



PARTNERSHIP

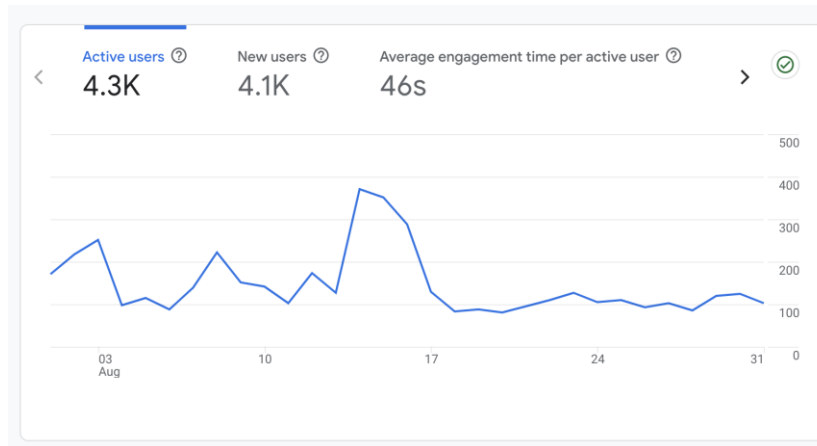
Marketing Overview Report

August 2025

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

Website Traffic

August 2025



Top queries	Clicks	Impressions
downtown roseville events	101	157
downtown roseville	98	551
roseville events	74	471
roseville events today	45	263
worlds worst expo	40	1,132
food truck mania roseville	36	68
vernon street town square	28	344
food truck mania	28	177
worlds worst expo roseville 2025	26	120
roseville events this weekend	24	209

Rows per page: 10 1-10 of 1000

Traffic Notes

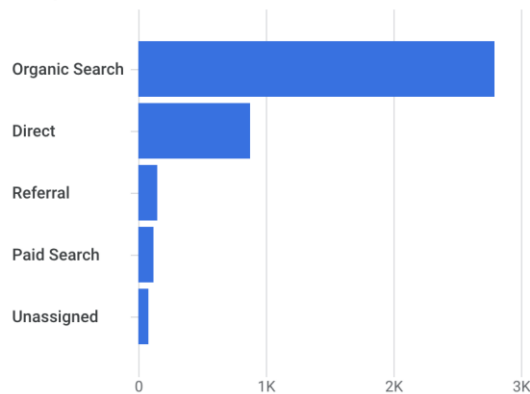
- Metrics were similar to the previous year's, with **4.3K** users and **4.1K** new users.
- The **Calendar** page had the greatest amount of traffic at **2,062 views**. Concerts on the Square also had a good amount of interest at **691 views**.
- **Organic traffic** sources accounted for the most traffic this month at **70.85% of sessions (3,799 of 5,362 views)**.
- **4/10 of the keywords** that brought in organic traffic were related to **Downtown Roseville events or Roseville events**.

Website Traffic

August 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
		4,394 100% of total	4,088 100% of total	712 100% of total	46s Avg 0%
<input checked="" type="checkbox"/>	Total				
<input checked="" type="checkbox"/>	1 Organic Search	3,008 (68.46%)	2,793 (68.32%)	530 (74.44%)	41s
<input checked="" type="checkbox"/>	2 Direct	934 (21.26%)	874 (21.38%)	126 (17.7%)	1m 00s
<input checked="" type="checkbox"/>	3 Referral	158 (3.6%)	148 (3.62%)	17 (2.39%)	51s
<input checked="" type="checkbox"/>	4 Paid Search	123 (2.8%)	118 (2.89%)	17 (2.39%)	50s
<input checked="" type="checkbox"/>	5 Unassigned	91 (2.07%)	78 (1.91%)	18 (2.53%)	41s
<input type="checkbox"/>	6 Organic Social	77 (1.75%)	75 (1.83%)	1 (0.14%)	11s
<input type="checkbox"/>	7 Cross-network	2 (0.05%)	1 (0.02%)	2 (0.28%)	3m 42s

August 2025

Website Updates – Home Page Slider

Blog Article Feature



Placer Ukulele Fest



Music in the Park



Oktoberfest @ Monk's



Also updated/added the following:

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

August 2025

August Blog

The August blog “**Family-Friendly Events in Downtown Roseville for the Last Days of Summer**” was published on **August 12th**.

It had a total of **233 pageviews** as of the day of this report (**September 12th**).

