

End-of-Year Marketing Report

Sinclair Verde Lamp Company





Agenda

1. The Goal
2. End-of-Year Overview
3. Holiday Season Report
4. Conclusion



The Goal

Summary of desired outcomes marketing agency set out to accomplish.





The Goal

The three primary marketing goals for the Sinclair Verde Lamp Company are:

- Create Brand Awareness
- Drive visits to the physical stores
- Increase holiday online sales by 3%



End-of-Year Overview

A review of the marketing trends presented in the analytics report.





Organic traffic

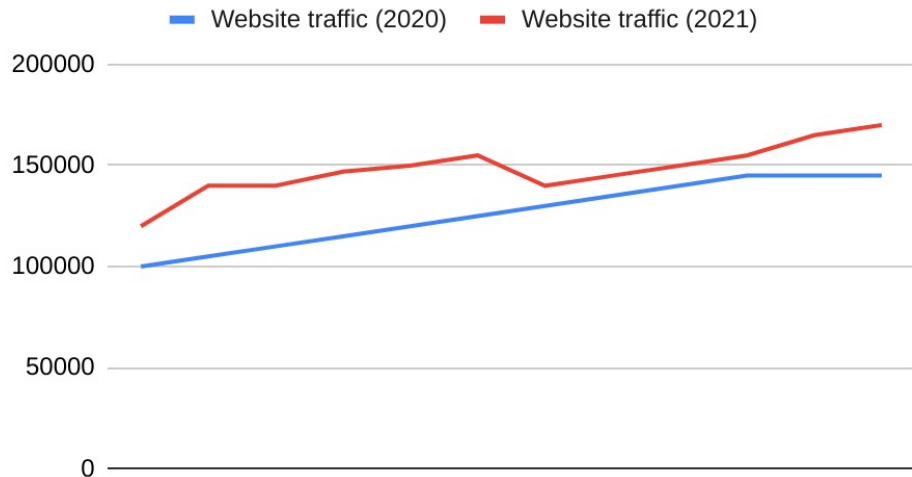
In 2021, we experienced an overall increase in organic traffic to the Sinclair Verde website.

In January 2021, we started with 120,000 organic searches.

We ended with 170,000 organic searches in December 2021.

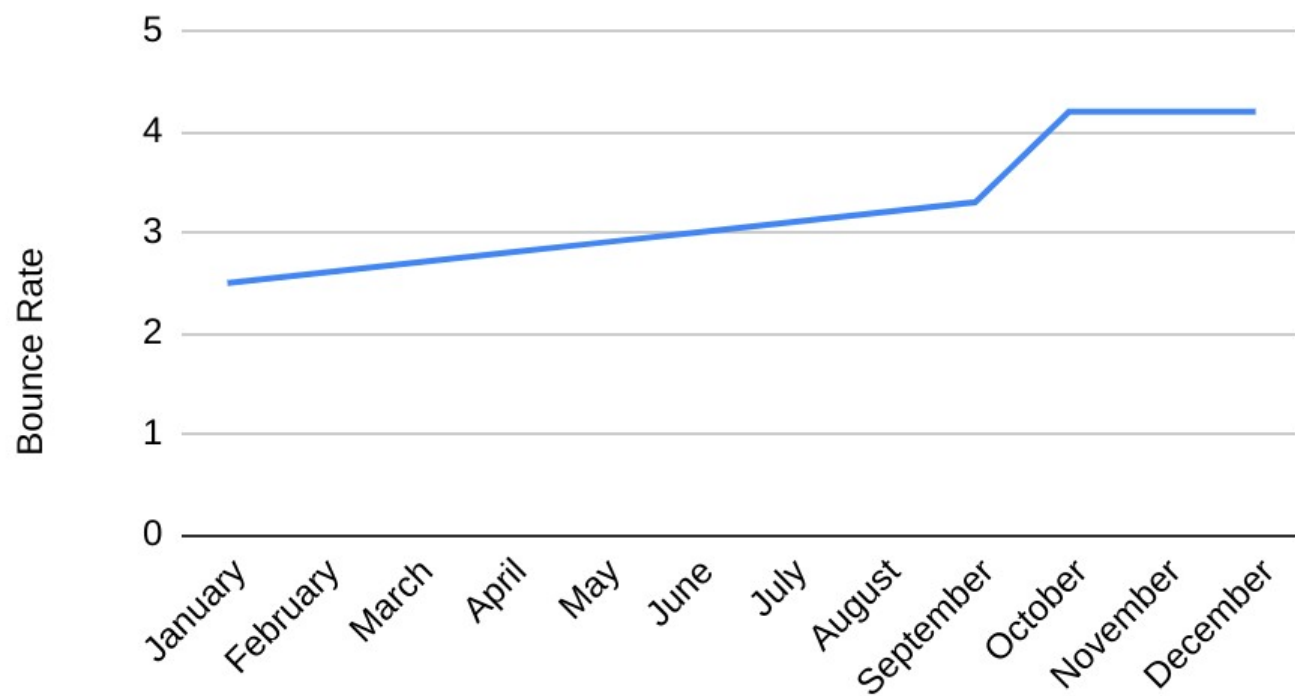
17.24% more from last year.

