



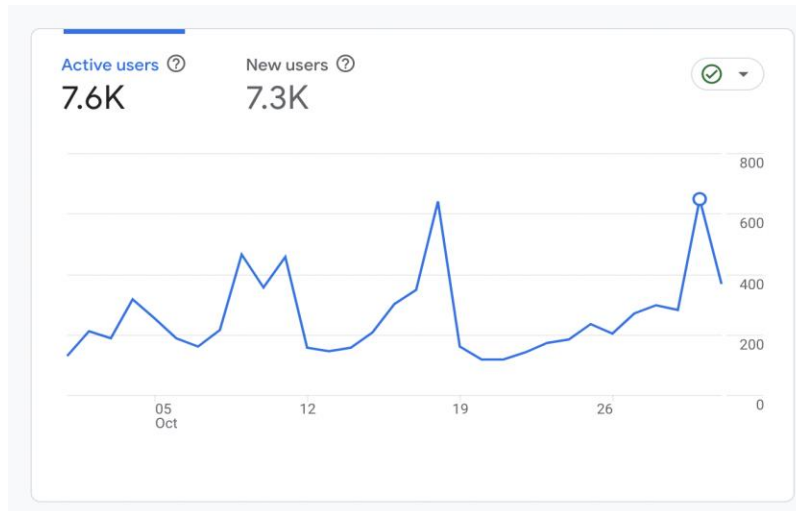
Marketing Overview Report

October 2025

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

Website Traffic

October 2025



Top queries	↓ Clicks	Impressions
downtown roseville events	163	222
roseville events	114	490
downtown roseville	88	543
halloween towne night market	85	159
falling leaf festival	65	126
roseville halloween events	62	416
falling leaf festival roseville	58	70
worlds worst expo	51	1,098
roseville events today	51	256
downtown roseville events today	50	156

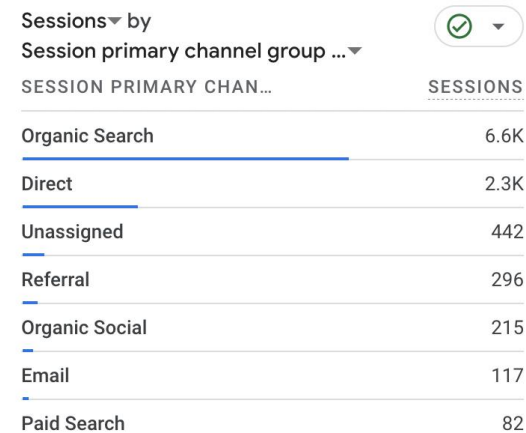
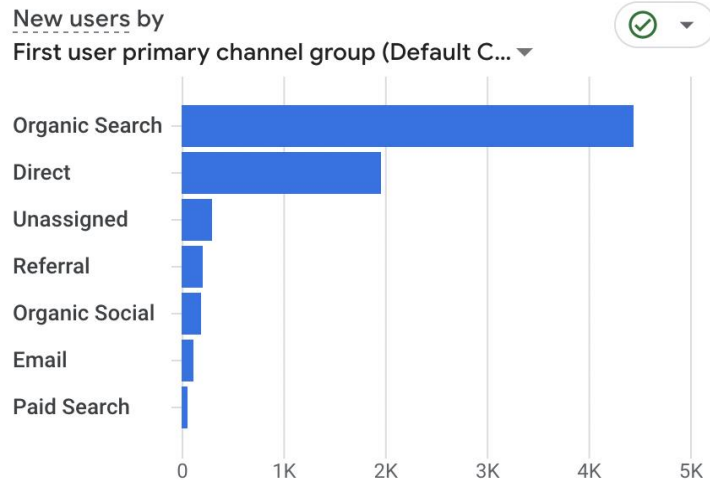
Traffic Notes

- This period had **7.6K** users and **7.3K** new users, which was a **30% increase** compared to the previous year (**5.9K users**).
- Compared to the previous month, users went up **+59.2%** (from 4.8K to 7.3K users and new users **+58.4%** (4.6K to 7.3K).
- The **Calendar** page had the greatest amount of traffic at **2,592 views**. The **Halloween Towne Night Market** page came in second at **1,571 views**.
- **Organic traffic** sources accounted for the most traffic this month at **64.9% of sessions (6,559 of 10,106 sessions)**.
- Many of the top search queries were regarding fall events (**i.e. Halloween Towne, Falling Leaf Festival**)

Website Traffic

October 2025

Acquisition Sources



October 2025

Website Updates – Home Page Slider

Blog Article Feature (Halloween Events)



Ice Rink Sponsorship Request



Ice Rink Tickets



Also updated/added the following:

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

October 2025

October Blog

The October blog **“With Way to the Fun? Haunt Your Way to Downtown Roseville”** was published on **October 9th**.

