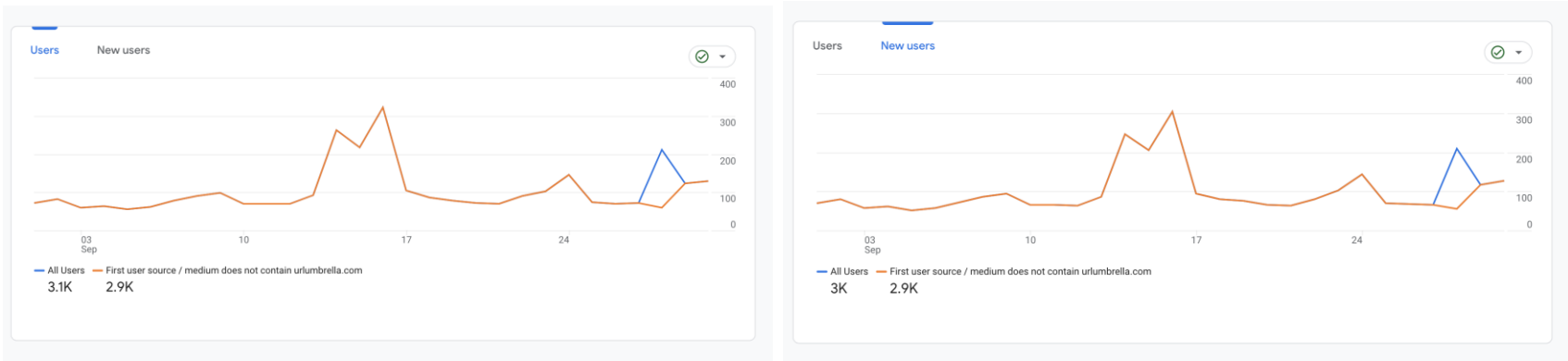
Marketing Overview Report

September 2023

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

Website Traffic

September 2023



Traffic Notes

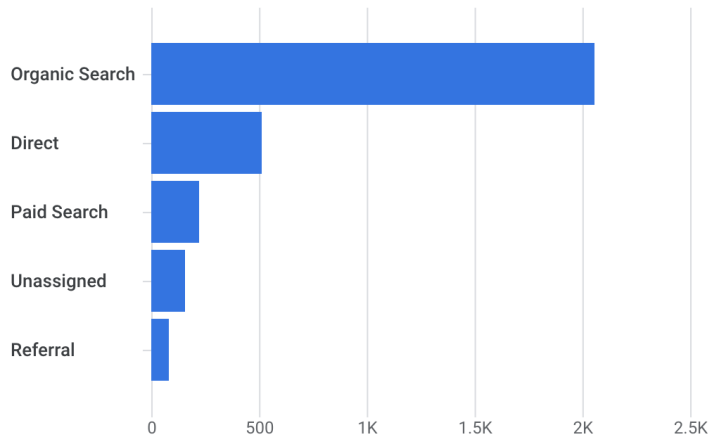
- We had **2.9k users** this month with **2.9k new users**. The amount of users increased **+11.5%** and new users, **+16%**. Please note the bot traffic (from urlumbrella.com) that was excluded from metrics in the figures shown above.
- The calendar page had the greatest amount of traffic at **997 views** followed by the **home page** at **502 views**. Please note referral bot traffic was excluded. If it was not excluded, the home page would have the highest amount of traffic with **5,122 views**.
- The greatest number of search queries were "downtown roseville" (**171+ clicks**) and variations of the term "downtown roseville events" (**169+ clicks**).
- Organic traffic sources accounted for the most traffic this month at **66.08% of users**.
- Out of a sample size of 628 users, **27.9% (175 users)** were in the **35-44 age group** and **22.5% (141 users)** were in the **25-34 age group**.

