

---

---

# End-of-Year Marketing Report

— The Sinclair Verde Lamp  
Company —

---

---

# Agenda

1. The goal
2. End of year overview
3. Holiday season report
4. Conclusion

# The Goal

**This section summarizes the desired outcome the 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 store
- Increase online holiday sales by 3%

# End-of-Year Overview

**This section will give a review of the marketing trends presented in the analytics report.**

# Organic traffic

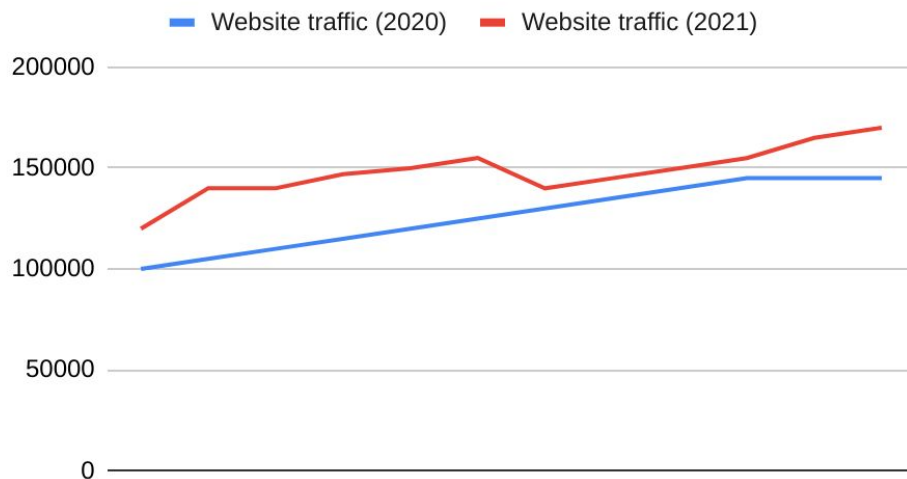
In 2021, we experienced an overall increase organic traffic to the Sinclair Verde website.

In January 2021, we started with 120000 organic searches.

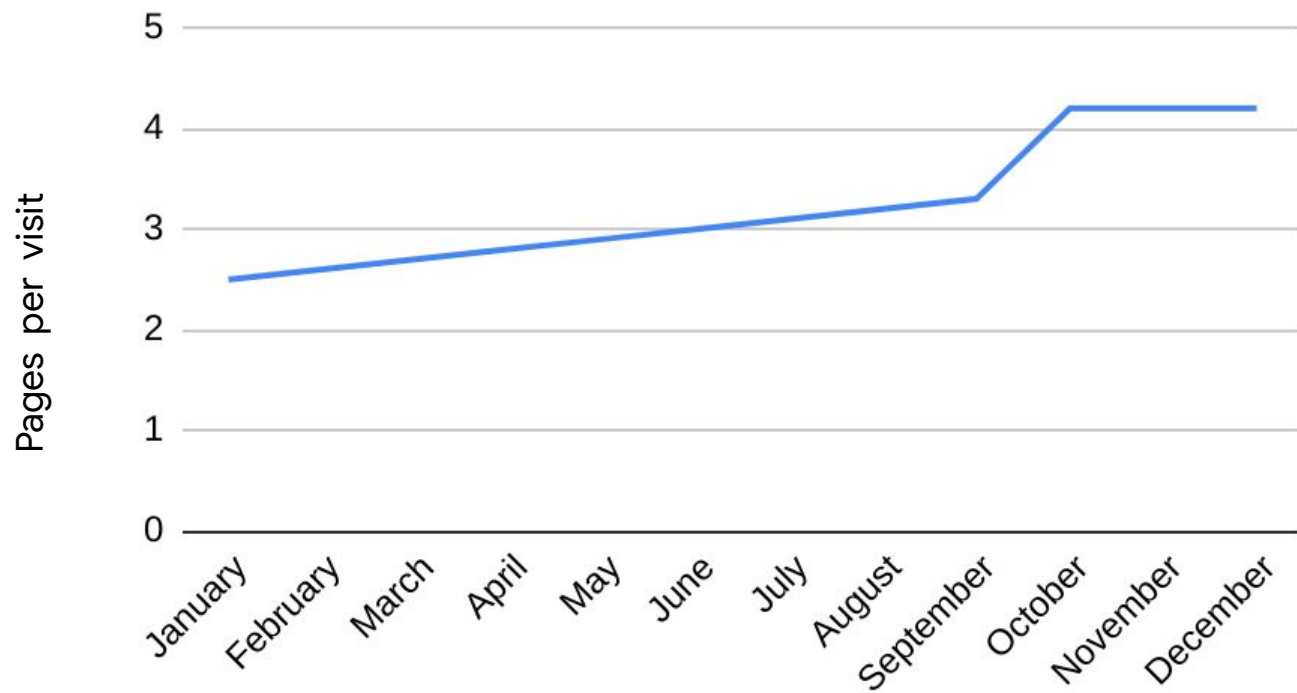
We ended December 2021 with 170000 organic searches.

