

Coastal Enterprises Stats Report

November 2019



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SUMMARY/HIGHLIGHTS

Notable Mentions:

SignCraft Magazine mention on [Instagram](#).

Brian Jones on [Instagram](#).

Brett Baker on [Instagram](#).

Yearwood Designworks on [Instagram](#).



Potential Partnerships:

We provided PBLT-20 material to WardJet waterjets, now owned by AXYZ, to make a sign for their corporate headquarters. The sign is now complete and hanging on their wall. They will be sending us photos and video footage for a blog and YouTube 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

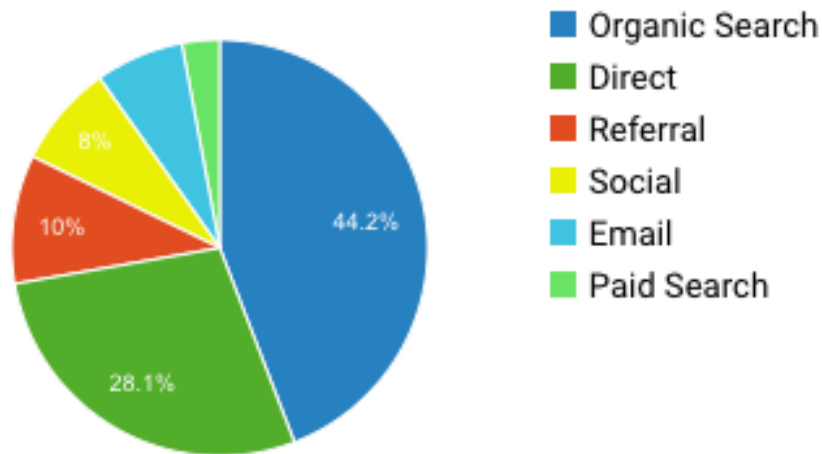
Source:	Number:
Website/Search Engine	16
Colleague	12
Industry Website	9
YouTube	5
Instagram	3
Ad - Google	3
Magazine Article	3
Facebook	1
Advertisement	1
Trade Show	1
Ad - Pinterest	1
Ad - Facebook	1
Ad - YouTube	1

TRAFFIC METRICS - WEBSITE

Website Traffic by Source

Default Channel Grouping	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	3,131 % of Total: 100.00% (3,131)	2,881 % of Total: 100.00% (2,881)	4,127 % of Total: 100.00% (4,127)	66.03% Avg for View: 66.03% (0.00%)	2.00 Avg for View: 2.00 (0.00%)	00:01:58 Avg for View: 00:01:58 (0.00%)
1. Organic Search	1,508 (44.16%)	1,359 (47.17%)	1,836 (44.49%)	63.07%	2.06	00:02:08
2. Direct	959 (28.08%)	936 (32.49%)	1,061 (25.71%)	81.81%	1.51	00:01:08
3. Referral	341 (9.99%)	114 (3.96%)	496 (12.02%)	47.18%	2.87	00:03:38
4. Social	272 (7.96%)	249 (8.64%)	301 (7.29%)	73.75%	1.56	00:01:02
5. Email	235 (6.88%)	150 (5.21%)	319 (7.73%)	64.58%	1.97	00:01:52
6. Paid Search	100 (2.93%)	73 (2.53%)	114 (2.76%)	32.46%	3.04	00:02:38

Top Channels



Top Ten Landing Pages

		4,127 % of Total: 100.00% (4,127)	69.81% Avg for View: 69.81% (0.00%)	2,881 % of Total: 100.00% (2,881)	66.03% Avg for View: 66.03% (0.00%)	2.00 Avg for View: 2.00 (0.00%)	00:01:58 Avg for View: 00:01:58 (0.00%)
1. /		1,188 (28.79%)	71.63%	851 (29.54%)	60.94%	2.26	00:02:18
2. /products/high-density-urethane-pbht/		359 (8.70%)	62.12%	223 (7.74%)	62.67%	1.96	00:02:26
3. /tooling/		186 (4.51%)	60.75%	113 (3.92%)	37.10%	3.22	00:03:11
4. /products/high-density-urethane-pbht/		103 (2.50%)	69.90%	72 (2.50%)	71.84%	1.82	00:02:30
5. /signage/		68 (1.65%)	11.76%	8 (0.28%)	30.88%	3.59	00:03:17
6. /news/new-preferred-distributor-list/		65 (1.57%)	95.38%	62 (2.15%)	90.77%	1.14	00:00:10
7. /news/updated-speeds-and-feeds-for-precision-board-hdu/		64 (1.55%)	87.50%	56 (1.94%)	85.94%	1.16	00:00:32
8. /about/contact/		57 (1.38%)	31.58%	18 (0.62%)	70.18%	1.91	00:01:45
9. /signage/hitting-a-home-run-with-a-dimensional-sign-for-the-athletic-field/		57 (1.38%)	47.37%	27 (0.94%)	49.12%	3.00	00:04:42
10. /technical/material-selection-guide/		54 (1.31%)	38.89%	21 (0.73%)	68.52%	1.96	00:01:05

