



ROCKWELL. FOR YOUR BUSINESS.

Marketing Report: 2023 in review

Prepared for the Glen Lake Chamber

SUMMARY

The Glen Lake Chamber's robust online influence expands annually, enabling us to effectively showcase the region and its local businesses through our social media pages, visitglenarbor.com, and our monthly email newsletters. The officers & board continue to forge ahead, giving their time and contributing their expertise. They meet in person, monthly, to discuss ongoing chamber initiatives, generate community collaboration, address local business topics, and to support event and marketing needs.

MEMBER REVIEW

“Air B&B is the source of most of our reservations, but the GL COC site seems to be the second best source of potential clients. We also do some print advertising. Dollar for dollar, the GL COC site is the best advertising money we spend, and we plan to continue our support of the chamber as long as we have our vacation rental business.”

EMAIL NEWSLETTER

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 “Subscribers” list now has 2,324 contacts (up from 2,051 contacts on the list at the end of last year!)

The subscriber list is open to the public. There is a link on Facebook to sign up, an opt-in form on our website footer and a website pop-up for (which is where most new subscribers come from)..

We had to upgrade our MailChimp account at the end of last year from a Free account to an “Essential plus” account to cover the more than 2,500 contacts we now send emails to. We currently pay about \$57 for this account.

We composed and sent 35 email campaigns between Jan-Dec of 2023. An average of 53% of our email newsletters are opened, high above the industry standards (25-30% open rate).

“Creative. For Your Business.”

SOCIAL MEDIA REACH

- Posts made on Facebook reached 74,924 people in 2023. This is up 76% from the year before. Our post reach on Instagram is up by 11% from the year before.
- 263 new page likes on [Facebook](#) and 336 new followers on [Instagram](#).
- Our paid/sponsored posts reach was up 143% this year, spending \$616 on a variety of sponsored content across Facebook and Instagram.
- We post to utilize [Twitter](#) (X) maintaining 1,644 followers, down from 1,706 followers the year before.

WEBSITE ACTIVITY

Web user overview for 2023 year: Visitglenarbor.com had a total of 35K users (down from 56,899 users in 2022) with 88% of them being “new” users, vs 11% returning users just like the year before. The website had 43,278 total sessions by these users (down from 68,877 sessions in ‘22), averaging 1.2 sessions on our site per user, while the site had a total of 136,325 pageviews during this timeframe.

Devices used: Roughly half of our website visitors are using a mobile device, while 40% view the site from a desktop computer and 3% from a tablet.

User Flow/Popular Content: Over 10K of our website users start directly on our homepage, while the next most popular starting point is the Event Calendar, Restaurant Week, Member Directory, and Things to Do landing page.

Most viewed days: July 3rd had 1,167 website users, with May 11th at 707, April 24th with 707, March 14th with 434 site views, Feb 24th with 562, and Jan 25th with 268.

Acquisition/Referrals: 52% of users come to the website from Organic Search, while 36% directly type the web address into the URL bar, 7% of users come to the site from social media, and 4% from other website link referrals.

Our top referrals came from: traverseticker.com, sleepingbeardunes.com, 10% of our users come from a click on our email newsletter campaigns, glenarborsun.com referred 9% of our visitors, followed by traversecity.com, leelanauticker.com, baidu.com, and findrestaurantweeks.com

USEFUL LINKS

[Advertise!](#) [Membership Info](#) [Member PDF Packet](#) [New Member Sign-Up Form](#)

[Business Directory](#) [Walking Map](#) [Job Listings](#) [Special Offers & Rates](#)

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