



PARTNERSHIP

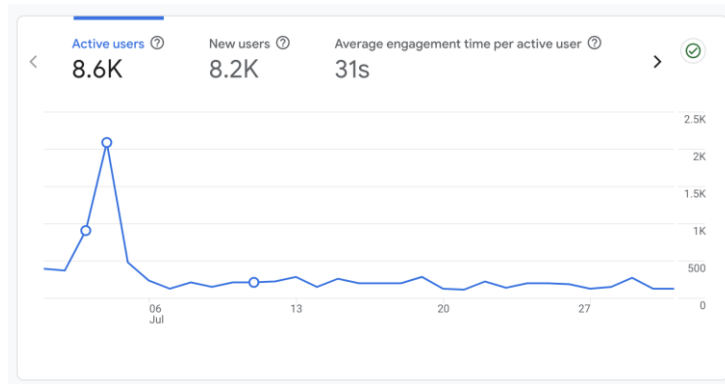
Marketing Overview Report

July 2025

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

Website Traffic

July 2025



downtown roseville events	218	359
roseville fireworks 2025	150	679
downtown roseville	148	874
roseville parade 2025	121	358
roseville 4th of july parade 2025	102	252
roseville fireworks today	98	411
roseville fireworks	82	2,451
roseville 4th of july parade	77	1,113
pedal car pizza	74	347
vernon street roseville events	71	166

Traffic Notes

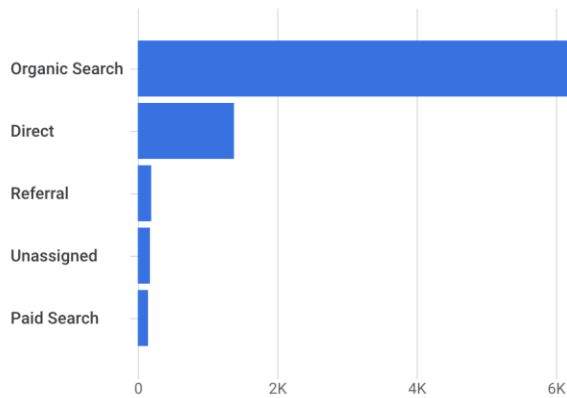
- There were **8.6K users** this month with **8.2K new users**. Compared to the previous month (**5.9K users**), traffic increased about **+46%**.
- The **4th of July Fireworks** page had the greatest amount of traffic at **3,081 views**. This was followed by the **Calendar page (2,376 views)**, **events page (1,099 views)**, and **4th of July parade page (771 views)**.
- **Organic traffic** sources accounted for the most traffic this month at **75.39% of sessions (6,551 of 8,690)**.
- Many of the keywords that brought in organic traffic were about the **4th of July Fireworks (over 577 clicks)** and **4th of July Parade (over 326 clicks)**.

Website Traffic

July 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
		8,690 100% of total	8,190 100% of total	1,581 100% of total	31s Avg 0%
<input checked="" type="checkbox"/>	Total				
<input checked="" type="checkbox"/>	1 Organic Search	6,551 (75.39%)	6,185 (75.52%)	1,294 (81.85%)	34s
<input checked="" type="checkbox"/>	2 Direct	1,464 (16.85%)	1,381 (16.86%)	176 (11.13%)	19s
<input checked="" type="checkbox"/>	3 Referral	215 (2.47%)	195 (2.38%)	31 (1.96%)	26s
<input checked="" type="checkbox"/>	4 Unassigned	195 (2.24%)	176 (2.15%)	46 (2.91%)	23s
<input checked="" type="checkbox"/>	5 Paid Search	158 (1.82%)	150 (1.83%)	29 (1.83%)	50s
<input type="checkbox"/>	6 Organic Social	107 (1.23%)	103 (1.26%)	4 (0.25%)	23s
<input type="checkbox"/>	7 Cross-network	1 (0.01%)	0 (0%)	1 (0.06%)	1m 15s

July 2025

Website Updates – Home Page Slider

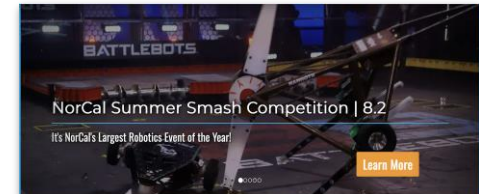
Blog Article Feature



Summer Family Fest



NorCal Summer Smash



Also updated/added the following:

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

July 2025

July Blog

The May blog “**Just Peachy: Get Your Peach Fix in Downtown Roseville**” was published on **July 10th**.

