



**2020 Key Performance Indicators:
Digital Marketing**

DIGITAL MARKETING ECOSYSTEM



Facebook
176 followers



Email
758 Subscribers



Instagram
155 followers



Website



Twitter
115 followers



Unmanaged

Why are we online?

- Engage our supporters, residents, landlords and constituents
- Provide transparency + information
- Celebrate and share our impact

What are we measuring?

WEBSITE

Pageviews

measures an instance of a user visiting a particular page on a website

Average Session Duration

measures the average amount of time users spend on a website

Bounce Rate

is the percentage of visitors to a website that exit after only viewing one page

Pages per Session

number of unique page visits per session

Unique Visitors

person that visits a website at least once during the reporting period

New vs Returning Visitors

users that access website for first time on a specific device vs those that have previously visited

What are we measuring?

EMAIL

New Subscribers

measures the number of people that have subscribed during the reporting period

Unsubscribe rate

percentage of people that chose to no longer receive email communications

Open Rate

percentage of recipients that open email

Click Rate

percentage of recipients that click on a link or image within an email

SOCIAL MEDIA

New Followers

the number of new people that follow account during the reporting period

Impressions

the number of times content was shown to user

Profile visits

the number of times profile was viewed

Reach

the number of unique accounts that have seen posts

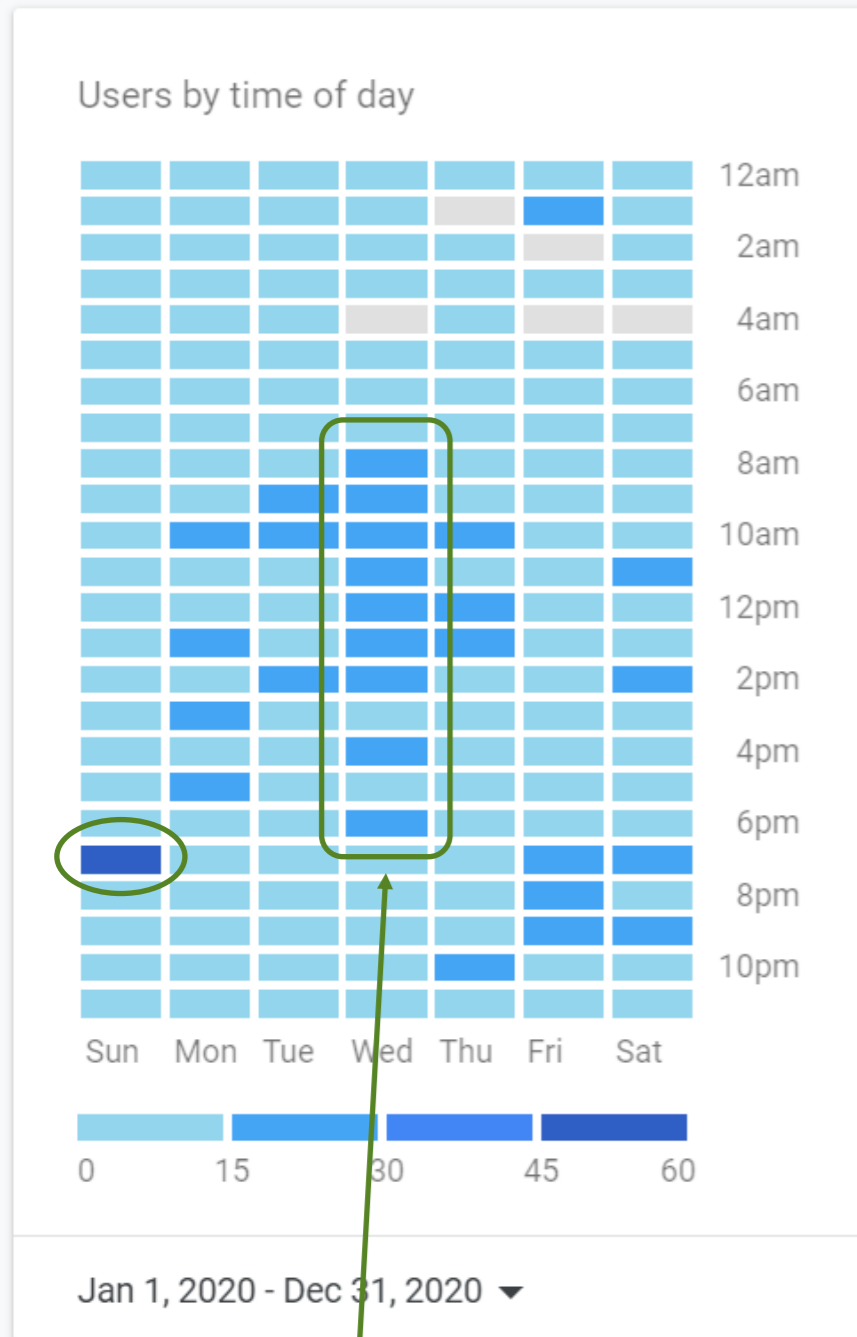


How are we measuring?

- Enabled Google Analytics at the end of August 2020 which is a web analytics service offered by Google that tracks and reports website traffic
- Social media platform basic reporting tools with renewed activity at the end of May 2020
- Traffic is still very minimal
- Benchmarking 2020 data for 2021 goals

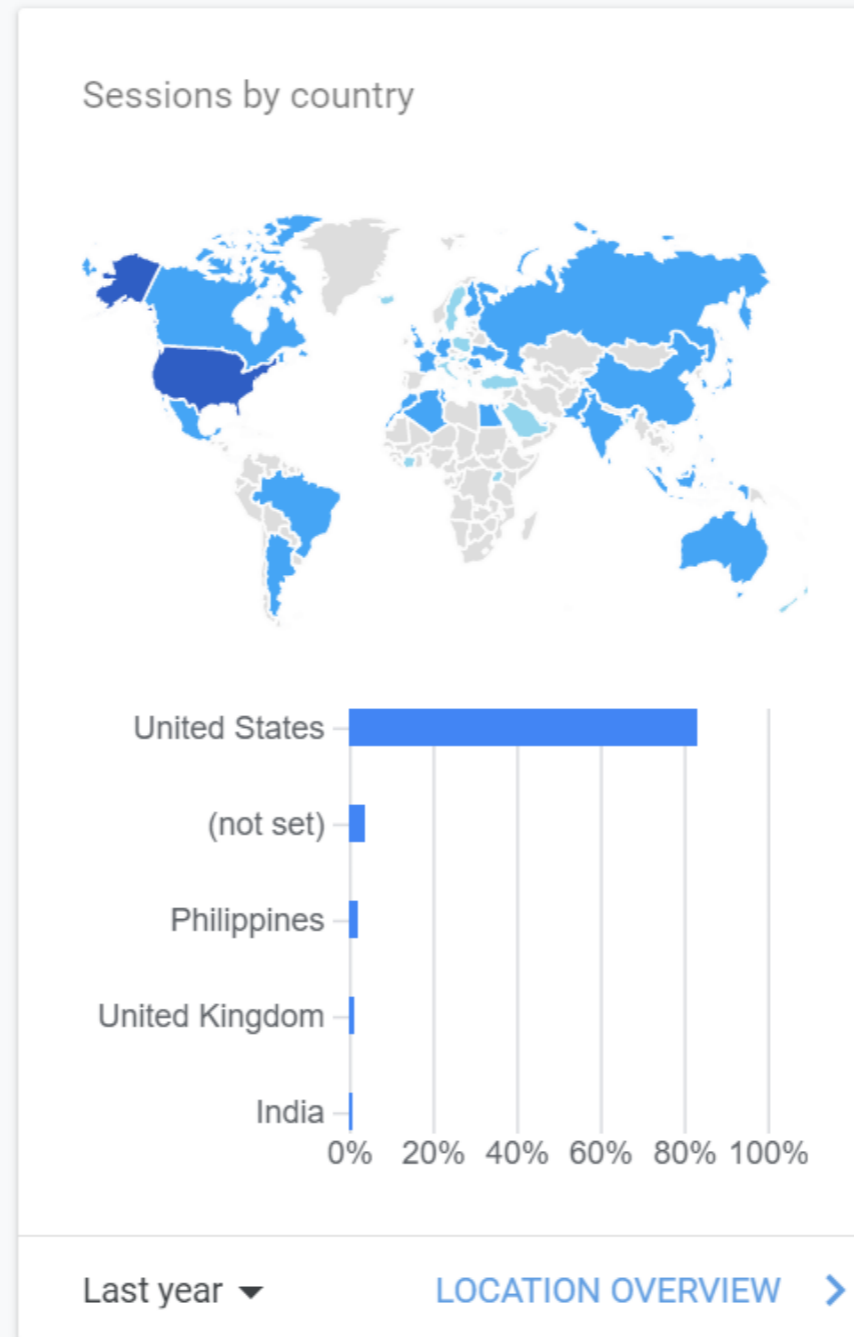
Website metrics

When do your users visit?

