

Coastal Enterprises Stats Report

May 2020



Tai Freligh
Marketing Manager
800-845-0745 x170

TABLE OF CONTENTS

SUMMARY/HIGHLIGHTS	1
Current Marketing Strategy	2
Conversion Metrics (Sample Requests).....	3
Traffic Metrics (Website).....	4
E-Marketing Metrics (MailChimp).....	6
Social Marketing Metrics	8
Digital Advertising Metrics (AdWords-Signage)	9
Digital Advertising Metrics (AdWords-Tooling)	10

SUMMARY/HIGHLIGHTS

Notable Mentions:

On Facebook [LMT Onsrud](#) shared our speeds & feeds post, [MatCam CNC](#) shared our faux wood TBT, and [Synergy Sign](#) tagged us in a post where Jim's son made a PB plaque for his teacher.

On Instagram we got tagged by [Competition Composites](#), [Joe's Garage](#), [SignCraft Magazine](#), [CP Nagle CNC](#), and [Mo Flint](#).



Potential Partnerships:

All video partnerships are currently on hold as we navigate Coronavirus impact on business nationwide. We continue to partner with industry influencers 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

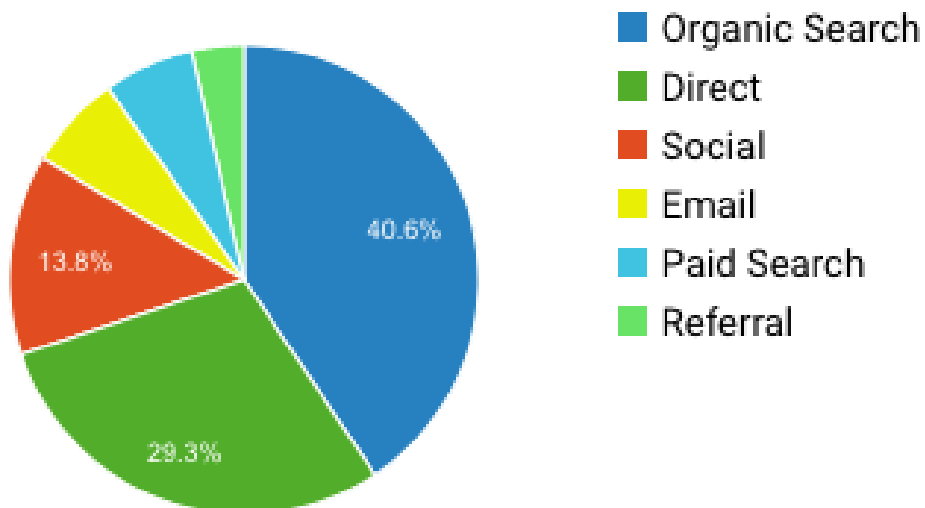
Ad - Google		9
Ad - Youtube		1
Advertisement		1
Colleague		13
Email/Newsletter		1
Facebook		4
Industry Website		2
Instagram		4
Magazine Article		2
Other		13
Pinterest		1
Trade Show		1
Website/Search Engine		18
YouTube		2

TRAFFIC METRICS - WEBSITE

Website Traffic by Source

	Acquisition			Behavior		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	4,338	4,124	5,132	66.52%	1.96	00:01:39
1 Organic Search	1,787			64.85%		
2 Direct	1,288			60.85%		
3 Social	607			82.40%		
4 Email	287			59.07%		
5 Paid Search	275			74.22%		
6 Referral	158			75.90%		