Total Organic Traffic



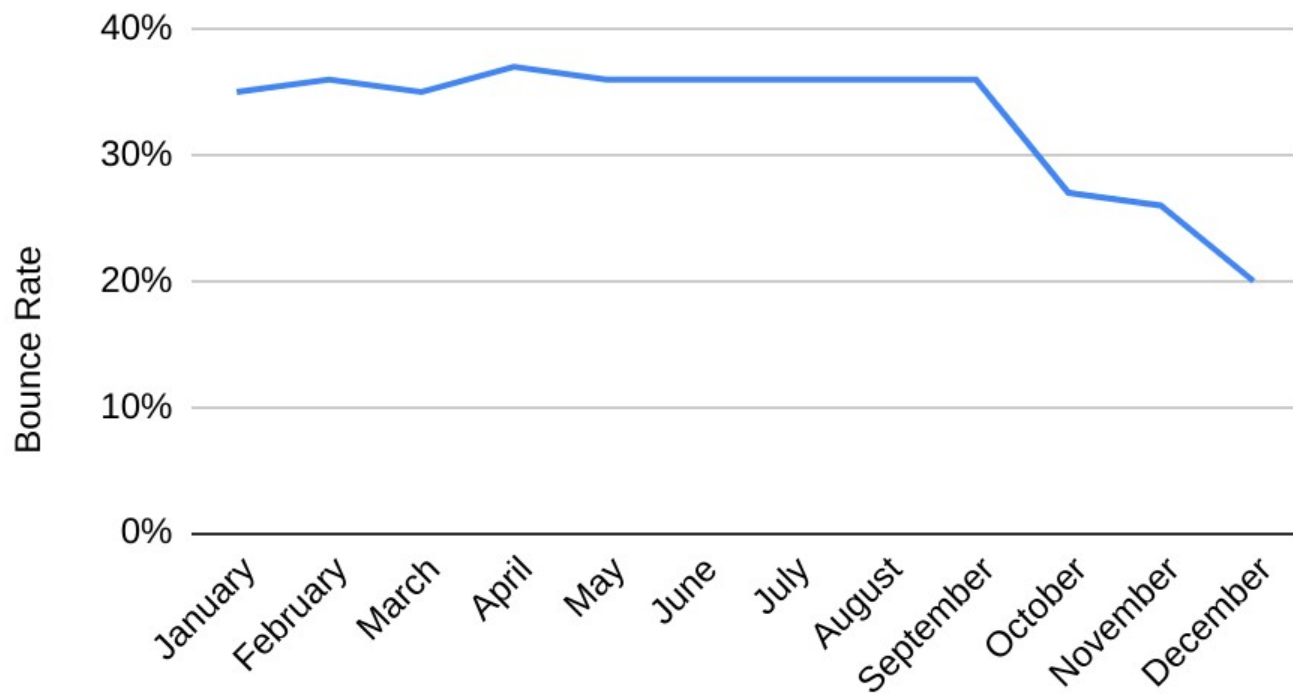


Pages per visit



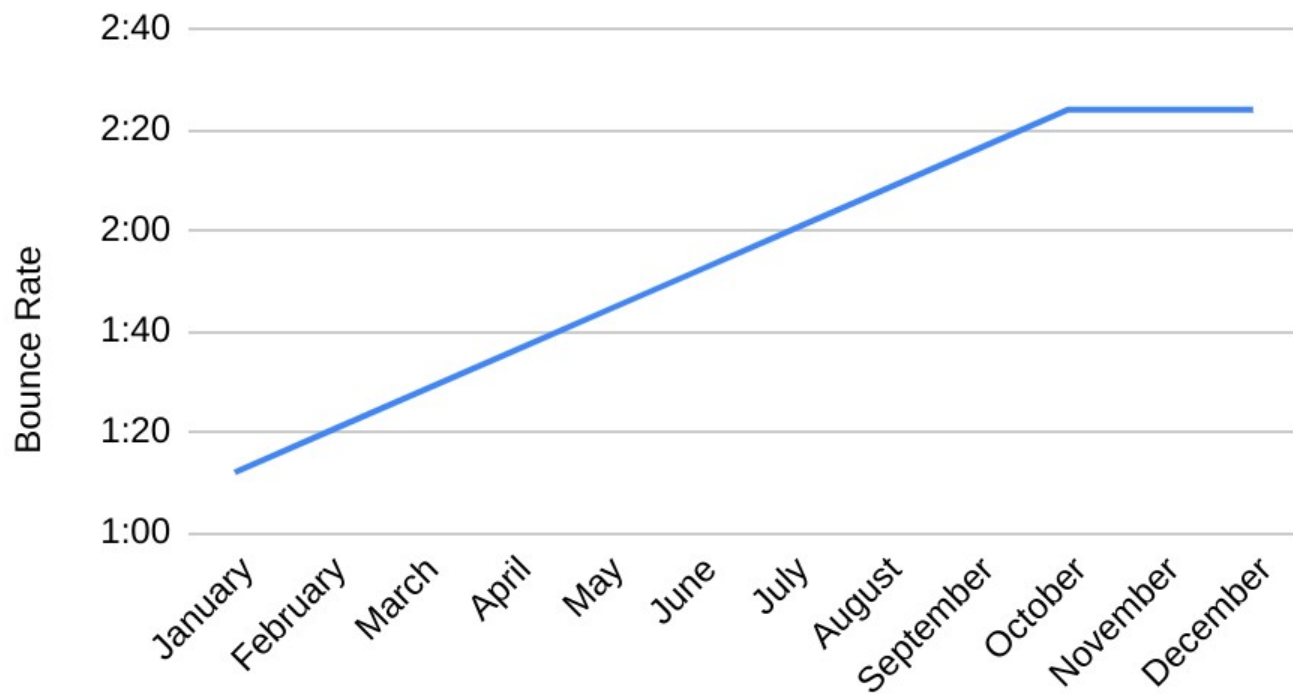


Bounce Rate





Average visit duration



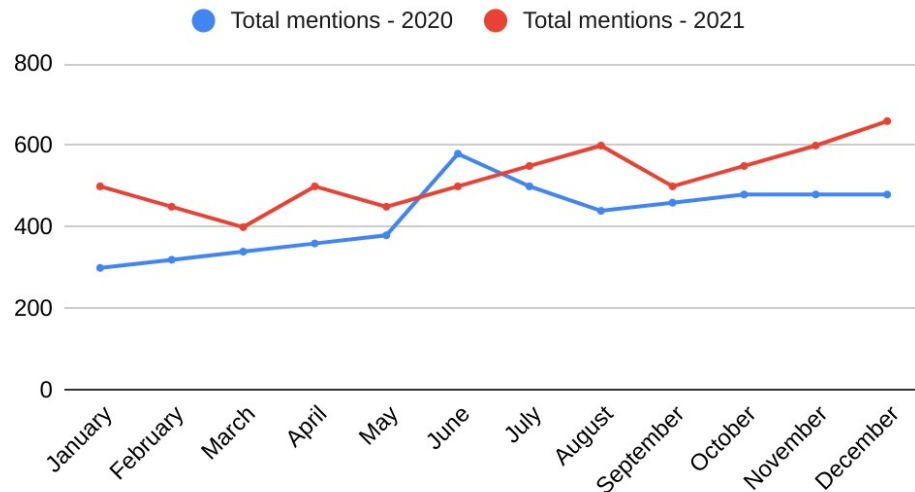


Social media mentions