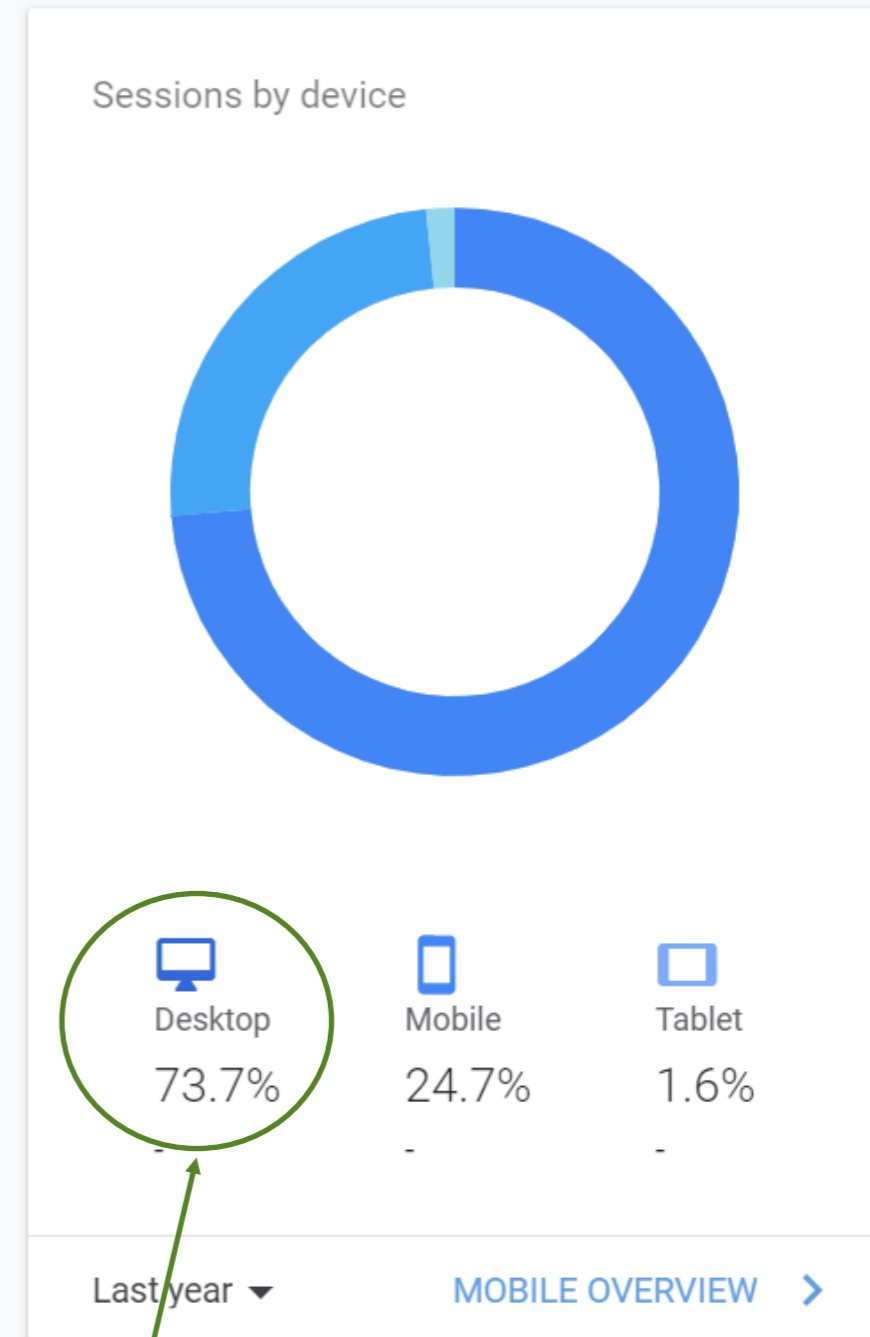


Users may be accessing Wednesday to access meeting link

Where are your users?

