



PARTNERSHIP

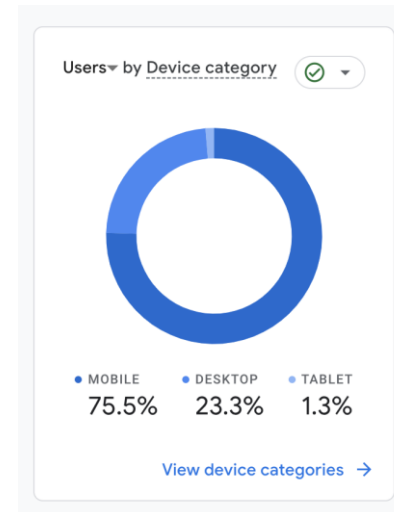
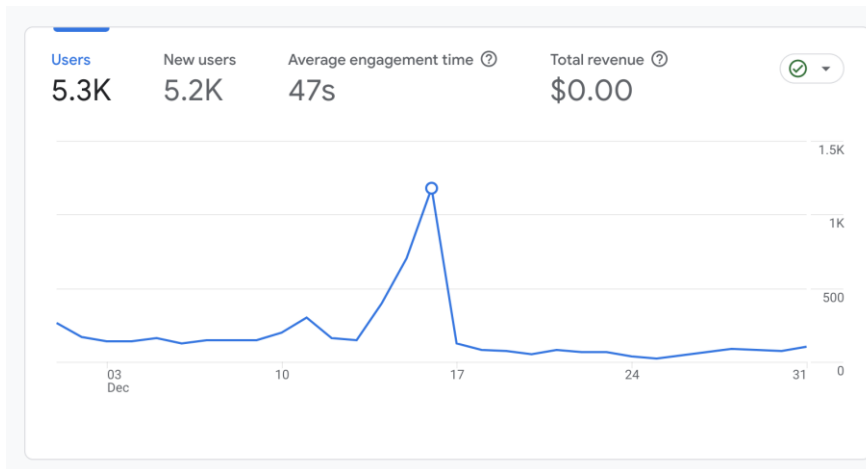
Marketing Overview Report

December 2023

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

Website Traffic

December 2023



Traffic Notes

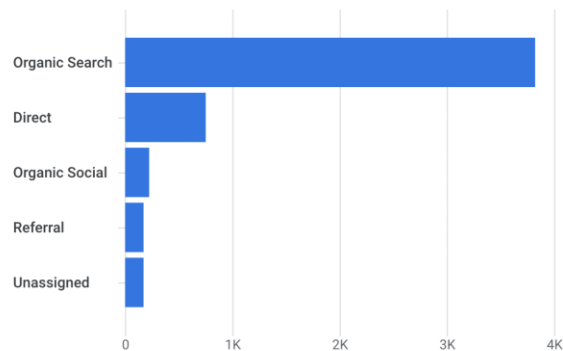
- We had **5.3k users** this month with **5.2k new users**. The amount of users and new users both increased around **+23%**.
- The **home page** had the greatest amount of traffic at **5,538 views** followed by the **Sylvia Besana Parade event page** at **1,487 views**.
- The greatest number of search queries were variations of the term **"Roseville parade" (800+ clicks)**. 7 of the 10 in the list of top 10 search queries were related to the parade.
- **Organic traffic** sources accounted for the most traffic this month at **71.8% of users**.
- The majority of users are browsing our site by **mobile phone (75.5%)**.

Website Traffic

December 2023

Acquisition Sources

Users by Session default channel group



Session default channel group ▾ +		↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events
		5,325 100% of total	6,888 100% of total	2,992 100% of total	36s Avg 0%	0.56 Avg 0%	5.18 Avg 0%	43.44% Avg 0%	35 100% of
1	Organic Search	3,824	5,066	2,374	24s	0.62	4.29	46.86%	21
2	Direct	751	967	282	19s	0.38	4.02	29.16%	3
3	Organic Social	227	250	87	9s	0.38	4.05	34.8%	1
4	Referral	171	280	133	1m 02s	0.78	9.21	47.5%	2
5	Unassigned	170	26	7	53m 24s	0.04	195.00	26.92%	5
6	Paid Search	163	201	125	37s	0.77	6.16	62.19%	1
7	Email	46	53	11	4s	0.24	3.23	20.75%	

