

Rockwell, for your Business.

Date: 11.25.19

CLIENT: Glen Lake Chamber of Commerce

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MARKETING REPORT



www.visitglenarbor.com | 2019 Analytic Highlights

•116,617 total pageviews from Jan 1 - Nov 24 2019

•319 avg pageviews per day

•Average pages visited per person, per session: 2.08

- 77% of website visitors are using iOS operating system, while 22% are using Androids
- 48% of users view from Mobile, 42% from a desktop, 9% from a tablet

Compared to 2018 year, the numbers are only different by a percent or two.

Most viewed pages (most viewed at the top)

Home

Glen Lake Restaurant Week

Beaches & Boating

Event Calendar

Things to Do

Hotels & Resorts

Private Homes & Cottages

Last Minute Cancellations

Dining

Places To Stay

Facebook | 2019 Highlights

3,041 total page likes and 3,232 page followers on [Facebook](#)

(Grown from to 2018 when we had 2,600 followers)

One post to our Facebook regularly engages an average of 2,554 people, organically; About half those people click the post links or engage with the post by reacting, commenting or sharing.

Instagram | 2019 Stats

1,396 followers (compared to 2018 we had 1,013)
We've made 353 total posts to feed since beginning

Email Campaigns

- **Member Email Newsletter list** is up from 220 contacts in 2018 to 298 contacts in 2019

- **Area Subscriber list** is composed of 796 contacts, compared to 687 people in 2018. The main source of this lists growth is via the signup on Facebook or via manual additions from visitors email inquiries or requests to be added.

We did very little with the email list in 2018 due to time and budget restrictions...but in 2019 we've sent 26 campaigns thus far!!!

On average, per email campaign sent, it is opened and viewed by 39% of the audience!