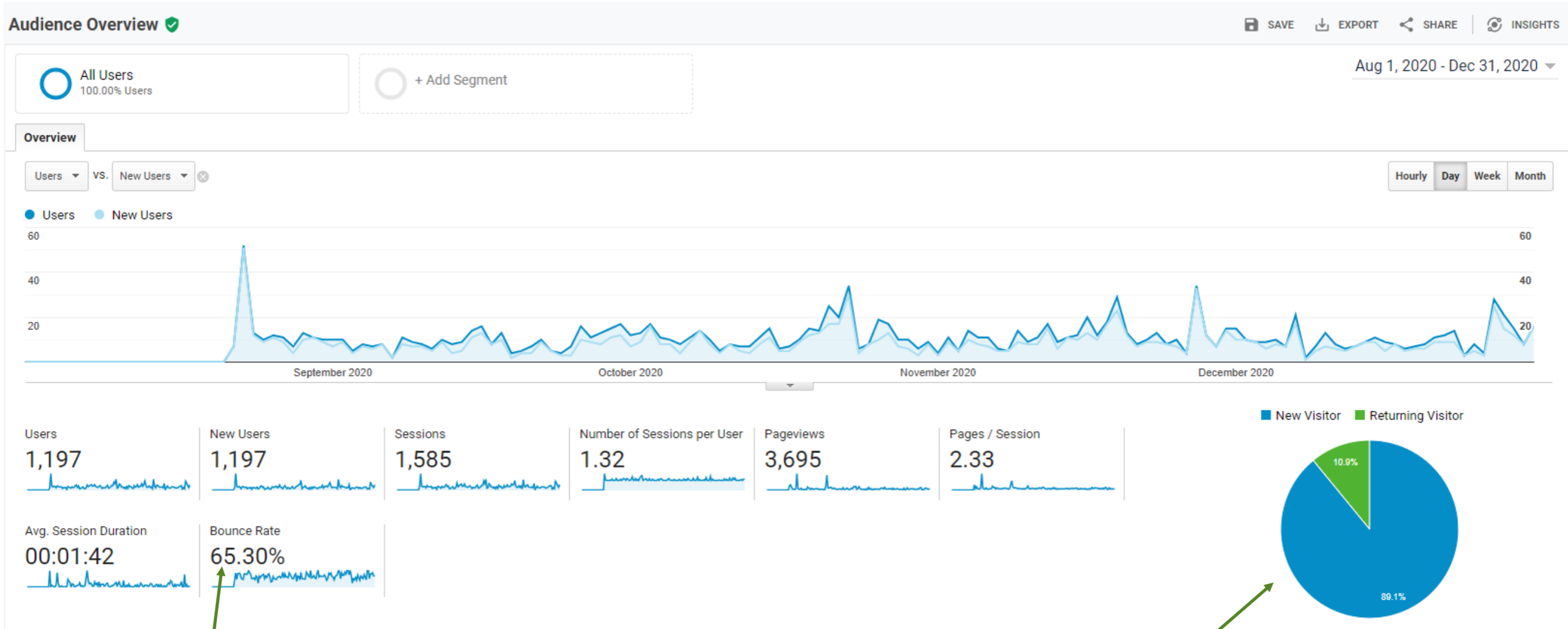


What are your top devices?



Site is mobile optimized but users may be mostly accessing to download or conduct activities not easily done on mobile

Website metrics (continued)



Industry avg is 35-60%

Content does not entice users to come back

Website metrics (continued)