In January 2021 had 500 social media mentions.

While December 2021 had 660 mentions.

Mentions Comparison



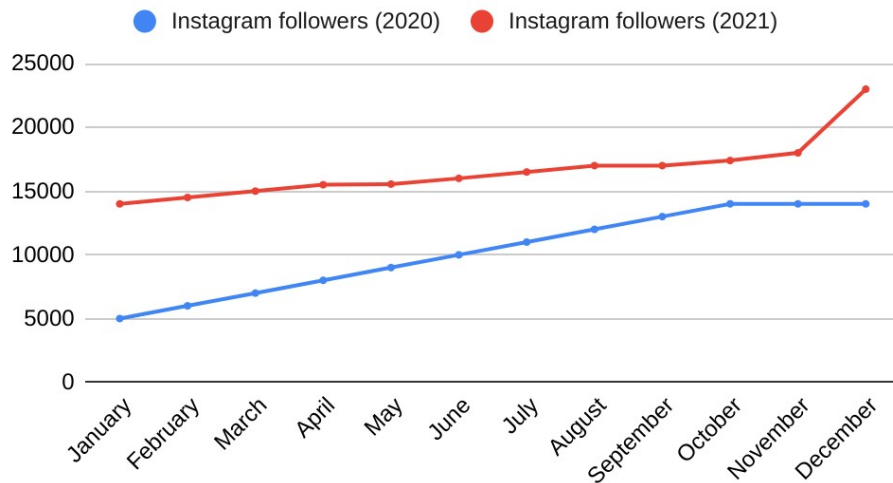


Instagram followers

Followers also increased. In 2021, the Sinclair Verde social