



ROCKWELL. FOR YOUR BUSINESS.

Glen Lake Chamber

Marketing Report // Jan-Dec '22

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

-Scotty and Gail, Birch Shore Cottages

EMAIL NEWSLETTER

We composed and sent a record number of 45 email campaigns between Jan-Dec 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 389 contacts. Our Area Subscribers list has grown to 2,051 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 of '22 from a FREE account to a paid "Essential" account with 2,440 contacts out of 2,500 available at this level.

SOCIAL MEDIA REACH

- 3,936 people "like" our [Facebook](#) page and 4,453 people "follow" us (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 2,755 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

Web user overview for 2022 year: Visitglenarbor.com had a total of 56,899 users, with 88% of them being “new” users, vs 11% returning users. The website had 68,877 sessions, averaging 1.2 sessions on our site per user, while the site had a total of 136,325 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 64% from Organic Search, 81% Direct type into URL bar, a 52% other website referral link click, and 77% of users from Social Media links. Our Top Referrals came from: leelanauticker.com, glenarborsun.com, mailchimp email campaign links, leelanau.com, michigan.org, traversecity.com, and leelanau.com

User Flow > Most viewed pages

NOTE Top used pages changes by the Quarter and Season appropriately. The following list shows individual starting pageviews, out of total website sessions:

Homepage of visitglenarbor.com/	Pageviews: 19K
/events	9.9K
Member Directory	7.8K
/event/glen-lake-restaurant-week-22	3.6K
/things-to-do	2.7K
/places-to-stay	
/things-to-do/beaches-boating	
/directory_category/motels-lodges-resorts	
/directory_category/dining-specialty-foods-winery/	
/directory_category/cottages-homes	
/things-to-do/trails-scenic-outlooks	

USEFUL LINKS

[Advertise your business](#)

[Membership Info](#)

[Membership PDF Packet](#)

[New Member Sign-Up Form](#)

[Business Directory](#)

[Walking Map](#)

[Job Listings](#)

[Special Offers & Rates](#)

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