

Coastal Enterprises Stats Report

February 2020



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SUMMARY/HIGHLIGHTS

Notable Mentions:

On Facebook we had mentions from Rex Harrison (1), Matthews Paint (1), Synergy Sign (1, 2, 3, 4), and University of Washington Formula Motorsports (1).

On Instagram we got tagged by Grafichouse Design Studio (1, 2), Parke Macdowell (1), the Knotty Flag Company (1), Chaek Signs (1), Atlas Signs and Plaques (1, 2, 3, and many more), Willard Laser and Fabrication (1, 2), SignCraft Magazine (1), Mo Flint (1, 2), Graphics Manufacturing (1, 2, 3), and Synergy Sign (1, 2, 3, 4, 5, 6).



Potential Partnerships:

Revisiting our partnership with [X-Edge Tools](#) and [MultiCam](#) for some new videos and blogs this quarter.

Trending:

LinkedIn is currently [testing](#) a version of Stories similar to what Instagram and Facebook currently offers.

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

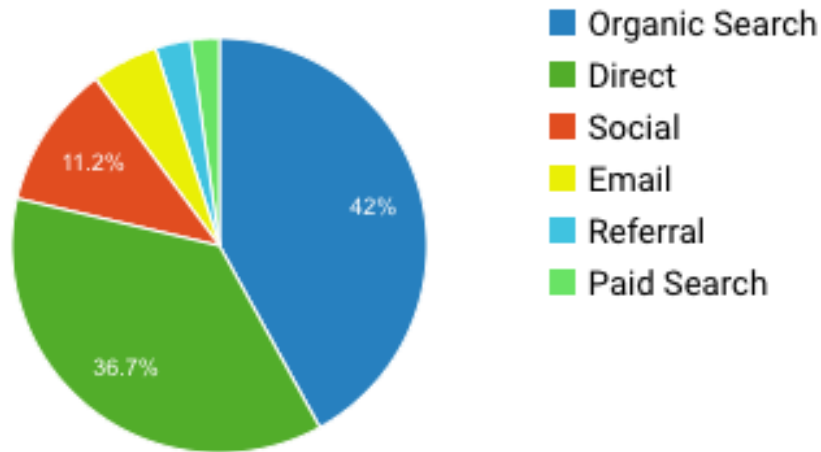
Ad - Facebook	2
Ad - Google	15
Advertisement	1
Colleague	17
Email/Newsletter	3
Facebook	1
Industry Website	4
Instagram	5
Magazine Article	3
Other	12
Twitter	1
Website/Search Engine	23
YouTube	5

TRAFFIC METRICS - WEBSITE

Website Traffic by Source

	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	3,595	3,364	4,304	61.78%	2.19	00:01:54
1 Organic Search	1,548			57.69%		
2 Direct	1,353			63.22%		
3 Social	412			83.37%		
4 Email	191			61.29%		
5 Referral	102			53.08%		
6 Paid Search	82			38.98%		

Top Channels



Top Ten Landing Pages

Landing Page ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	4,304 % of Total: 100.00% (4,304)	78.21% Avg for View: 78.16% (0.06%)	3,366 % of Total: 100.06% (3,364)	61.78% Avg for View: 61.78% (0.00%)	2.19 Avg for View: 2.19 (0.00%)	00:01:54 Avg for View: 00:01:54 (0.00%)
1. /	1,302 (30.25%)	76.27%	993 (29.50%)	33.56%	3.34	00:02:58
2. /products/high-density-urethane-pblt/	315 (7.32%)	73.65%	232 (6.89%)	68.25%	1.82	00:01:43
3. /tooling/	172 (4.00%)	77.91%	134 (3.98%)	80.81%	1.50	00:00:37
4. /news/updated-speeds-and-feeds-for-precision-board-hdu/	108 (2.51%)	91.67%	99 (2.94%)	81.48%	1.36	00:01:02
5. /products/high-density-urethane-pbht/	108 (2.51%)	78.70%	85 (2.53%)	66.67%	1.76	00:02:27
6. /applications/hdu-sign-board/	74 (1.72%)	75.68%	56 (1.66%)	67.57%	1.84	00:02:07
7. /tooling	65 (1.51%)	64.62%	42 (1.25%)	36.92%	3.05	00:02:33
8. /products/primers-fillers/	64 (1.49%)	56.25%	36 (1.07%)	76.56%	1.55	00:01:37
9. /tooling/chip-load-cnc-router-speeds-feeds/	63 (1.46%)	92.06%	58 (1.72%)	84.13%	1.25	00:00:53
10. /signage/sign-invitational-2020-sawatzky-update/	62 (1.44%)	54.84%	34 (1.01%)	54.84%	2.13	00:01:58

