

# Coastal Enterprises Stats Report

## October 2019



**Tai Freligh**  
**Marketing Manager**  
800-845-0745 x170

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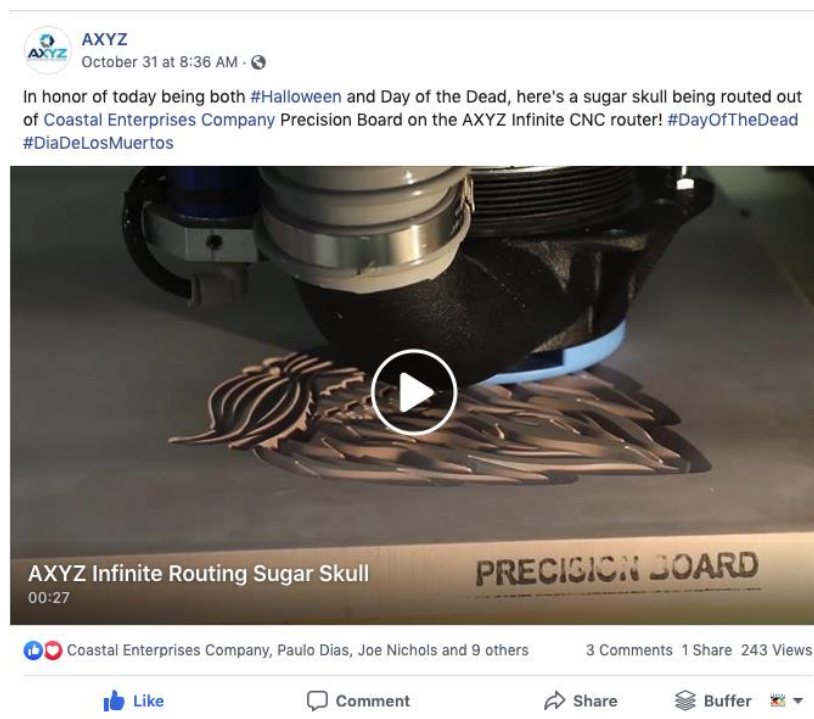
# SUMMARY/HIGHLIGHTS

## Notable Mentions:

Laguna Tools on both [Facebook](#) and [Instagram](#).

XYZ on both [Facebook](#) and [Instagram](#).

Practical Machinist on [LinkedIn](#).



## Potential Partnerships:

Tools Today for detailed snowman and high-quality video produced by TT for Coastal. To get an idea of the production value of a TT video, check out this [topo map carving video](#).

## Trending:

[Instagram Stories](#) are very hot right now.

# CURRENT MARKETING STRATEGY

## **Goals:**

- 1. Increase Brand Awareness*
- 2. Drive Traffic to the Website*
- 3. Generate New Leads*
- 4. Grow Revenue*
- 5. Differentiate Us from Competitors*
- 6. Differentiate Us from Other Materials (like wood)*
- 7. Become a Trusted Source on HDU/Precision Board*
- 8. Superior Customer Service*
- 9. Expose Us to New/Unknown Markets*