December 2023

Website Updates

Home Page Slider

Winter Night Market



Shop Placer



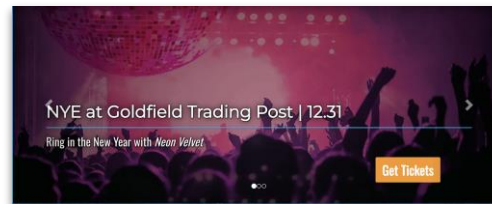
Sylvia Besana Parade



Happy Holidays



New Year's Eve @ Goldfield's



Also updated/added the following:

- News
- Agendas/Minutes/ Board Packet
- Events
- Answered Contact Form submissions, added FAQs to Contact page

December 2023

December Blog

The December blog **“It's a Winter Feast in Downtown Roseville”** was published on **December 13th**.

It had a total of **181 pageviews** as of the day of this report (**January 16th**).

- **35.91%** of pageviews came from organic search
- **24.86%** of pageviews came from Google News
- **19.89%** of pageviews came from direct sources (direct visits or unrecorded)
- **18.78%** of pageviews came from the newsletter
- **11.05%** of pageviews came from social media

It's a Winter Feast in Downtown Roseville!

Last Updated 12/13/2023 • in Information, Businesses, & Events



Cinnamon, peppermint, and gingerbread are just a few of the flavors reminiscent of the holidays. If you're craving a taste of homemade, from-the-heart goodness, then a visit to Downtown Roseville is a must on your activities list.

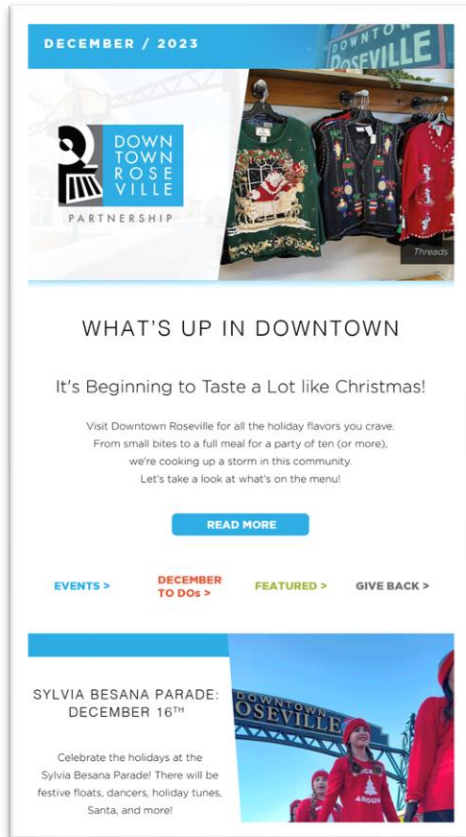
CHRISTMAS COMFORT FOODS

1) A Christmas dinner from Randy Peters - Free up time and leave the cooking to the pros at Randy Peters. Your guests will be delighted by the full menu of holiday dishes, each with a wintery flavor profile!

[Order Now >>](#)

December 2023

December Eblast Highlights



December E-newsletter

Open Rate: 52.5%

Click Rate: 5.4%

Entertainment/Events Industry

Average Open Rate: 20.41%


Average Click Rate: 2.19%

Contacts: 1,740 (for December)

December 2023




Posts
Previous month: 32 **32**

Page Likes
21,798 Previous month: 21,560
Increase: 1.1% 




Post Engaged Users
Previous month: 3,457
Increase: 19% **4,109**

Reach
87,238 Previous month: 96,470
Decrease: 9.6% 



Posts
Previous month: 30 **32**


Followers
5,747 Previous month: 5,695
Increase: 0.9% 



Engagement
Previous month: 1,916
Decrease: 9% **1,743**




Posts
Previous month: 30 **35**

Followers
525 Previous month: 526
Decrease: 0.2% 



Engagement
Previous month: 20
Increase: 25% **25**




Total Tweet Impressions
1,286 Previous month: 1,615
Decrease: 20.4% 

Highlights - Most Engagement

December 2023

Go Downtown Roseville is at Go Downtown Roseville.
Published by Genevieve Lynn · December 4, 2023 at 11:00 AM · Roseville · 🌐

