

NOOZHAWK



MARKETING REPORT

2023 (JULY - DECEMBER)

TABLE OF CONTENTS



-
- 03
INTRODUCTION
-
- 04
INSTAGRAM (KPI & TOP
CONTENT)
-
- 15
FACEBOOK (KPI & TOP
CONTENT)
-
- 25
BOOSTED POSTS
-
- 28
SUMMARY
-
- 30
GOAL SETTING FOR
2024
-

INTRODUCTION

Due to the fact this is the first year Noozhawk has tracked analytics, and I was onboarded halfway through the year, we did not do any goal setting for our social media. Regardless, we were still able to make enormous strides in 2023!

2023 was the year of experimenting. We incorporated many reforms including utilizing a link in bio that allows us to direct users to articles on our website, exploring how frequently to post in order to generate the farthest reach and highest engagement, stopping reposting content multiple times, and integrating a structured posting schedule.

Since we did not preestablish goals at the beginning of the year, I will be focusing on brand awareness in this report. Brand awareness is often the recommended goal for newer companies who are still establishing this presence, competing with larger brands, and facilitating growth.

With the goal of building our brand awareness, I will be analyzing three key metrics to measure our success: reach, engagement, and followers.

ROBYN WEBER
SALES & MARKETING
ASSISTANT



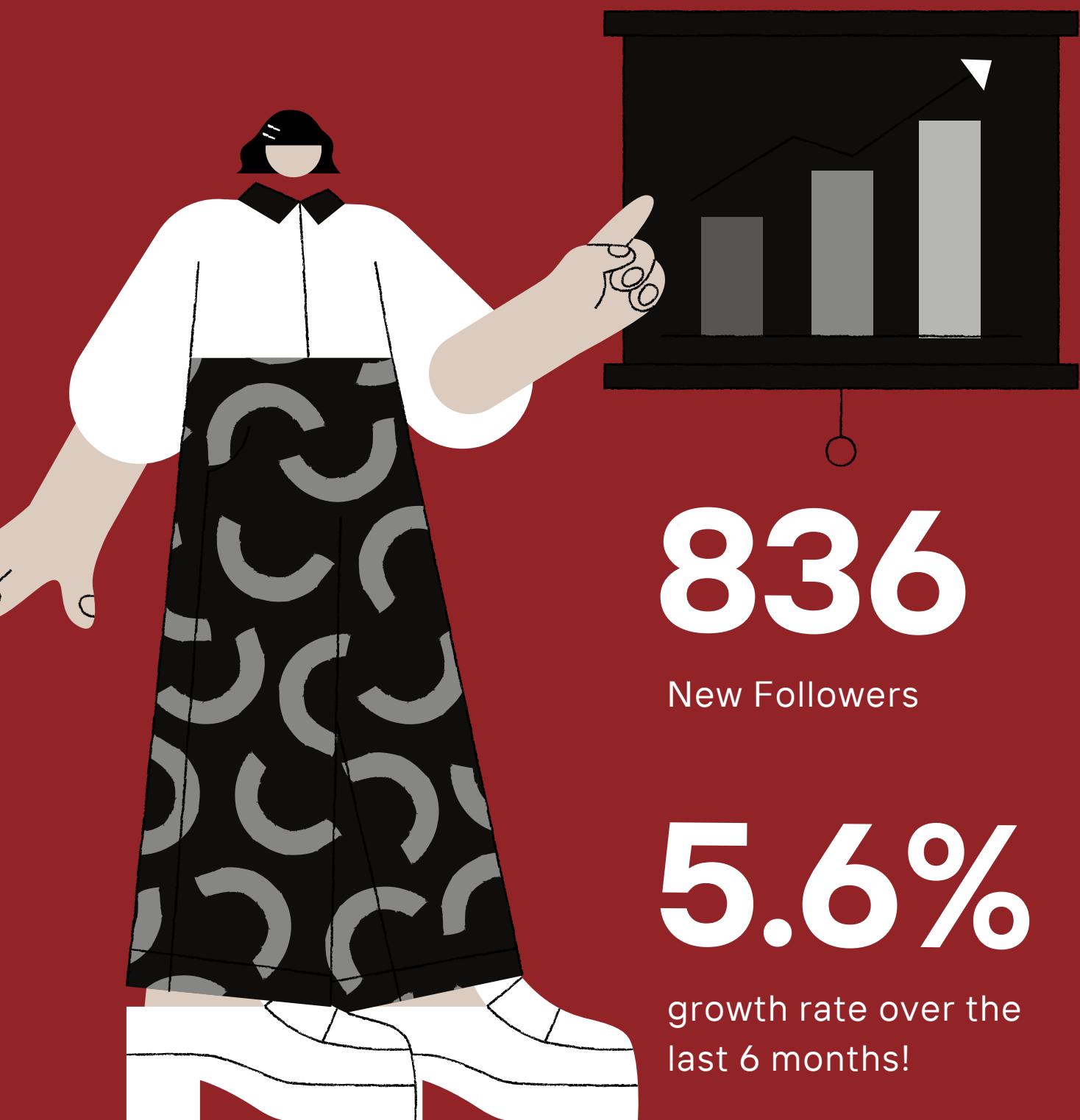
NOOZHAWK

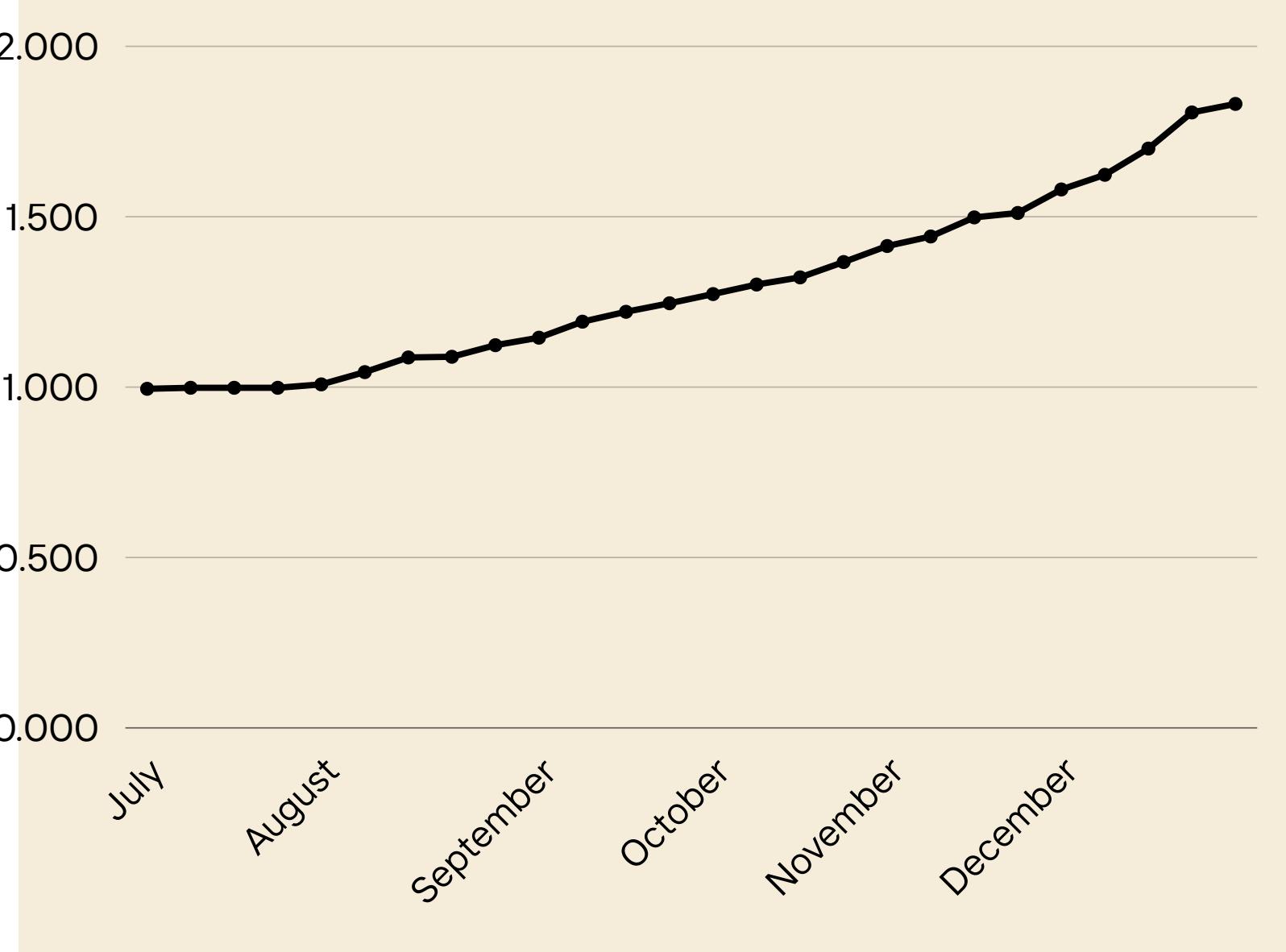


INSTAGRAM FINDINGS

2023 (JULY - DECEMBER)

FOLLOWERS





INSTAGRAM FOLLOWERS

(1 REPRESENTING 15,000 -
2 REPRESENTING 16,000)

As can be seen in the graph above, Noozhawk consistently gained followers every month!

The largest increase in followers came during the months of August (potentially due to back to school), November, and December (potentially because holiday free time to go on social media).

Unfortunately, we did not have data on the summer months, but I predict there will be a lull next year in followers gained due to students being out of school.

Overall, we are consistently and rapidly growing as a company which is great for our goal of increasing Noozhawk's brand awareness!

REACH

July-September, on average
we were able to reach:

10,600

unique accounts each week.

October-December, on
average we were able to reach:

12,600

unique accounts each week.
That's an **18.9%** increase!

20.0

15.0

5.0

0.0

July

August

September

October

November

December

INSTAGRAM REACH (IN THOUSANDS)

Similar to the Instagram Followers graph, our Instagram Reach graph displayed the same patterns.

While, the numbers did fluctuate back and forth a bit more each week due to the content we were able to push out to our audience, there was a pattern of overall growth from July to December.

Along with that, the graph displayed similar patterns with August, November, and December reaching the farthest amount of unique users.

This data shows that our social media improvements have resulted in farther reach, which again helps our goal of brand awareness!

ENGAGEMENT

July-September, on average
we were able to engage:

