

Coastal Enterprises Stats Report

March 2020



Tai Freligh
Marketing Manager
800-845-0745 x170

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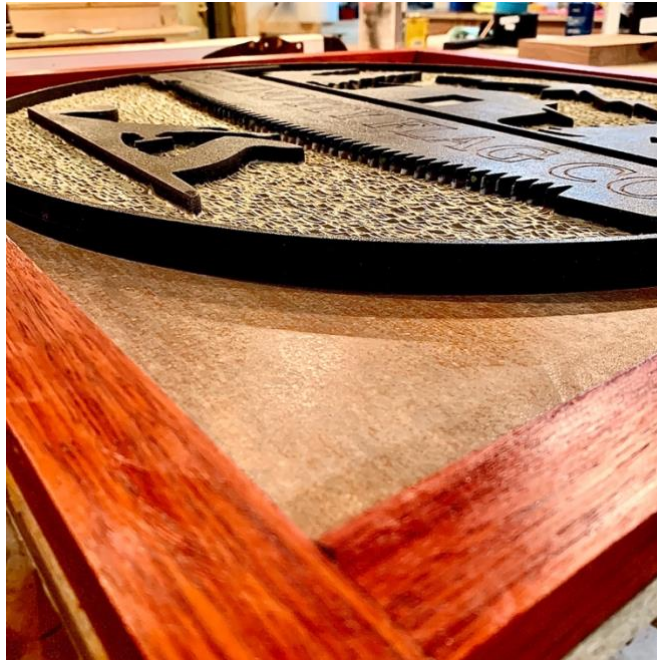
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SUMMARY/HIGHLIGHTS

Notable Mentions:

On Facebook we had mentions from Synergy Sign (1,2).

On Instagram we got tagged by The Sign Specialist (1,2), Competition Composites (1), Atlas Signs & Plaques (1,2), The Knotty Flag Co (1), Synergy Sign (1,2,3), Mo Flint (1,2,3), Davidson School of Arts & Crafts (1), Graphic Sign Design (1), and Graphics MFG (1,2).



Potential Partnerships:

All partnerships are currently on hold as we navigate Coronavirus impact on business nationwide.

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 and Tooling

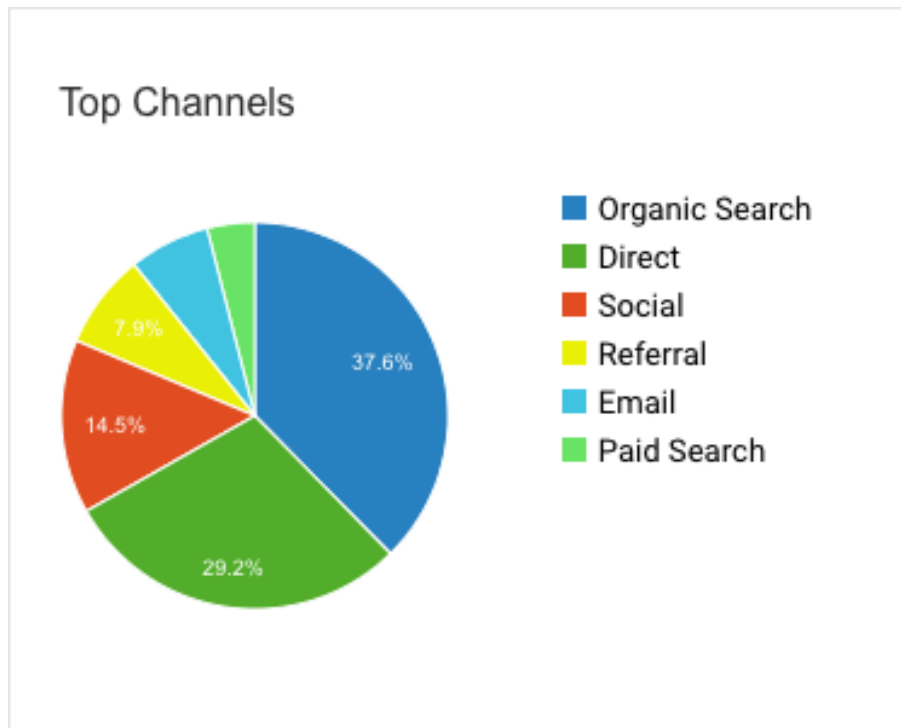
CONVERSION METRICS – SAMPLE REQUESTS

Ad - Facebook	1
Ad - Google	7
Ad - Pinterest	1
Advertisement	2
Colleague	6
Email/Newsletter	3
Facebook	3
Industry Website	4
Instagram	5
Magazine Article	5
Other	7
Pinterest	1
Website/Search Engine	19
YouTube	1

TRAFFIC METRICS - WEBSITE

Website Traffic by Source

	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	4,105	3,876	4,946	63.38%	2.20	00:02:21
1 Organic Search	1,581			62.47%		
2 Direct	1,225			67.58%		
3 Social	611			81.46%		
4 Referral	333			31.23%		
5 Email	284			58.25%		
6 Paid Search	167			50.75%		



