



PARTNERSHIP

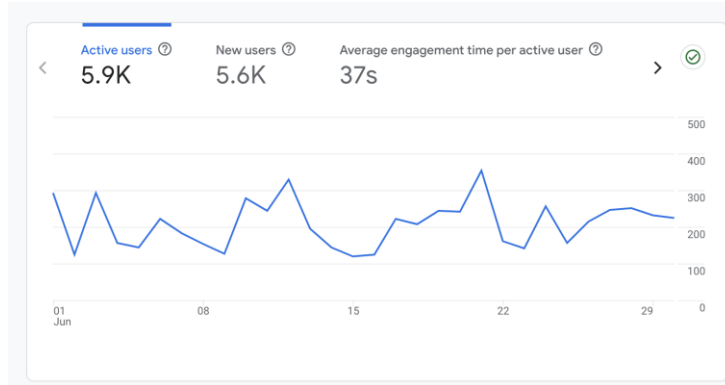
Marketing Overview Report

June 2025

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

Website Traffic

June 2025



Top queries	↓ Clicks	Impressions
downtown roseville	210	788
downtown roseville events	182	241
downtown roseville events today	134	315
vernon street roseville events	68	166
roseville events	54	545
events roseville	48	225
worlds worst expo	43	1,134
vernon street town square	39	513
food truck mania roseville	39	69
worlds worst expo roseville 2025	37	95

Traffic Notes

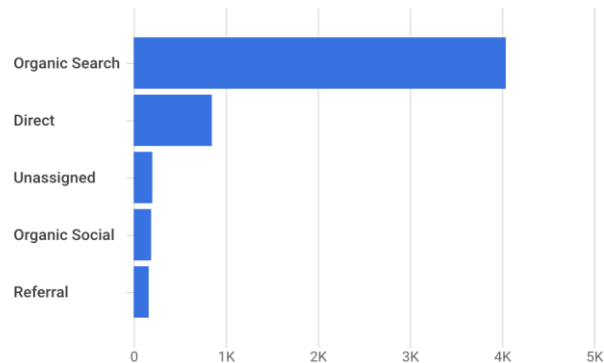
- There were **5.9K users** this month with **5.6K new users**. Compared to the previous month (**5K users**), traffic increased about **+20%**.
- The **Calendar page** had the greatest amount of traffic at **2,785 views**. There was particular interest in the **4th of July Fireworks, Downtown Tuesday Nights, and Concerts on the Square**.
- **Organic traffic** sources accounted for the most traffic this month at **72.25% of sessions (5,619 of 7,777)**.
- The majority of users in the sample size are still **female** (57.7%). 42.3% are male.

Website Traffic

June 2025

Acquisition Sources

New users by First user primary channel group (Default Channel Group)

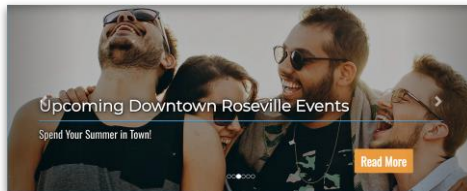


First user prim...Channel Group		Total users	↓ New users	Returning users	Average engagement time per active user
		5,958 100% of total	5,606 100% of total	1,067 100% of total	37s Avg 0%
✓	Total				
✓	1 Organic Search	4,283 (71.89%)	4,039 (72.05%)	827 (77.51%)	41s
✓	2 Direct	906 (15.21%)	846 (15.09%)	135 (12.65%)	28s
✓	3 Unassigned	227 (3.81%)	204 (3.64%)	38 (3.56%)	20s
✓	4 Organic Social	194 (3.26%)	192 (3.42%)	7 (0.66%)	13s
✓	5 Referral	181 (3.04%)	166 (2.96%)	29 (2.72%)	31s

June 2025

Website Updates – Home Page Slider

Blog Article Feature



American Made Craft Show



Fourth of July



Also updated/added the following:

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

June 2025

June Blog

The May blog “**Exciting Things are Happening in Downtown Roseville this Summer!**” was published on **June 11th**.

It had a total of **401 pageviews** as of the day of this report (**July 15th**).

- **41.39%** of pageviews came from organic search
- **32.66%** of pageviews came from social media
- **10.2%** of pageviews came from the newsletter

Exciting Things Are Happening in Downtown Roseville This Summer!

Last Updated 6/12/2025 • Posted in Information, Businesses, & Events, Summer, Events



Downtown Roseville is one of the major entertainment hubs in the Greater Sacramento area. Live entertainment, great food, fun for kids - you name it, we have it! There's no need to go away for summer vacation when there's so much to do right here in town!