Top Channels



Top Ten Landing Pages

Landing Page ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	5,132 % of Total: 100.00% (5,132)	80.36% Avg for View: 80.36% (0.00%)	4,124 % of Total: 100.00% (4,124)	66.52% Avg for View: 66.52% (0.00%)	1.96 Avg for View: 1.96 (0.00%)	00:01:39 Avg for View: 00:01:39 (0.00%)
1. /	1,110 (21.63%)	81.44%	904 (21.92%)	32.70%	3.16	00:02:32
2. /products/high-density-urethane-pbht/	364 (7.09%)	76.92%	280 (6.79%)	66.48%	1.93	00:02:10
3. /tooling/	312 (6.08%)	81.73%	255 (6.18%)	89.42%	1.17	00:00:16
4. /tooling	271 (5.28%)	88.19%	239 (5.80%)	76.01%	1.57	00:00:52
5. /tooling/chip-load-cnc-router-speeds-feeds/	127 (2.47%)	93.70%	119 (2.89%)	92.13%	1.09	00:00:47
6. /products/high-density-urethane-pbht/	100 (1.95%)	76.00%	76 (1.84%)	81.00%	1.41	00:00:41
7. /signage/sawatzky-guest-blog-precision-board-sample/	96 (1.87%)	62.50%	60 (1.45%)	67.71%	1.79	00:01:41
8. /news/updated-speeds-and-feeds-for-precision-board-hdu/	95 (1.85%)	92.63%	88 (2.13%)	87.37%	1.26	00:00:58
9. /signage/so-realistic-they-d-probably-fool-a-magnet/	94 (1.83%)	98.94%	93 (2.26%)	65.96%	1.83	00:01:24
10. /precision-board-foam-board/	87 (1.70%)	87.36%	76 (1.84%)	41.38%	2.60	00:03:03

Top Ten E-Blast Campaigns

Campaign ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	295 % of Total: 6.80% (4,338)	219 % of Total: 5.31% (4,124)	438 % of Total: 8.53% (5,132)	58.90% Avg for View: 66.52% (-11.45%)	2.24 Avg for View: 1.96 (14.26%)	00:02:41 Avg for View: 00:01:39 (63.15%)
1. 5c28080f1f-Sawatzky Sample (opens)	90 (27.11%)	60 (27.40%)	110 (25.11%)	68.18%	1.80	00:01:37
2. 127210043a-May Blog Roundup (opens)	89 (26.81%)	53 (24.20%)	117 (26.71%)	47.01%	2.46	00:03:27
3. 3751b687c6-Parts? (opens)	51 (15.36%)	37 (16.89%)	55 (12.56%)	81.82%	1.55	00:00:51
4. d01b450190-Pivot to PB (all)	28 (8.43%)	20 (9.13%)	30 (6.85%)	43.33%	2.57	00:03:54
5. a211e65564-May Tooling Tidbit (opens)	20 (6.02%)	12 (5.48%)	29 (6.62%)	51.72%	3.28	00:04:52
6. 32a24d7e07-Supply Chain (opens)	12 (3.61%)	7 (3.20%)	18 (4.11%)	50.00%	3.11	00:01:04
7. tailwind_smartloop	8 (2.41%)	8 (3.65%)	8 (1.83%)	50.00%	3.12	00:03:46
8. 0c4c8f9d6d-Parts? (unopens)	6 (1.81%)	6 (2.74%)	7 (1.60%)	28.57%	2.57	00:02:45
9. 40b38b61d9-Training Videos (opens)	4 (1.20%)	3 (1.37%)	7 (1.60%)	28.57%	2.29	00:02:45
10. c25634d4c2-Sawatzky COVID-19 (opens)	3 (0.90%)	3 (1.37%)	4 (0.91%)	75.00%	1.25	00:00:27

E-MARKETING METRICS - MAILCHIMP

May Blog Roundup (opens)

Regular · Coastal Enterprises

Unsaved segment

Sent Tue, May 5th 3:15 PM to 2K recipients by you

Sent

40.9%

Opens

9.7%

Clicks

Pivot to Precision Board (all)

Regular · Coastal Enterprises

Sent Thu, May 7th 11:45 AM to 3K recipients by you

Sent

37.4%

Opens

6.0%

Clicks

May Tooling Tidbit (opens) - 3Ps for Bonding

Regular · Coastal Enterprises

Unsaved segment

Sent Tue, May 12th 7:00 AM to 2K recipients by you

Sent

50.9%

Opens

7.5%

Clicks

Sawatzky Guest Blog 5/14 (opens)