This is up 17.24% from last year.

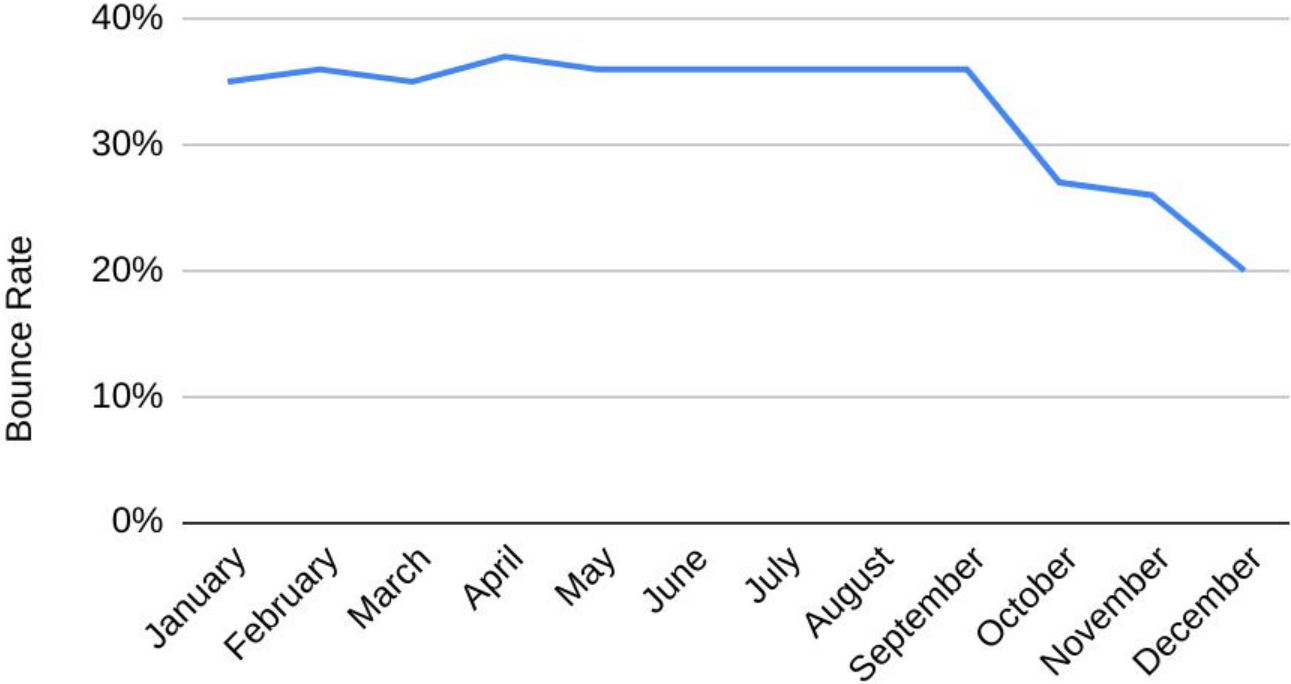
## Total Organic Traffic



## Pages per visit

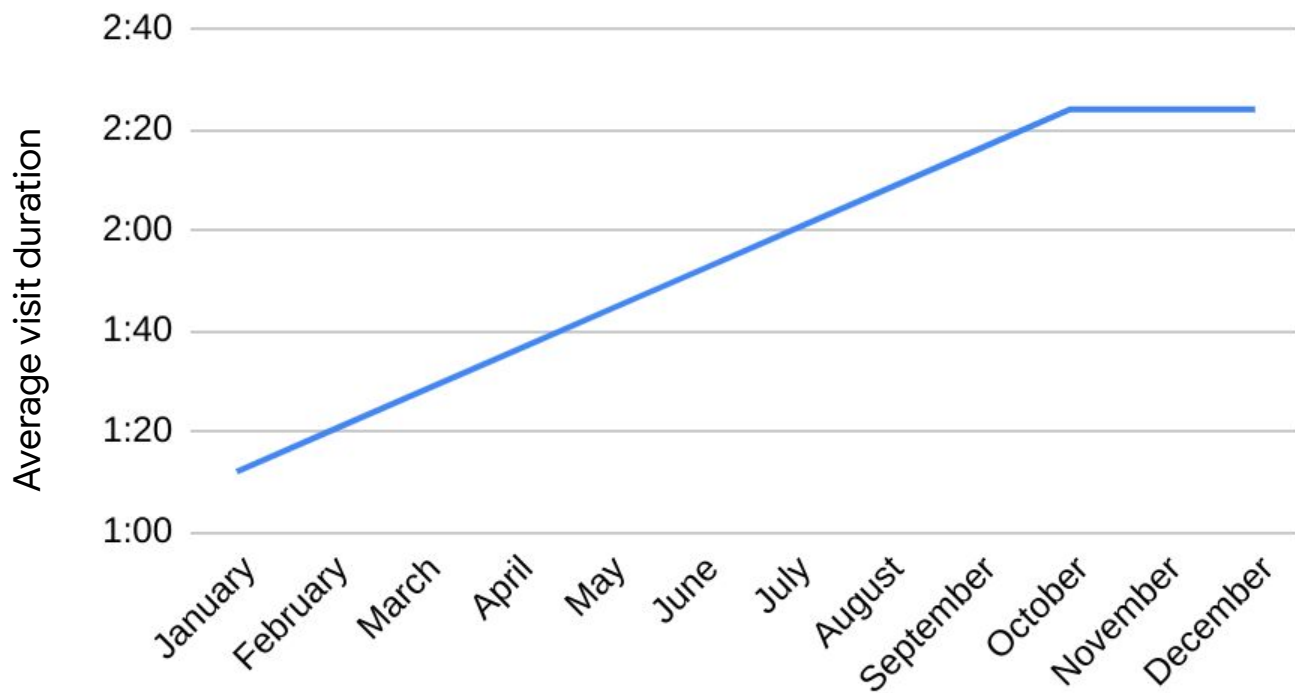


# Bounce Rate





## Average visit duration

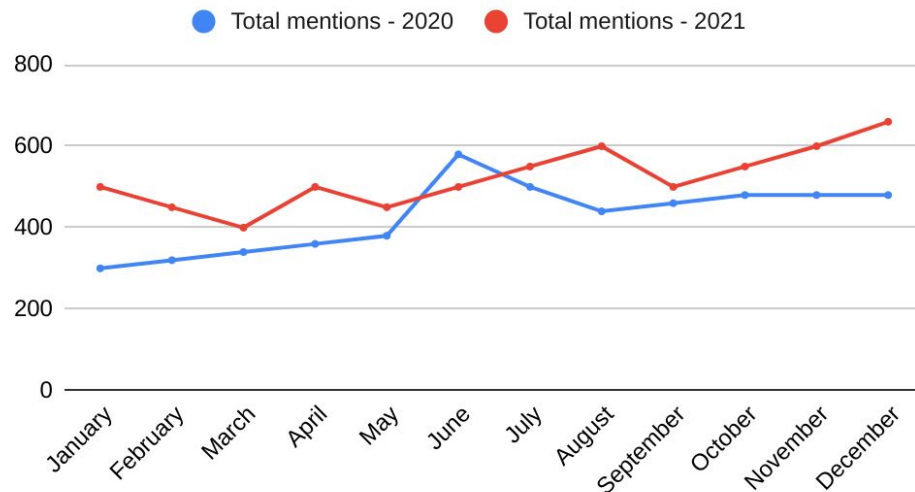


