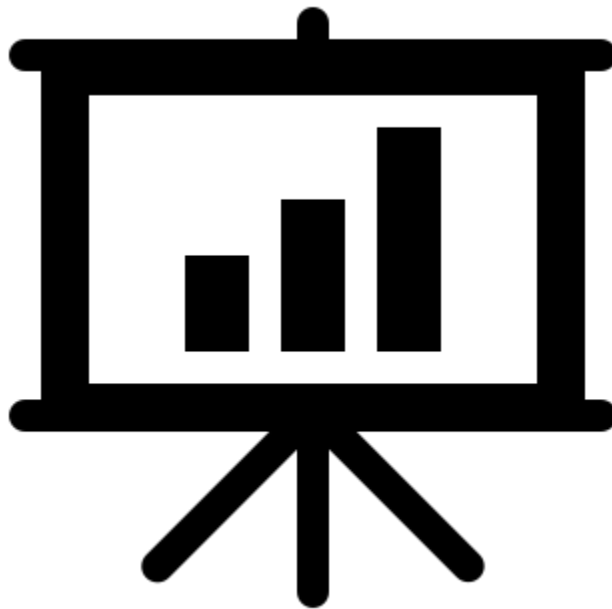


# Coastal Enterprises Stats Report

## January 2020



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**800-845-0745 x170**

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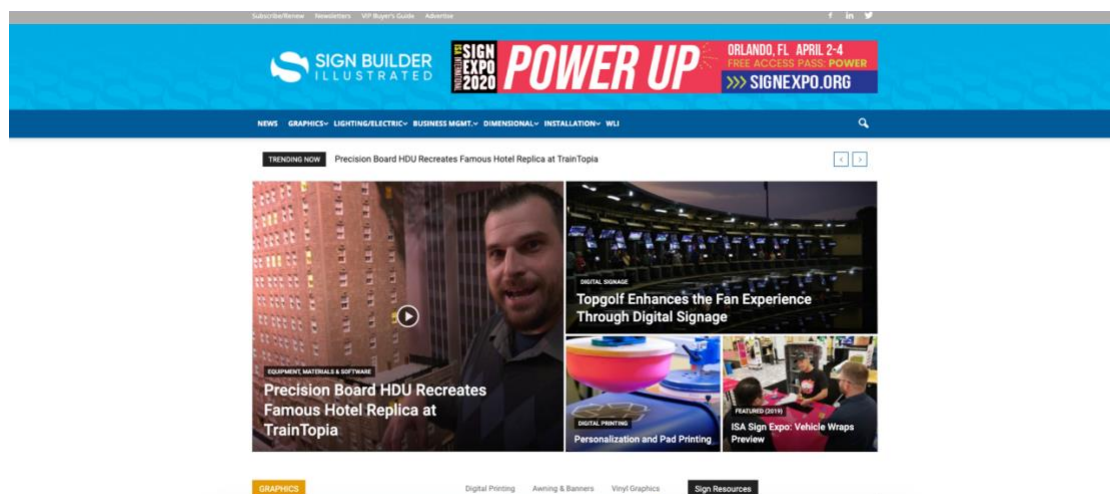
# SUMMARY/HIGHLIGHTS

## Notable Mentions:

On Facebook we had mentions from Montroy Sign and Graphics Products (1), Matthews Paint (1), and University of Minnesota Solar Vehicle Project (1).

On Instagram we got tagged by Synergy Sign (1,2), Graphics MFG (1,2), Holland Signs (1,2), Cam Andres (1,2,3), Mo Flint (1), Marble Studios (1), A+ Signs and Creative (1) and CPP Supermileage (1).

We also had a mention in the Sign & Digital Graphics e-blast and a [post on their site](#) as well as a video on the home page of Sign Builder Illustrated and [a blog link](#).



## Potential Partnerships:

Matthews Paint is chatting with us about potential blogs and videos, starting with their polyurethane primer 6001 SP.

## Trending:

Pinterest is making a comeback, with more interest lately.

