

Q1 Digital Marketing Performance Report

Prepared by: Marketing Department | Date: April 2025

Executive Summary

Q1 showed a steady start to the year with **4,200 total leads generated**. Organic traffic accounted for the majority of conversions, while social media campaigns underperformed expectations.

Campaign Performance Overview

- **Total Leads Generated:** 4,200
 - **Conversion Rate:** 3.2%
 - **Top Channels:**
 - Organic Website Traffic: 45% of total leads
 - Google Ads: 25%
 - Social Media Ads: 20%
 - Email Campaigns: 10%
-

Observations

- Blog content significantly contributed to organic traffic.
 - Facebook ads had low engagement rates.
-

Recommendations

- Focus on improving social media ad creatives.
- Increase blog post frequency.