Regular · Coastal Enterprises

Unsaved segment

Sent Thu, May 14th 10:15 AM to 2K recipients by you

Sent

54.6%

Opens

10.1%

Clicks

3Ps Blog (opens) - Supply Chain

Regular · Coastal Enterprises

Unsaved segment

Sent Tue, May 19th 6:00 AM to 2K recipients by you

Sent

48.4%

Opens

7.6%

Clicks

Pulling Parts from a Tool (opens)

Regular · Coastal Enterprises

Unsaved segment

Sent Fri, May 29th 6:00 AM to 2K recipients by you

Sent

53.4%

Opens

10.1%

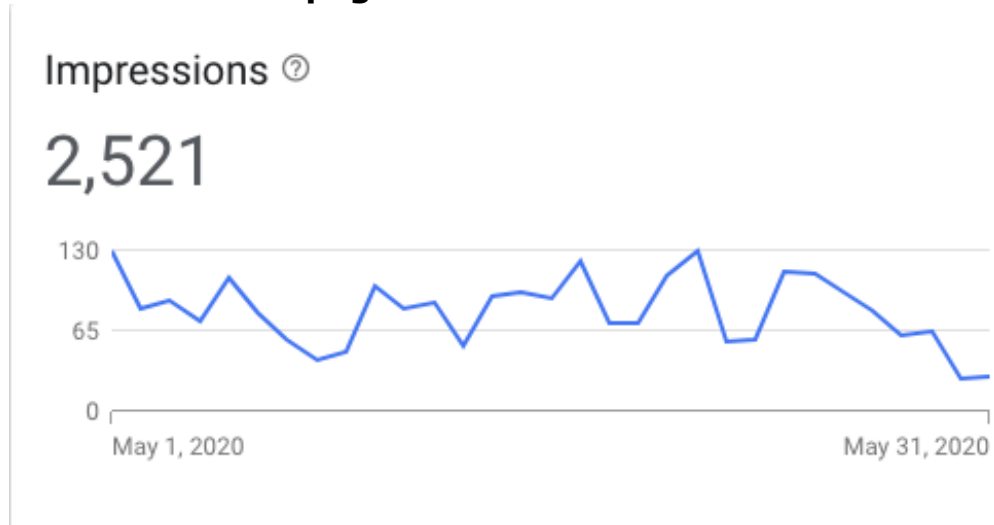
Clicks

SOCIAL MARKETING METRICS

	Jun-20	May-20	Apr-20	Mar-20	Feb-20	Jan-20
LinkedIn Company Page (Followers)	164	162	159	158	157	154
LinkedIn Showcase Page Signage (Followers)	8	8	7	7	7	6
LinkedIn Showcase Page Tooling (Followers)	6	6	6	6	6	6
LinkedIn Showcase Page Companion Products (Followers)	3	3	3	3	3	3
Facebook Business Page (Likes)	1,138	1,134	1,078	1,074	1,072	1,071
Twitter Business Account (Followers)	1,215	1,218	1,219	1,224	1,224	1,221
Instagram Corporate (Followers)	3,249	3,201	3,175	3,129	3,025	2,963
Instagram Tooling (Followers)	1,066	1,044	1,014	994	946	908
Pinterest Business Profile (Followers)	1,000	1,000	1,000	989	962	935
YouTube Channel (Subscribers)	549	545	538	533	526	514
YouTube Channel (Video Views)	158,813	157,954	156,669	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 ⓘ

Phrases	Impr.	↓ Clicks
coastal enterprise	315	48
precision board	299	24
foam hdu	344	16
precision board	11	8
high density urethane	196	7
hdu precision board	22	7
precision board plus	8	6
high density urethane board	30	6

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	353	40
precision board	29	8
tool board	174	5
precisionboard com	4	4
high density urethane foam board	3	1
cnc tooling board	7	1
high density urethane	18	1
foam tools	38	1