Users specifically came to site to access this project

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	3,695 % of Total: 100.00% (3,695)	2,709 % of Total: 100.00% (2,709)	00:01:16 Avg for View: 00:01:16 (0.00%)	1,585 % of Total: 100.00% (1,585)	65.30% Avg for View: 65.30% (0.00%)	42.90% Avg for View: 42.90% (0.00%)
1. /	875 (23.68%)	679 (25.06%)	00:00:55	634 (40.00%)	44.79%	39.09%
2. /public-meetings-archives	265 (7.17%)	45 (1.66%)	00:01:24	5 (0.32%)	60.00%	12.08%
3. /public-meetings	253 (6.85%)	159 (5.87%)	00:00:57	21 (1.32%)	52.38%	26.09%
4. /esprit-park	202 (5.47%)	168 (6.20%)	00:01:39	161 (10.16%)	74.53%	70.30%
5. /about-gbd	173 (4.68%)	152 (5.61%)	00:01:18	38 (2.40%)	63.16%	46.82%
6. /blog/2020/6/20/using-california-native-grasses-in-garden-design	146 (3.95%)	132 (4.87%)	00:07:15	132 (8.33%)	90.15%	89.04%
7. /donate	144 (3.90%)	112 (4.13%)	00:02:03	102 (6.44%)	76.47%	72.92%
8. /blog	118 (3.19%)	88 (3.25%)	00:02:45	42 (2.65%)	80.95%	56.78%
9. /board-of-directors	116 (3.14%)	104 (3.84%)	00:02:29	33 (2.08%)	78.79%	50.86%
10. /project-blog/2020/7/10/7h2nn73s0ae13hhxm61nwnjdnvkkls	92 (2.49%)	79 (2.92%)	00:02:58	57 (3.60%)	66.67%	59.78%

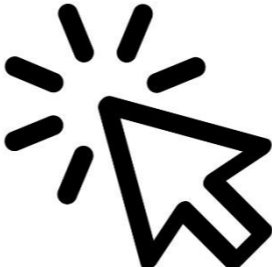
Blog post was interesting and engaging for users