It had a total of **210 pageviews** as of the day of this report (**August 20th**).

- **40.1%** of pageviews came from social media
- **29%** of pageviews came from organic search
- **20%** of pageviews came from the newsletter

Just Peachy: Get Your Peach Fix in Downtown Roseville

Last Updated 7/10/2025 • Posted in [Information, Businesses, & Events](#)

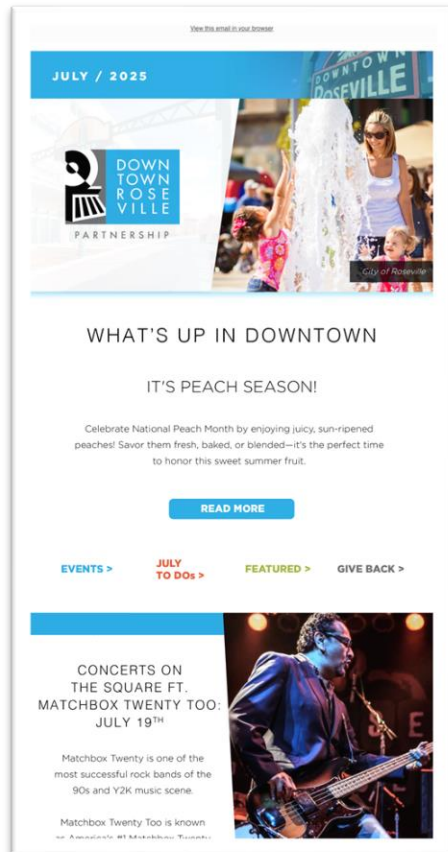


Bursting with flavor and packed with vitamins, peaches are a versatile fruit that is enjoyed all over the world. Interestingly, there is a strong controversy over whether July or August is [National Peach Month in the United States](#). Some sources say Ronald Reagan declared July as the month to honor the stone fruit, while other sources say August. Even though peach month is up for debate, what we can say for sure is that peaches are one of summer's juiciest, most beloved fruits!

Whether you enjoy them fresh off the tree, baked into a dessert, or blended into a smoothie, there are countless ways to honor this fuzzy favorite, especially in Downtown Roseville. Celebrate the fruit this summer in both July and August!

July 2025

July Eblast Highlights



July 2025 Newsletter

Open Rate: 50.6%

Click Rate: 6.0%

Entertainment/Events Industry

Average Open Rate: 20.41%

Average Click Rate: 2.19%

Contacts: 2,014 (for July 2025)

July 2025



Posts
Previous month: 28

29

28,661

Page Likes

Previous month: 28,263
Increase: 1.4%



Engagement

Previous month: 4,440
Decrease: 35.6%

2,858

119,333

Reach

Previous month: 147,826
Decrease: 19.3%



Posts
Previous month: 25

26

7,060

Followers

Previous month: 6,916
Increase: 2.1%



Engagement

Previous month: 1,331
Decrease: 3.2%

1,289



Posts
Previous month: 24

27

579

Followers

Previous month: 575
Increase: 0.5%



Engagement

Previous month: 15
Decrease: 73.3%

4

871

Total Tweet Impressions


Previous month: 968
Decrease: 10%



Highlights - Most Engagement

July 2025

Exciting news 🌟 NEW murals are coming to Downtown Roseville! Stay tuned for updates.
#GoDowntownRoseville




Boost this post to get more reach for Go Downtown Roseville.

