

# Coastal Enterprises Stats Report

**April 2020**



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# SUMMARY/HIGHLIGHTS

## Notable Mentions:

On Facebook we had mentions from Monster City Studios (1) and James Powell (1) and Synergy Sign (1).

On Instagram we got tagged by @davidson\_schoolartscrafts (1), @em\_signs\_llc (1), @synergysign (1), @artsignworksinc (1), @jorge\_cnc (1,2,3), @monstercitystudios (1), @mo.flint (1).



## Potential Partnerships:

All video partnerships are currently on hold as we navigate Coronavirus impact on business nationwide. We continue to partner with industry influencers like Dan Sawatzky (Imagination Corporation), James Powell (Monster City Studios) and Jim Dawson (Synergy Sign) on blog content.

## Trending:

More time spent on social media, mostly on Instagram where companies are highlighting their services.

# 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 Markets:**

Industrial and Signage

## **Primary Channels:**

Advertising, E-Marketing, Social Media, Website, Trade Shows, Blogs

## **Growth Opportunities:**

Aerospace, Tooling, Industrial, Medical (PPE)

## CONVERSION METRICS – SAMPLE REQUESTS

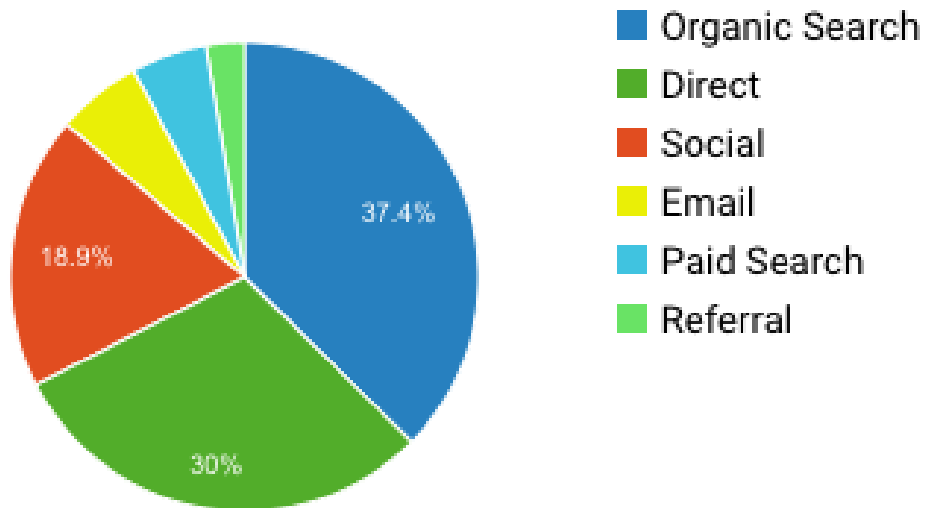
	Ad - Google	8
	Ad - Pinterest	1
	Advertisement	5
	Colleague	5
	Facebook	1
	Industry Website	5
	Instagram	2
	Magazine Article	5
	Other	19
	Trade Show	2
	Website/Search Engine	21
	YouTube	2

# TRAFFIC METRICS - WEBSITE

## Website Traffic by Source

	Acquisition			Behavior		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	4,067	3,858	4,737	68.27%	1.99	00:01:36
1 Organic Search	1,544			63.16%		
2 Direct	1,240			69.76%		
3 Social	780			80.58%		
4 Email	241			61.71%		
5 Paid Search	217			66.67%		
6 Referral	108			63.20%		

