

# Coastal Enterprises Stats Report

## December 2019



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# SUMMARY/HIGHLIGHTS

## **Notable Mentions:**

On Facebook we had mentions from [Synergy Sign](#), [WARDJet](#) and [Techno CNC](#).

On Instagram we got tagged by [Hendricks Design](#), [CPP Supermileage](#), [Yearwood Designworks](#), [Synergy Sign](#), [Mo Flint](#), and [Art Signworks, Inc.](#) – twice!

We also had a mention on LinkedIn from [Quint Creative](#).

## **Potential Partnerships:**

Tools Today has a larger size sample of PB and we will be discussing the creation of a high-quality professional-looking video produced by TT which will result in a blog and video for us.

## **Trending:**

[Instagram Stories](#) are still hot right now as are IG ads.

# 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**

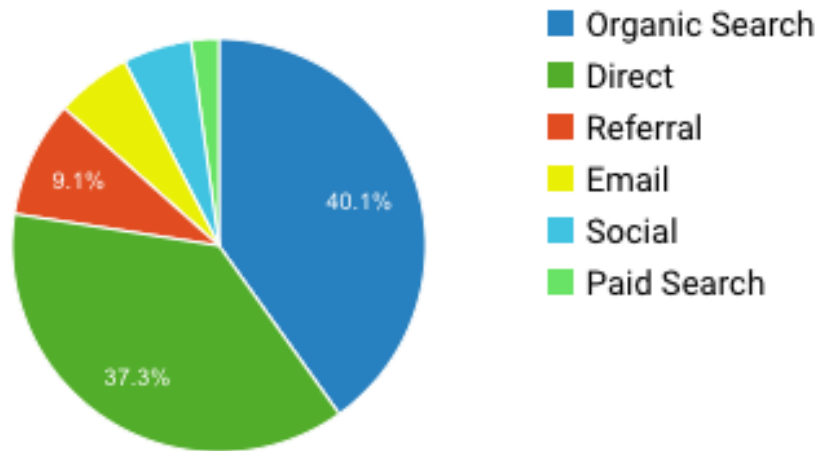
Ad - Facebook	1
Ad - Google	9
Ad - Pinterest	1
Ad - Youtube	1
Advertisement	1
Colleague	10
Email/Newsletter	2
Facebook	3
Industry Website	4
Instagram	10
Magazine Article	5
Other	6
Trade Show	1
Website/Search Engine	14
YouTube	2

# TRAFFIC METRICS - WEBSITE

## Website Traffic by Source

Default Channel Grouping	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	<b>2,823</b> % of Total: 100.00% (2,823)	<b>2,625</b> % of Total: 100.00% (2,625)	<b>3,598</b> % of Total: 100.00% (3,598)	<b>67.12%</b> Avg for View: 67.12% (0.00%)	<b>2.05</b> Avg for View: 2.05 (0.00%)	<b>00:01:43</b> Avg for View: 00:01:43 (0.00%)
1. Organic Search	<b>1,219</b> (40.13%)	<b>1,095</b> (41.71%)	<b>1,490</b> (41.41%)	62.62%	2.16	00:02:01
2. Direct	<b>1,134</b> (37.33%)	<b>1,117</b> (42.55%)	<b>1,222</b> (33.96%)	80.93%	1.52	00:00:46
3. Referral	<b>277</b> (9.12%)	<b>111</b> (4.23%)	<b>398</b> (11.06%)	52.26%	2.91	00:02:57
4. Email	<b>179</b> (5.89%)	<b>109</b> (4.15%)	<b>224</b> (6.23%)	60.71%	2.38	00:02:42
5. Social	<b>163</b> (5.37%)	<b>150</b> (5.71%)	<b>173</b> (4.81%)	67.05%	1.68	00:00:49
6. Paid Search	<b>66</b> (2.17%)	<b>43</b> (1.64%)	<b>91</b> (2.53%)	36.26%	3.54	00:03:21