Top Ten Landing Pages

Landing Page ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	4,946 % of Total: 100.00% (4,946)	78.49% Avg for View: 78.37% (0.15%)	3,882 % of Total: 100.15% (3,876)	63.38% Avg for View: 63.38% (0.00%)	2.20 Avg for View: 2.20 (0.00%)	00:02:21 Avg for View: 00:02:21 (0.00%)
1. /	1,271 (25.70%)	78.99%	1,004 (25.86%)	32.02%	3.35	00:05:08
2. /products/high-density-urethane-pbht/	340 (6.87%)	74.71%	254 (6.54%)	64.12%	2.00	00:02:25
3. /tooling/	301 (6.09%)	80.73%	243 (6.26%)	88.04%	1.38	00:00:31
4. /tooling	114 (2.30%)	78.07%	89 (2.29%)	39.47%	2.46	00:01:27
5. /signage/this-isnt-your-fathers-precision-board-beach-sign/	100 (2.02%)	81.00%	81 (2.09%)	80.00%	1.34	00:00:44
6. /products/high-density-urethane-pbht/	98 (1.98%)	75.51%	74 (1.91%)	77.55%	1.54	00:01:01
7. /news/updated-speeds-and-feeds-for-precision-board-hdu/	92 (1.86%)	88.04%	81 (2.09%)	85.87%	1.24	00:00:54
8. /signage/sawatzky-precision-board-hdu/	68 (1.37%)	48.53%	33 (0.85%)	64.71%	1.79	00:02:14
9. /precision-board-foam-board/	62 (1.25%)	85.48%	53 (1.37%)	51.61%	2.60	00:02:50
10. /signage/so-realistic-they'd-probably-fool-a-magnet/	61 (1.23%)	95.08%	58 (1.49%)	72.13%	1.92	00:02:02

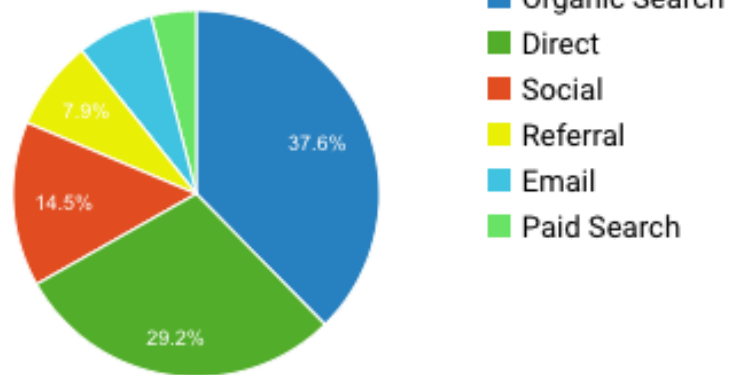
Top Ten E-Blast Campaigns

Campaign ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	300 % of Total: 7.31% (4,105)	220 % of Total: 5.68% (3,876)	404 % of Total: 8.17% (4,946)	59.65% Avg for View: 63.38% (-5.89%)	2.18 Avg for View: 2.20 (-0.98%)	00:02:33 Avg for View: 00:02:21 (8.89%)
1. d9bd119cc2-March Blog Roundup (opens)	104 (30.59%)	66 (30.00%)	135 (33.42%)	45.93%	2.89	00:04:02
2. e67dd6c4e4-Sawatzky PBLT-30 (opens)	61 (17.94%)	36 (16.36%)	80 (19.80%)	60.00%	2.00	00:02:19
3. 032deea55b-March Tooling Tidbit (opens)	53 (15.59%)	35 (15.91%)	58 (14.36%)	68.97%	1.60	00:01:22
4. 221f703b17-COVID-19 2	31 (9.12%)	16 (7.27%)	31 (7.67%)	77.42%	1.32	00:01:23
5. 99950ad6df-ISA #1 (opens)	28 (8.24%)	20 (9.09%)	34 (8.42%)	61.76%	2.06	00:01:31
6. tailwind_smartloop	16 (4.71%)	15 (6.82%)	16 (3.96%)	93.75%	1.12	00:00:04
7. 8b05b4c145-COVID-19	8 (2.35%)	6 (2.73%)	9 (2.23%)	44.44%	2.78	00:01:15
8. 2de965e04f-March Blog Roundup (unopens 2)	4 (1.18%)	3 (1.36%)	4 (0.99%)	25.00%	2.75	00:03:47
9. January 2018 Blog Roundup	4 (1.18%)	3 (1.36%)	5 (1.24%)	80.00%	1.20	00:01:01
10. 060a38edd2-ISA #1 (unopens 2)	3 (0.88%)	2 (0.91%)	3 (0.74%)	66.67%	1.33	00:01:33