Top Ten E-Blast Campaigns

Campaign [?]	Acquisition			Behavior		
	Users [?] ↓	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]
	235 % of Total: 7.51% (3,131)	150 % of Total: 5.21% (2,881)	319 % of Total: 7.73% (4,127)	64.58% Avg for View: 66.03% (-2.20%)	1.97 Avg for View: 2.00 (-1.36%)	00:01:52 Avg for View: 00:01:58 (-5.58%)
1. a50f171493-November Blog Roundup (unopens)	63 (22.66%)	38 (25.33%)	78 (24.45%)	62.82%	2.09	00:02:26
2. 56ddb6e6de4-Sawatzky Rotary (opens)	54 (19.42%)	27 (18.00%)	58 (18.18%)	86.21%	1.29	00:00:24
3. cdb0decffe-November Blog Roundup (opens)	54 (19.42%)	29 (19.33%)	61 (19.12%)	54.10%	2.39	00:03:09
4. cd50db2f93-November Tooling Tidbit (opens)	37 (13.31%)	17 (11.33%)	38 (11.91%)	71.05%	1.66	00:00:38
5. dca8570b39-Distributors (opens)	31 (11.15%)	22 (14.67%)	32 (10.03%)	46.88%	2.56	00:01:26
6. 903497d58a-February Tooling Tidbit (opens)_COPY_01	9 (3.24%)	4 (2.67%)	16 (5.02%)	62.50%	1.62	00:03:44
7. 3f15d805f5-October Blog Roundup (opens)	5 (1.80%)	3 (2.00%)	5 (1.57%)	60.00%	2.20	00:01:01
8. cd49ea89fd-Speeds and Feeds (opens)	4 (1.44%)	3 (2.00%)	6 (1.88%)	83.33%	1.17	00:01:29
9. 60e406fc08-Sawatzky Vala (opens)	3 (1.08%)	1 (0.67%)	6 (1.88%)	66.67%	1.83	00:00:41
10. January 2018 Blog Roundup	2 (0.72%)	2 (1.33%)	3 (0.94%)	100.00%	1.00	00:00:00

November performance for your website vs. previous month

Users

3.1K ↓ 22.98%

Sessions

4.1K ↓ 22.1%

Bounce Rate

66.03% ↑ 1.02%










Average Session Duration

00:01:58 ↓ 0.23%

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 **16.4%** opens and **2.6%** clicks for Manufacturing.