Creating a vibrant Downtown for you! Our sidewalks got a fresh power wash, just in time for all the holiday events. Big shoutout to Accurate Cleaning Inc. for the fantastic job! 🙌💙
#GoDowntownRoseville

See insights and ads

Boost post

👍❤️ 202

20 comments · 3 shares

Go Downtown Roseville
Published by Genevieve Lynn · December 11, 2023 at 6:00 PM · 🌐

Your favorite Roseville tradition is this Saturday 🎄🍷🥰

Bring your family and friends to the 62nd Annual Sylvia Besana Holiday Parade in Downtown Roseville! Starting at 9 a.m. booths with local makers, nonprofits and local businesses will be open in Town Square and the parade begins at 10 a.m. at the corner of Vernon/Douglas/Riverside.

Arrive early to get a good viewing spot on Vernon Street! We can't wait to see you there! 🙌
#GoDowntownRoseville



See insights and ads

Boost post

👍❤️ TBG Productions and 154 others

28 comments · 42 shares

Go Downtown Roseville is at Vernon Street Town Square.
Published by Genevieve Lynn · December 5, 2023 at 7:00 PM · Roseville · 🌐

Embrace the holiday season and complete your gift list at the Merry Makers Winter Night Market on Dec. 16 🎄

Vernon Street Town Square will be filled with a variety of one-of-a-kind seasonal and custom products, handmade and handcrafted by local and regional artisans as well as holiday eats, treats, special characters, caroling and more.

🕒 3-8 p.m.
Free tickets here: <https://www.eventbrite.com/.../winter-night-market...>
Organized by TBG Productions
#GoDowntownRoseville