Website Traffic

September 2023

Acquisition Sources

Users by Session default channel group



Session default channel group ▾ +		↓ Users	Sessions	Engaged sessions	Average engagement time per session
		3,079 100% of total	3,575 100% of total	1,945 100% of total	0m 52s Avg 0%
1	Organic Search	2,057	2,549	1,438	0m 31s
2	Direct	511	617	227	0m 21s
3	Paid Search	221	263	182	0m 41s
4	Unassigned	157	5	0	4h 12m
5	Referral	82	115	52	0m 29s
6	Organic Social	71	81	50	0m 28s
7	Display	1	1	0	0m 03s

September 2023

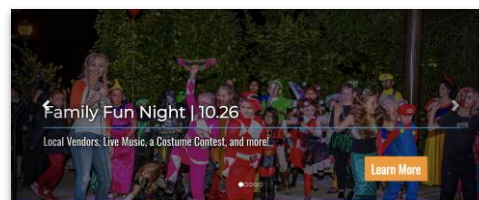
Website Updates

Home Page Slider

Farmer's Market



Family Fun Night



Sylvia Besana Parade



Turkey Trot



Also updated/added the following:

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

September 2023

September Blog

The September blog “Autumn is Falling in Downtown Roseville” was published on **September 14th**.

It had a total of **148 pageviews** as of the day of this report (**October 18th**)

- **31.8%** of pageviews came from Google news referrals
- **20.9%** of pageviews came from organic search
- **18.2%** of pageviews came from social media
- **12.2%** of pageviews came from the newsletter

Autumn is Falling in Downtown Roseville

Last Updated 9/15/2023 • in Information, Businesses, & Events



It's not officially fall yet (that's on September 23rd), but we are already seeing some beautiful transitions in Downtown Roseville. Our Downtown Roseville merchants are all prepared and ready to bring back your old fall favorites and introduce new ones!

[The Fig Tree Coffee](#) | 217 Vernon St

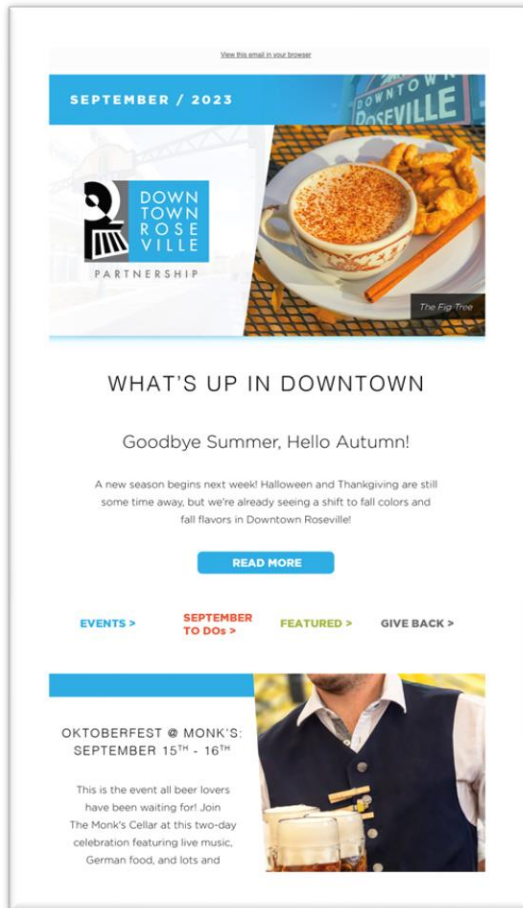
We can imagine the sweet and spicy smell of this cafe from miles away! They have recently introduced their seasonal specials including a Pumpkin Chai Latte, Maple Brown Sugar Latte, and Apple Crisp Steamer.