# 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

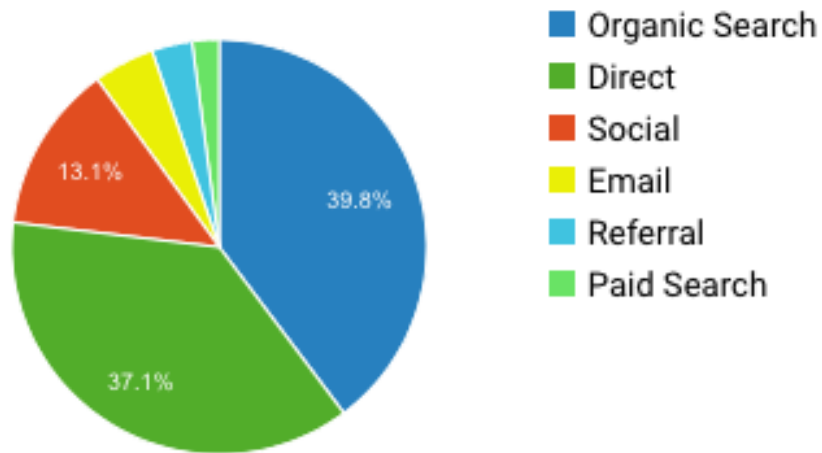
SOURCE	NUMBER
Ad - Google	11
Ad - Youtube	1
Advertisement	1
Colleague	10
Email/Newsletter	1
Facebook	1
Industry Website	4
Instagram	9
Magazine Article	1
Other	16
RhinoCam	1
Trade Show	1
Website/Search Engine	31
YouTube	2

# TRAFFIC METRICS - WEBSITE

## Website Traffic by Source

	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	3,646	3,431	4,405	62.57%	2.07	00:01:49
1 Organic Search	1,490			58.03%		
2 Direct	1,392			64.14%		
3 Social	491			81.35%		
4 Email	178			62.40%		
5 Referral	118			56.40%		
6 Paid Search	79			34.69%		