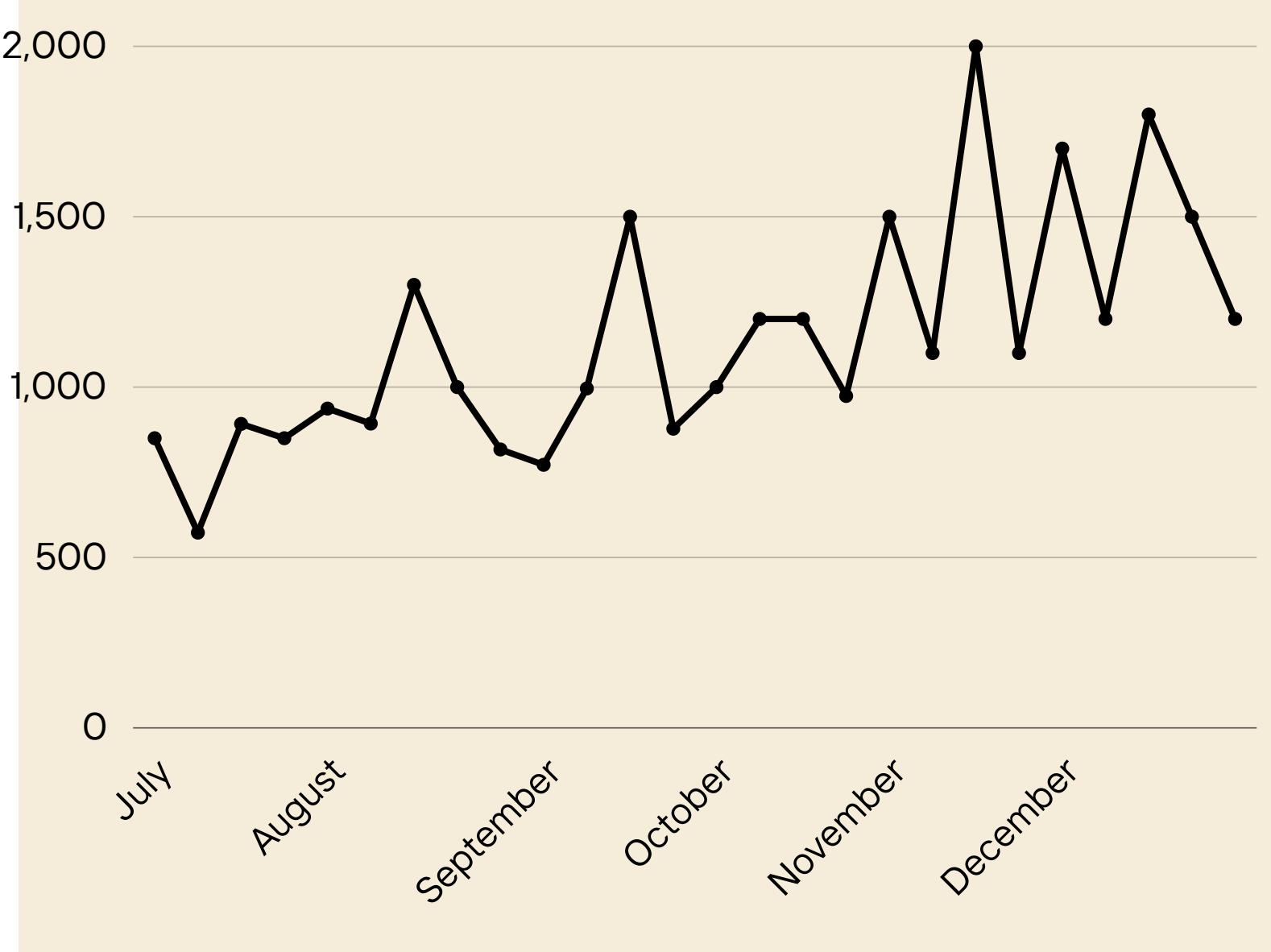
943

accounts each week.

October-December, on average
we were able to engage:

1,344

accounts each week. That's an
43% increase!



INSTAGRAM ENGAGEMENT (IN THOUSANDS)

All three graphs followed similar patterns with significant growth in engagement for the later half of the year.

As can be expected, when reach increases, so does the engagement levels, so August, November, and December again had the highest user engagement with posts.

I can not be certain this increase in followers, reach, and engagement

is due to school starting or the holiday season.

Since we are a news company, how well we perform each month is largely affected by the content that is available.

For example, our top engaged with post was a story about rain showers in November, which could account for the spike rather than the holiday season. We must continue to track data over multiple years to form a full story!

TOP PERFORMING INSTAGRAM FEED POSTS

(BASED ON REACH)



NOOZHAWK



#1:

Light Showers Kick Off Several Days of Wet Weather for Santa Barbara County

<https://www.noozhawk.com/light-showers-kick-off-several-days-of-wet-weather-for-santa-barbara-county/>

Reach: 11,000

Engagement: 1,200

#2:

Santa Barbara News-Press Declares Bankruptcy, Staff Told All Jobs 'Eliminated'

<https://www.noozhawk.com/santa-barbara-news-press-staff-told-all-jobs-eliminated-as-newspaper-stopped-publishing/>

Reach: 10,900

Engagement: 604

#3:

24-Year-Old Man Hospitalized After Stabbing in Santa Barbara's Funk Zone

<https://www.noozhawk.com/stabbing-in-santa-barbaras-funk-zone-sends-24-year-old-man-to-hospital/>

Reach: 10,900

Engagement: 404



ANALYSIS OF THE TOP PERFORMING POSTS

As can be expected, the top three Instagram stories are all breaking news stories that were either highly relevant to the community or highly engrossing for the average consumer.

The #1 top story was about the rain showers, which was a topic I remember everyone was highly invested in for a few days. This story was very relevant to the majority of our audience, because most of our users live in Santa Barbara and will first hand experience this weather.

Along with covering a highly popular topic, another reason why I believe this story performed so well was due to the eye catching visual. I remember when I saw this story posted, it immediately drew in my attention because of the out of the ordinary clouds.

The #2 top story I highly anticipated to be our top story of the year because of

- 1) The relevance to the SB community
- 2) The high coverage from many media accounts over the years, and us being first to cover this breaking news
- 3) The shock factor

The News-Press going bankrupt was a huge story and our reach and engagement reflects that!

The #3 top story was also a breaking news story that was very relevant to the Santa Barbara community.

The Funk Zone is a highly populated area where people often go to gather with friends and family. This story most likely performed well due to SB citizens concern with the location of the stabbing.

Moving forward, we should keep in mind prioritizing: breaking news, aesthetic photographs, and eye-catching titles in order to draw readers in and boost our reach!

TOP PERFORMING INSTAGRAM STORY POST

(BASED ON REACH)



5.1 Earthquake Near Ojai Gives Santa Barbara a Jolt | Local News

A 5.1.-magnitude earthquake centered near Ojai rolled through Santa Barbara on Sunday afternoon, according to the U.S. Geological Survey. As of midnight,