## **Target Market:**

Signage and Industrial

## **Primary Channels:**

Advertising, E-Marketing, Social Media, Website, Trade Shows, Blogs

## **Growth Opportunities:**

Aerospace, Props/Sets

# CONVERSION METRICS – SAMPLE REQUESTS

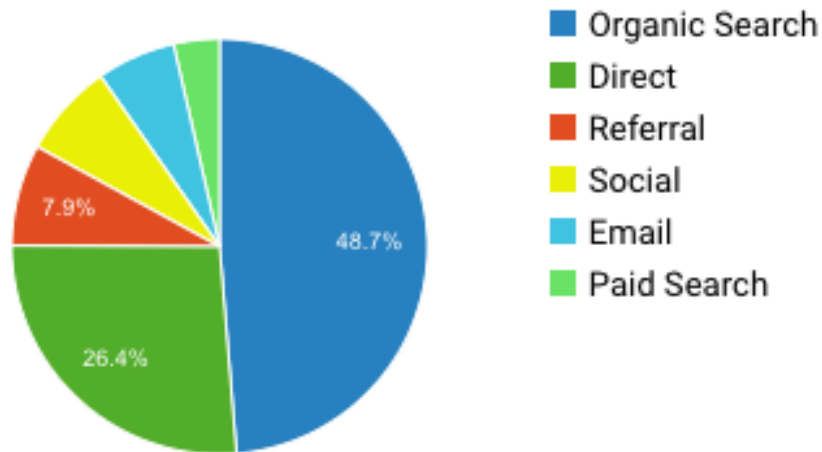
Source:	Number:
Website/Search Engine	20
Instagram	13
Colleague	9
Ad - Google	5
YouTube	5
Facebook	4
Industry Website	3
Advertisement	2
Trade Show	2
Ad - Pinterest	1
Email/Newsletter	1
Magazine Article	1

# TRAFFIC METRICS - WEBSITE

## Website Traffic by Source

Default Channel Grouping	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	4,065 % of Total: 100.00% (4,065)	3,784 % of Total: 100.03% (3,783)	5,298 % of Total: 100.00% (5,298)	65.36% Avg for View: 65.36% (0.00%)	2.13 Avg for View: 2.13 (0.00%)	00:01:59 Avg for View: 00:01:59 (0.00%)
1. Organic Search	2,144 (48.71%)	1,960 (51.80%)	2,630 (49.64%)	62.97%	2.22	00:02:13
2. Direct	1,161 (26.37%)	1,136 (30.02%)	1,264 (23.86%)	79.98%	1.71	00:01:01
3. Referral	348 (7.91%)	101 (2.67%)	452 (8.53%)	50.88%	2.55	00:02:47
4. Social	322 (7.31%)	298 (7.88%)	359 (6.78%)	71.87%	1.69	00:01:11
5. Email	270 (6.13%)	164 (4.33%)	388 (7.32%)	60.05%	2.31	00:02:42
6. Paid Search	157 (3.57%)	125 (3.30%)	205 (3.87%)	36.59%	3.11	00:03:09

### Top Channels



## Top Ten Landing Pages

Landing Page ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	5,298 % of Total: 100.00% (5,298)	71.42% Avg for View: 71.40% (0.03%)	3,784 % of Total: 100.03% (3,783)	65.36% Avg for View: 65.36% (0.00%)	2.13 Avg for View: 2.13 (0.00%)	00:01:59 Avg for View: 00:01:59 (0.00%)
1. /	1,310 (24.73%)	72.75%	953 (25.18%)	56.95%	2.59	00:02:25
2. /products/high-density-urethane-pbht/	433 (8.17%)	64.20%	278 (7.35%)	66.97%	2.02	00:02:07
3. /tooling/	225 (4.25%)	61.33%	138 (3.65%)	33.78%	3.07	00:03:09
4. /products/high-density-urethane-pbht/	117 (2.21%)	74.36%	87 (2.30%)	70.09%	1.91	00:02:22
5. /news/updated-speeds-and-feeds-for-precision-board-hdu/	116 (2.19%)	86.21%	100 (2.64%)	85.34%	1.22	00:00:38
6. /signage/	100 (1.89%)	9.00%	9 (0.24%)	31.00%	3.40	00:03:13
7. /sign-board-precision-board/	84 (1.59%)	95.24%	80 (2.11%)	69.05%	1.57	00:00:47
8. /applications/hdu-sign-board/	72 (1.36%)	75.00%	54 (1.43%)	59.72%	1.93	00:02:15
9. /signage/valas-pumpkin-patch-harvest-theme/	65 (1.23%)	63.08%	41 (1.08%)	66.15%	2.45	00:02:53
10. /signage/so-realistic-they'd-probably-fool-a-magnet/	62 (1.17%)	90.32%	56 (1.48%)	80.65%	1.47	00:01:02