## Top Channels



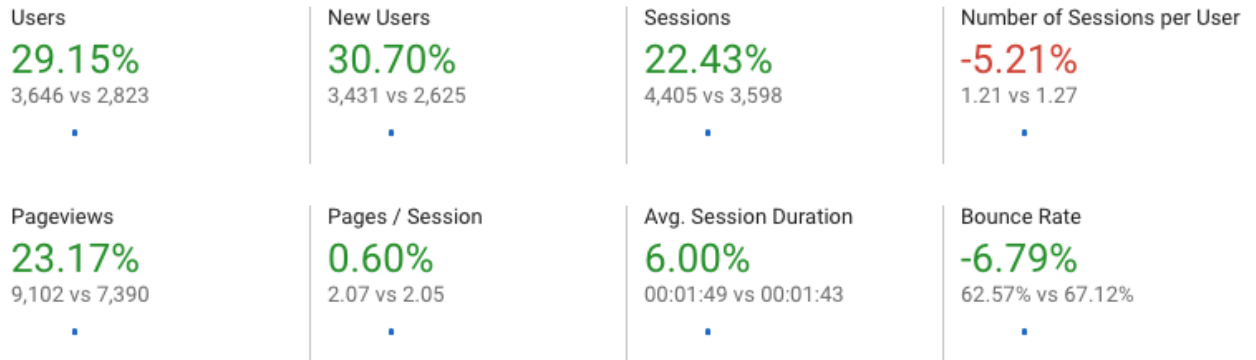
## Top Ten Landing Pages

Landing Page ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	<b>4,405</b> % of Total: 100.00% (4,405)	<b>77.93%</b> Avg for View: 77.89% (0.06%)	<b>3,433</b> % of Total: 100.06% (3,431)	<b>62.57%</b> Avg for View: 62.57% (0.00%)	<b>2.07</b> Avg for View: 2.07 (0.00%)	<b>00:01:49</b> Avg for View: 00:01:49 (0.00%)
1. /	<b>1,318</b> (29.92%)	<b>76.63%</b>	<b>1,010</b> (29.42%)	<b>38.16%</b>	<b>2.91</b>	<b>00:02:40</b>
2. /products/high-density-urethane-pblt/	<b>376</b> (8.54%)	<b>73.14%</b>	<b>275</b> (8.01%)	<b>64.89%</b>	<b>2.04</b>	<b>00:02:08</b>
3. /tooling/	<b>200</b> (4.54%)	<b>92.00%</b>	<b>184</b> (5.36%)	<b>84.50%</b>	<b>1.32</b>	<b>00:00:30</b>
4. /signage/valas-pumpkin-patch-harvest-theme/	<b>138</b> (3.13%)	<b>97.10%</b>	<b>134</b> (3.90%)	<b>85.51%</b>	<b>1.25</b>	<b>00:00:48</b>
5. /products/high-density-urethane-pbht/	<b>109</b> (2.47%)	<b>74.31%</b>	<b>81</b> (2.36%)	<b>67.89%</b>	<b>1.79</b>	<b>00:01:57</b>
6. /news/updated-speeds-and-feeds-for-precision-board-hdu/	<b>84</b> (1.91%)	<b>84.52%</b>	<b>71</b> (2.07%)	<b>92.86%</b>	<b>1.08</b>	<b>00:00:42</b>
7. /applications/hdu-sign-board/	<b>70</b> (1.59%)	<b>78.57%</b>	<b>55</b> (1.60%)	<b>71.43%</b>	<b>1.99</b>	<b>00:01:12</b>
8. /tooling/chip-load-cnc-router-speeds-feeds/	<b>65</b> (1.48%)	<b>87.69%</b>	<b>57</b> (1.66%)	<b>89.23%</b>	<b>1.15</b>	<b>00:00:32</b>
9. /signage/sawatzky-texture-precision-board/	<b>59</b> (1.34%)	<b>69.49%</b>	<b>41</b> (1.19%)	<b>66.10%</b>	<b>1.64</b>	<b>00:02:16</b>
10. /tooling	<b>53</b> (1.20%)	<b>56.60%</b>	<b>30</b> (0.87%)	<b>26.42%</b>	<b>3.30</b>	<b>00:03:42</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: 4.91% (3,646)	<b>120</b> % of Total: 3.50% (3,431)	<b>251</b> % of Total: 5.70% (4,405)	<b>62.55%</b> Avg for View: 62.57% (-0.02%)	<b>1.90</b> Avg for View: 2.07 (-7.84%)	<b>00:02:25</b> Avg for View: 00:01:49 (32.84%)
1. b7bb522eb2-January Blog Roundup (opens)	<b>64</b> (32.65%)	<b>34</b> (28.33%)	<b>78</b> (31.08%)	<b>46.15%</b>	<b>2.19</b>	<b>00:02:52</b>
2. ba77827ffe-Training Videos (opens)	<b>50</b> (25.51%)	<b>32</b> (26.67%)	<b>56</b> (22.31%)	<b>75.00%</b>	<b>1.84</b>	<b>00:01:27</b>
3. ec7edd3f10-Sawatzky Grinder (opens)	<b>44</b> (22.45%)	<b>29</b> (24.17%)	<b>45</b> (17.93%)	<b>66.67%</b>	<b>1.62</b>	<b>00:02:23</b>
4. 12fa51c86c-January Tooling Tidbit (opens)	<b>13</b> (6.63%)	<b>9</b> (7.50%)	<b>38</b> (15.14%)	<b>71.05%</b>	<b>1.47</b>	<b>00:03:04</b>
5. b1e37f4c17-January Blog Roundup (unopens)	<b>5</b> (2.55%)	<b>4</b> (3.33%)	<b>8</b> (3.19%)	<b>62.50%</b>	<b>3.75</b>	<b>00:06:02</b>
6. 303bc7b530-Training Videos (unopens)_COPY_01	<b>3</b> (1.53%)	<b>2</b> (1.67%)	<b>3</b> (1.20%)	<b>66.67%</b>	<b>2.00</b>	<b>00:01:54</b>
7. d352e28378-Sawatzky Primer (opens)	<b>3</b> (1.53%)	<b>1</b> (0.83%)	<b>3</b> (1.20%)	<b>66.67%</b>	<b>1.33</b>	<b>00:02:17</b>
8. 5e4b5a8211-GPP Update (opens) E & T Plastics	<b>2</b> (1.02%)	<b>2</b> (1.67%)	<b>2</b> (0.80%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>
9. a75afd9e71-Sawatzky Grinder (unopens)	<b>2</b> (1.02%)	<b>2</b> (1.67%)	<b>2</b> (0.80%)	<b>0.00%</b>	<b>2.00</b>	<b>00:00:01</b>
10. cd50db2f93-November Tooling Tidbit (opens)	<b>2</b> (1.02%)	<b>0</b> (0.00%)	<b>3</b> (1.20%)	<b>66.67%</b>	<b>1.33</b>	<b>00:00:06</b>

