

PR Marketing Report – July 2023

- Social Media Calendar is up to date– run up to concert time will have daily post/email. Email cadence is set through Voices United.
- Planning on sending out invitations to Chorus Connection for all members once Voices United has wrapped up
- New Website preview will be available by the end of July. Planning on a launch before our first rehearsal for Winter
- Holding off on PR Marketing for Holiday until we have firm dates.

Stats:

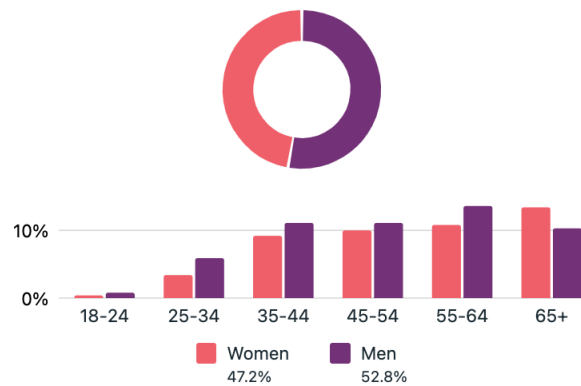
- Web visits (90 days)
 - 840 unique visitors
 - 1500 unique sessions
 - 49% bounce rate
 - 35% computer, 63% mobile device, 2% tablet/other
- YouTube Chanel Visits/views
 - June
 - Views: 146
 - Watch time: 1.5 h
 - Subscribers: 185
 - For Moving Along, we've had over 3000 people check the page out with an average viewing time of 32 minutes.
- Instagram
 - June
 - Accounts Reached 2400 (this is up by 200% from Apr-May)
 - Accounts engaged 552
 - Total Followers 166
- FB Stats - June
 - Followers: 2160
 - Page Reach: 9100

Meta (Facebook and Instagram) have some new tools. I found these charts of interest regarding our audience:

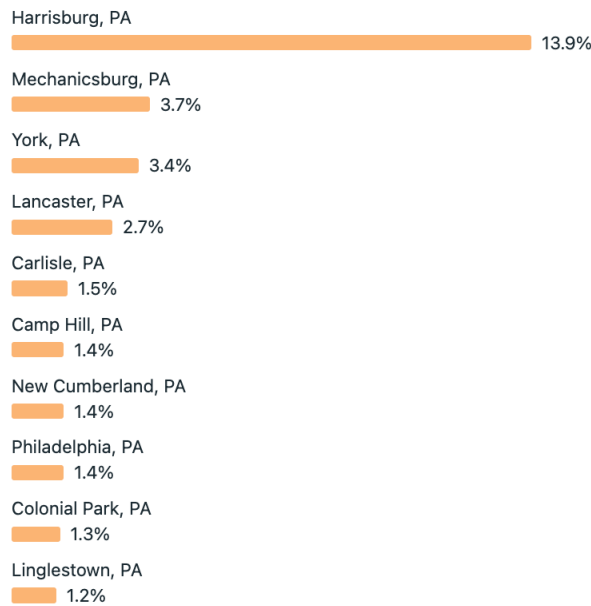
Facebook followers ⓘ

2,064

Age & gender ⓘ



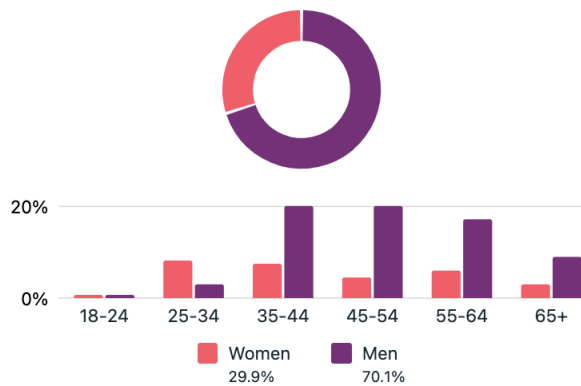
Top cities



Instagram followers ⓘ

166

Age & gender ⓘ



Top cities