Top Channels



## Top Ten Landing Pages

Landing Page ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	<b>3,598</b> % of Total: 100.00% (3,598)	<b>72.96%</b> Avg for View: 72.96% (0.00%)	<b>2,625</b> % of Total: 100.00% (2,625)	<b>67.12%</b> Avg for View: 67.12% (0.00%)	<b>2.05</b> Avg for View: 2.05 (0.00%)	<b>00:01:43</b> Avg for View: 00:01:43 (0.00%)
1. /	<b>1,117</b> (31.05%)	<b>73.05%</b>	<b>816</b> (31.09%)	<b>61.06%</b>	<b>2.36</b>	<b>00:01:54</b>
2. /products/high-density-urethane-pblt/	<b>315</b> (8.75%)	<b>62.54%</b>	<b>197</b> (7.50%)	<b>60.32%</b>	<b>2.17</b>	<b>00:02:16</b>
3. /tooling/	<b>119</b> (3.31%)	<b>55.46%</b>	<b>66</b> (2.51%)	<b>37.82%</b>	<b>3.41</b>	<b>00:03:32</b>
4. /products/high-density-urethane-pblt/	<b>94</b> (2.61%)	<b>77.66%</b>	<b>73</b> (2.78%)	<b>76.60%</b>	<b>1.61</b>	<b>00:01:10</b>
5. /news/new-preferred-distributor-list/	<b>61</b> (1.70%)	<b>96.72%</b>	<b>59</b> (2.25%)	<b>81.97%</b>	<b>1.25</b>	<b>00:00:22</b>
6. /signage/primer-wood-grain-texture-precision-board/	<b>60</b> (1.67%)	<b>61.67%</b>	<b>37</b> (1.41%)	<b>81.67%</b>	<b>1.62</b>	<b>00:02:00</b>
7. /news/updated-speeds-and-feeds-for-precision-board-hdu/	<b>55</b> (1.53%)	<b>87.27%</b>	<b>48</b> (1.83%)	<b>72.73%</b>	<b>1.60</b>	<b>00:01:25</b>
8. /tooling/chip-load-cnc-router-speeds-feeds/	<b>55</b> (1.53%)	<b>89.09%</b>	<b>49</b> (1.87%)	<b>92.73%</b>	<b>1.13</b>	<b>00:00:09</b>
9. /applications/hdu-sign-board/	<b>54</b> (1.50%)	<b>79.63%</b>	<b>43</b> (1.64%)	<b>53.70%</b>	<b>3.04</b>	<b>00:02:22</b>
10. /signage/so-realistic-they'd-probably-fool-a-magnet/	<b>40</b> (1.11%)	<b>95.00%</b>	<b>38</b> (1.45%)	<b>72.50%</b>	<b>1.52</b>	<b>00:00:54</b>

## Top Ten E-Blast Campaigns

Campaign ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	<b>179</b> % of Total: 6.34% (2,823)	<b>109</b> % of Total: 4.15% (2,625)	<b>224</b> % of Total: 6.23% (3,598)	<b>60.71%</b> Avg for View: 67.12% (-9.54%)	<b>2.38</b> Avg for View: 2.05 (15.85%)	<b>00:02:42</b> Avg for View: 00:01:43 (57.15%)
1. 3ca51319e7-December Blog Roundup (opens)	<b>65</b> (32.99%)	<b>37</b> (33.94%)	<b>76</b> (33.93%)	<b>57.89%</b>	<b>2.45</b>	<b>00:02:25</b>
2. d352e28378-Sawatzky Primer (opens)	<b>63</b> (31.98%)	<b>37</b> (33.94%)	<b>67</b> (29.91%)	<b>74.63%</b>	<b>1.91</b>	<b>00:02:36</b>
3. 2a5edc310e-December Tooling Tidbit (opens)	<b>29</b> (14.72%)	<b>13</b> (11.93%)	<b>30</b> (13.39%)	<b>63.33%</b>	<b>3.30</b>	<b>00:02:53</b>
4. 9c06bd66b8-December Blog Roundup (unopens)	<b>8</b> (4.06%)	<b>6</b> (5.50%)	<b>10</b> (4.46%)	<b>20.00%</b>	<b>3.40</b>	<b>00:09:39</b>
5. 68574992b7-Christmas Hours 19 (opens)	<b>5</b> (2.54%)	<b>5</b> (4.59%)	<b>5</b> (2.23%)	<b>40.00%</b>	<b>1.80</b>	<b>00:01:49</b>
6. cd50db2f93-November Tooling Tidbit (opens)	<b>3</b> (1.52%)	<b>2</b> (1.83%)	<b>6</b> (2.68%)	<b>50.00%</b>	<b>2.00</b>	<b>00:00:25</b>
7. 0cd14a49e1-Precision Board Sign Cut - WARDJet	<b>2</b> (1.02%)	<b>1</b> (0.92%)	<b>2</b> (0.89%)	<b>50.00%</b>	<b>2.00</b>	<b>00:00:25</b>
8. 3f15d805f5-October Blog Roundup (opens)	<b>2</b> (1.02%)	<b>2</b> (1.83%)	<b>2</b> (0.89%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>
9. 475639284d-Resource Guide (opens)	<b>2</b> (1.02%)	<b>0</b> (0.00%)	<b>4</b> (1.79%)	<b>25.00%</b>	<b>1.75</b>	<b>00:00:11</b>
10. 56ddb6e4-Sawatzky Rotary (opens)	<b>2</b> (1.02%)	<b>0</b> (0.00%)	<b>2</b> (0.89%)	<b>0.00%</b>	<b>2.00</b>	<b>00:00:14</b>

## Top performance metrics

Stats compared to previous month

Users

2.8K

↓ 9.8%

Sessions

3.6K

↓ 12.8%

Bounce Rate

67.1%

↑ 1.6%

Average Session Duration

00:01:42





↓ 13.0%

*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.