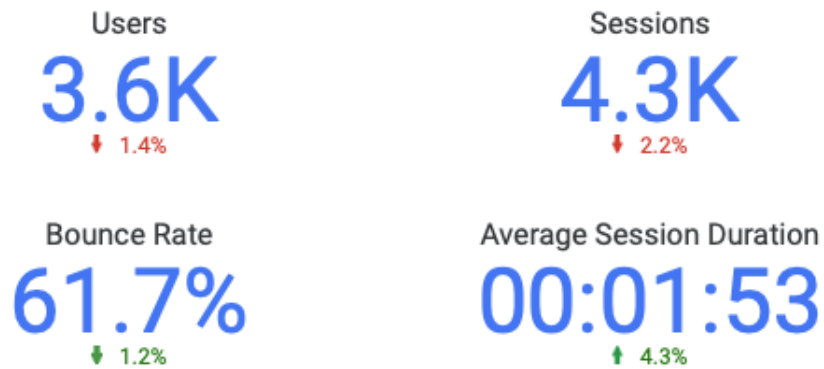
Top Ten E-Blast Campaigns

Campaign ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	195 % of Total: 5.42% (3,595)	127 % of Total: 3.78% (3,364)	255 % of Total: 5.92% (4,304)	61.18% Avg for View: 61.78% (-0.98%)	2.13 Avg for View: 2.19 (-2.60%)	00:01:46 Avg for View: 00:01:54 (-6.47%)
1. d51a4e7da3-February Blog Roundup (opens)	97 (45.75%)	63 (49.61%)	114 (44.71%)	64.91%	1.93	00:01:31
2. 096e07f347-Sawatzky ISA 2020 (opens)	58 (27.36%)	34 (26.77%)	62 (24.31%)	51.61%	2.24	00:02:20
3. 8887e2b576-February Tooling Tidbit (opens)	12 (5.66%)	7 (5.51%)	14 (5.49%)	64.29%	2.36	00:00:59
4. 6c8aea6c0a-Primer Tip (opens)	11 (5.19%)	5 (3.94%)	13 (5.10%)	53.85%	1.69	00:01:13
5. ec7edd3f10-Sawatzky Grinder (opens)	4 (1.89%)	2 (1.57%)	4 (1.57%)	75.00%	1.50	00:00:57
6. tailwind_smartloop	4 (1.89%)	4 (3.15%)	7 (2.75%)	57.14%	4.43	00:08:51
7. 12fa51c86c-January Tooling Tidbit (opens)	3 (1.42%)	1 (0.79%)	13 (5.10%)	84.62%	1.46	00:00:13
8. January 2018 Blog Roundup	3 (1.42%)	3 (2.36%)	3 (1.18%)	66.67%	1.33	00:00:02
9. 56ddb6de4-Sawatzky Rotary (opens)	2 (0.94%)	1 (0.79%)	3 (1.18%)	66.67%	1.33	00:00:51
10. b7bb522eb2-January Blog Roundup (opens)	2 (0.94%)	0 (0.00%)	3 (1.18%)	66.67%	5.00	00:02:37

Website Performance (Month over Previous Month)