You and 152 others

12 comments 7 shares

Go Downtown Roseville is at Vernon Street Town Square.
July 28 at 12:01 PM · Roseville · 📍

Your favorite vintage market is back at Town Square!... See more




Boost this post to get more reach for Go Downtown Roseville.

You and 84 others

11 comments 20 shares

Concerts on the Square is this Saturday, July 19! Come see a free concert featuring Matchbox Twenty Too (Music of Matchbox Twenty) at Vernon Street Town Square. 🎸🎤

G... See more



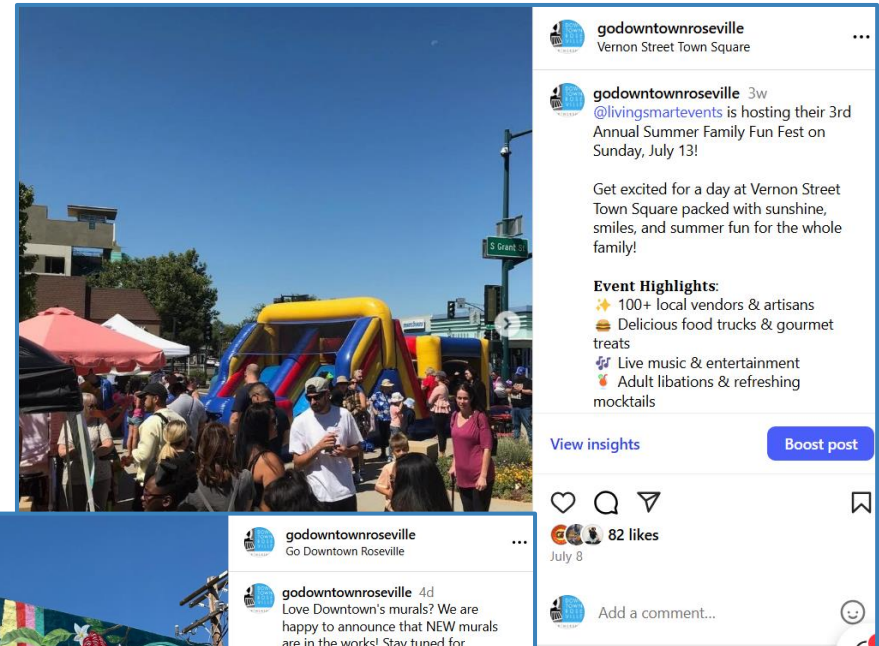
Boost this post to get more reach for Go Downtown Roseville.

57

5 comments 6 shares

July 2025


Highlights - Most Engagement



Highlights - Most Engagement


July 2025

Go Downtown Roseville
@GoDowntownRsvl

Promote  



 **@themonkscellar** is opening early this Friday at 8:30 a.m. for the City of Roseville 4th of July Parade!

Grab a breakfast-y bite to enjoy at the restaurant or take on the go. Stick around for a post-parade lunch and beer specials until 2 p.m.




5:29 PM · Jul 1, 2025 · 46 Views

Go Downtown Roseville
@GoDowntownRsvl

Promote  

We found the juiciest ways to enjoy summer's favorite fruit in Downtown Roseville! 🍑



godowntownroseville.com

Just Peachy: Get Your Peach Fix in Downtown Roseville
Bursting with flavor and packed with vitamins, peaches are a versatile fruit that is enjoyed all over the world. ...

6:00 PM · Jul 14, 2025 · 29 Views

Go Downtown Roseville
@GoDowntownRsvl

Promote  

 **Vintage lovers, mark your calendars!**

World's Worst Expo hits Town Square Sunday, Aug. 3 with 100+ local vendors. Free entry, all ages welcome!



10:00 AM · Jul 28, 2025 · 36 Views

July 2025

Google Ad Campaign Results

2,134

Impressions

178

Visits to Website

8.34%

Click Thru Rate

Facebook Campaign Results

31,468

Impressions

19,484

Reach

429

Results
(\$0.48/per new follower)