



SMS Digital Marketing Report

Date: August 7, 2017

Reviewing: July 09-August 5th

What's New?!

- **Launch of SMS YouTube Page and Highlight Video: We Are Fired Up**

Why Video? We're glad you asked...

- By 2017, online video will account for 74% of all online traffic (KPCB).
- 4x as many customers would rather watch a video about a product than read about it (Animoto).
- 55% of people watch videos online every day (MWP).
- 65% of video viewers watch more than $\frac{3}{4}$ of a video (Syndacast).
- 59% of executives agree that if both text and video are available on the same topic, they are more likely to choose video (MWP).
- Using the word 'video' in an email subject line boosts the open rates by 19% (Syndacast).
- Including video in a landing page can increase conversion by 80% (EyeView).
- Almost 50% of internet users look for videos related to a product or service before visiting a store (ThinkWithGoogle).
- 500 million people are watching videos on Facebook every day (TubularInsights).
- Marketers who use video grow revenue 49% faster than non-video users (VidYard).

Website Traffic Breakdown

	July 09-August 5, 2017	June 11-July 8, 2017
Old Visitors	41%	44.7%
New Visitors	59%	55.3%
Sessions	631	906
Users	451	630
Page Views	1856	2421
Page Per Session	2.94	2.67
Average Session	3.03 minutes	3.29 minutes
Bounce Rate	42.95%	48.68%

Web Traffic Sources

- Sessions

Traffic Sources	July 09-August 5, 2017	June 11-July 8, 2017
Organic Search	338	323
Direct	211	463
Referral (RAK)	54	62
Social (Facebook)	28	58
New Sessions		
Organic Search	56.21%	42.72%
Direct	57.82%	63.5%
Referral	72.22%	50%
Social (Facebook)	75%	65.52%

Facebook Stats

	July 09-August 5, 2017	June 11-July 8, 2017	% Change
Facebook Likes	654	639	UP 15%
<u>Reach</u> The number of people who saw any of your Page posts . This number includes both both paid and non-paid reach.	8,272	6,510	Up 26%
<u>Engagement</u> The number of times people have engaged with your posts through likes, comments, shares and more.	1,545	1,121	Up 37%
Video Views	591	20	Up 2,714%
Video (Minutes Viewed)	291	4	Up 5,025%

Video Post: SMS: WE ARE FIRED UP- Sign Up for Fall League

- Promoted Post: Launch: Saturday, August 5, 2017
- Reach: 1,612 (the number of people who viewed your post)
- 483 views
- Post Reactions: 6
- Link Clicks: 5

*****This does not include the -3 Audience Test*****

Post: Can You Picture Your Daughter Here?

- **Reach: 3,882**
- **Post Reactions: 118**
- **Post Comments: 8**
- **Post Shares: 2**
- **Link Clicks: 15**
- **Page Likes: 6**

Post: Wonder Woman

Launch: July 31, 2017

5,038 people reached

- 1,268- organic
- 3,866 paid

Engagement

- 267 Reactions
- 9 comments
- 29 shares
- 9 Page Likes

Mail Chimp

Subscribers : 1,268

Mail Chimp Campaign	Subscribers that Opened	Subscribers that Clicked
SMS Summer Training Sessions	425	71
Last Call for Early Bird Price	323	55
One More Night for Early Bird	336	49

