



PARTNERSHIP

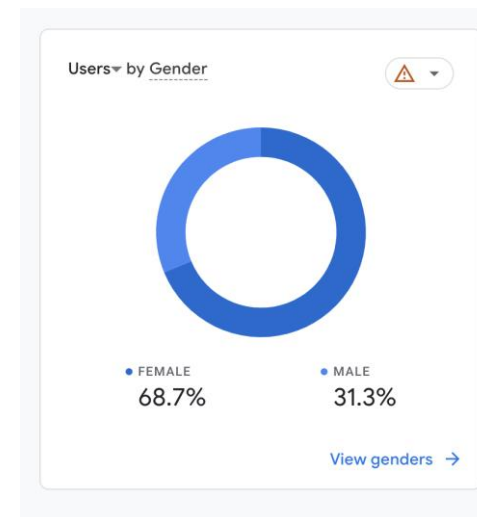
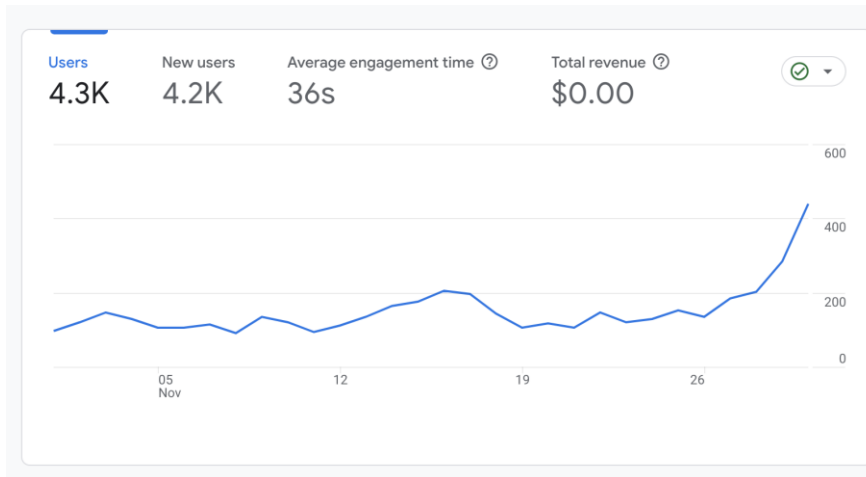
Marketing Overview Report

November 2023

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

Website Traffic

November 2023



Traffic Notes

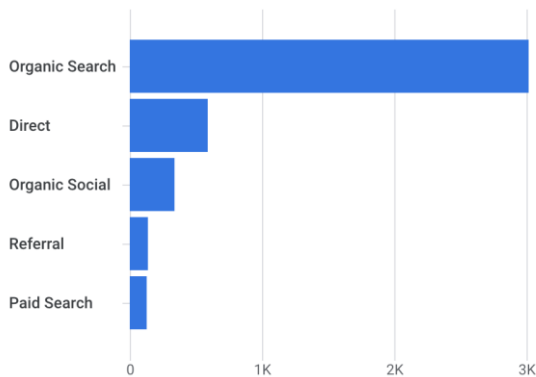
- We had **4.3k users** this month with **4.2k new users**. The amount of users and new users both increased around **+33%**.
- The calendar page had the greatest amount of traffic at **1,251 views** followed by the **home page** at **884 views**.
- The greatest number of search queries were variations of the term "Roseville parade" (**277+ clicks**). The term "downtown Roseville" also received **182+ clicks**). The term "Roseville tree lighting" received **98 clicks**.
- Organic traffic sources accounted for the most traffic this month at **71.01% of users**.
- Out of a sample size of 870 users, **68.7% (598 users)** were female and **31.3% (272 users)** were male.