Top performance metrics

Stats compared to previous month



User acquisition

Breakdown of visitors acquired by channel



Organic Search

43.6%

Direct





34.6%

All Other Sessions

21.7%

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

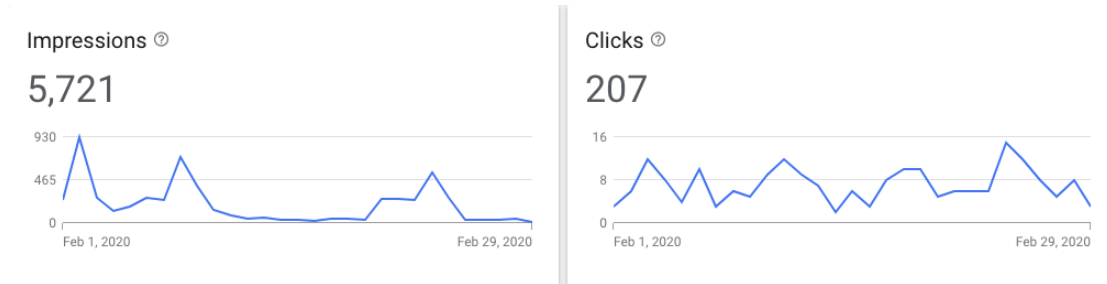
	Sawatzky Guest Blog 2/26 (opens) Regular · Coastal Enterprises Unsaved segment Sent Tue, February 25th 6:00 AM to 2K recipients by you	Sent	51.9% Opens	10.7% Clicks
	February Tooling Tidbit (opens) - Soft Tooling Regular · Coastal Enterprises Unsaved segment Sent Tue, February 18th 4:00 AM to 2K recipients by you	Sent	54.1% Opens	8.7% Clicks
	Primer Drying Tip (opens) Regular · Coastal Enterprises Unsaved segment Sent Tue, February 11th 6:00 AM to 2K recipients by you	Sent	54.0% Opens	9.2% Clicks
	February Blog Roundup (opens) Regular · Coastal Enterprises Unsaved segment Sent Tue, February 4th 4:00 AM to 2K recipients by you	Sent	49.2% Opens	12.4% Clicks

SOCIAL MARKETING METRICS

	Mar-20	Feb-20	Jan-20
LinkedIn Company Page (Followers)	158	157	154
LinkedIn Showcase Page Signage (Followers)	7	7	6
LinkedIn Showcase Page Tooling (Followers)	6	6	6
LinkedIn Showcase Page Companion Products (Followers)	3	3	3
Facebook Business Page (Likes)	1,074	1,072	1,071
Twitter Business Account (Followers)	1,224	1,224	1,221
Instagram Corporate (Followers)	3,129	3,025	2,963
Instagram Tooling (Followers)	994	946	908
Pinterest Business Profile (Followers)	989	962	935
YouTube Channel (Subscribers)	533	526	514
YouTube Channel (Video Views)	155,691	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.



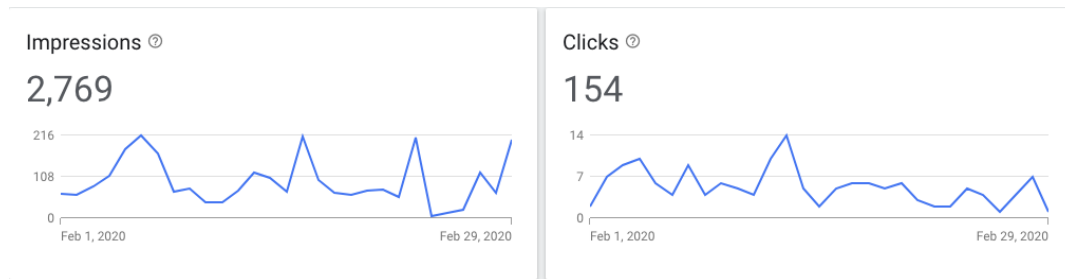
Search Phrases ②

398 Total

Phrases	Impr.	↓ Clicks
coastal enterprise	254	79
precision board	119	39
hdu foam board	182	14
hdu board	53	5
hdu sign board	66	5
signage boards	490	5
precision board high density urethane	13	5
precision board plus	9	4

DIGITAL ADVERTISING METRICS - ADWORDS TOOLING

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



Search Phrases ②

Phrases	Impr.	↓ Clicks
coastal enterprise	589	84
precision board	215	35
tool board	143	15
foam tools	90	4
foam tooling board	17	3
hdu sign foam	52	2
coastal enterprises precision board	8	2
tooling board for sale	22	2