[Bartlett Flowers & Gifts](#) | 507 Vernon St

Brighten your day with a prearranged "Autumn Glory" bouquet or create a custom fall bouquet from this award-winning local florist! They offer delivery within the Roseville/Rocklin area (call for delivery outside this

September 2023

September Eblast Highlights



September E-newsletter

Open Rate: 43.9%

Click Rate: 5.5%

Entertainment/Events Industry

Average Open Rate: 20.41%


Average Click Rate: 2.19%

Contacts: 1,709 (for September)

September 2023




Posts
Previous month: 29 **28**

Page Likes
21,040 Previous month: 20,734
Increase: 1.5% 




Post Engaged Users
Previous month: 1,607
Decrease: 9.7% **1,451**

Reach
53,643 Previous month: 61,050
Decrease: 12.1% 



Posts
Previous month: 27 **24**


Followers
5,540 Previous month: 5,499
Increase: 0.7% 



Engagement
Previous month: 824
Increase: 9.1% **901**




Posts
Previous month: 27 **27**

Followers
518 Previous month: 510
Increase: 1.6% 



Engagement
Previous month: 46
Decrease: 37% **29**

Total Tweet Impressions
1,200 Previous month: 2,761
Decrease: 56.5% 

September 2023

Highlights - Most Engagement

Go Downtown Roseville is at Roseville Theatre Arts Academy.
Published by Geneveve Lynn · September 26 at 2:05 PM · Roseville · 🌐

NEW MURAL in the making 🎨👉

Talented artists [J. Graham Studios](#) and [Jolene Rose Russell](#) are transforming the once blank wall (on the backside of Roseville Theatre Arts Academy) into a vibrant and stunning mural! 🌈

We are proud to be a partner in this project. 💙 For updates on its progress, follow [Blue Line Arts!](#) #GoDowntownRoseville



See insights and ads

Boost post

👍❤️ 71 3 comments 11 shares

Go Downtown Roseville is with City of Roseville, California Government and Roseville Parks, Recreation, & Events at Vernon Street Town Square.
Published by Geneveve Lynn · September 30 at 7:00 AM · Roseville · 🌐

One of Roseville's best family events is happening TODAY! Join your community at Vernon Street Town Square for the **10th Annual Family Fest** from 11 a.m. to 2 p.m.

The event features strolling jesters, carnival snacks, magic show, epic bounce houses, big trucks, gourmet food trucks, family-friendly vendors, groovy silent disco and MORE! 🥳🎪🎶

Admission is free! Let's celebrate family, fun and togetherness!

Hosted by [Roseville Parks, Recreation, & Events](#)
#GoDowntownRoseville



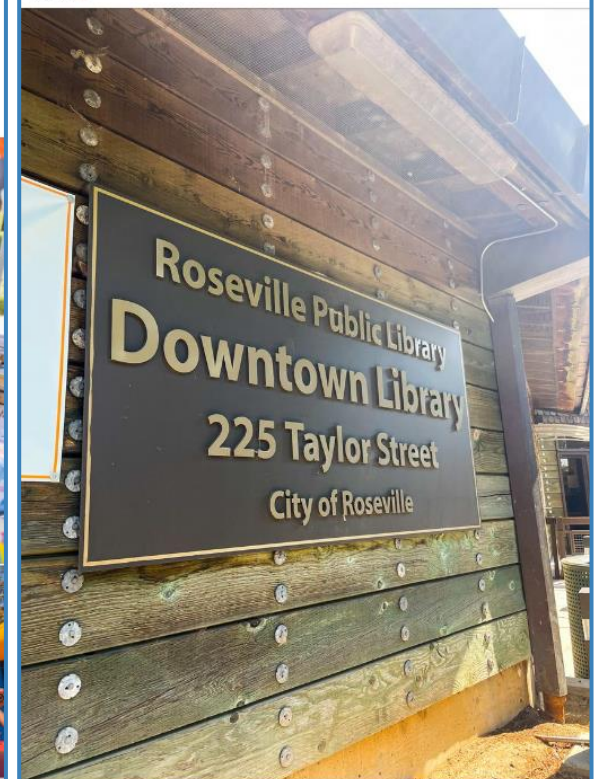
See insights and ads

Boost post

👍❤️ 46 11 comments 6 shares

Go Downtown Roseville is at Roseville Public Library.
Published by Sarah Hodson · September 6 · San Diego · 🌐