Website Traffic

November 2023

Acquisition Sources

New users by First user default channel group



First user default channel group ▾ +		↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events ▾	Conversions All events ▾
		4,210 100% of total	2,693 100% of total	48.64% Avg 0%	0.63 Avg 0%	36s Avg 0%	25,719 100% of total	0.00
1	Organic Search	3,017	2,090	53.18%	0.68	37s	17,894	0.00
2	Direct	590	280	33.33%	0.46	35s	4,315	0.00
3	Organic Social	338	156	40.73%	0.45	25s	1,776	0.00
4	Referral	139	73	42.69%	0.51	36s	824	0.00
5	Paid Search	126	93	59.62%	0.73	53s	903	0.00
6	Email	0	1	100%	1.00	47s	7	0.00

November 2023

Website Updates

Home Page Slider

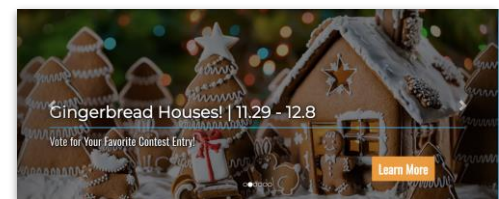
Casamigos Dinner



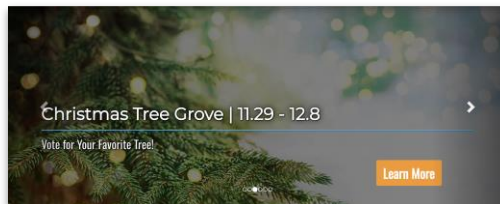
Giving Tuesday



Gingerbread House Contest



Tree Grove



Tree Lighting



North Pole Tavern



Also updated/added the following:

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

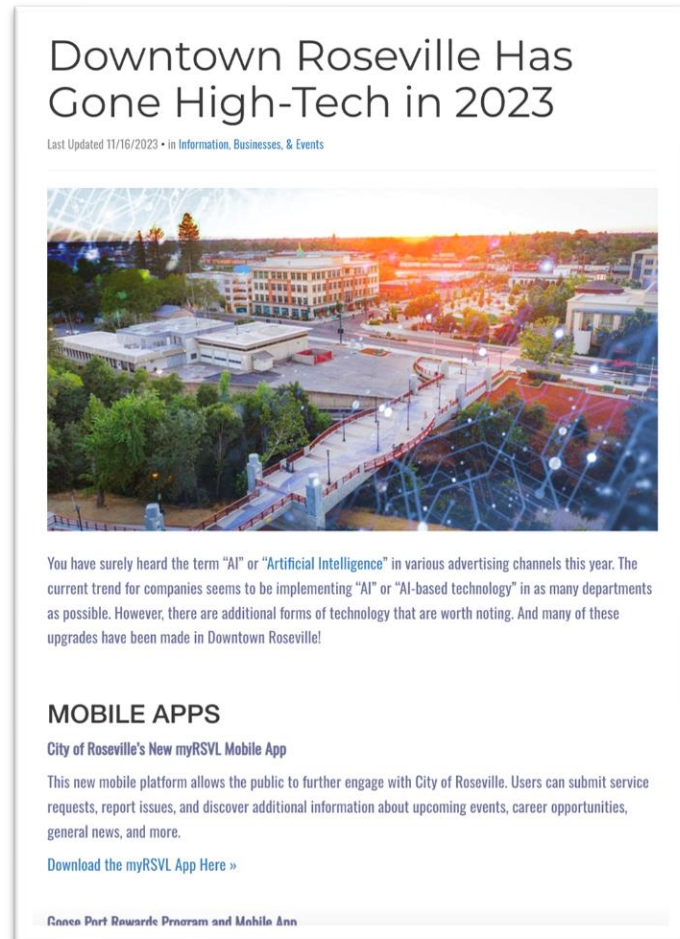
November 2023

November Blog

The November blog “**Downtown Roseville has Gone High Tech in 2023**” was published on **November 14th**.