## Top Ten E-Blast Campaigns

Campaign ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	270 % of Total: 6.64% (4,065)	164 % of Total: 4.34% (3,783)	388 % of Total: 7.32% (5,298)	60.05% Avg for View: 65.36% (-8.13%)	2.31 Avg for View: 2.13 (8.60%)	00:02:42 Avg for View: 00:01:59 (36.91%)
1. 3f15d805f5-October Blog Roundup (opens)	102 (33.55%)	61 (37.20%)	126 (32.47%)	57.94%	2.33	00:03:12
2. 60e406fc08-Sawatzky Vala (opens)	57 (18.75%)	36 (21.95%)	67 (17.27%)	58.21%	2.30	00:02:19
3. cd49ea89fd-Speeds and Feeds (opens)	40 (13.16%)	21 (12.80%)	47 (12.11%)	82.98%	1.51	00:00:52
4. 903497d58a-February Tooling Tidbit (opens)_COPY_01	29 (9.54%)	15 (9.15%)	33 (8.51%)	54.55%	1.85	00:01:49
5. e62616fe59-CAMX 19 Wrap (opens)	14 (4.61%)	7 (4.27%)	19 (4.90%)	42.11%	2.53	00:03:03
6. 6a866e5078-Resource Guide 2.0 (opens)	11 (3.62%)	3 (1.83%)	13 (3.35%)	84.62%	1.23	00:00:23
7. 9c71a90465-What is HDU? (opens)	10 (3.29%)	7 (4.27%)	10 (2.58%)	70.00%	2.80	00:05:54
8. 3df7779324-Sawatzky Vala (unopens)	6 (1.97%)	4 (2.44%)	6 (1.55%)	50.00%	3.00	00:07:08
9. ca47756fd-Dimensional Signs (opens)	5 (1.64%)	1 (0.61%)	8 (2.06%)	62.50%	2.88	00:02:21
10. 4754ca472c-Sawatzky Shop (opens)	3 (0.99%)	0 (0.00%)	4 (1.03%)	75.00%	1.75	00:00:53

## October performance for your website vs. previous month

### Users

4.1K ▲ 2.76%

### Sessions

5.3K ▲ 5.83%

### Bounce Rate

65.36% ▼ 4.85%

### Average Session Duration








00:01:58 ▲ 19.38%

*Bounce Rate* is defined as the percentage of visitors to a particular website who navigate away from the site after viewing only one page, so a lower bounce rate is good!



# E-MARKETING METRICS - MAILCHIMP

Industry average is **14.5%** opens and **1.6%** clicks for Manufacturing.

 <b>October Tooling Tidbit (opens) - Custom Blocks</b> Regular · Coastal Enterprises Unsaved segment Sent <b>Wed, October 30th 6:00 AM</b> to 2K recipients by you	<b>Sent</b>	<b>53.8%</b> Opens	<b>9.6%</b> Clicks
 <b>Sawatzky Guest Blog 10/23 (opens)</b> Regular · Coastal Enterprises Unsaved segment Sent <b>Wed, October 23rd 1:45 PM</b> to 2K recipients by you	<b>Sent</b>	<b>60.1%</b> Opens	<b>11.9%</b> Clicks
 <b>October Blog Roundup (opens)</b> Regular · Coastal Enterprises Unsaved segment Sent <b>Wed, October 16th 9:00 AM.</b>	<b>Sent</b>	<b>45.7%</b> Opens	<b>12.2%</b> Clicks
 <b>Resource Guide 2.0 (opens)</b> Regular · Coastal Enterprises Unsaved segment Sent <b>Thu, October 10th 6:00 AM</b> to 2K recipients by you	<b>Sent</b>	<b>54.2%</b> Opens	<b>9.9%</b> Clicks
 <b>Speeds and Feeds (opens)</b> Regular · Coastal Enterprises Unsaved segment Sent <b>Tue, October 8th 2:00 PM.</b>	<b>Sent</b>	<b>53.7%</b> Opens	<b>11.0%</b> Clicks
 <b>CAMX 2019 Wrap Up (opens)</b> Regular · Coastal Enterprises Unsaved segment Sent <b>Thu, October 3rd 1:30 PM</b> to 2K recipients by you	<b>Sent</b>	<b>56.9%</b> Opens	<b>9.8%</b> Clicks
 <b>What is HDU? (opens)</b> Regular · Coastal Enterprises Unsaved segment Sent <b>Tue, October 1st 12:00 PM</b> to 2K recipients by you	<b>Sent</b>	<b>54.6%</b> Opens	<b>9.6%</b> Clicks