It has a total of **291 pageviews** as of the day of this report (**November 12th**)!

- **42.96%** of pageviews came from organic search
- **32.65%** of pageviews came from social media
- **9.28%** of pageviews came from the newsletter



October 2025

October Eblast Highlights



October 2025 Newsletter

Open Rate: 43.9%

Click Rate: 5.5%

Entertainment/Events Industry

Average Open Rate: 20.41%

Average Click Rate: 2.19%

Contacts: 2,128 (for October 2025)

October 2025



Posts

Previous month: 26

24



Posts

Previous month: 26

23



Posts

Previous month: 24

24

32,539

Followers

Previous month: 31,818
Increase: 2.3%



7,317

Followers

Previous month: 7,190
Increase: 1.5%



590

Followers

Previous month: 589
Increase: 0.2%



Interactions

Previous month: 1,438
Increase: 50%

2,176



Interactions

Previous month: 1,276
Increase: 31.8%

1,693



Interactions

Previous month: 7

7

Reach

196,013 Previous month: 133,981
Increase: 46.3%

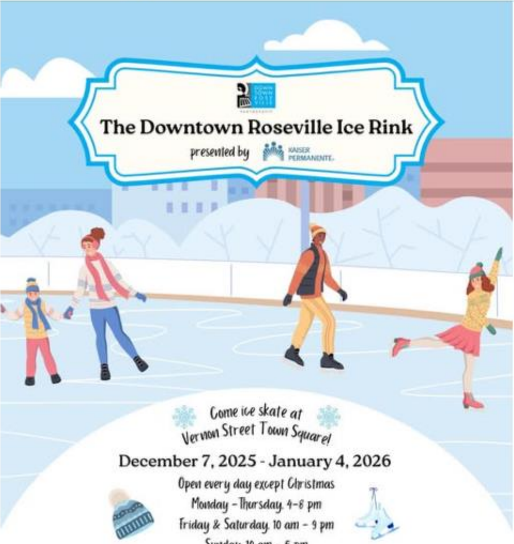


Highlights - Most Engagement

October 2025

Go Downtown Roseville is at Vernon Street Town Square.
Published by Geneveve Lynn · October 25 at 9:00 AM · Roseville · 🌐

Exciting news! The Downtown Roseville Ice Rink, presented by **Kaiser Permanente**, is coming to town for the first time ever! 🎉 ... See more



The Downtown Roseville Ice Rink
presented by **Kaiser Permanente**

Come ice skate at Vernon Street Town Square!
December 7, 2025 - January 4, 2026
Open every day except Christmas
Monday - Thursday 4-6 pm
Friday & Saturday 10 am - 5 pm
Sunday 10 am - 5 pm

Pricing Per Session
\$18 - Ages 14+
\$10 - Ages 6-13
Free - Ages 5 & under
Admin fees apply. Sessions last 1 hour.
Hours are subject to change. See website for details.

For more info visit:
GoDowntownRoseville.com

See insights and ads

Boost post

65 comments 147 shares

Go Downtown Roseville is at Go Downtown Roseville.
Published by Geneveve Lynn · October 29 at 10:46 AM · Roseville · 🌐

Family Fun Night is TOMORROW! 🎉
G... See more



See insights and ads

Boost post

Visit Placer, Roseville Masons and 175 others

35 comments 75 shares

Go Downtown Roseville is at Go Downtown Roseville.
Published by Geneveve Lynn · October 11 · Roseville · 🌐

We're counting down the days to Family Fun Night! 🎉 Mark your calendars for Oct. 30 and bring your crew to Downtown Roseville for an evening full of safe trick-or-treat... See more



