



ROCKWELL. FOR YOUR BUSINESS.

Glen Lake Chamber

Marketing Report // 2022 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 its local businesses via our social media pages, visitglenarbor.com and our monthly email newsletters to

MEMBER REVIEW

"The 2021 listing for cottages listing on visiglenarbor.com was very successful, resulting in full occupancy from June 10 to mid-August, 2022!"

-Scotty and Gail Seward, Birch Shore Cottages

EMAIL NEWSLETTER

We composed and sent 31 email campaigns between Jan-Oct of 2022. An average of 53% of emails are opened, high above the industry standards (16% open rate).

We maintain TWO email LISTS via a MailChimp account. We send varied but similar and targeted content to each group. Our Membership list is made up of 387 subscribers. Our Area Subscribers list has grown to 1,983 contacts - which is open to the public to subscribe (via link on Facebook, opt-in form in website footer & website popup form). With the growth of our lists we upgraded in October from a FREE account to a paid "Essential" account with 2,370 contacts out of 2,500 available at this level.

SOCIAL MEDIA REACH

- 3,875 people "like" our [Facebook](#) page (up from 3,569 in 2021 and 3,334 people in 2020)
Last year, our *total Facebook page visits* reached 35,248 people.
- An *individual post* to the Facebook page reaches an average of 1K people, organically.
- 74% of Facebook and Instagram users are women, ages 45-54, while 26% are Men.
- [@visitglenarbor](#) now has 2,715 followers on [Instagram](#) (up from 2,451 followers last year)
- 1,706 followers on [Twitter](#) (up from 1,685 followers last year)

"Creative. For Your Business."

WEBSITE ACTIVITY Jan 1st-Oct 18th 2022

- **Web user overview:** Visitglenarbor.com had a total of 50,144 users, with 49,981 of them being “new” users. The website had 60,942 sessions, averaging 1.22 sessions on our site per user, while the site had a total of 122,405 pageviews during this timeframe. Average time spent per page is 1 min 16 seconds.
- **Devices used:** 54% view our website from a mobile device, while 42% view the site from a desktop computer and 3% from a tablet.
- **Most viewed days:** July 4th had the most activity with 1,025 users, with May 18th at 811 people visiting the site, and April 29th with 529 visitors.
- **Acquisition/Referrals:** Most users come to the website from Organic Search, Direct type into URL bar, a website referral, and Social Media links; Our Top Referrals came from: leelanauticker.com, glenarborsun.com, mailchimp email campaign links, leelanau.com, michigan.org, traverscity.com

Top 10 most used pages (out of 122,405 total pageviews)

Homepage of visitglenarbor.com/	Pageviews: 16,962
/events	Pageviews: 6,076
/things-to-do	Pageviews: 5,261
/event/glen-lake-restaurant-week-22	Pageviews: 4,753
/places-to-stay	Pageviews: 3,543
/things-to-do/beaches-boating	Pageviews: 3,465
/directory_category/motels-lodges-resorts	Pageviews: 2,529
/directory_category/dining-specialty-foods-winery/	Pageviews: 2,436
/directory_category/cottages-homes	Pageviews: 2,348
/things-to-do/trails-scenic-outlooks	Pageviews: 2,144

USEFUL LINKS

[Membership](#) • [Membership PDF Packet](#) • [New Member Sign-Up Form](#)

[Advertise your business](#) • [Business Directory](#) • [Walking Map](#)

[Job Listings](#) • [Special Offers & Rates](#)

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