

PR Marketing Report – Mar-Apr 2023

- Social Media Calendar is up to date for current concert set
- Up next: create events for June concerts and outreach performances and email schedules.
- By the time of the board meeting we should have Chorus Connection available to start uploading our library and members. Target date will be May; we could wait until after the concerts to launch to the members, though, at this point everyone should have all their music.
- Posting for the AD position is on GALA Choruses Web site. Tried a Facebook post – to quote Stephanie, “it certainly brought out all the trolls.” The post was boosted for a cost of \$25 one time. I don’t recommend continued advertising via FB. Comments on our Web page have been culled/moderated; we have answered only 2 legit and serious potential applicants, both of which wanted to be remote.
- Anyone want to help update the mailing list? We have a number of entries to add/correct.

Stats:

- Web visits (90 days)
 - 873 unique visitors
 - 1359 unique sessions
 - 60.7% bounce rate (lower is better – though this is debatable with our content)
 - 47% computer, 51% mobile device, 2% tablet/other
- YouTube Chanel Visits/views
 - March
 - Views: 100
 - Watch time: 4 h
 - Subscribers: 158
- Instagram
 - March
 - Accounts Reached 419 (up by 100%!)
 - Accounts engaged 58
 - Total Followers 153 (+9)
- FB Stats - March
 - Followers: 2125
 - Page Reach: 4275
 - Paid Page reach: 2200 (this are eyes that were on our add in addition to the normal page reach)