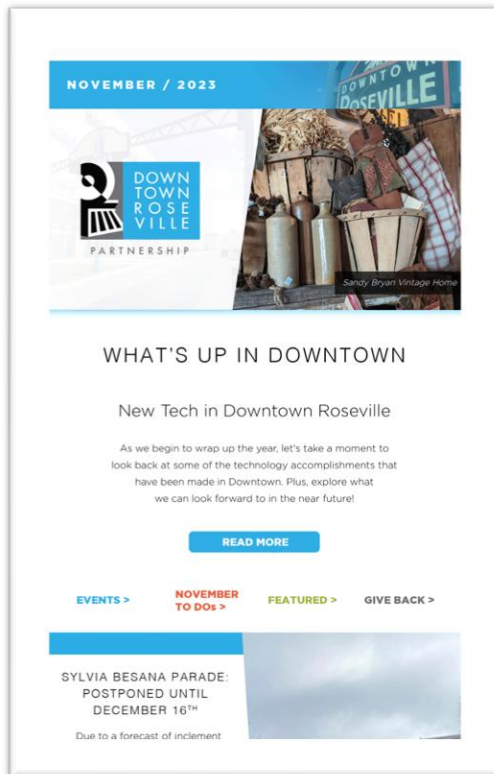
It had a total of **123 pageviews** as of the day of this report (**December 13th**).

- **34.95%** of pageviews came from social media
- **33.33%** of pageviews came from organic search
- **15.45%** of pageviews came from direct sources (direct visits or unrecorded)
- **13.82%** of pageviews came from the newsletter



November 2023

November Eblast Highlights



November E-newsletter

Open Rate: 51.7%

Click Rate: 5.8%

Entertainment/Events Industry

Average Open Rate: 20.41%


Average Click Rate: 2.19%

Contacts: 1,738 (for November)

November 2023




Posts
Previous month: 31 **32**

Page Likes
21,560 Previous month: 21,310
Increase: 1.2% 



Post Engaged Users
Previous month: 1,669 **3,440**
Increase: 106%

Reach
95,275 Previous month: 62,460
Increase: 52.7% 



Posts
Previous month: 28 **30**


Followers
5,695 Previous month: 5,623
Increase: 1.3% 



Engagement
Previous month: 1,053 **1,901**
Increase: 80.5%




Posts
Previous month: 29 **30**

Followers
526 Previous month: 527
Decrease: 0.2% 



Engagement
Previous month: 14 **20**
Increase: 42.9%

Total Tweet Impressions
1,611 Previous month: 1,827
Decrease: 50.7% 

Highlights - Most Engagement

Go Downtown Roseville
November 21 at 8:00 PM · 🌐

New mural alert! 🎨 This vibrant work of art by artist Graham Carraway is the largest mural to-date in Roseville and located behind Roseville Masonic Temple and Roseville Theatre Arts Academy.

Elements of the mural include Roseville's and the Masons' history, and a nod to the arts from Roseville Theatre Arts Academy.

This mural was made possible through a collaboration between Blue Line Arts, City of Roseville, Downtown Roseville Partnership, Roseville Electric, Roseville Masons, and Roseville Theatre Arts Academy.

Photos don't do it justice. Come see it in person!
#GoDowntownRoseville



Boost this post to reach up to 7436 more people if you spend \$308.

Boost post

You and 149 others

38 comments 14 shares

Go Downtown Roseville is at Go Downtown Roseville.
November 15 at 3:45 PM · Roseville · 🌐

🌟 Parade Update 🌟 Due to the forecasted rain this Saturday, Nov. 18, the Sylvia Besana Holiday Parade is rescheduled for Saturday, Dec. 16.

On the new date, vendor booths will open in Town Square at 9 a.m., and the parade will begin at 10 a.m. at the corner of Vernon/Douglas/Riverside.

We appreciate your understanding and hope you will join us for the fun, festive event on Saturday, Dec. 16.

If you have any questions, please contact info@sylviasbesanaparade.org
#GoDowntownRoseville



**62nd Annual
Sylvia Besana Holiday Parade**

Rescheduled to Saturday, Dec. 16

Vendor booths open 9:00 am

Parade begins at 10:00 am

Boost this post to reach up to 7436 more people if you spend \$308.