See insights and ads

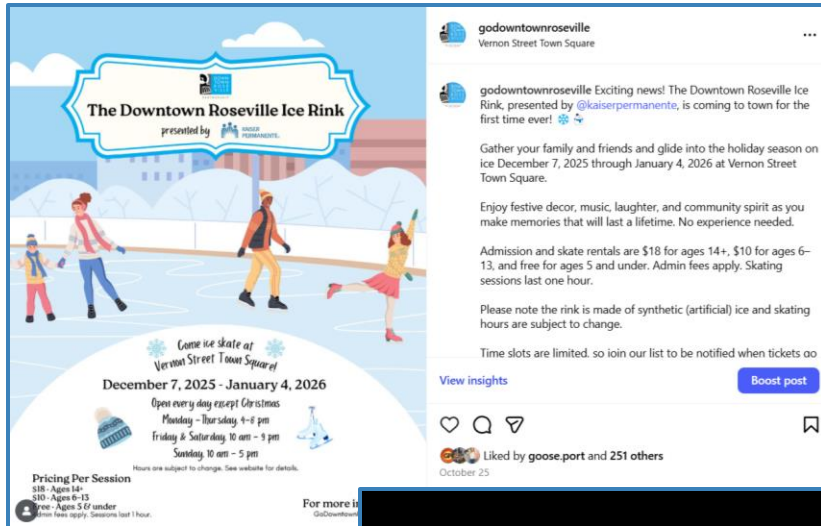
Boost post

50

13 comments 5 shares

Highlights - Most Engagement

October 2025



The Downtown Roseville Ice Rink
presented by [GOOSE TOWN SQUARE](#)

Come ice skate at Vernon Street Town Square!
December 7, 2025 - January 4, 2026
Open every day except Christmas
Monday - Thursday 4-6 pm
Friday & Saturday 10 am - 5 pm
Sunday 10 am - 5 pm
Hours are subject to change. See website for details.

Pricing Per Session
\$18 - Ages 14+
\$10 - Ages 6-13
Free - Ages 5 & under
*From Nov. 2025, Sessions last 1 hour.

godowntownroseville Vernon Street Town Square

godowntownroseville Exciting news! The Downtown Roseville Ice Rink, presented by [@kaiserpermanente](#), is coming to town for the first time ever! ❄️

Gather your family and friends and glide into the holiday season on ice December 7, 2025 through January 4, 2026 at Vernon Street Town Square.

Enjoy festive decor, music, laughter, and community spirit as you make memories that will last a lifetime. No experience needed.

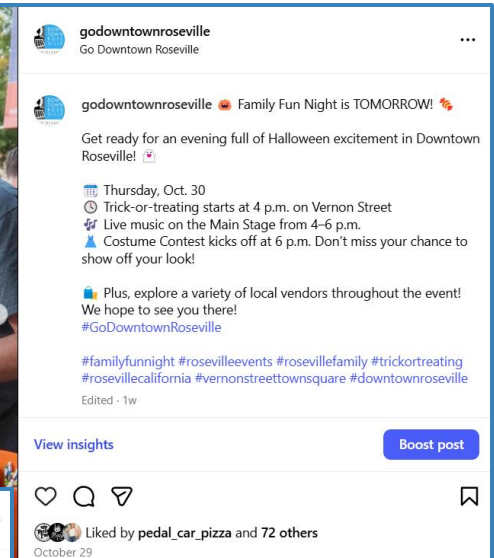
Admission and skate rentals are \$18 for ages 14+, \$10 for ages 6-13, and free for ages 5 and under. Admin fees apply. Skating sessions last one hour.

Please note the rink is made of synthetic (artificial) ice and skating hours are subject to change.

Time slots are limited. so join our list to be notified when tickets oo

View insights Boost post

Liked by [goose.port](#) and 251 others
October 25

godowntownroseville Go Downtown Roseville

godowntownroseville 🎃 Family Fun Night is TOMORROW! 🎃

Get ready for an evening full of Halloween excitement in Downtown Roseville! 🎃

📅 Thursday, Oct. 30
🕒 Trick-or-treating starts at 4 p.m. on Vernon Street
🎵 Live music on the Main Stage from 4-6 p.m.
👗 Costume Contest kicks off at 6 p.m. Don't miss your chance to show off your look!