**MERRY MAKERS
WINTER NIGHT
Market**

DEC. 16TH | 3-8PM

**VERNON STREET TOWN SQUARE
ROSEVILLE, CA**

**YOUR ONE STOP OPEN-AIR HOLIDAY
GIFT SHOPPING EXPERIENCE**

**Characters
Crafts & Caroling
6PM - 7pm**

FOR VENDOR APPLICATIONS OR EVENT INFO
WWW.THEBOMBSHELLGROUPINC.COM

See insights and ads

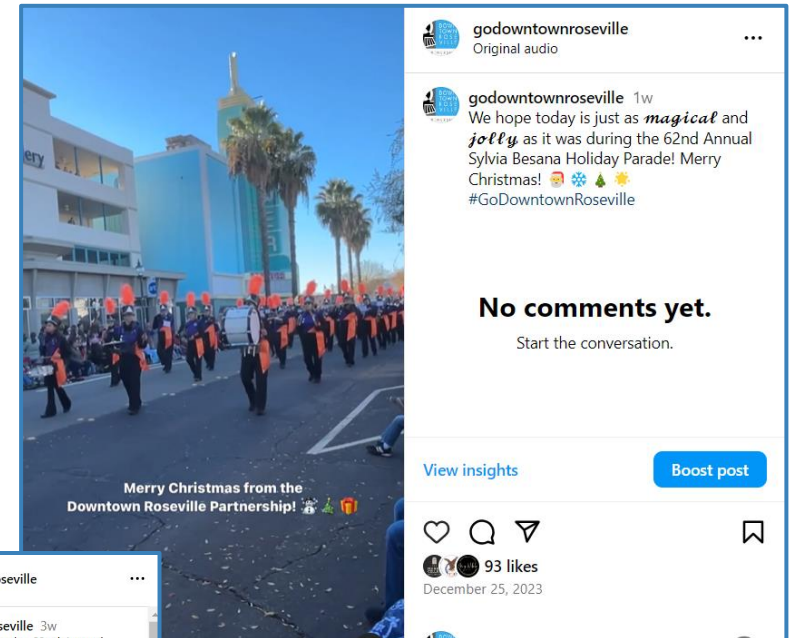
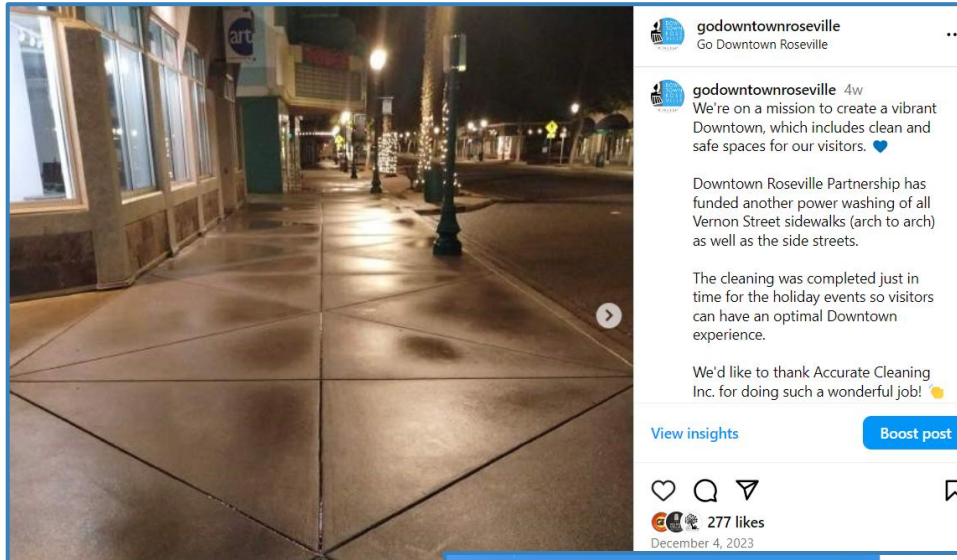
Boost post

👍❤️ 42

14 comments · 18 shares

Highlights - Most Engagement

December 2023



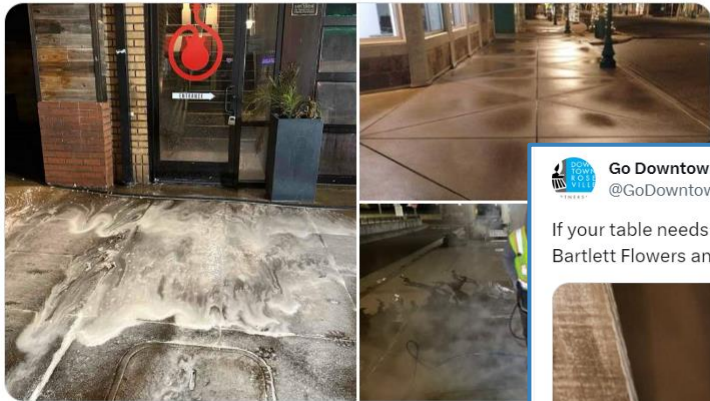
Highlights - Most Engagement

December 2023

 Go Downtown Roseville
@GoDowntownRsvl

Promote ...

Creating a vibrant Downtown for you! Our sidewalks got a fresh power wash, just in time for all the holiday events. Big shoutout to Accurate Cleaning Inc. for the fantastic job! 🙌💙



10:11 AM · Dec 4, 2023 · 66 Views

 Go Downtown Roseville
@GoDowntownRsvl

Promote ...

If your table needs just a little more Christmas, order one of these from Bartlett Flowers and Gifts. 🎄🌟



10:02 AM · Dec 22, 2023 · 71 Views

 Go Downtown Roseville
@GoDowntownRsvl

Promote ...

The 62nd Annual Sylvia Besana Holiday Parade is this Saturday! Vendor booths open at 9 a.m. in Town Square and the parade begins at 10 a.m. at the corner of Vernon/Douglas/Riverside. 🎄🎅🌟
[#GoDowntownRoseville](#)



11:01 AM · Dec 11, 2023 · 72 Views

December 2023

Google Ad Campaign Results

1,781

Impressions

196

Visits to Website

11%

Click Thru Rate

Facebook Campaign Results

47,848

Impressions

21,164

Reach

232

Results
(\$0.88/per new follower)