

NO CONVERSIONS.

Well, this is what we got for our 19-day, \$200 facebook ad campaign. Sadly, there appear to be no direct conversions. Meaning no one registered for a camp as a direct result of our facebook advertising. This was our first time implementing the facebook reporting pixel and using active networks. There was one report of a conversion which did not make sense, so ultimately we can't be 100% sure.

Conversions are the holy grail, but this does not mean the campaign was totally without benefit.

TOTAL IMPRESSIONS

This figure is the total number of times that our ad was displayed to our very narrow audience. Our ad reached to 9,792 people in the 10 mile raduis near the camp. Each person saw these ads an average of 2.55 times—known as the ad frequency.

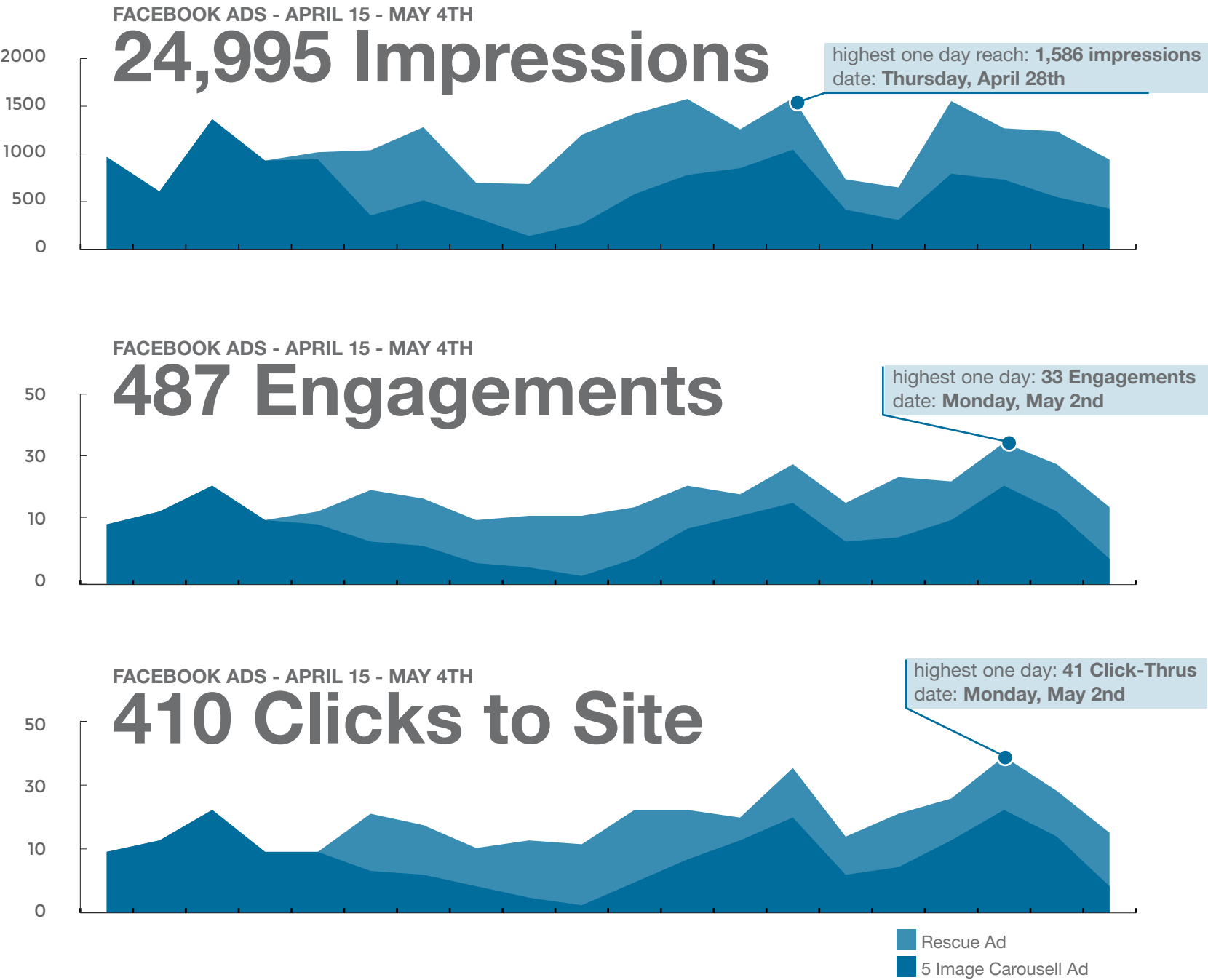
TOTAL ENGAGEMENTS

This figure represents the activity created by the ad. Either post likes, page likes, or clicks on links within the Facebook Ad. The majority of these interactions were clicks on the ad, resulting in...

TOTAL CLICKS THRU TO WEBSITE

This is a great figure as well. For the \$200 investment 487 people were engaged enough to click thru to the site, either sailalameda.org or our listed camps on active networks. This also means that there are now that many more people aware of the existence of the ACSC.