## Top Channels



## Top Ten Landing Pages

Landing Page ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	<b>4,737</b> % of Total: 100.00% (4,737)	<b>81.49%</b> Avg for View: 81.44% (0.05%)	<b>3,860</b> % of Total: 100.05% (3,858)	<b>68.27%</b> Avg for View: 68.27% (0.00%)	<b>1.99</b> Avg for View: 1.99 (0.00%)	<b>00:01:36</b> Avg for View: 00:01:36 (0.00%)
1. /	<b>1,132</b> (23.90%)	<b>80.48%</b>	<b>911</b> (23.60%)	<b>39.49%</b>	<b>3.09</b>	<b>00:02:39</b>
2. /products/high-density-urethane-pbht/	<b>326</b> (6.88%)	<b>76.38%</b>	<b>249</b> (6.45%)	<b>64.42%</b>	<b>2.00</b>	<b>00:02:13</b>
3. /tooling/	<b>282</b> (5.95%)	<b>82.98%</b>	<b>234</b> (6.06%)	<b>88.65%</b>	<b>1.32</b>	<b>00:00:27</b>
4. /tooling	<b>182</b> (3.84%)	<b>91.76%</b>	<b>167</b> (4.33%)	<b>67.58%</b>	<b>1.92</b>	<b>00:01:05</b>
5. /products/high-density-urethane-pbht/	<b>104</b> (2.20%)	<b>73.08%</b>	<b>76</b> (1.97%)	<b>75.96%</b>	<b>1.58</b>	<b>00:01:13</b>
6. /tooling/chip-load-cnc-router-speeds-feeds/	<b>91</b> (1.92%)	<b>90.11%</b>	<b>82</b> (2.12%)	<b>97.80%</b>	<b>1.02</b>	<b>00:00:22</b>
7. /news/updated-speeds-and-feeds-for-precisi-on-board-hdu/	<b>71</b> (1.50%)	<b>94.37%</b>	<b>67</b> (1.74%)	<b>80.28%</b>	<b>1.27</b>	<b>00:01:09</b>
8. /tooling/precision-board-pbht-prototype-ppe	<b>67</b> (1.41%)	<b>55.22%</b>	<b>37</b> (0.96%)	<b>82.09%</b>	<b>1.45</b>	<b>00:02:07</b>
9. /signage/so-realistic-they'd-probably-fool-a-magnet/	<b>65</b> (1.37%)	<b>96.92%</b>	<b>63</b> (1.63%)	<b>73.85%</b>	<b>1.72</b>	<b>00:00:51</b>
10. /applications/hdu-sign-board/	<b>57</b> (1.20%)	<b>75.44%</b>	<b>43</b> (1.11%)	<b>61.40%</b>	<b>2.67</b>	<b>00:01:54</b>

## Top Ten E-Blast Campaigns

Campaign ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	<b>244</b> % of Total: 6.00% (4,067)	<b>170</b> % of Total: 4.41% (3,858)	<b>366</b> % of Total: 7.73% (4,737)	<b>62.02%</b> Avg for View: 68.27% (-9.15%)	<b>2.24</b> Avg for View: 1.99 (12.81%)	<b>00:02:45</b> Avg for View: 00:01:36 (72.24%)
1. 5d79156aed-PPE (opens)	<b>96</b> (35.04%)	<b>65</b> (38.24%)	<b>112</b> (30.60%)	<b>79.46%</b>	<b>1.45</b>	<b>00:01:47</b>
2. 608038731a-April Blog Roundup (opens)	<b>72</b> (26.28%)	<b>42</b> (24.71%)	<b>82</b> (22.40%)	<b>45.12%</b>	<b>2.68</b>	<b>00:02:35</b>
3. eef59610ee-April Tooling Tidbit (opens)	<b>35</b> (12.77%)	<b>24</b> (14.12%)	<b>39</b> (10.66%)	<b>58.97%</b>	<b>2.08</b>	<b>00:01:15</b>
4. c25634d4c2-Sawatzky COVID-19 (opens)	<b>21</b> (7.66%)	<b>13</b> (7.65%)	<b>23</b> (6.28%)	<b>56.52%</b>	<b>2.83</b>	<b>00:04:21</b>
5. 40b38b61d9-Training Videos (opens)	<b>12</b> (4.38%)	<b>9</b> (5.29%)	<b>34</b> (9.29%)	<b>55.88%</b>	<b>2.74</b>	<b>00:04:32</b>
6. cc584ee91d-Easter (opens)	<b>4</b> (1.46%)	<b>2</b> (1.18%)	<b>10</b> (2.73%)	<b>70.00%</b>	<b>3.80</b>	<b>00:06:46</b>
7. 05718766da-Easter 2 (unopens)	<b>3</b> (1.09%)	<b>3</b> (1.76%)	<b>3</b> (0.82%)	<b>66.67%</b>	<b>1.33</b>	<b>00:00:07</b>
8. 221f703b17-COVID-19 2	<b>3</b> (1.09%)	<b>0</b> (0.00%)	<b>9</b> (2.46%)	<b>33.33%</b>	<b>4.33</b>	<b>00:08:16</b>
9. 5d79156aed-COVID-19 2_COPY_01	<b>3</b> (1.09%)	<b>0</b> (0.00%)	<b>18</b> (4.92%)	<b>38.89%</b>	<b>2.61</b>	<b>00:04:04</b>
10. b8ba04d2ab-April Tooling Tidbit (unopens)	<b>3</b> (1.09%)	<b>2</b> (1.18%)	<b>3</b> (0.82%)	<b>33.33%</b>	<b>2.33</b>	<b>00:08:28</b>

