

PR Marketing Report – May-Jun 2023

- Social Media Calendar is up to date for current concert set – run up to concert time will have daily post/email. Email cadence is set through Voices United.
- Chorus Connection is available for AD and admin use. Steve and Stephanie currently have accounts. Plan on sending invites to chorus members AFTER Moving Along concerts
- Looking for input on marketing for the Fall and Holiday times. I have a potential new graphic designer that would do original art for us.

Stats:

- Web visits (90 days)
 - 787 unique visitors
 - 1400 unique sessions
 - 53% bounce rate (lower is better – though this is debatable with our content)
 - 35% computer, 63% mobile device, 2% tablet/other
- YouTube Chanel Visits/views
 - May
 - Views: 105
 - Watch time: 1.5 h
 - Subscribers: 160
- Instagram
 - March
 - Accounts Reached 468
 - Accounts engaged 58
 - Total Followers 159
- FB Stats - March
 - Followers: 2138
 - Page Reach: 9430