National Read a Book Day is the perfect opportunity to start a new novel and, with a library card, you can check out books at the Downtown Roseville Library for free. Stop in and apply for a card today! 📖



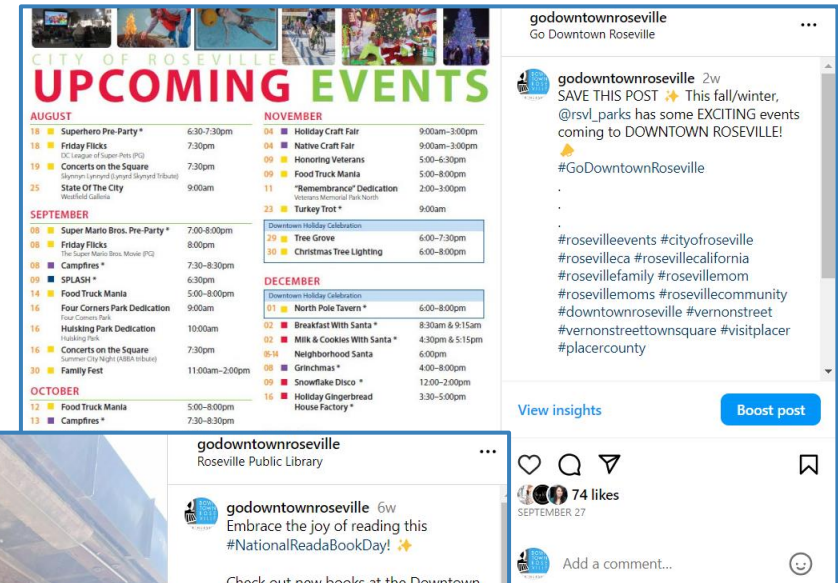
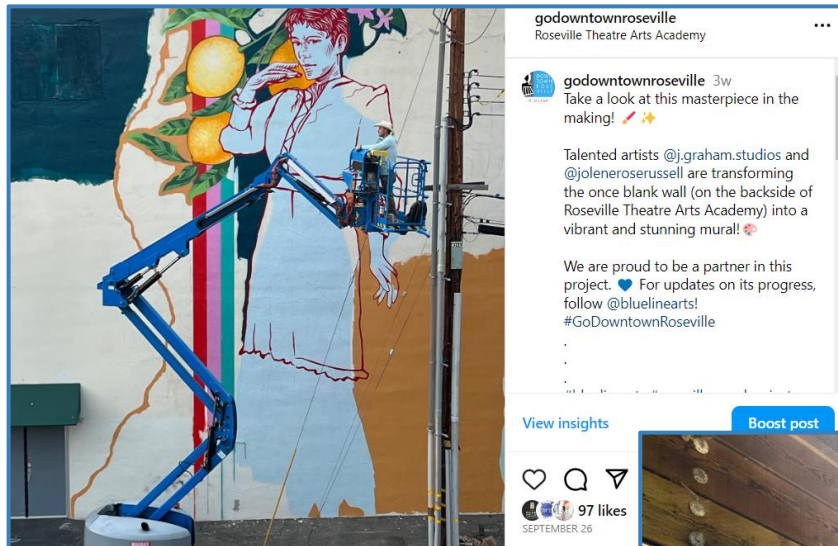
See insights and ads

Boost post

👍❤️ 31 2 comments 1 share

Highlights - Most Engagement

September 2023



Highlights - Most Engagement

September 2023



Go Downtown Roseville
@GoDowntownRsvl

Promote

...

Tons of fun, family friendly events are coming to Downtown Roseville this fall/winter thanks to @rsvl_parks!