# Social media mentions

In January 2021, there were 500 social media mentions.

In December 2021, there were 660 mentions.

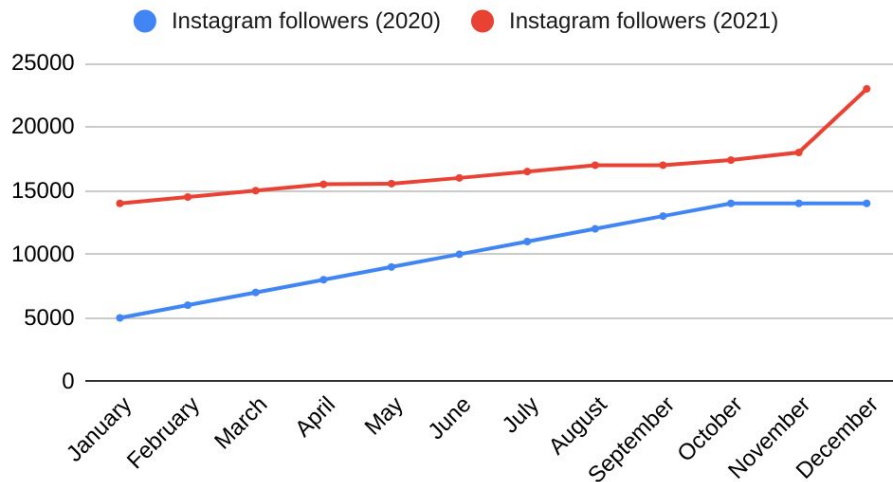
Mentions Comparison