REACH: 4,100
ENGAGED: 11

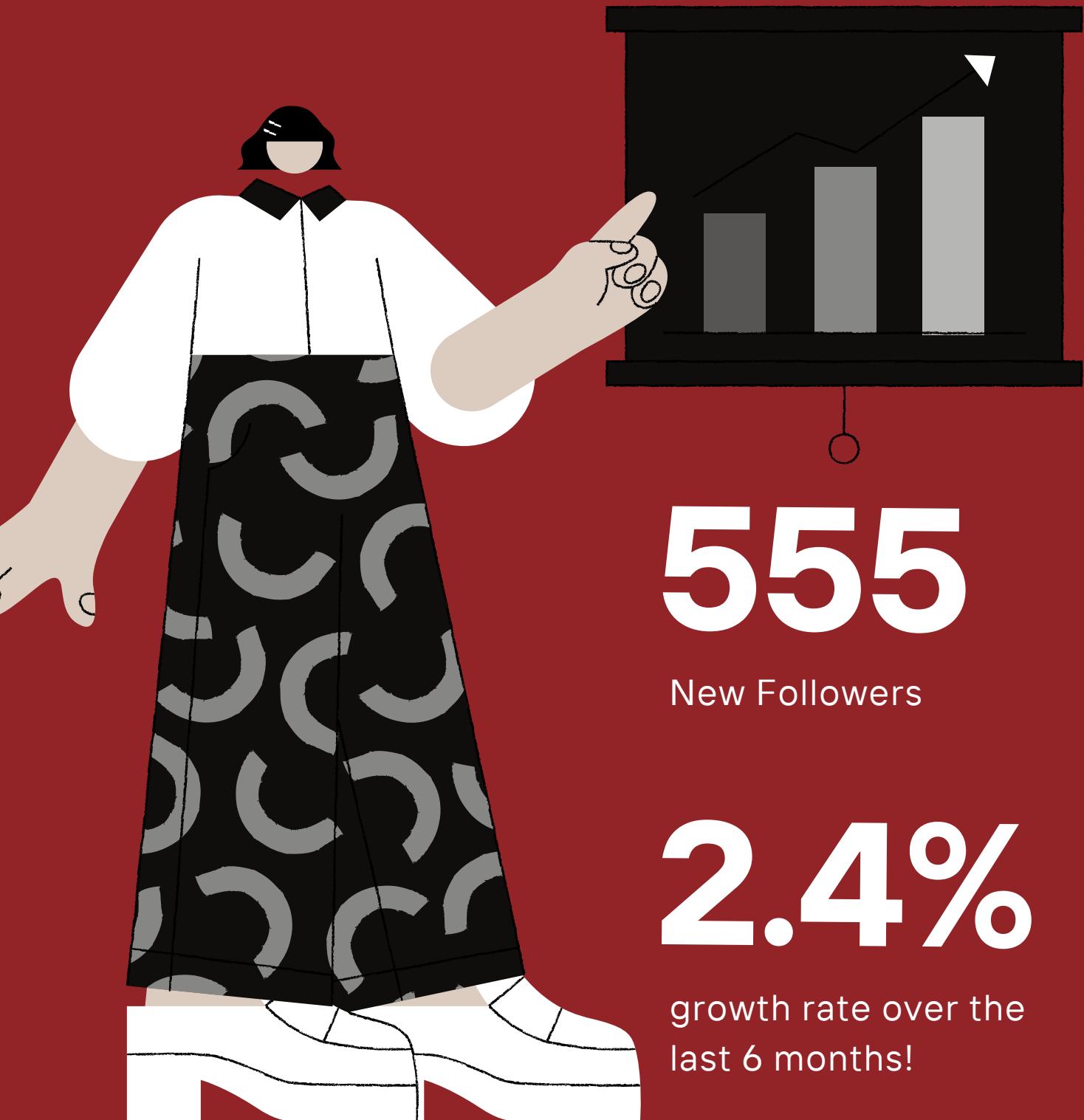
NOOZHAWK

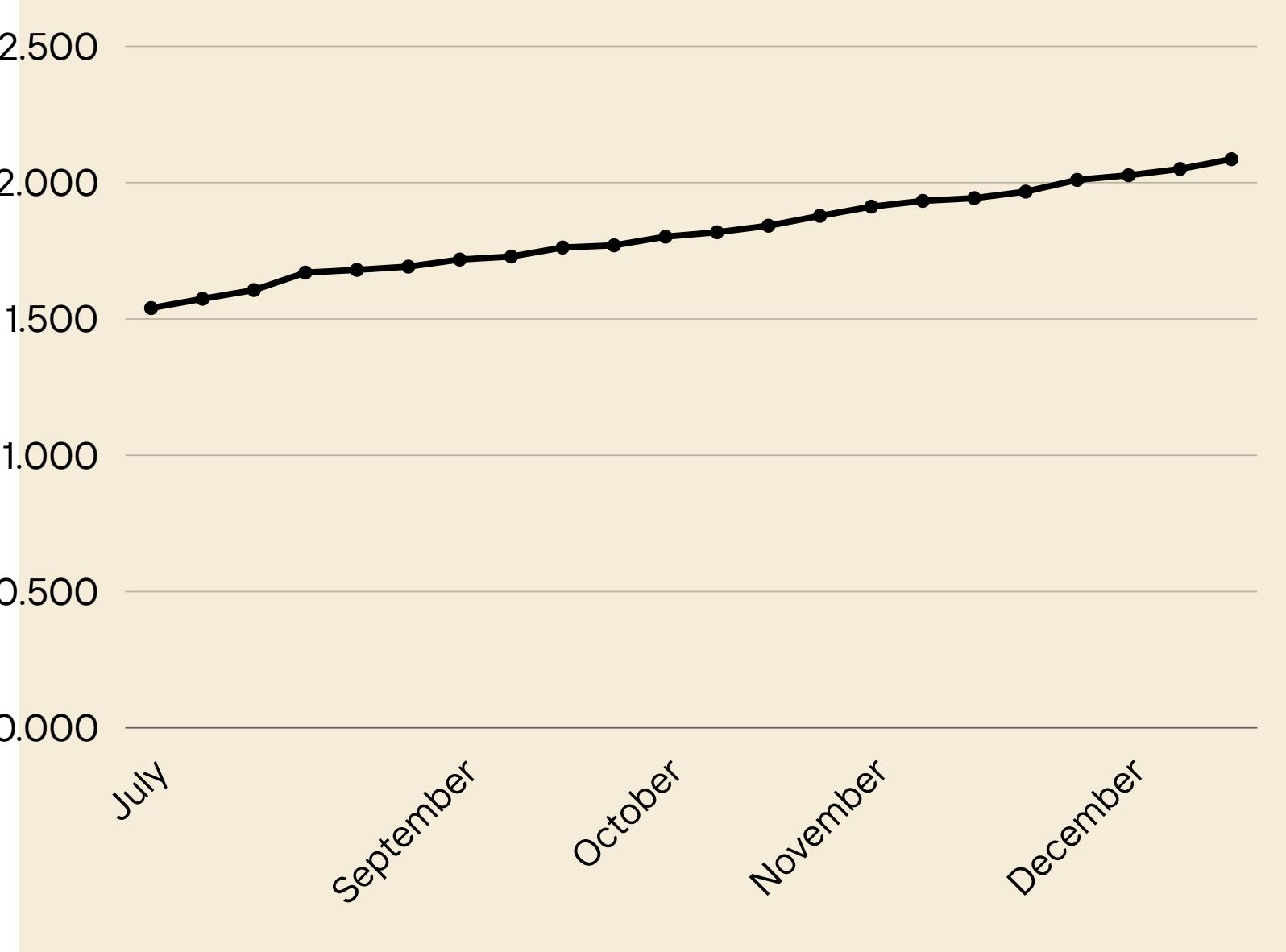


FACEBOOK FINDINGS

2023

FOLLOWERS





FACEBOOK FOLLOWERS

(1 REPRESENTING 23,000 -
2 REPRESENTING 24,000)

Facebook's growth is not as rapid as Instagram, but this data makes sense for two reasons:

1) Instagram is a newer platform that younger generations are more likely to gravitate towards

2) Meta is making movements towards blocking news companies

Since I have been onboarded we have not made any major Facebook reforms like we have for Instagram. In 2024, we should make strides to focus on how to improve our FB, Twitter, and LinkedIn growth!

As for now, it is great to see positive follower growth each month for our brand awareness goal!

