

PR Marketing Report – August 2023

- PR Committee met on 9/10.
 - Chorus Connection is up and running. All new members are loaded; new music is available. Chris and Steve C are working on moving documents over to Chorus Connection before we can migrate fully off of Groupanizer (including the Website)
 - Chris is working on art for Holidaze.
 - Waiting on artwork for October event.
- Social Media Calendar is up to date– run up to concert time will have daily post/email. Email cadence is set through Holiday concerts and 12th Night in January.

Stats:

- Web visits (90 days)
 - 693 unique visitors
 - 1202 unique sessions
 - 69% bounce rate
 - Bounce Rate how many people come to your website and then leave after just hitting one page. We have a high bounce rate due to groupanizer, and our access to that software. All of our statistics are likely skewed due to this setup.
 - 35% computer, 63% mobile device, 2% tablet/other
- YouTube Chanel Visits/views
 - July
 - Views: 138
 - Watch time: 7.6 h
 - Subscribers: 186
 - Aug
 - Views: 75
 - Watch time: 5.6 h
 - Subscribers: 186
 -
- Instagram
 - July
 - Accounts Reached 2009
 - Accounts engaged 109
 - Total Followers 158
 - Aug
 - Accounts Reached 1890
 - Accounts engaged 552
 - Total Followers 169

- FB Stats –
 - July
 - Followers: 2092
 - Page Reach: 17,777
 - Aug
 - Followers: 2160
 - Page Reach: 9100