# Instagram followers

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

Instagram followers comparison

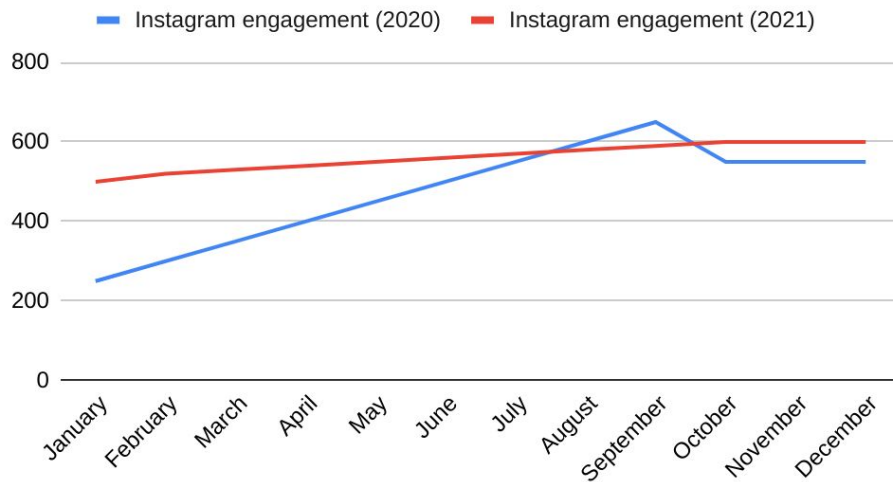


# Instagram engagement

In January 2021, there were 500 Instagram engagements.