REACH

January-June, on average we were able to reach:

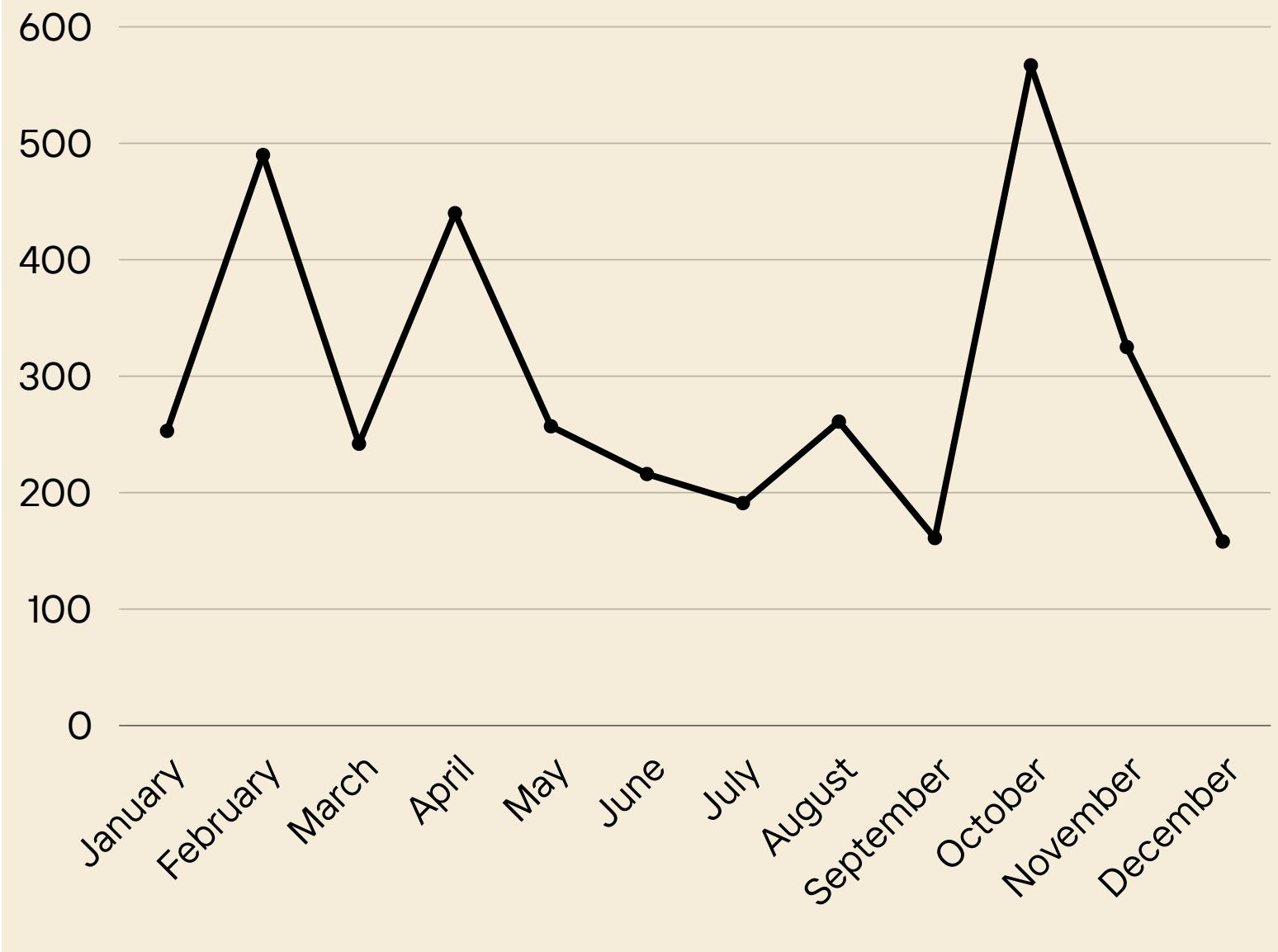
316K

unique accounts each month.

July-December, on average we were able to reach:

277K

unique accounts each month.



FACEBOOK REACH (IN THOUSANDS)

Facebook is the only analytics I was able to pull from the whole year.

While there is some expected patterns, such as a lull in the summer months, this data is a lot more inconsistent than IGs.

The growth in October might be due to Halloween, colder weather, or just the content we were pushing out. While we can speculate about these spikes, similar to Instagram, it will take a few years for consistent patterns to form.

One overall pattern I would like to address though is the decrease in reach from the first half of the year and the second.

This might be due to our strategy of pushing out less content by not reposting repeat stories in hopes of increasing engagement and overall user satisfaction. Less content = less reach, but many of our users have complained about the reposts, so this is something we will have to weigh moving forward.

PROFILE VISITS

July-September, on average we were able to get:

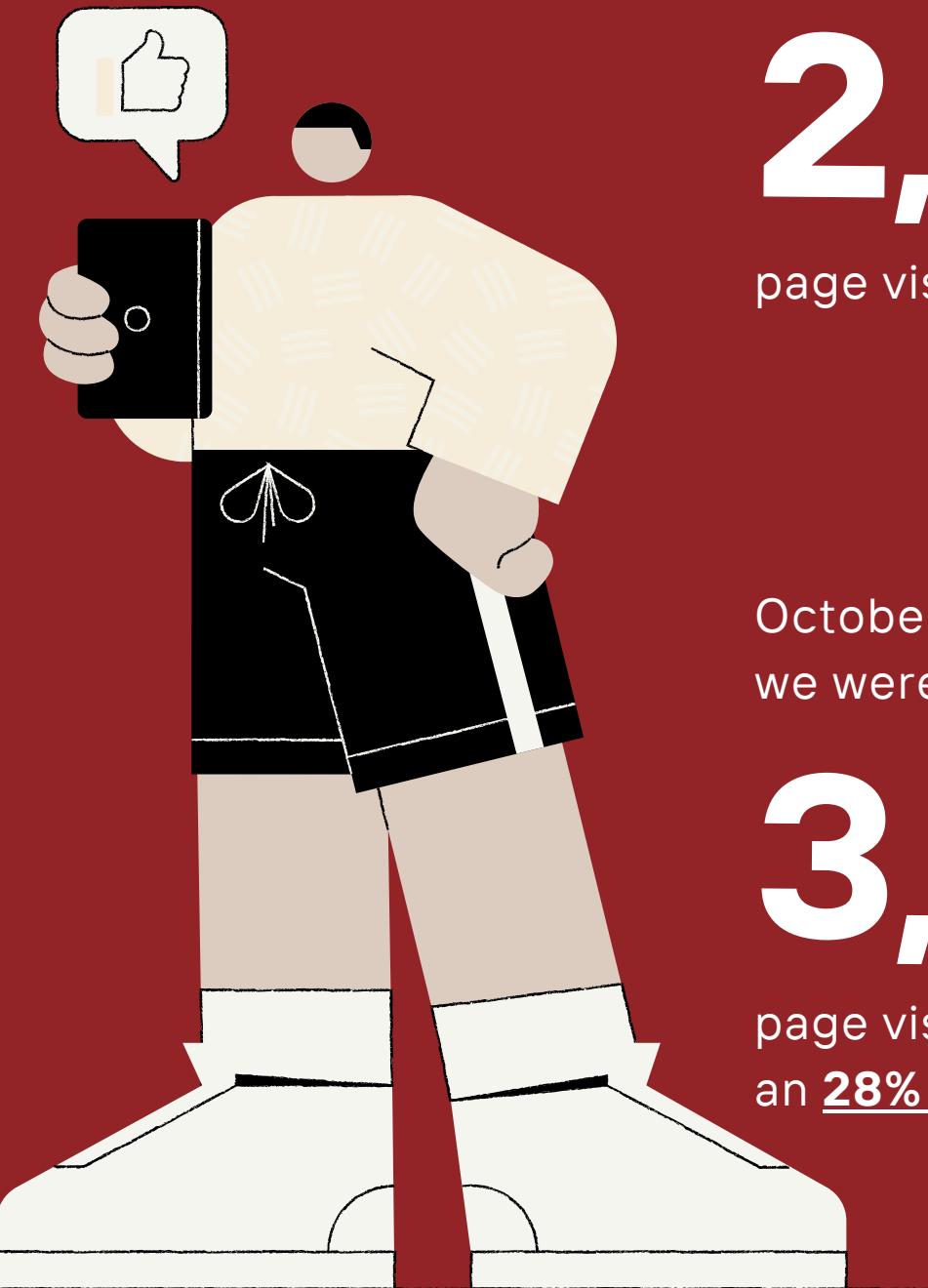
2,500

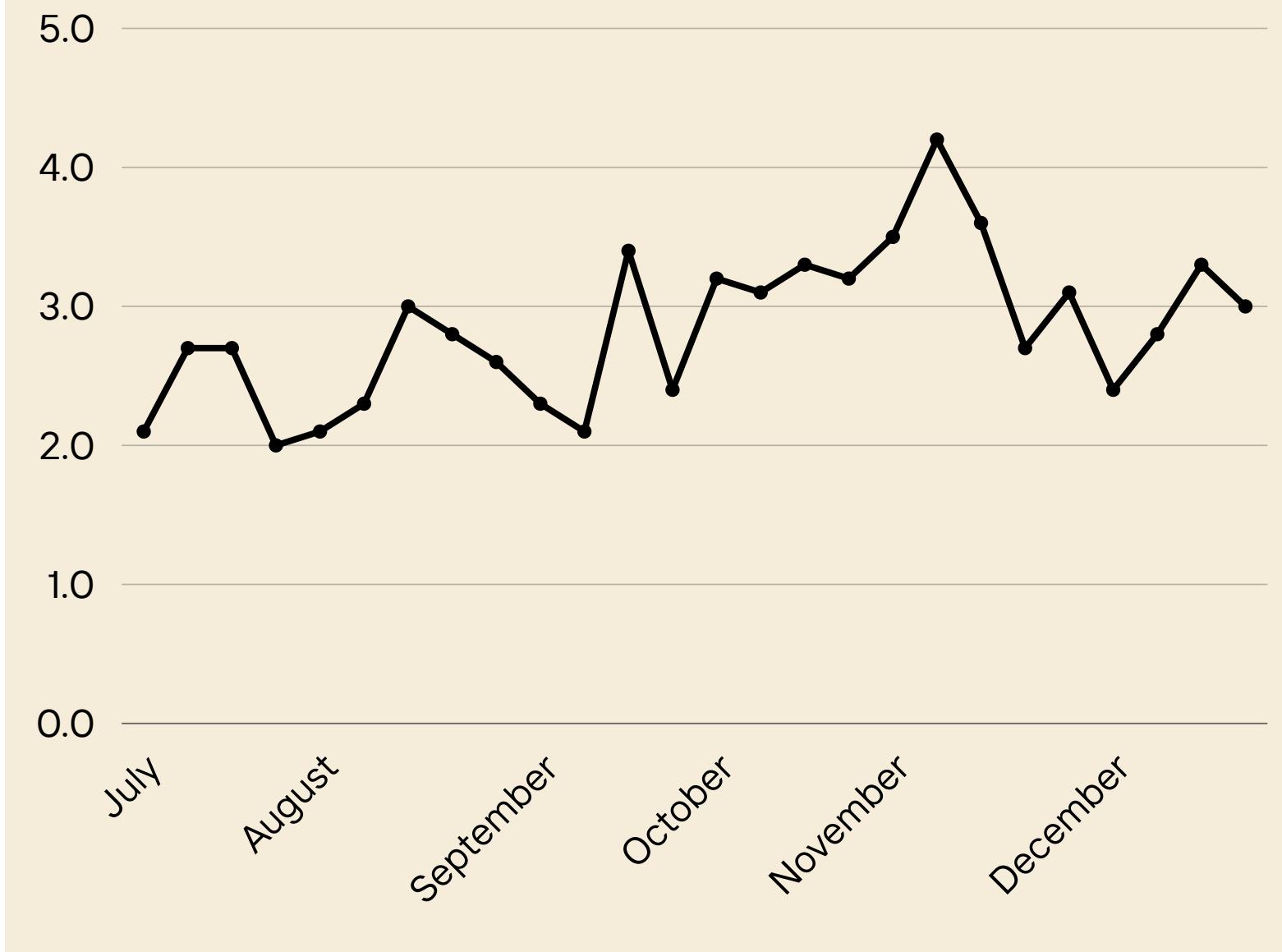
page visits each week.

October-December, on average we were able to get:

3,200

page visits each week. That's an **28%** increase!





FACEBOOK PROFILE VISITS (IN THOUSANDS)

Facebook does not allow us to track weekly engagement. So, the next best analytic I pulled to try to gauge how our users engaged with our content was profile visits.

As stated above, we decreased posts in hopes of boosting engagement. From the data, it shows that we have had a 28% increase in profile visits compared to the earlier months!

From this, I can gather that while we did not reach as wide of an audience, our users were more likely to engage with our profile (and hopefully read the article or follow us) after seeing our content.

In the end, we must decide as a company if we value quantity (reach) or quality (engagement) with the content we push out to our users.

TOP PERFORMING FACEBOOK POSTS

(BASED ON REACH)



NOOZHAWK



#1:

SpaceX Rocket Delivers New Group of Starlink Satellites from Vandenberg Space Force Base

<https://www.noozhawk.com/spacex-rocket-delivers-new-group-of-starlink-satellites-from-vandenberg-space-force-base/>

Reach: 391,400

Engagement: 873

#2:

Montecito's Coral Casino Plans to Reopen in January with New Facilities, Big Increase in Membership Dues

<https://www.noozhawk.com/montecitos-coral-casino-to-reopen-in-january-with-new-facilities-higher-fee/>

Reach: 119,300

Engagement: 240

#3:

Historical 1880 Union Hotel in Los Alamos for Sale for \$5.5 Million

<https://www.noozhawk.com/historical-1880-union-hotel-in-los-alamos-for-sale-for-5-5-million/>

Reach: 105,700

Engagement: 672



ANALYSIS OF THE TOP PERFORMING POSTS

Similar to their KPI, Facebook's top performing posts are not as straightforward as Instagram's to analyze. The posts were not breaking news and the top story is not even specific to Santa Barbara County.