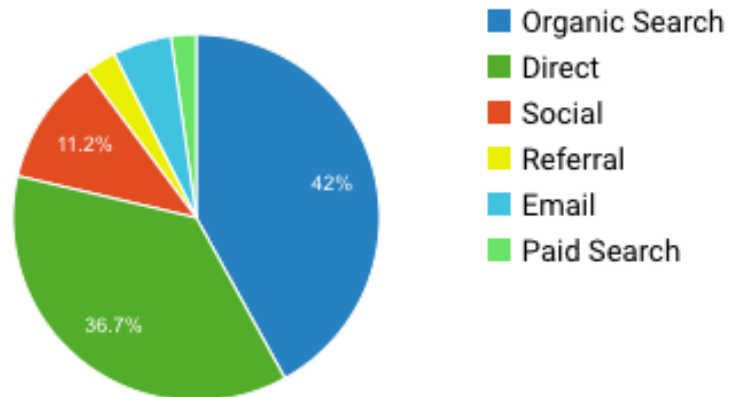
Website Performance (Month over Previous Month)

Top Channels





Mar 1, 2020 - Mar 31, 2020



Feb 1, 2020 - Feb 29, 2020



E-MARKETING METRICS - MAILCHIMP

	High Desert SAMPE 2020 (customers) Regular · Coastal Enterprises Tags: California Tooling Sent Mon, March 2nd 1:44 PM to 209 recipients by you	Sent	42.0% Opens	3.4% Clicks
	High Desert SAMPE 2020 (distributors) Regular · Coastal Enterprises Tags: Distributors Sent Mon, March 2nd 11:17 AM to 546 recipients by you	Sent	39.0% Opens	12.8% Clicks
	March Blog Roundup (opens) Regular · Coastal Enterprises Unsaved segment Sent Tue, March 10th 5:00 AM to 2K recipients by you	Sent	47.9% Opens	11.5% Clicks
	Sawatzky Guest Blog 3/18 (opens) Regular · Coastal Enterprises Unsaved segment Sent Tue, March 17th 5:00 AM to 2K recipients by you	Sent	52.4% Opens	9.2% Clicks

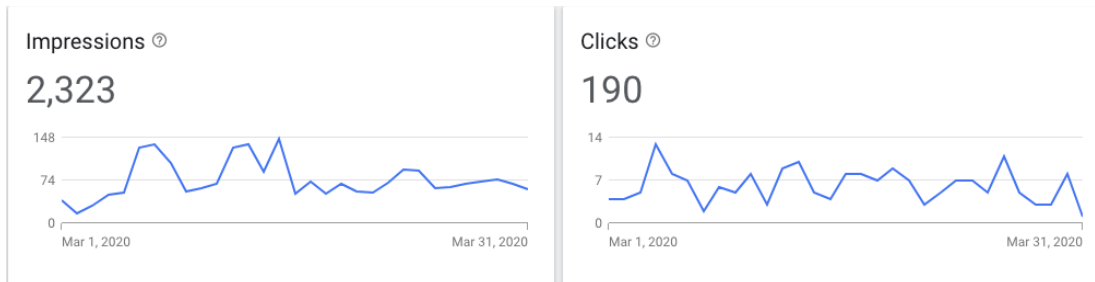
	COVID-19 Statement Regular · Coastal Enterprises	Sent	42.4% Opens	6.1% Clicks
Sent Wed, March 18th 4:41 PM to 3K recipients by you				
	COVID-19 Update (Distributors) Regular · Coastal Enterprises Tags: Distributors	Sent	38.6% Opens	10.3% Clicks
Sent Tue, March 24th 4:00 AM to 603 recipients by you				
	March Tooling Tidbit (opens) - Jody MDF/EPS Regular · Coastal Enterprises Unsaved segment	Sent	50.4% Opens	8.8% Clicks
Sent Tue, March 24th 7:00 AM to 2K recipients by you				

SOCIAL MARKETING METRICS

	Apr-20	Mar-20	Feb-20	Jan-20
LinkedIn Company Page (Followers)	159	158	157	154
LinkedIn Showcase Page Signage (Followers)	7	7	7	6
LinkedIn Showcase Page Tooling (Followers)	6	6	6	6
LinkedIn Showcase Page Companion Products (Followers)	3	3	3	3
Facebook Business Page (Likes)	1,078	1,074	1,072	1,071
Twitter Business Account (Followers)	1,219	1,224	1,224	1,221
Instagram Corporate (Followers)	3,175	3,129	3,025	2,963
Instagram Tooling (Followers)	1,014	994	946	908
Pinterest Business Profile (Followers)	1,000	989	962	935
YouTube Channel (Subscribers)	538	533	526	514
YouTube Channel (Video Views)	156,669	155,691	154,269	152,332
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 ⓘ
445 Total

Phrases	Impr.	↓ Clicks
coastal enterprise	295	60
precision board	773	48
hdu foam	134	12
hdu precision board	19	9
hdu board	128	7
hdu board for sale	14	5
precision board plus	8	3
urethane board	7	3

DIGITAL ADVERTISING METRICS - ADWORDS TOOLING

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