In December 2021, there were 600 Instagram engagements.

Instagram engagement comparison

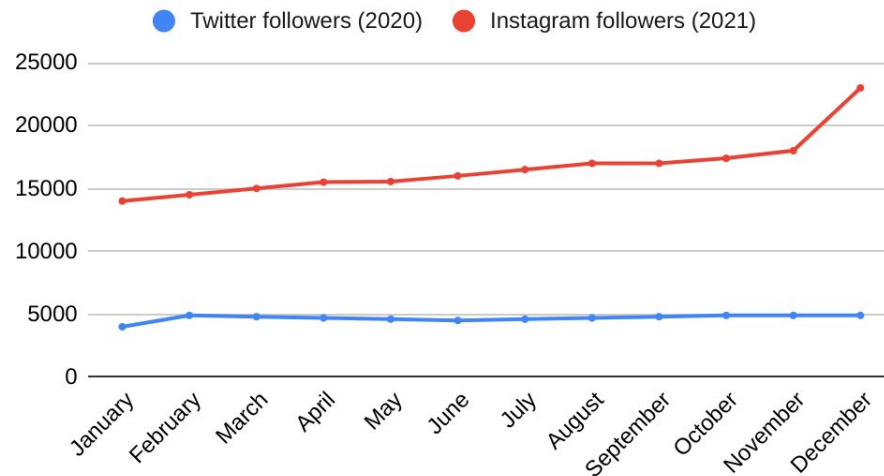


# Twitter followers

In January 2020, there were 4000 Twitter followers.

In December 2021, there were 6800 Twitter followers.

Twitter followers comparison

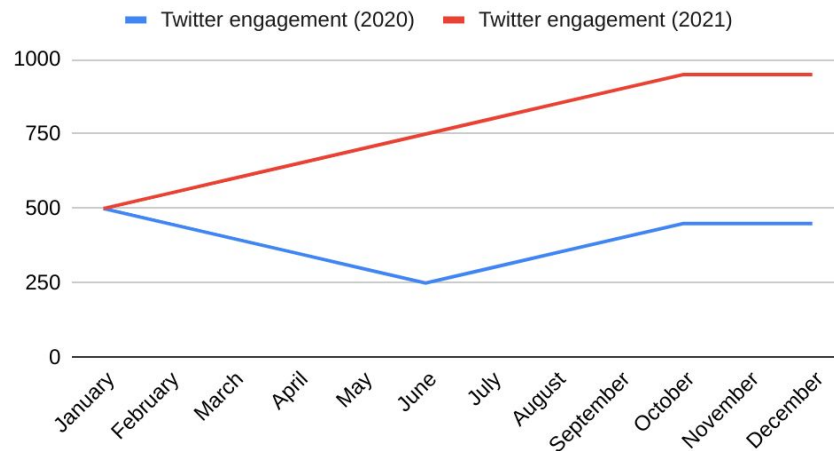


# Twitter engagement

In January 2021, there were 500 Twitter engagements.

In December 2021, there were 950 Twitter engagements.

Twitter engagement comparison



# Holiday Season Report

**This section summarizes the data presented in the analytics report, specifically focusing on the months of November and December.**

## Organic Performance

	<b>November (Month 11)</b>	<b>December (Month 12)</b>	<b>Net Growth:</b>
<b>2020 Holiday Season</b>	145000	145000	0.00%
<b>2021 Holiday Season</b>	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, the overall marketing data suggests that we are achieving our desired goals. Sinclair Verde Lamp Company's organic performance and social media traffic is trending upwards.

With these upward trends, we'll continue to build on what we did in the past year. Any new ideas can build upon the momentum we've built on our previous work.