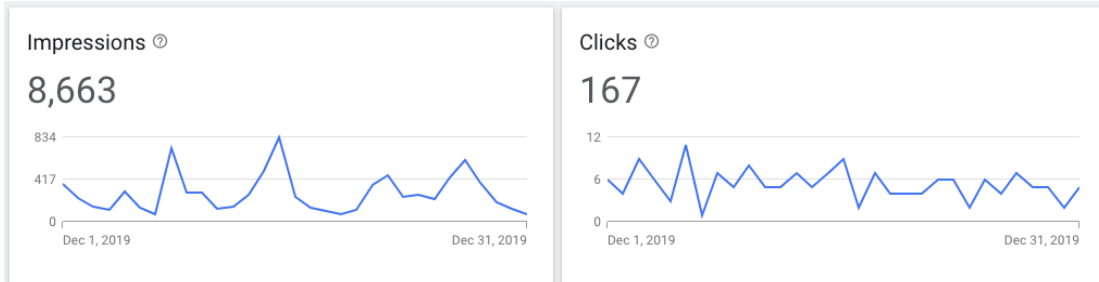
 <b>December Tooling Tidbit (opens) - Coatings II</b> <span>Sent</span>	<b>53.3%</b> Opens	<b>10.8%</b> Clicks	<a href="#">View Report</a> <span>▼</span>
Regular · Coastal Enterprises Unsaved segment Sent Mon, December 23rd, 2019 5:00 AM to 2K recipients by you			
 <b>Sawatzky Guest Blog 12/18 (opens)</b> <span>Sent</span>	<b>55.8%</b> Opens	<b>11.0%</b> Clicks	<a href="#">View Report</a> <span>▼</span>
Regular · Coastal Enterprises Unsaved segment Sent Wed, December 18th, 2019 4:00 AM to 2K recipients by you			
 <b>Christmas Week Hours (opens)</b> <span>Sent</span>	<b>51.1%</b> Opens	<b>8.0%</b> Clicks	<a href="#">View Report</a> <span>▼</span>
Regular · Coastal Enterprises Unsaved segment Sent Tue, December 10th, 2019 7:00 AM to 2K recipients by you			
 <b>December Blog Roundup (opens)</b> <span>Sent</span>	<b>45.3%</b> Opens	<b>10.2%</b> Clicks	<a href="#">View Report</a> <span>▼</span>
Regular · Coastal Enterprises Unsaved segment Sent Wed, December 4th, 2019 5:00 AM to 2K recipients by you			

# SOCIAL MARKETING METRICS

	Jan-20	Dec-19	Nov-19	Oct-19
<b>LinkedIn Company Page (Followers)</b>	154	154	154	153
<b>LinkedIn Showcase Page Signage (Followers)</b>	6	6	6	6
<b>LinkedIn Showcase Page Tooling (Followers)</b>	6	6	6	6
<b>LinkedIn Showcase Page Companion Products (Followers)</b>	3	3	3	3
<b>Facebook Business Page (Likes)</b>	1,071	1,066	1,061	1,052
<b>Twitter Business Account (Followers)</b>	1,221	1,216	1,208	1,204
<b>Instagram Corporate (Followers)</b>	2,963	2,895	2,787	2,638
<b>Instagram Tooling (Followers)</b>	908	893	870	830
<b>Pinterest Business Profile (Followers)</b>	935	921	890	856
<b>YouTube Channel (Subscribers)</b>	514	507	495	480
<b>YouTube Channel (Video Views)</b>	152,332	151,086	149,708	147,634
<b>N/A = Account not in existence at the time.</b>				

# DIGITAL ADVERTISING METRICS - ADWORDS SIGNAGE

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



**Search Phrases** ⓘ  
379 Total

Phrases	Impr.	↓ Clicks
precision board	92	40
coastal enterprise	147	31
hdu foam board	206	24
signage	993	9
hdu board	52	8
precision board hdu	17	7
hdu foam	47	6
signage boards	588	6

# DIGITAL ADVERTISING METRICS - ADWORDS TOOLING

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