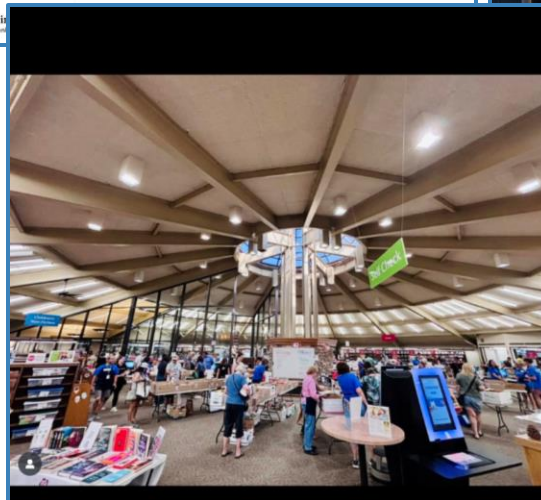
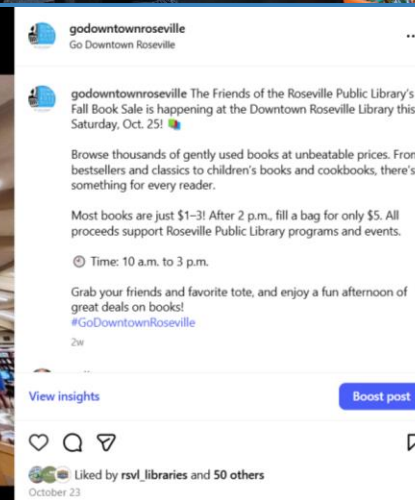
📍 Plus, explore a variety of local vendors throughout the event! We hope to see you there!
[#GoDowntownRoseville](#)

[#familyfunnight](#) [#rosevilleevents](#) [#rosevillefamily](#) [#trickortreating](#) [#rosevillecalifornia](#) [#vernonstreettownsquare](#) [#downtownroseville](#)

Edited · 1w

View insights Boost post

Liked by [pedal_car_pizza](#) and 72 others
October 29

godowntownroseville Go Downtown Roseville

godowntownroseville The Friends of the Roseville Public Library's Fall Book Sale is happening at the Downtown Roseville Library this Saturday, Oct. 25! 📖

Browse thousands of gently used books at unbeatable prices. From bestsellers and classics to children's books and cookbooks, there's something for every reader.

Most books are just \$1-3! After 2 p.m., fill a bag for only \$5. All proceeds support Roseville Public Library programs and events.

🕒 Time: 10 a.m. to 3 p.m.

Grab your friends and favorite tote, and enjoy a fun afternoon of great deals on books!
[#GoDowntownRoseville](#)

2w

View insights Boost post

Liked by [rsvl_libraries](#) and 50 others
October 23

Highlights - Most Engagement

October 2025

Go Downtown Roseville
@GoDowntownRsvL

@themonkscellar is turning 11! 🎉

Join the 2-day birthday bash Oct. 18-19:
 🍺 3 new beers: English IPA, Honey Saison & Baltic Porter
 🍽️ Food & drink specials all weekend
 🎸 Sat: Live music by Danielle Blankenship

11th ANNIVERSARY Party

OCTOBER 18TH & 19TH
All Day Saturday & Sunday

JOIN US AS WE RAISE A GLASS
TO 11 INCREDIBLE YEARS!

SPECIAL BEER RELEASES BY MONK'S!
British IPA, Saison, & Baltic Porter

LIVE MUSIC!
Saturday Evening

FOOD SPECIALS!
Both Days

GIVEAWAYS!
All Weekend Long

EVENT CALENDAR
monkscellar.com

THE MONK'S CELLAR

4:34 PM · Oct 16, 2025 · 40 Views

Go Downtown Roseville
@GoDowntownRsvL

Promote

It's a beautiful day in Downtown Roseville! ☀️ Look up and enjoy our new street banners!



1:47 PM · Oct 20, 2025 · 64 Views

Go Downtown Roseville
@GoDowntownRsvL

This foodie find is a must-try! Head to Pedal Car Pizza for their new Pumpkin Affogato! 🍷🍷
#DowntownFoodieFriday



0:21

1:00 PM · Oct 24, 2025 · 27 Views

October 2025

Google Ad Campaign Results

3,649

Impressions

82

Visits to Website

2.25%

Click Thru Rate

Facebook Campaign Results

31,060

Impressions

20,463

Reach

425

Results
(\$0.45/per new follower)