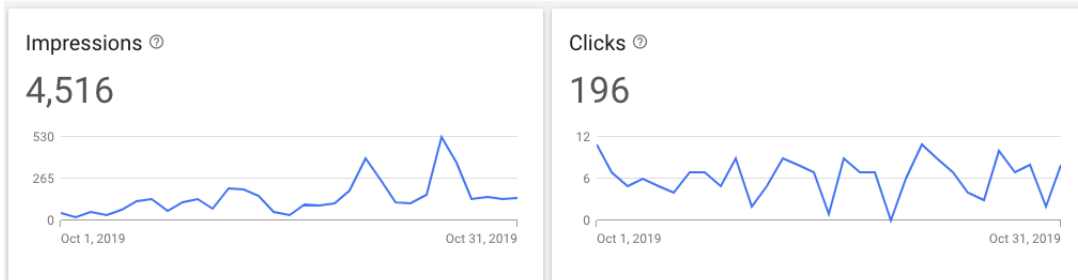
# SOCIAL MARKETING METRICS

	<b>Nov-19</b>	<b>Oct-19</b>	<b>May-17</b>
<b>LinkedIn Company Page</b> (Followers)	154	153	92
<b>LI Showcase Page Signage</b> (Followers)	6	6	N/A
<b>LI Showcase Page Tooling</b> (Followers)	6	6	N/A
<b>LI Showcase Page Companion Products</b> (Followers)	3	3	N/A
<b>Facebook Business Page</b> (Likes)	1,061	1,052	836
<b>Twitter Business Account</b> (Followers)	1,208	1,204	1,064
<b>Instagram Corporate</b> (Followers)	2,787	2,638	39
<b>Instagram Tooling</b> (Followers)	870	830	N/A
<b>Pinterest Business Profile</b> (Followers)	890	856	284
<b>YouTube Channel</b> (Subscribers)	495	480	283
<b>YouTube Channel</b> (Video Views)	149,708	147,634	94,980

**N/A = Account not in existence at the time.**

# DIGITAL ADVERTISING METRICS - ADWORDS SIGNAGE

**Impression** defined as any time an ad is shown to someone on a search results page.



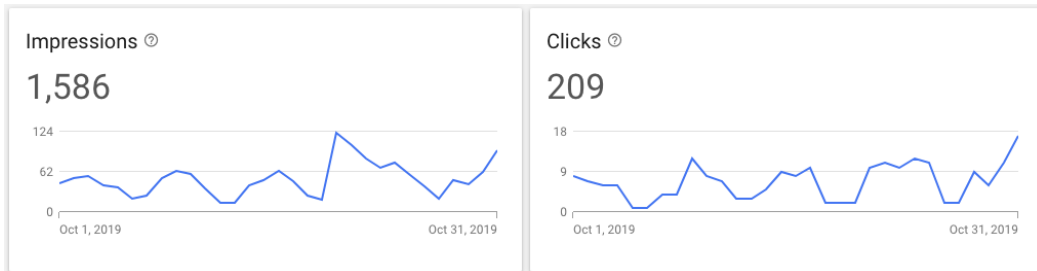
**Search Phrases** ⓘ  
416 Total

Phrases	Impr.	↓ Clicks
precision board	193	55
coastal enterprise	211	42
hdu foam	235	26
high density urethane	134	13
hdu board	81	8
hdu sign board	69	8
hdu sign foam	52	6
urethane board	25	5

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# DIGITAL ADVERTISING METRICS - ADWORDS TOOLING

**Impression** defined as any time an ad is shown to someone on a search results page.



**Search Phrases** ②  
544 Total

Phrases	Impr.	↓ Clicks
coastal enterprise	723	141
precision board	172	36
tooling board	205	23
high density carving foam	5	1
high density polyurethane foam block	1	1
urethane board	3	1
urethane foam board	16	1
hdu foam board	11	1

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