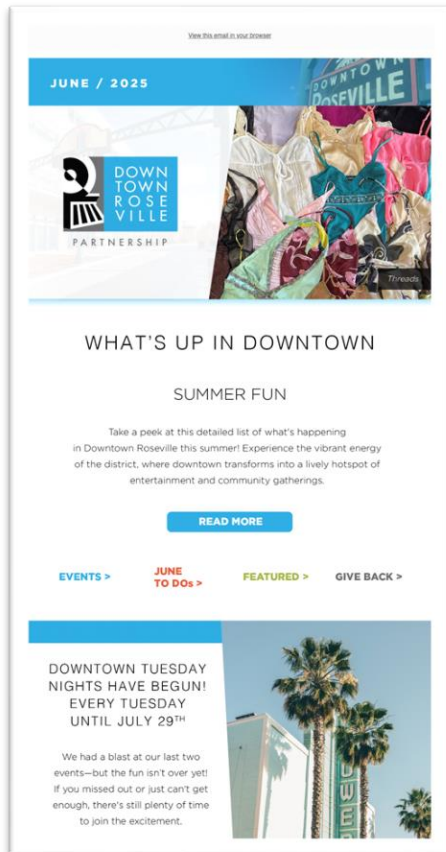
FUN FOR ALL

Downtown Tuesday Nights - Every Tuesday Night Through July 29th

Downtown Tuesday Nights is Roseville's premier summer event, transforming Vernon Street into a vibrant celebration every Tuesday evening from 5:30pm to 9pm, June 3rd through July 29th, 2025. This free, family-friendly street fair offers something for everyone!

June 2025

June Eblast Highlights



June 2025 Newsletter

Open Rate: 52.1%

Click Rate: 8.4%

Entertainment/Events Industry

Average Open Rate: 20.41%

Average Click Rate: 2.19%

Contacts: 1,972 (for June 2025)

June 2025



Posts
Previous month: 25

28



Posts
Previous month: 24

25



Posts
Previous month: 22

24

28,263

Page Likes
Previous month: 27,845
Increase: 1.5%



6,916

Followers
Previous month: 6,814
Increase: 1.5%



575

Followers
Previous month: 570
Increase: 0.5%



Engagement
Previous month: 2,020
Increase: 118%

4,413



Engagement
Previous month: 1,169
Increase: 13.7%

1,329



Engagement
Previous month: 7
Increase: 114%

15

146,865

Reach
Previous month: 48,396
Increase: 203%



960

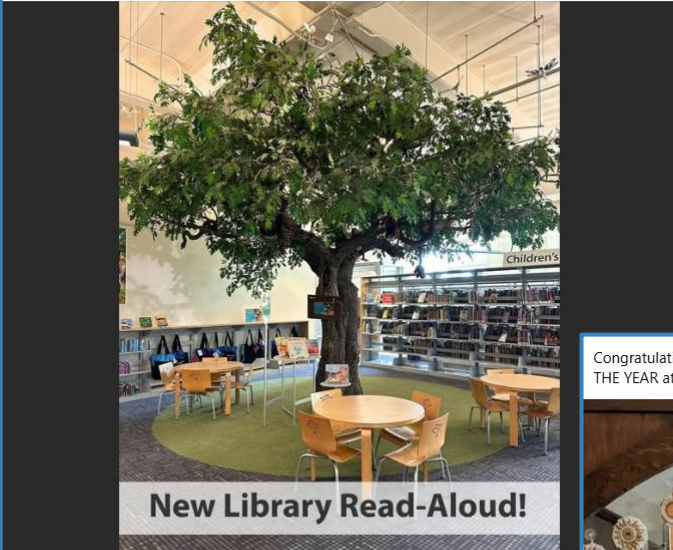
Total Tweet Impressions
Previous month: 751
Increase: 27.8%



June 2025

Highlights - Most Engagement

Good news for families! [Roseville Public Library](#) has expanded their popular Read-Aloud program to Saturdays at 2 p.m. across all locations. 📖 ... [See more](#)



[See insights and ads](#)

  The Arc of Placer County and 132 others

17 comments

On the second Sunday of the month through September, make sure to plan for free LIVE MUSIC at Royer Park! ... [See more](#)



[ads](#)

[Boost post](#)

, The Strum Shop and 101 others

13 comments 21 shares

Congratulations to [The Monk's Cellar Brewery & Public House](#) for being crowned BREWERY OF THE YEAR at the prestigious California State Fair Commercial Craft Beer Competi... [See more](#)



[See insights and ads](#)