Email metrics



4,490/42.9%
open rate

25.17%
industry
average



562/5.4%
click rate

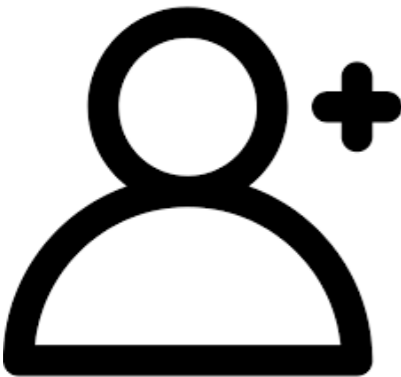
2.79%
Industry
average



26/0.2%
unsubscribe rate

0.20%
industry
average

Social Media metrics



24/13%
new users

150/98%
new users

39/43%
new users

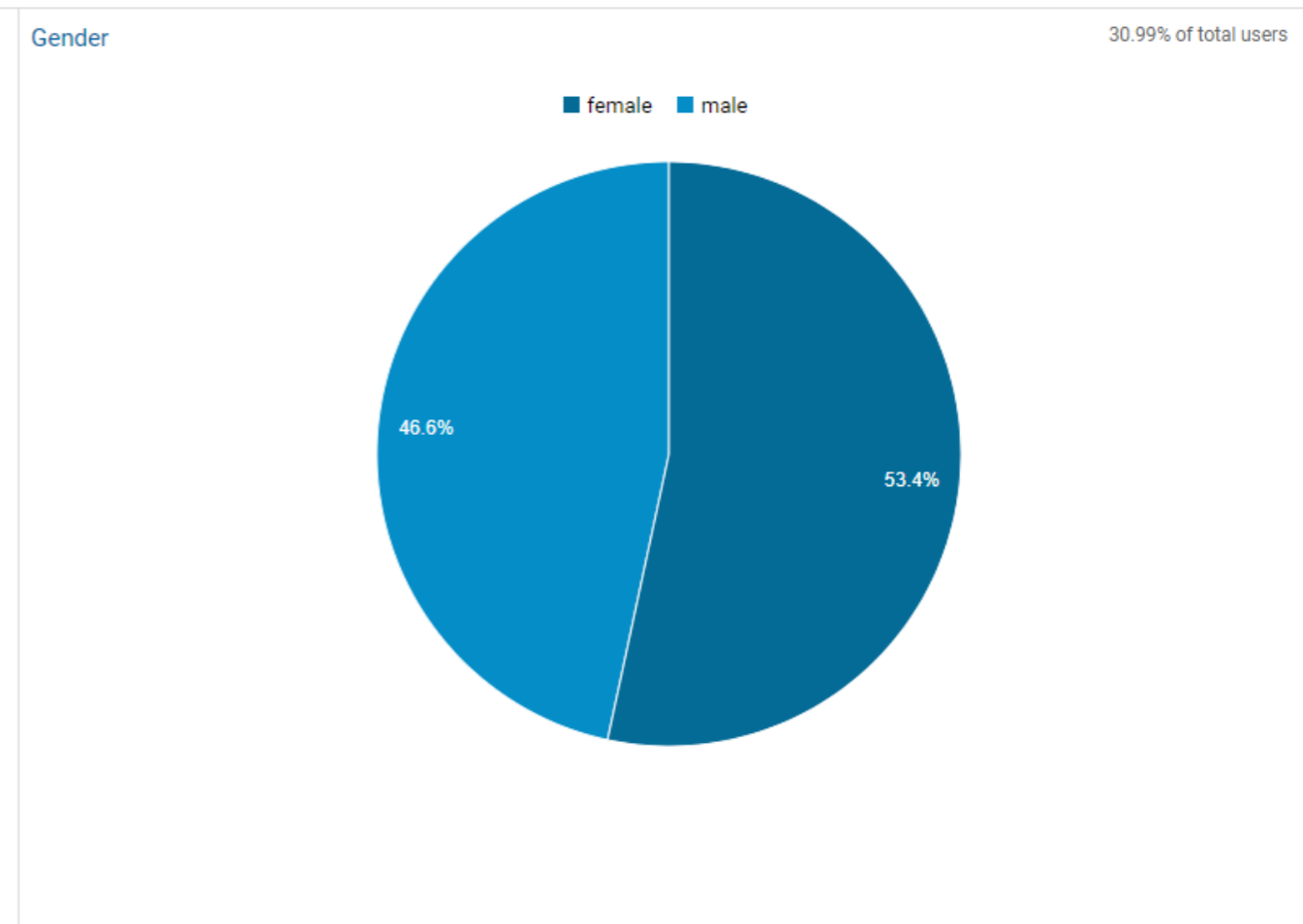
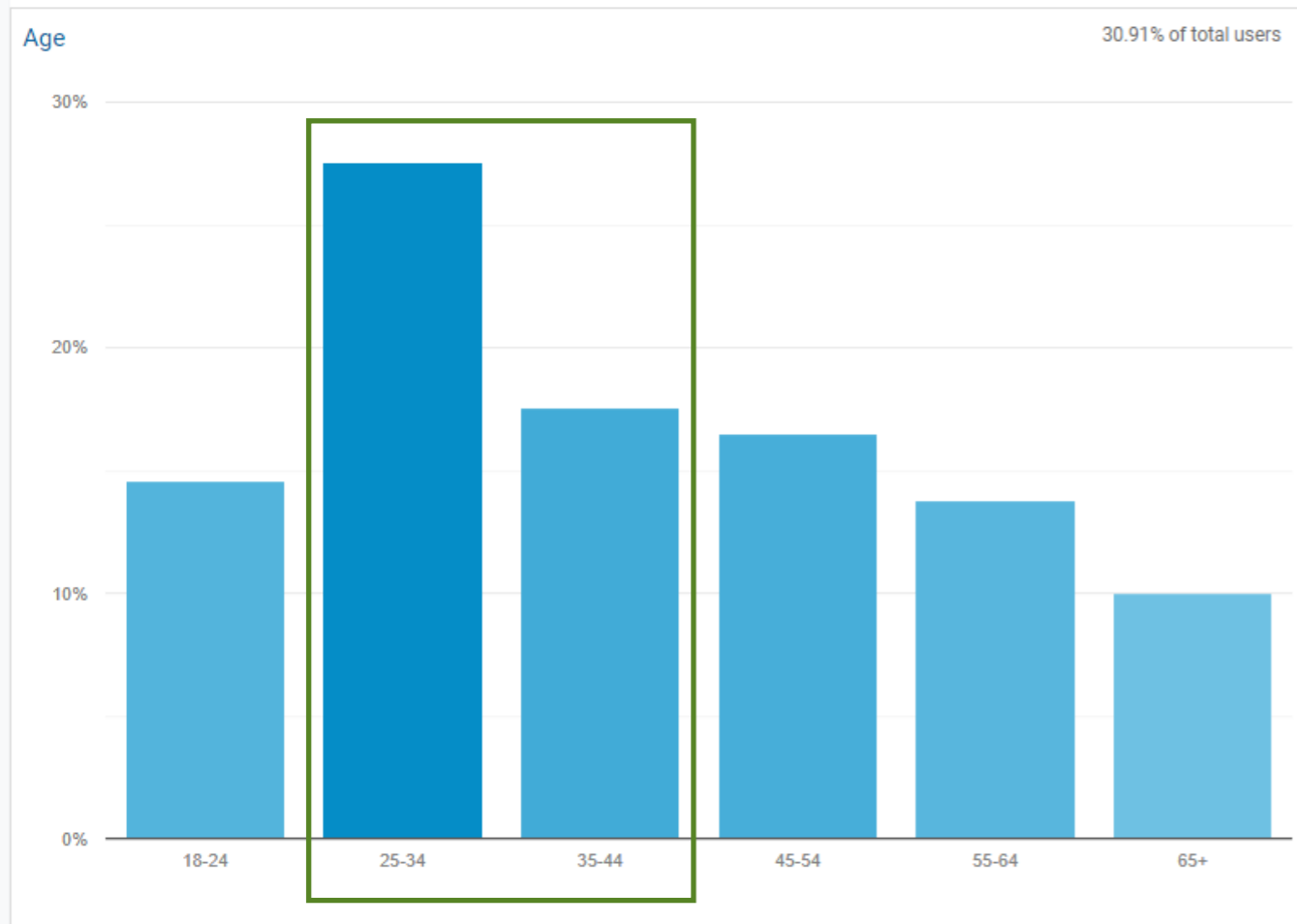