I can speculate why these posts performed well on Facebook. For starters, the #1 top post was applicable to a wider audience than just Santa Barbara. There was 40 shares on this post, so it most likely spread further than just our followers, hence the large number of reach.

The second two best performing posts were about businesses opening and for sale. This could tell us that specifically business posts will perform well with our Facebook audience.

Most weeks, the Bizhawk article was in the top 3 best performing posts, if not the first every week. Moving forward, we should prioritize boosting and posting articles about local business to Facebook!

From these analytics it is also important to see the stark difference between our Instagram and Facebook audience.

Our Instagram audience is smaller and likely more local. They prefer breaking news relevant to specifically Santa Barbara County.

Our Facebook audience is larger and more decentralized, so they might prefer more worldly events. Also they might be more career focused because it is an older demographic, hence the preference for business posts over the breaking news posts.

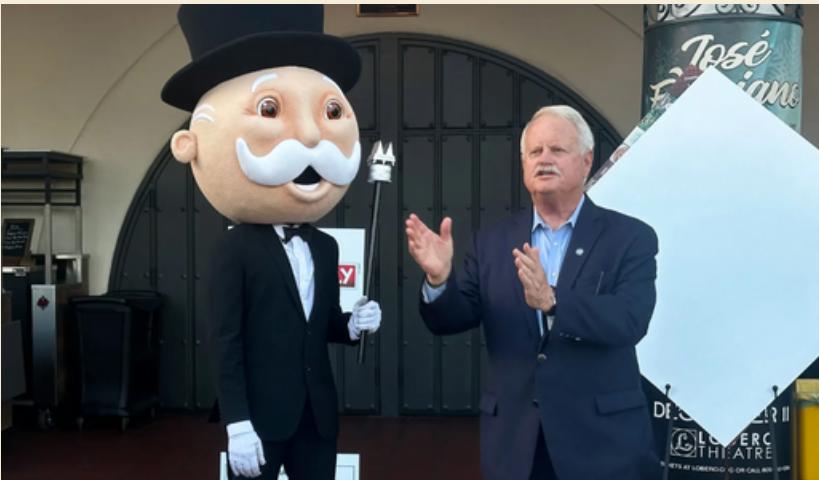
Another factor to keep in mind is that Facebook's reach is around 7x as far as Instagram's, but Instagram has been growing followers at a much more rapid rate. So should we prioritize the bigger platform or the growing one?

NOOZHAWK



BOOSTED POSTS

NOOZHAWK



#1:

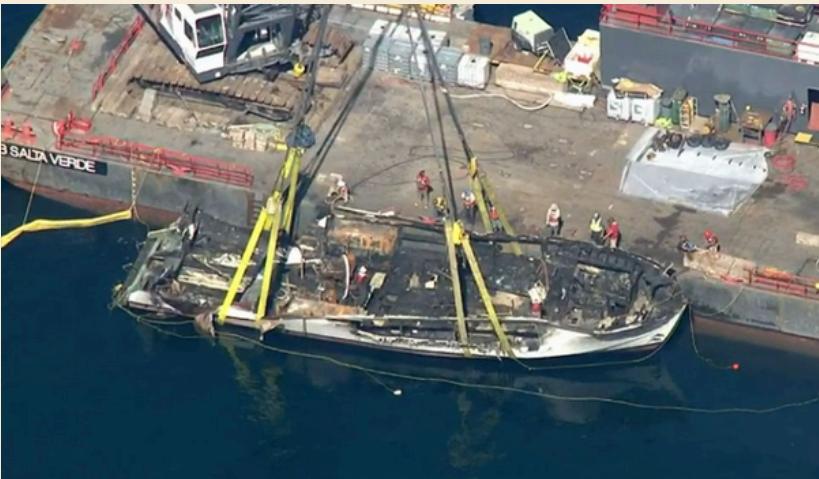
Mr. Monopoly, Mayor Randy Rowse Reveal New Game With Local Landmarks

Where: Instagram

Cost: \$35.00

Goal: More profile visits

Reach: 3,230



#2:

ATF Reportedly Finds Deadly 2019 Conception Dive Boat Fire Started in Plastic Trash Can

Where: Facebook

Cost: \$14.00

Goal: More website visitors

Reach: 3,198

Landing Page Views: 473



#3:

Historical 1880 Union Hotel in Los Alamos for Sale for \$5.5 Million

Where: Facebook

Cost: \$15.00

Goal: More website visitors

Reach: 3,140

Landing Page Views: 132



ANALYSIS OF THE TOP BOOSTED POSTS

We are still in our experimental phase of boosted posts and trying out different options to see what will work best for Noozhawk.

While based on follower increase we have thought that Instagram boosted posts were performing better than Facebook posts, the analytics show that we are able to gain farther reach for cheaper by boosting Facebook posts.

We had to spend over double the amount we did on Facebook boosted posts to get competing numbers.

Boosting Facebook posts also got us "landing page views" which means that the viewer actually clicked on our ad to take them to the URL link.

While I believe that we should continue to boost Facebook and Instagram

posts to grow our platform on both accounts, there are some steps I believe we should take in 2024 to best set a plan for our boosted posts.

Future steps:

1) Set a marketing budget (weekly or monthly budget for how much we want to spend on boosting posts)

2) Look into using Hootsuite to start ad campaigns (so that we can track more analytics like CTR)

I believe that setting a weekly or monthly marketing budget will help us best utilize our money in the upcoming year to most efficiently reach our monthly goals.

Additionally, just because a post reaches 3,000 people does not mean that those users are clicking on our ad. We do not want to be throwing away money every week to boost ads if they are not giving concrete results. By using Hootsuite to start campaigns, we will be able to track analytics that will help us determine if we are getting our moneys worth.

NOOZHAWK



SUMMARY



KEY TAKEAWAYS

Wins

Some major wins for Noozhawk is that we are consistently growing every month across our social media platforms.

Along with growing in size, our audience has been growing in engagement which reflects a strong online community. Not only are they enjoying our content more, but they are also building stronger connections to Noozhawk!

Challenges

Some challenges that Noozhawk faced this year was that this is our first year ever tracking analytics, so we had to do a lot of experimenting. For example, the first few months after the Instagram reform, we only posted 2-3 times a day (thus the lower reach numbers). It took us time to discover that the ideal number of posts a day was around 5 posts.