## Website Performance (Month over Previous Month)










*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>Training Videos (unopens)</b> Regular · Coastal Enterprises Unsaved segment Sent <b>Wed, January 15th 1:30 PM</b> to 920 recipients by you	<b>Sent</b>	<b>5.8%</b> Opens	<b>0.5%</b> Clicks
	<b>Training Videos (opens)</b> Regular · Coastal Enterprises Unsaved segment Sent <b>Wed, January 15th 1:00 PM</b> to 2K recipients by you	<b>Sent</b>	<b>56.8%</b> Opens	<b>11.1%</b> Clicks
	<b>January Blog Roundup (unopens)</b> Regular · Coastal Enterprises Unsaved segment Sent <b>Wed, January 8th 7:30 AM</b> to 922 recipients by you	<b>Sent</b>	<b>5.2%</b> Opens	<b>0.6%</b> Clicks
	<b>January Blog Roundup (opens)</b> Regular · Coastal Enterprises Unsaved segment	<b>Sent</b>	<b>45.3%</b> Opens	<b>10.5%</b> Clicks
	<b>Sawatzky Guest Blog 1/22/20 (unopens)</b> Regular · Coastal Enterprises Unsaved segment Sent <b>Tue, January 28th 6:30 AM</b> to 1K recipients by you	<b>Sent</b>	<b>4.9%</b> Opens	<b>1.3%</b> Clicks
	<b>Sawatzky Guest Blog 1/22/20 (opens)</b> Regular · Coastal Enterprises Unsaved segment	<b>Sent</b>	<b>57.2%</b> Opens	<b>13.6%</b> Clicks

 **January Tooling Tidbit (unopens) - Coastal Advantage (copy 02)** Sent **2.7%** **0.1%**  
Regular · Coastal Enterprises  
Unsaved segment  
Opens Clicks  
Sent Thu, January 23rd 8:54 AM to 833 recipients by you

 **January Tooling Tidbit (unopens) - Coastal Advantage** Sent **1.8%** **0.2%**  
Regular · Coastal Enterprises  
Unsaved segment  
Opens Clicks  
Sent Tue, January 21st 5:30 AM to 847 recipients by you

 **Training Videos (unopens) (copy 01)** Sent **3.8%** **0.5%**  
Regular · Coastal Enterprises  
Unsaved segment  
Opens Clicks  
Sent Fri, January 17th 2:30 PM to 867 recipients by you