- **36.47%** of pageviews came from social media
- **30%** of pageviews came from organic search
- **17.17%** of pageviews came from the newsletter

Family-Friendly Events in Downtown Roseville for the Last Days of Summer

Last Updated 8/15/2025 • Posted in [Information, Businesses, & Events](#)

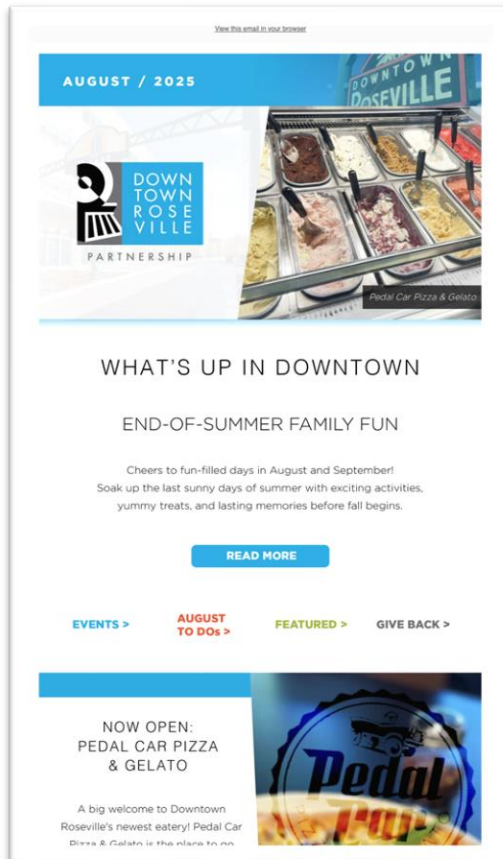


We're almost in the home stretch of summer, but there's still much fun to be had! August is [National Family Fun Month](#), a great reason to step back from busy schedules and enjoy time with the people who matter most. Whether it's playing games, going on outings, or simply relaxing together, it's all about making memories and enjoying quality time through joy, laughter, and meaningful shared experiences. Head to Downtown Roseville for these family-friendly events!

FOOD TRUCK MANIA

August 2025

August Eblast Highlights



August 2025 Newsletter

Open Rate: 48.2%

Click Rate: 6.7%

Entertainment/Events Industry

Average Open Rate: 20.41%

Average Click Rate: 2.19%

Contacts: 2,067 (for August 2025)

August 2025



Posts
Previous month: 29

28

Followers
31,575 Previous month: 31,524
Increase: 0.16%



Interactions
Previous month: 1,265
Decrease: 48%

653

Reach
44,760 Previous month: 81,052
Decrease: 44.8%



Posts
Previous month: 26

26

Followers
7,109 Previous month: 7,060
Increase: 0.69%



Interactions
Previous month: 1,676
Decrease: 47%

883



Posts
Previous month: 26

26

Followers
586 Previous month: 579
Increase: 1.2%



Interactions
Previous month: 4
Increase: 175%




11

Highlights - Most Engagement

August 2025

Go Downtown Roseville is at Vernon Street Grill & Deli.
Published by Geneveve Lynn · August 22 at 12:01 PM · Roseville · 🌐

A cold sandwich on a warm day? Yes, please! 🥪🍷 ... See more

See insights and ads


Boost post

The Arc of Placer County and 37 others

17 comments 3 shares

Go Downtown Roseville is at Vernon Street Town Square.
Published by Geneveve Lynn · August 9 · Roseville · 🌐

Rock band Pyromania (Music of Def Leppard) is hitting the stage on August 16 at Concerts on the Square! 🎸 ... See more



See insights and ads


Boost post

The Monk's Cellar Brewery & Public House and 51 others

3 shares

Go Downtown Roseville is at The Fig Tree Coffee, Art, & Music Lounge.
Published by Geneveve Lynn · August 18 at 11:00 AM · Roseville · 🌐

Looking for a cozy spot on Vernon Street to enjoy great coffee and live music? Look no further than The Fig Tree Coffee, Art, & Music Lounge! ☕🎸 ... See more