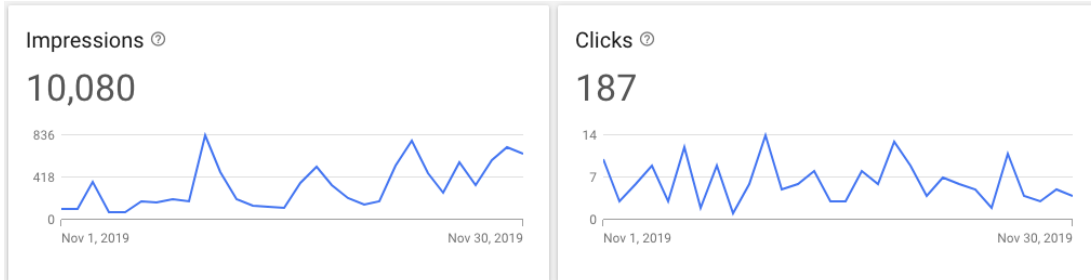
 Thanksgiving Week Hours 2019 (unopens) Regular · Coastal Enterprises Unsaved segment Sent Mon, November 25th 5:30 AM to 522 recipients by you	Sent	1.9% Opens	0.0% Clicks
 Thanksgiving Week Hours 2019 (opens) Regular · Coastal Enterprises Sent Mon, November 25th 5:00 AM to 3K recipients by you	Sent	43.2% Opens	6.6% Clicks
 Sawatzky Guest Blog 11/20 (unopens) Regular · Coastal Enterprises Unsaved segment Sent Wed, November 20th 12:00 PM to 528 recipients by you	Sent	2.9% Opens	0.2% Clicks
 Sawatzky Guest Blog 11/20 (opens) Regular · Coastal Enterprises Unsaved segment Sent Wed, November 20th 3:00 PM to 2K recipients by you	Sent	58.3% Opens	11.2% Clicks
 November Blog Roundup (unopens) Regular · Coastal Enterprises Unsaved segment Sent Wed, November 13th 8:25 AM to 517 recipients by you	Sent	0.8% Opens	0.0% Clicks
 November Blog Roundup (opens 2) Regular · Coastal Enterprises Unsaved segment Sent Wed, November 13th 6:30 AM to 2K recipients by you	Sent	44.0% Opens	10.0% Clicks
 November Blog Roundup (opens) Regular · Coastal Enterprises Unsaved segment Sent Wed, November 13th 6:00 AM to 2K recipients by you	Sent	43.6% Opens	10.2% Clicks
 Distributors (unopens) Regular · Coastal Enterprises Unsaved segment Sent Thu, November 7th 2:30 PM to 521 recipients by you	Sent	4.2% Opens	0.4% Clicks
 Distributors (opens) Regular · Coastal Enterprises Unsaved segment Sent Thu, November 7th 2:00 PM to 2K recipients by you	Sent	58.6% Opens	9.6% Clicks

SOCIAL MARKETING METRICS

	Dec-19	Nov-19	Oct-19	May-17
LinkedIn Company Page (Followers)	154	154	153	92
LinkedIn Showcase Page Signage (Followers)	6	6	6	N/A
LinkedIn Showcase Page Tooling (Followers)	6	6	6	N/A
LinkedIn Showcase Page Companion Products (Followers)	3	3	3	N/A
Facebook Business Page (Likes)	1,066	1,061	1,052	836
Twitter Business Account (Followers)	1,216	1,208	1,204	1,064
Instagram Corporate (Followers)	2,895	2,787	2,638	39
Instagram Tooling (Followers)	893	870	830	N/A
Pinterest Business Profile (Followers)	921	890	856	284
YouTube Channel (Subscribers)	507	495	480	283
YouTube Channel (Video Views)	151,086	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 ?

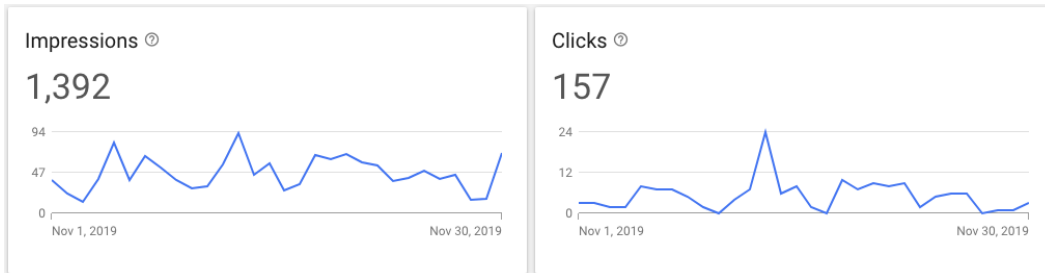
418 Total

Phrases	Impr.	↓ Clicks
precision board	129	55
coastal enterprise	232	52
hdu foam	133	17
hdu foam board	100	12
hdu board	70	7
hdu sign board	47	6
signage boards	621	4
precision board high density urethane	3	3

[MANAGE ALL](#)

DIGITAL ADVERTISING METRICS - ADWORDS TOOLING

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



Search Phrases ②

552 Total

Phrases	Impr.	↓ Clicks
coastal enterprise	799	121
precision board	69	23
tooling board	182	10
precision board hdu	6	2
cnc router bits	0	0
cnc bits	0	0
carbide cnc router bits	0	0
cnc wood bit	0	0

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