Boost post

89

30 comments 120 shares

Go Downtown Roseville is at Vernon Street Town Square.
November 30 at 10:00 AM · Roseville · 🌐

🌟 **Downtown Holiday Celebration: Tree Lighting** 🌟


It's the most wonderful time of the year! The City's Christmas tree is officially lit TONIGHT in Town Square!

In addition to the tree lighting, get excited for:

- 🍪 Cookie decorating
- 🎅 A visit from Santa
- 👶 Kids activity zone
- 🎵 Music, food and snow!

The free event is 6-8 p.m. with the actual lighting of the tree about 6:10 p.m.

NOTE: There will be street closures 2:00-10:00 p.m. on S. Grant St (between Oak St and Atlantic St), Vernon St (between Judah and E. Washington).
#GoDowntownRoseville



Boost this post to reach up to 7436 more people if you spend \$308.

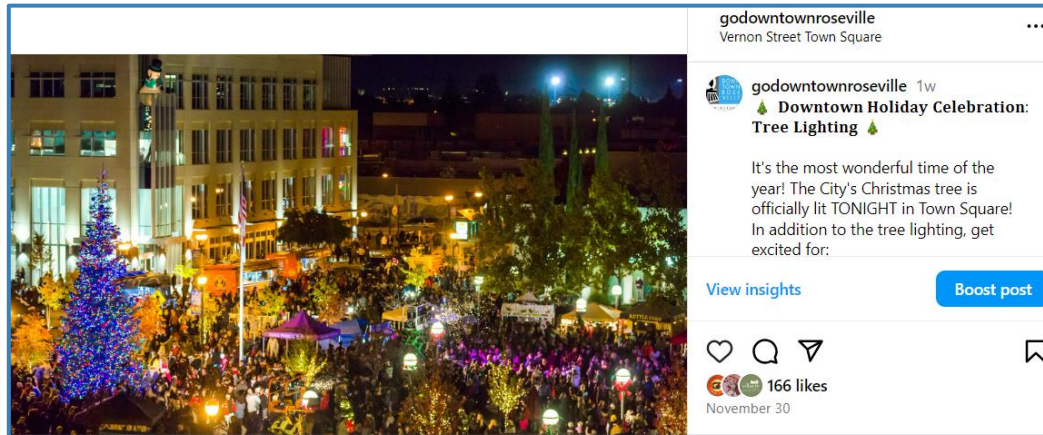
Boost post

You and 81 others

17 comments 8 shares


Highlights - Most Engagement

November 2023




Highlights - Most Engagement

November 2023

 **Go Downtown Roseville**
@GoDowntownRsvl


Promote ...

Roseville **Vernon Street Food Truck Mania** is TONIGHT! Enjoy delicious food and desserts from various gourmet food trucks in Town Square from 5 to 8 p.m.




@labanginbowls @bad.mobile @ahuevofoods @joshawallanfriedchicken

12:01 PM · Nov 9, 2023 · 45 Views

 **Go Downtown Roseville**
@GoDowntownRsvl

Promote ...

Reminder: The **Tree Lighting** 🎄 is TONIGHT! Enjoy family-friendly activities 6-8 p.m. and the actual tree lighting about 6:10 p.m.



3 · 65 Views

 **Go Downtown Roseville**
@GoDowntownRsvl

Promote ...

Don't miss out on our recent blog post where we share all the latest tech upgrades that benefit our Downtown Roseville community! 🌟
[#GoDowntownRoseville](#)



godowntownroseville.com
Downtown Roseville Has Gone High-Tech in 2023
You have surely heard the term "AI" or "Artificial Intelligence" in various advertising channels this year. The...

12:01 PM · Nov 27, 2023 · 42 Views

Highlights – Blue Line Arts Instagram Story Take Over

November 2023

SOME STORIES FROM THE TAKE OVER

- Provided an inside look of Blue Line Arts, the gallery, events & more.
- Content reached 85-120 accounts.



November 2023

Google Ad Campaign Results

1,920

Impressions

157

Visits to Website

8.18%

Click Thru Rate

Facebook Campaign Results

39,107

Impressions

16,802

Reach

257

Results
(\$0.80/per new follower)