# E-MARKETING METRICS - MAILCHIMP

## Good Friday Schedule (opens)

Regular · Coastal Enterprises

Unsaved segment

Sent Mon, April 6th 3:30 PM to 2K recipients by you

Sent

51.9%

Opens

7.6%

Clicks

## April Blog Roundup (opens)

Regular · Coastal Enterprises

Unsaved segment

Sent Tue, April 7th 7:00 AM to 2K recipients by you

Sent

39.0%

Opens

9.3%

Clicks

## PBHT Prototyping for PPEs (opens)

Regular · Coastal Enterprises

Unsaved segment

Sent Fri, April 10th 5:00 AM to 2K recipients by you

Sent

50.4%

Opens

10.2%

Clicks

## Sawatzky Guest Blog 4/15 (opens)

Regular · Coastal Enterprises

Unsaved segment

Sent Tue, April 14th 7:00 AM to 3K recipients by you

Sent

49.6%

Opens

9.6%

Clicks



**April Tooling Tidbit (opens) - Thermaforming**

Sent

**50.3%**

**8.0%**

Regular · Coastal Enterprises

Opens

Clicks

Unsaved segment

Sent **Tue, April 21st 7:00 AM** to 2K recipients by you

**Training Videos (opens)**

Sent

**45.9%**

**9.0%**

Regular · Coastal Enterprises

Opens

Clicks

Unsaved segment

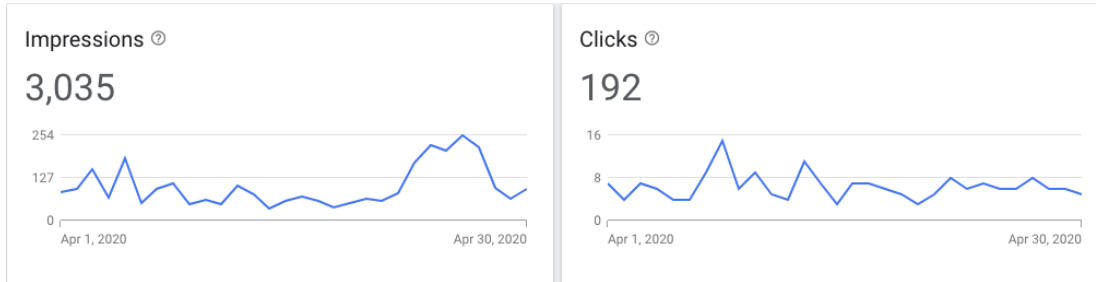
Sent **Tue, April 28th 7:00 AM** to 2K recipients by you

# SOCIAL MARKETING METRICS

	May-20	Apr-20	Mar-20	Feb-20
<b>LinkedIn Company Page (Followers)</b>	162	159	158	157
<b>LinkedIn Showcase Page Signage (Followers)</b>	8	7	7	7
<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>	1,134	1,078	1,074	1,072
<b>Twitter Business Account (Followers)</b>	1,218	1,219	1,224	1,224
<b>Instagram Corporate (Followers)</b>	3,201	3,175	3,129	3,025
<b>Instagram Tooling (Followers)</b>	1,044	1,014	994	946
<b>Pinterest Business Profile (Followers)</b>	1,000	1,000	989	962
<b>YouTube Channel (Subscribers)</b>	545	538	533	526
<b>YouTube Channel (Video Views)</b>	157,954	156,669	155,691	154,269

# DIGITAL ADVERTISING METRICS - ADWORDS SIGNAGE

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



## Search Phrases

453 Total

Phrases	Impr.	↓ Clicks
coastal enterprise	282	60
precision board	786	37
hdu foam	220	11
high density urethane board	88	7
hdu board	116	6
high density urethane	115	6
hdu signs	101	4
hdu precision board	16	4

# 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	338	39
precision board	40	11
tool board	175	9
tooling board for sale	19	3
precision board com	1	2
hdu sign foam	10	2
polyurethane tooling board	17	2
precisionboard com	3	2