This does however show that while the audience was engaged enough to visit the site they were not moved to take the next step and close the deal.



TRAFFIC DOWN 33% FROM LAST YEAR

I’ve pulled the Google Analytics Report from April 15th through June 8th. Compared to last year, measuring sessions—Google’s term for web visits—we appear to be down by over 900 sessions.

The spike on April 14th does coincide with the start of the facebook ads. The second spike around the 29th, coincides with the Mail Chimp Newsletter.

I was able to tag certain campaigns. The facebook registration ads brought in 181 new users, the email newsletter brought in 62.

Search engine Google brought in the most at 416.

RECOMMENDATIONS

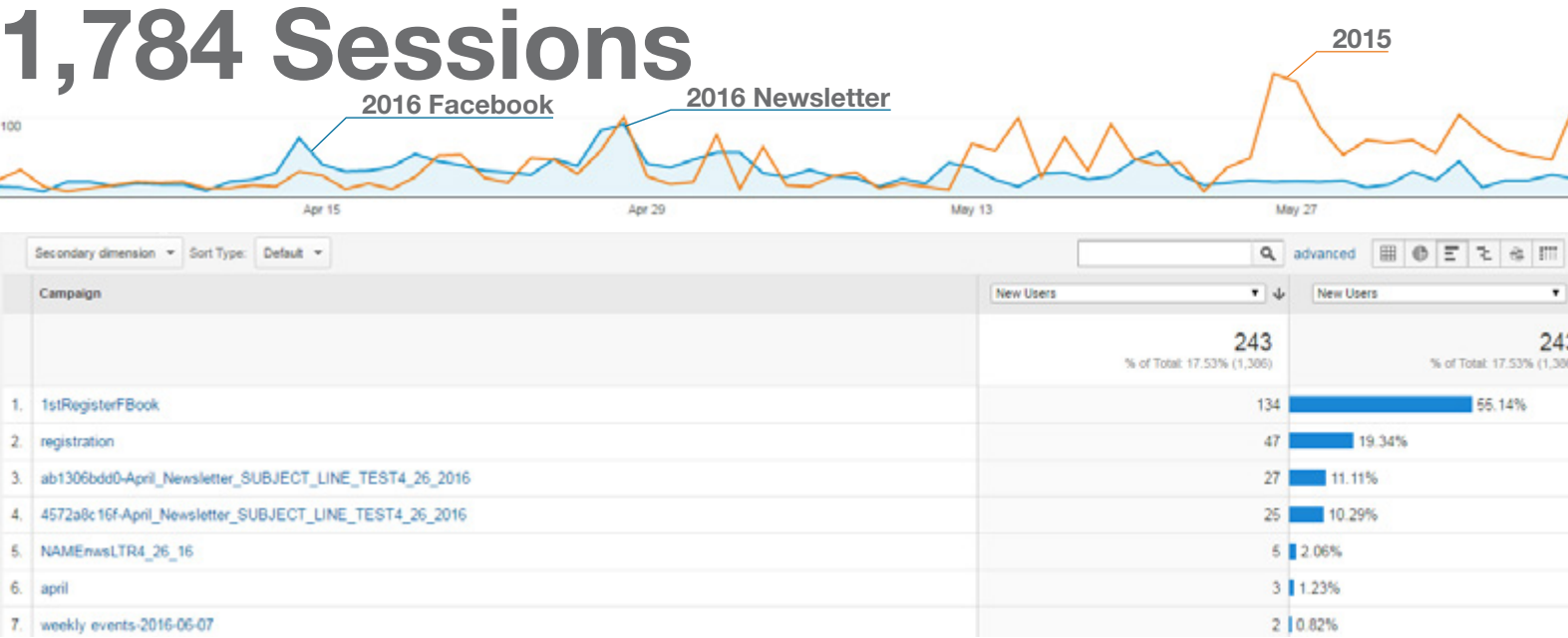
We’ve been adding content to the facebook page, which is getting the club more and more exposure. I also created a page on the existing site which hosts the newsletter articles. This helps improve our search engine ranking, as well as provide a place for long articles to exist and be linked from emails and facebook.

We could run another facebook ad, perhaps broadening the reach. I had it set to people who were parents, however I’m not entirely sure how facebook knows you have children. It’s possible that many parents were excluded from our reach. We could also increase the radius which was set at 10 miles.

We’re also putting together another newsletter, due to send out in a few days. And I understand there are several presentations being made to schools.

Additionally I have not seen anything from Chatterbox, nor anything from the BBQ sailing event (eventbrite?). If that is running, I want to make sure we are using tags to be able to track their traffic.

GOOGLE ANALYTICS - APRIL 1- JUNE 8TH



GOOGLE ANALYTICS - APRIL 15 - JUNE 8TH