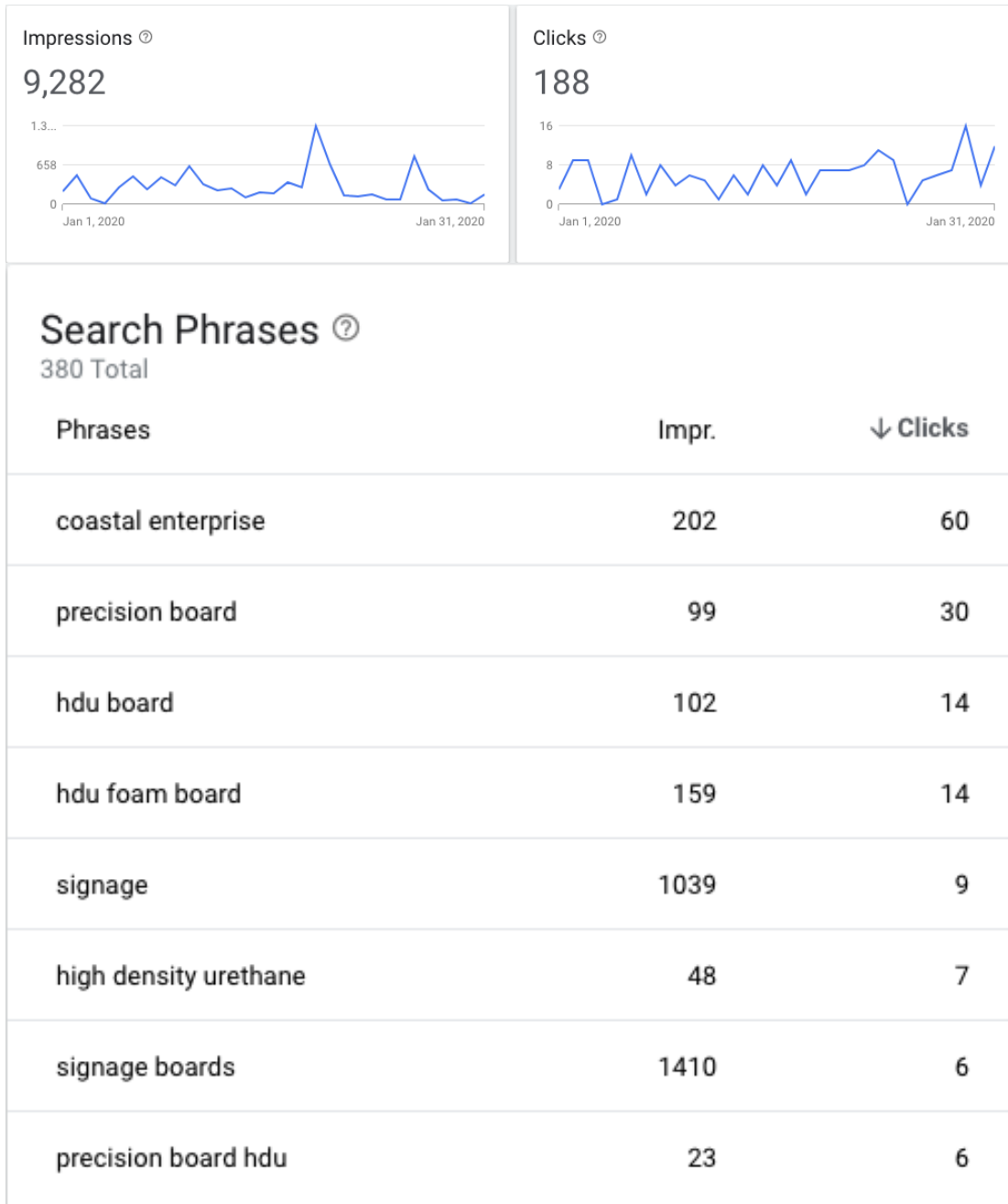
 **January Tooling Tidbit (opens) - Coastal Advantage** Sent **1,511** **249**  
Regular · Coastal Enterprises  
Unsaved segment  
Opens Clicks

# SOCIAL MARKETING METRICS

	<b>Feb-20</b>	<b>Jan-20</b>
<b>LinkedIn Company Page (Followers)</b>	157	154
<b>LinkedIn Showcase Page Signage (Followers)</b>	7	6
<b>LinkedIn Showcase Page Tooling (Followers)</b>	6	6
<b>LinkedIn Showcase Page Companion Products (Followers)</b>	3	3
<b>Facebook Business Page (Likes)</b>	1,072	1,071
<b>Twitter Business Account (Followers)</b>	1,224	1,221
<b>Instagram Corporate (Followers)</b>	3,025	2,963
<b>Instagram Tooling (Followers)</b>	946	908
<b>Pinterest Business Profile (Followers)</b>	962	935
<b>YouTube Channel (Subscribers)</b>	526	514
<b>YouTube Channel (Video Views)</b>	154,269	152,332

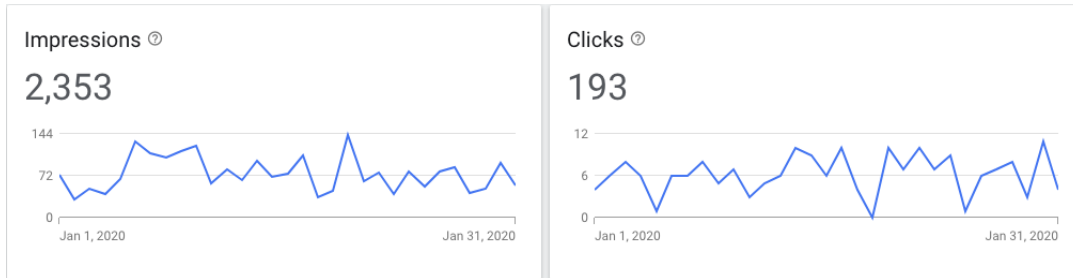
# DIGITAL ADVERTISING METRICS - ADWORDS SIGNAGE

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



# DIGITAL ADVERTISING METRICS - ADWORDS TOOLING

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



## Search Phrases ?

Phrases	Impr.	↓ Clicks
coastal enterprise	665	99
precision board	405	45
precision board plus	54	6
hdu sign board	62	5
tooling board	158	4
hdu board	38	3
high density carving foam	37	2
urethane board	43	2