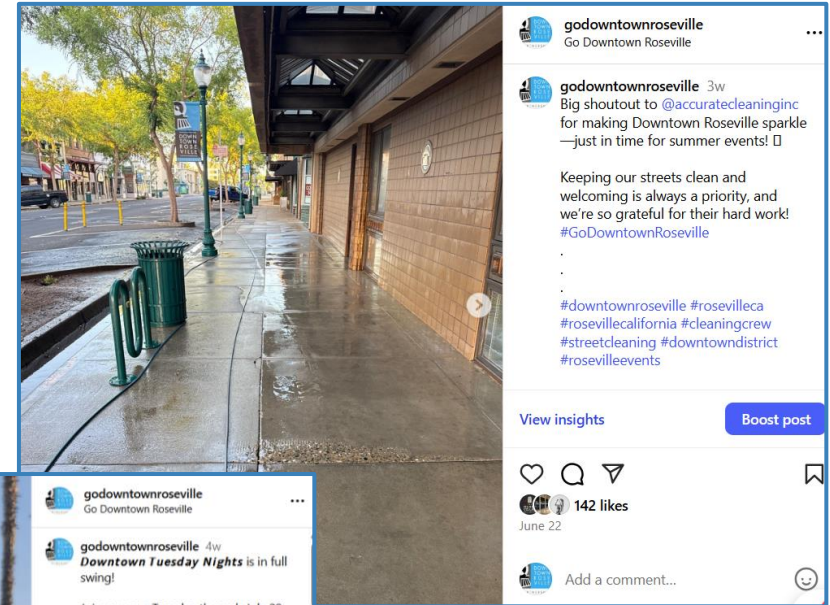
[Boost post](#)

  105

7 comments 3 shares

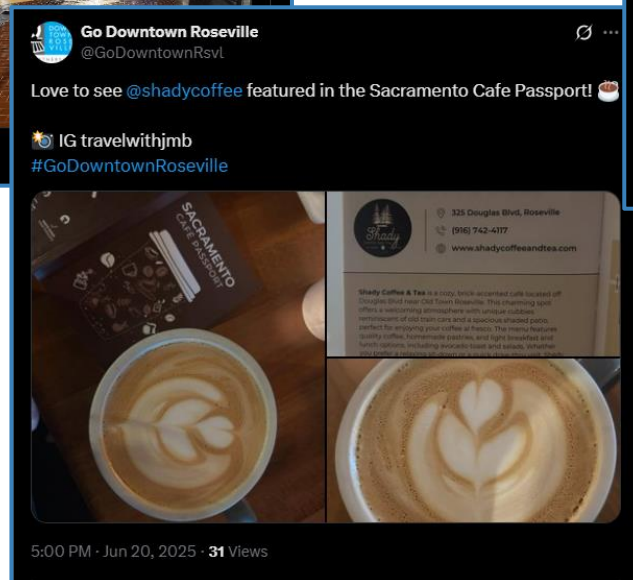
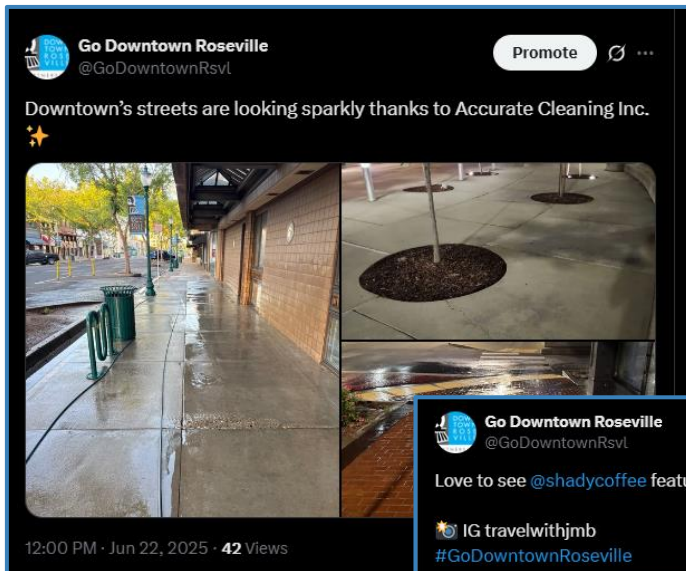
June 2025

Highlights - Most Engagement



Highlights - Most Engagement

June 2025



June 2025

Google Ad Campaign Results

1,930

Impressions

195

Visits to Website

10.10%

Click Thru Rate

Facebook Campaign Results

33,315

Impressions

19,828

Reach

437

Results
(\$0.47/per new follower)