See insights and ads

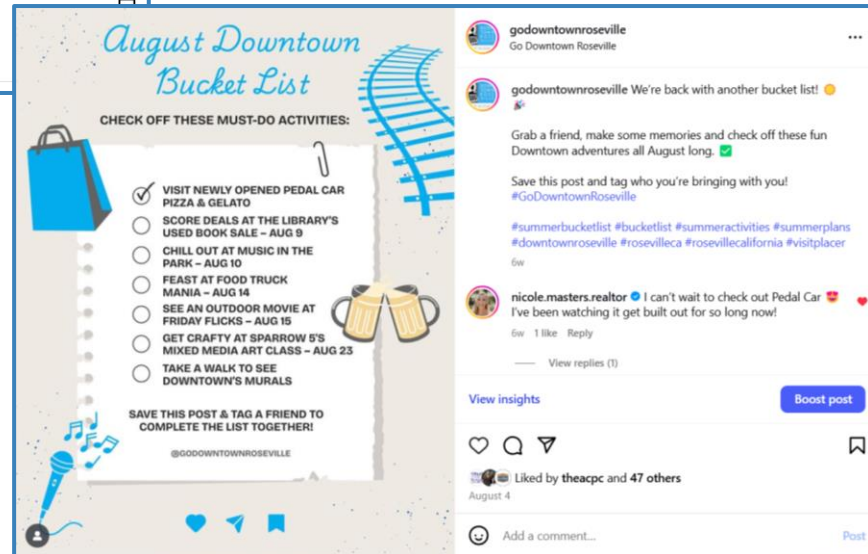
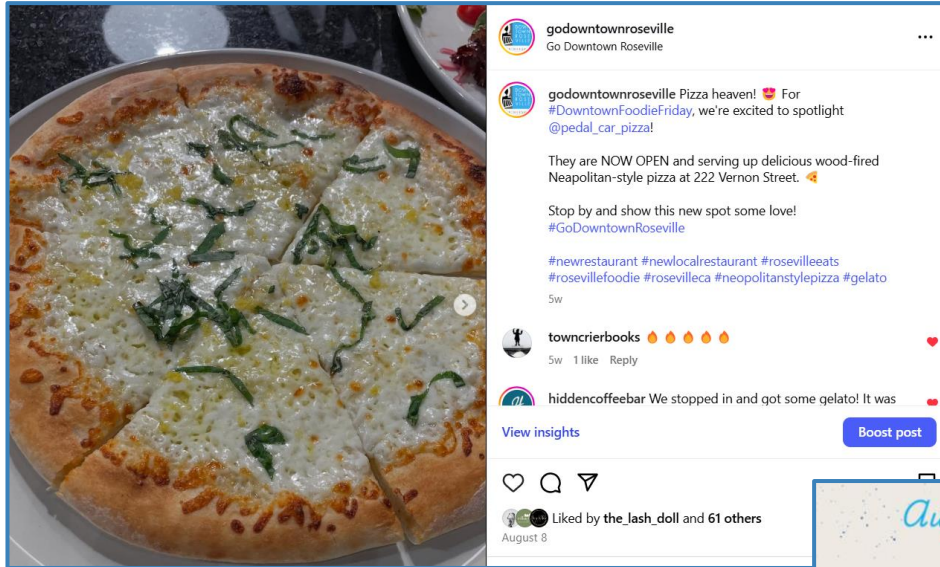
Boost post

The Arc of Placer County and 43 others

4 shares

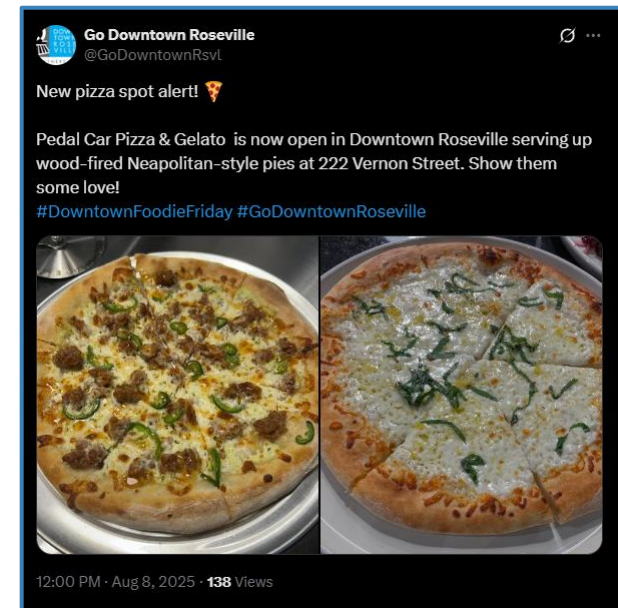
Highlights - Most Engagement

August 2025



Highlights - Most Engagement

August 2025



August 2025

Google Ad Campaign Results

1,905

Impressions

153

Visits to Website

8.03%

Click Thru Rate

Facebook Campaign Results

2,541

Impressions

1,986

Reach

33

Results
(\$0.53/per new follower)