CITY OF ROSEVILLE
UPCOMING EVENTS

AUGUST

18	Superhero Pre-Party *	6:30-7:30pm
18	Friday Flicks OC League of Super Pats (PG)	7:30pm
19	Concerts on the Square Slayerns (Lyndell & Lyndell Stadium)	7:30pm
25	State of the City Westfield Coliseum	9:00am

SEPTEMBER

08	Super Mario Bros. Pre-Party *	7:00-8:00pm
08	Friday Flicks The Super Mario Bros. Movie (PG)	8:00pm
09	Campfires *	7:30-8:30pm
09	SPLASH *	6:30pm
14	Food Truck Mania	5:00-8:00pm
16	Four Corners Park Dedication Four Corners Park	9:00am
16	Hulking Park Dedication Hulking Park	10:00am
16	Concerts on the Square Summer City Nights (Adult Inhouse)	7:30pm
20	Family Fest	11:00am-2:00pm

OCTOBER

12	Food Truck Mania	5:00-8:00pm
13	Campfires *	7:30-8:30pm
13	Comedy Night * Jesse Hoffman	8:00pm
21	Level 5 Mysteries Tour *	8:30-9:30pm
23	Rock A Lounge *	6:30-9:30pm
27	Floating Pumpkin Patch *	10:00am-4:00pm
27	Hocus Pocus 2 Pre-Party	5:30-8:00pm
27	Halloween Bash *	
27	Friday Flicks Hocus Pocus 2 (PG)	8:00pm
31	Egg-tober *	9:00am

NOVEMBER

04	Holiday Craft Fair	9:00am-3:00pm
04	Native Craft Fair	9:00am-3:00pm
09	Honoring Veterans	5:00-6:30pm
09	Food Truck Mania	5:00-8:00pm
11	"Remembrance" Dedication Veterans Memorial Park North	2:00-3:00pm
23	Turkey Trot *	9:00am

Downtown Holiday Celebration

29	Tree Grove	6:00-7:30pm
30	Christmas Tree Lighting	6:00-8:00pm

DECEMBER

Downtown Holiday Celebration

01	North Pole Tavern *	6:00-8:00pm
02	Breakfast With Santa *	8:30am & 9:15am
02	Milk & Cookies With Santa *	4:30pm & 5:15pm
05	Neighborhood Santa	6:00pm
08	Grimchas *	4:00-8:00pm
09	Snowflake Disco *	12:00-2:00pm
16	Holiday Gingerbread House Factory *	3:30-5:00pm

LOCATIONS

DOWNTOWN MAHANY PARK MAIDU REGIONAL PARK	MIKE SHELLITO INDOOR POOL ROSEVILLE AQUATICS COMPLEX
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* = Registration or Fee Required

Updated 8/16/2023

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



1:01 PM - Sep 27, 2023 - 37 Views



Go Downtown RSVL
 @GoDowntownRsvl

Promote

Are you looking for a unique and elegant dining experience in the heart of Roseville? ✨

Book reservations at Daniello's 🍴 You'll enjoy a prix fixe 6 course meal by innovative chef Micheal McDermott.

daniellosrestaurant.com
mailchi.mp/rosevillespeak...





4:00 PM · Sep 22, 2023 · 33 Views

 View post engagements



 2
 

Go Downtown Roseville
@GoDowntownRsvl

Promote

Adults only, your favorite libations, mouthwatering local grub, and a dance floor under the stars. What's not to like?!

Purchase your tickets here: roseville.ca.us/cms/one.aspx?p...
[#GoDowntownRoseville](#)



Level 5 Lounge

OCTOBER 21 | 6:30-9:30PM

APPETIZERS | DRINKS | BEAUTIFUL CITY VIEWS

VERNON STREET PARKING GARAGE

11:02 AM · Sep 19, 2023 · 41 Views

September 2023

Google Ad Campaign Results

2,844

Impressions

269

Visits to Website

9.46%

Click Thru Rate

Facebook Campaign Results

60,621

Impressions

27,631

Reach

289

Results
(\$0.71/per new follower)