46 avg
reach

122 avg
reach

1,311 avg
impressions

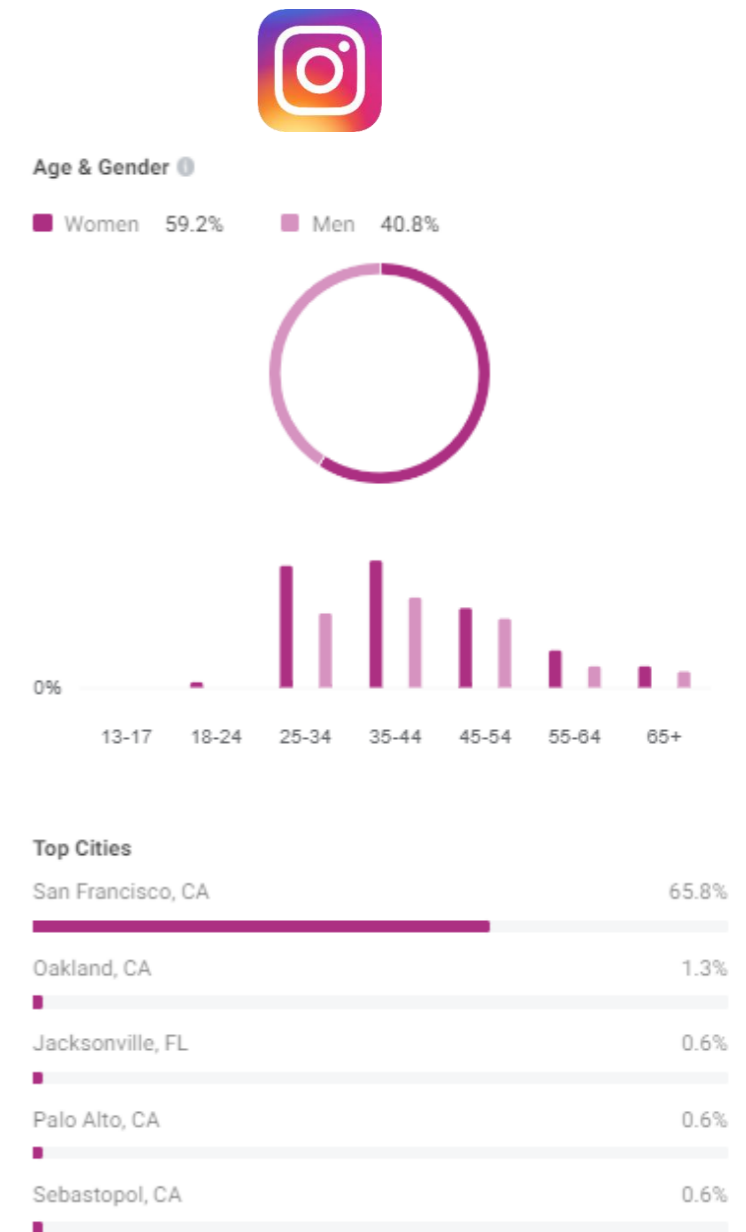
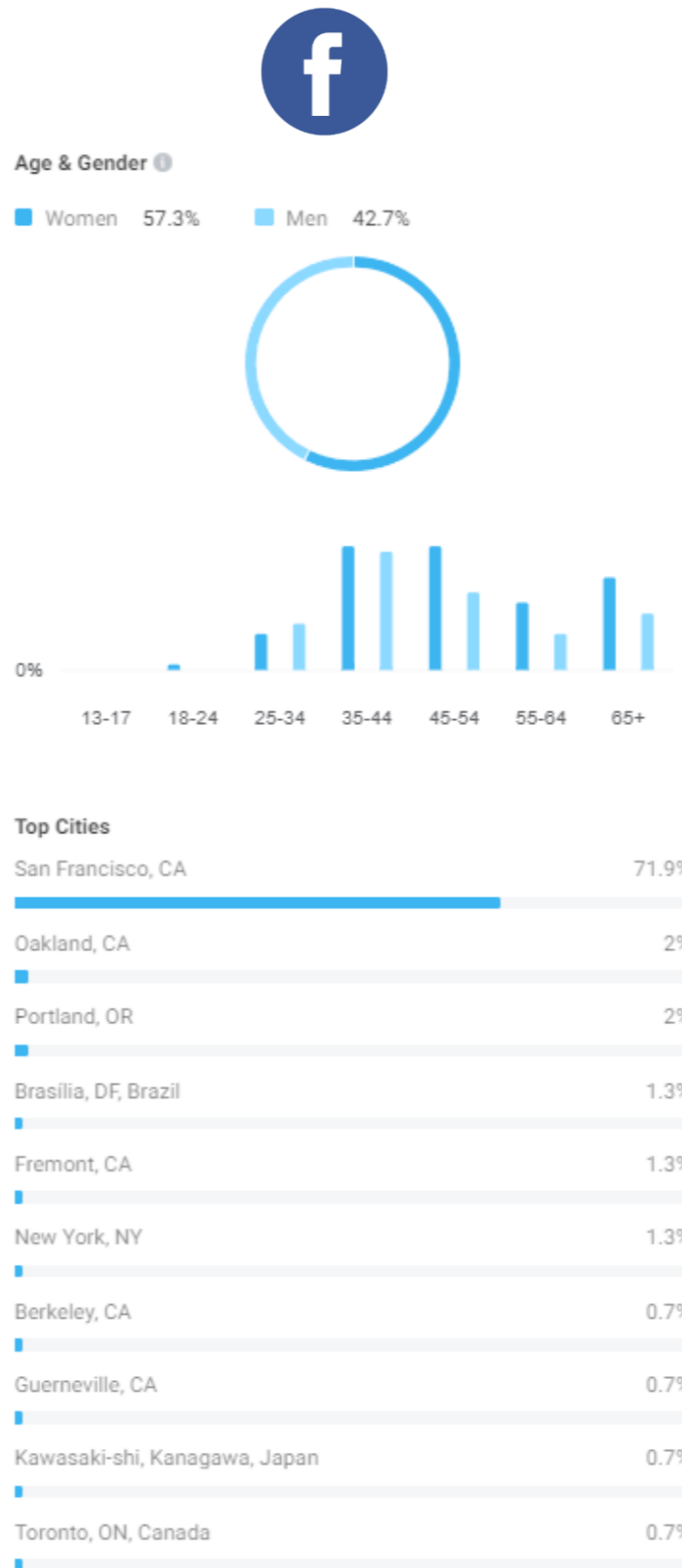
Demographics - Website



- **Only 31% of users captured demographic data**
- **Users much younger than expected**
- **Men are slightly more active on our website**

Demographics – Social Media

- Social media users are more female
- Facebook audience in general tends to be older but we still are attracting a younger demographic
- Instagram audience is consistent with website
- Our audience is SF based which is to be expected but we have a nice group outside of the area



What did we learn?

- Engagement consistently increased
- Content stale and needs to be updated more frequently
- Users want more project updates