media page gained 9000 followers.

This was 64.29% greater than the previous year.

Instagram followers comparison





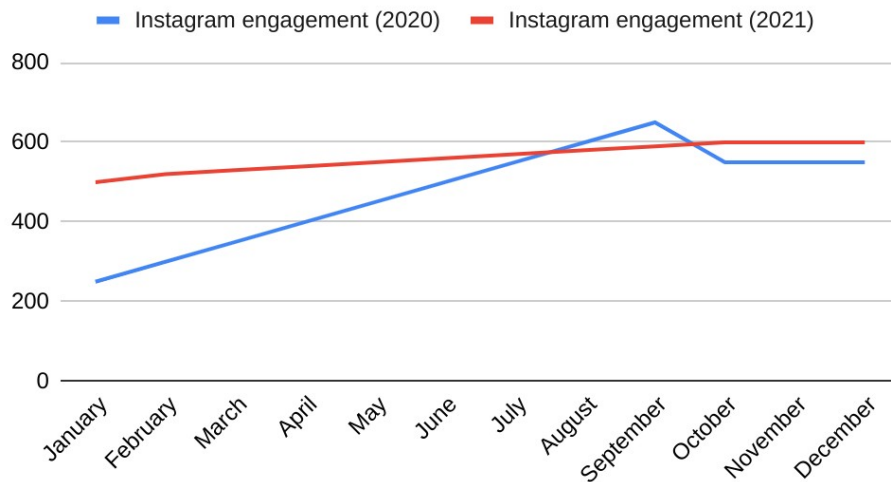
Instagram engagement

In January, there were 500 Instagram engagements.

