



ROCKWELL. FOR YOUR BUSINESS.

## Glen Lake Chamber

### Marketing Report // 2021 in review

#### SUMMARY

The Glen Lake Chamber's strong online presence continues to grow each year, allowing our organization to successfully represent the area and local businesses through our social media presence, [visitglenarbor.com](http://visitglenarbor.com) and our monthly email newsletters to stay in touch.

#### MEMBER REVIEW

"Thank you Raquel for your help keeping our listing updated. We are having our best rental year ever and we believe it is because of our business listing on the Glen Lake Chamber website!"

*-Scotty and Gail Seward, Birch Shore Cottages*

#### EMAIL NEWSLETTER

We composed and sent a record 36 email newsletters between Jan-Dec of 2021.

We maintain TWO email LISTS via a MailChimp account. One list is reserved for local Membership and the other Area Subscribers list - which is open to the public to subscribe. We send varied but similar and targeted content to each group. The emails we send have a 40% average open rate, high above the industry standards.

#### SOCIAL MEDIA REACH

- 3,569 people "like" the [Facebook](#) page (up from 3,334 people last year) and 4,010 people "follow" the page (up from 3,623 people last year)
- Last year, our *total Facebook page visits* reached 35,248 people.
- An *individual post* to the Facebook page reaches an average of 1.4K people, organically.
- 74% of Facebook and Instagram users are women, while 26% are Men.
- [@visitglenarbor](#) now has 2,451 followers on [Instagram](#) (a 31% increase from 1,866 followers last year).
- 1,685 followers on [Twitter](#) (up from 1,661 followers last year)

"Creative. For Your Business."

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## WEBSITE ACTIVITY

- 51,000 users visited <https://www.visitglenarbor.com/> in 2021 (down 10% from 2020)
- Average time spent on a page, 1 min 26 sec.
- 56% view our website from a mobile device, while 40% view the site from a desktop computer and 3% from a tablet.
- April, July and December were the busiest month for total pageviews in the calendar year.
- Most users come to the website from Organic Search, Direct type into URL bar, a website referral, and Social Media links from posts or pages.
- Our Top Referrals came from: facebook, sleepingbeararea.com, and msn.com

### Top 10 Popular Website Pages (Jan 1 - Dec 31, 2021)

<a href="#">Homepage of visitglenarbor.com/</a>	Pageviews: 23,228
<a href="#">/events</a>	Pageviews: 5,634 (150% increase from last year)
<a href="#">/places-to-stay</a>	Pageviews: 4,910 (150% increase from last year)
<a href="#">/things-to-do/beaches-boating</a>	Pageviews: 5,301
<a href="#">/things-to-do</a>	Pageviews: 4,105 (100% increase from last year)
<a href="#">/directory_category/motels-lodges-resorts</a>	Pageviews: 1,516 (130% increase from last year)
<a href="#">/directory_category/cottages-homes/</a>	Pageviews: 3,342
<a href="#">/directory_category/dining-specialty-foods-winery/</a>	Pageviews: 3,342 (115% increase in views)
<a href="#">/things-to-do/trails-scenic-outlooks</a>	Pageviews: 3,193
<a href="#">Event/restaurant-week-2021</a>	Pageviews: 2,993

## USEFUL LINKS

[Membership Info](#) • [Membership PDF Packet](#)

[Advertise your business with the Chamber](#)

[Business Directory](#) • [Job Listings](#)

[Event Calendar](#) • [Submit An Event](#)