

HERALD CHASE JUNE 01.07.2020 MARKETING STATS



KEY WORDS & SEO

RANKING ON SEARCHES:

- .
- .
- .
- .
- .

WEB ANALYTICS



- VISITORS: 146
- TOP 3 PAGES VISITED:
 - HOMEPAGE
 - UPDATE YOUR PREFERENCES
 - CONTACT
- USER SOURCE:
 - DIRECT: 66.7%
 - ORGANIC: 22.2%
 - REFERRAL: 8.3%
 - SOCIAL: 2.8%



COMPETITION

TOP 3 COMPETITORS

- .
- .
- .

EMAIL MARKETING



- CAMPAIGNS - 0
- EMAILS SENT: 0
- EMAIL OPENS: 0
- CLICKS: 0
- AVERAGE OPEN RATE: 0%
- AVERAGE CLICK RATE: 0%%
- UNSUBSCRIBES: 0



LINKEDIN

POSTS: 4
INVITES SENT: 0
CONNECTIONS: 17
COMPANY PAGE FOLLOWERS: 34
TOP ARTICLE: CHARITY DM CAMPAIGN - 178 VIEWS

TWITTER



POSTS: 0
FOLLOWERS GAINED: NONE
FOLLOWER COUNT: 117



INSTAGRAM

POSTS: 0
FOLLOWERS GAINED: 0
FOLLOWER COUNT: 0

TELEMARKETING



CALLS: 0
EMAILS GATHERED: 0



MONTH ON MONTH

WEB VISITORS: UP 53%
EMAIL CLICKS: DOWN 100%
LINKEDIN FOLLOWERS: UP 8
TWITTER FOLLOWERS: NO CHANGE
INSTAGRAM FOLLOWERS: NO CHANGE

SUGGESTIONS



- PLANNING, TRAFFIC & HIGHWAYS DATA - BPA LIST - COUNCILS
- TARGET - COUNCILS - PRINTERS - EXHIBITIONS - HOUSING ASSOCIATIONS - WILDLIFE TRUSTS
- ESTABLISH TOP 250 LIST - WRITE TO 120 PRINTERS FROM PW TOP 500
- INCREASE LINKEDIN ACTIVITY - COMPANY PAGE