In December, there were 600 Instagram engagements.

This shows a 9.09% increase from the previous year.

Instagram engagement comparison





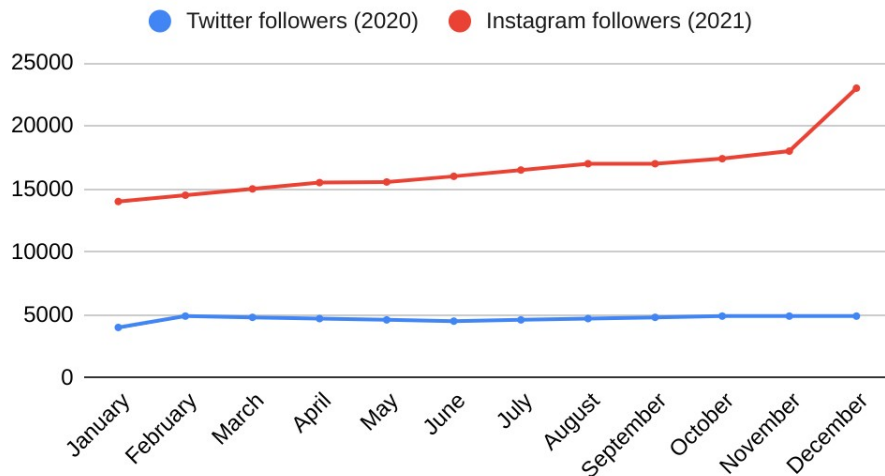
Twitter followers

In January, there were 4000 Twitter followers.

In December, there were 6800 Twitter followers.

This shows a 111.11% increase from the previous year.

Twitter followers comparison



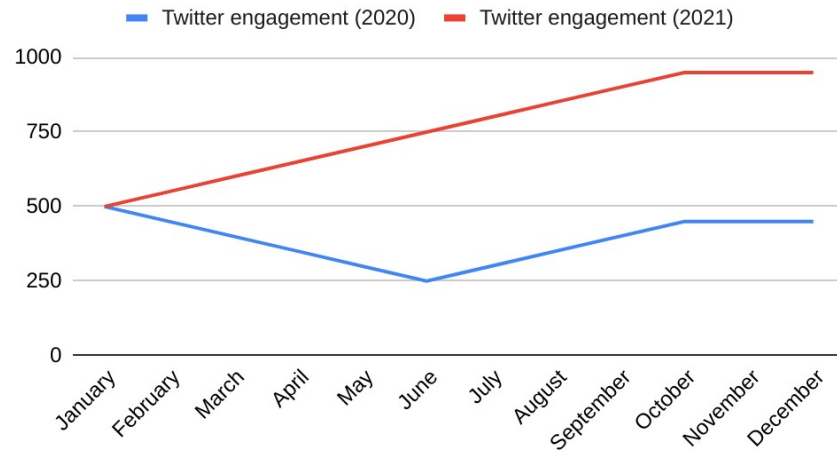


Twitter engagement

In January, there were 500 Twitter engagements.

In December, there were 950 Twitter engagements.

Twitter engagement comparison





Holiday Season Report

Summary of the data presented in the analytics report, specifically focusing on the months of November and December.



Organic Performance



	November (Month 11)	December Month 12	Net Growth:
2020 Holiday Season	145000	145000	0.00%
2021 Holiday Season	165000	170000	3.03%



Conclusion

In this section, we will summarize the overall success of the campaign and make predictions about the upcoming year.





Conclusion

In conclusion, we are achieving our desired goals based on the overall marketing data. Sinclair Verde Lamp Company's organic performance and social media traffic is in an upwards trend.

We will continue to build on from our actions in the past year. New ideas can build upon the momentum we've created from our previous work.