In addition, because we had no previous data, we could not set monthly goals to work towards.

To add, we just recently started tracking LinkedIn posts and boosted posts, so it is difficult to form opinions from our data. Even now we only have 6 months of data on Facebook and Instagram, so next year will still be a lot of trial and error for Noozhawk.

Opportunities

Because we are still a newer company, there is an abundance of opportunities for us in the near future!

To begin with, next year I believe we should start consistently tracking Twitter and LinkedIn's analytics, just like we do Facebook and Instagram, to gain a more complete story.

Furthermore, 2024 is the year we should take experimenting with boosted posts to the next level by setting a marketing budget and using Hootsuite to get more in depth analytics. Boosted posts could be a valuable tool to rapidly grow our follower base!

NOOZHAWK



GOAL SETTING FOR 2024

WHAT GOAL DO WE WANT TO FOCUS ON IN 2024?

Brand Awareness

Companies who have the goal of brand awareness are focused on:

- Growing their presence in the market
- Building trust and credibility with consumers
- Strengthen position compared to competitors
- Recognition

Key Performance Indicators:

- Reach
- Engagement
- Followers
- Impressions

Brand Engagement

Companies who have the goal of brand engagement are focused on:

- Building an attachment between the consumer and the brand
- Brand loyalty
- Consumers involvement with brand
- Meaningful connections

Key Performance Indicators:

- Engagement
- Profile visits
- Likes and comments
- Profile activity
- Story replies

Lead Generation

Companies who have the goal of lead generation are focused on:

- Generating consumer interest in a product or service
- Desire to make sales

Key Performance Indicators:

- Website taps
- Link sticker taps
- Custom UTM clicks
- DMs received
- Inquiries



MY RECOMMENDATION...

FOCUS ON BRAND AWARENESS IN 2024!

For a newer company, prioritizing the goal of growing brand awareness is important in establishing a strong market presence and fostering sustainable growth. Brand awareness serves as the cornerstone for building trust and recognition among potential consumers.

In a competitive business landscape, where consumers have multiple choices, such as the Independent or Montecito Journal, a well-established brand can set a company apart and create a lasting impression.

Increased brand awareness not only enhances a company's visibility but also facilitates customer loyalty and increased followers. It is vital for word-of-mouth marketing, with satisfied consumers becoming brand advocates, further expanding the company's reach.

Moreover, a recognizable brand can attract more clients which will facilitate more sales. Thus, creating a positive ripple effect on the overall success of the organization.

Most experts suggest newer companies start with the goal of brand awareness. By focusing on growing brand awareness, a small company invests in its long-term success.

| | <u>2023 Followers (# gained each month)</u> | <u>2024 Followers Goal</u> | <u>2023 Reach</u> | <u>2024 Reach Goal</u> | <u>2023 Engagement</u> | <u>2024 Engagement Goal</u> |
|---|---|--------------------------------|-------------------|----------------------------|------------------------|---------------------------------|
| <u>January</u> | | | 120 | 48.0K | | 4.8K |
| <u>February</u> | | | 120 | 48.0K | | 4.8K |
| <u>March</u> | | | 120 | 48.0K | | 4.8K |
| <u>April</u> | | | 120 | 48.0K | | 4.8K |
| <u>May</u> | | | 120 | 48.0K | | 4.8K |
| <u>June (summer full)</u> | | | 100 | 45.0K | | 3.5K |
| <u>July (summer full)</u> | | | 100 | 41.1K | 45.0K | 3,165 3.5K |
| <u>August (back to school boost)</u> | 115 | 127 | 52.5K | 58.0K | 4,947 | 5.4K |
| <u>September</u> | 101 | 111 | 44.7K | 49.0K | 4,146 | 4.6K |
| <u>October</u> | 94 | 103 | 43.2K | 48.0K | 4,374 | 4.8K |
| <u>November (Thanksgiving/B ack Friday boost)</u> | 166 | 183 | 64.7K | 71.0K | 7,400 | 8.1K |
| <u>December (Christmas boost)</u> | 208 | 229 | 55.4K | 61.0K | 5,700 | 6.3K |

COMPREHENSIVE WEEKLY ANALYTIC REPORT

| Weekly Analytics: | July 3rd- 9th | July 10th-16th | July 17th-23rd | July 24th-30th | July 31st-August 6th |
|---|--|---|---|---|---|
| Reach | | | | | |
| Accounts Reached (# of unique accounts that have viewed y | 77.4 K | 80.2 K | 75.2K | 70.2 K | 101.6K |
| Followers | 23,531 | 23,536 | 23,536 | 23,540 | 23,574 |
| Page Visits | 2.1 K | 2.7 K | 2.7 K | 2.0 K | 2.1K |
| New Likes/Followers | 7 | 8 | 11 | 11 | 22 |
| Top 3 Stories (by reach) | | | | | |
| 1) | https://www.noozhaw | https://www.nooz | https://www.nooz | https://www.nooz | https://www.noozhawk |
| | Reach: 43.3 K, Engag | Reach: 60K, Eng | Reach: 47.2K, E | Reach: 36.0K, E | Reach: 52.4K, Engag |
| 2) | https://www.noozhaw | https://www.nooz | https://www.nooz | https://www.nooz | https://www.noozhawk |
| | Reach: 28.2, Engage | Reach: 33.7K, Er | Reach: 2 Reach: 30.9K, E | Reach: 39.0K, Engag | |
| 3) | https://www.noozhaw | https://www.nooz | https://www.nooz | https://www.nooz | https://www.noozhawk |
| | Reach: 26.7K, Engag | Reach: 21.6K, Er | Reach: 16K, Engag | Reach: 15.3K, E | Reach: 38.5K, Engag |
| Monthly Analytics: | Month of July | | | | |
| Audience | | | | | |
| Age | 1) 35-44: 25.1% 2) 45-54: 22.4% 3) 55-64: 18.7% 4) 65+: 17.8% 5) 25-34: 14.5% 6) 18-24: 1.5% | | | | |
| Gender | 68% Women, 32% Men | | | | |
| Cities | 1) SB: 29.3% 2) Lompoc: 6.1% 3) Goleta: 5.2% 4) Santa Maria: 3.7% 5) Ventura: 2.7% | | | | |
| Benchmarking | | | | | |
| How often we publish compared to other businesses | Over the 200 percentile | | | | |
| Followers | Similar to others | | | | |
| New followers | Lower than typical | | | | |
| Content Interaction | Lower than typical | | | | |

THANK YOU!
FOR QUESTIONS OR COMMENTS

 rweber@noozhawk.com

 (805) 456-7196