



ROCKWELL. FOR YOUR BUSINESS.

Marketing Report // Glen Lake Chamber, 2020 overview

WEBSITE ACTIVITY

- In the month of August alone, <https://www.visitglenarbor.com/> had 15,780 pageviews, while the year's total was 112,766 pageviews for the website.
- Average time spent on a page, 1 min 24 sec.
- Overall page load and website speed has greatly improved since the launch of the new website, delivered in the late Spring. The new site was designed to be fully responsive to all screen sizes and devices and while also being easy to navigate content.
- 58% of users viewing from a mobile device, while 36% view the site from a desktop computer and 5% from a tablet.

Top 10 Popular Website Pages (Jan 1 - Dec 31 2020)

Homepage of visitglenarbor.com/	Pageviews: 11,360 avg time on page 02:46
/things-to-do/beaches-boating	Pageviews: 5,301
/covid-19-info-summer-in-glen-arbor/	Pageviews: 2,805
/things-to-do/trails-scenic-outlooks	Pageviews: 2,755
/things-to-do	Pageviews: 2,744
/events	Pageviews: 2,736
/places-to-stay	Pageviews: 2,692
/event/virtual-glen-a...day-marketplace-2020/	Pageviews: 2,126
/directory_category/dining-specialty-foods-winery/	Pageviews: 1,570
/directory_category/motels-lodges-resorts	Pageviews: 1,516

Social Media Growth

- [@visitglenarbor](#) now has 1,866 followers on [Instagram](#)
- 3,334 people like our page on [Facebook](#), and 3,623 people follow posts we make on this page.
- Any given post to our page reaches anywhere from 270 people to 2,400 people, organically.
- 1,661 followers on [Twitter](#)

Email Newsletters

We composed and sent 30 email newsletters between January - December 2021, reaching an average of 1,200 people each email sent (between actual opened emails and social posts that follow the email campaign).

We maintain TWO email LISTS. One reserved for Membership and the other Area Subscribers list is open to the public. We send varied, targeted content to each group. The emails we send have a 39% average open rate, high above industry standards.

Summary

A new website was delivered this year to bring both community members and visitors an online resource for connecting with local businesses and community events. Visitors used our website to aid in trip planning, discovered things to do, kept up on Covid-19 updates, and used our site to find places to stay and shop.

The Glen Lake Chamber's strong online presence allows our organization to successfully reach people visiting the area, despite not having a physical brick and mortar location. We are committed to sharing current and accurate information about our members, businesses, the area, through regular website maintenance, social media sharing and by sending email newsletters. We are proud to continue to be a strong organization representing in this small but strong community.