

Quarter 3

July-September 2021



Visitor Touches

344 Incoming Info Request Calls
117 from outside of Georgia

Marketing, Advertising & PR

PRINT ADVERTISING

- Seven** Event Ads:
- CAF Keep 'em Flying Dance
 - Italian Heritage Festival
 - Shakerag Festival
 - Dragon Boat Festival
 - Face 2 Face (The Fred)
 - WWII Heritage Days
 - Magnolia Arts Festival

EDITORIAL ARTICLES

- Six** Event Articles:
- CAF Keep 'em Flying Dance
 - Italian Heritage Festival
 - Shakerag Festival
 - Dragon Boat Festival
 - WWII Heritage Days
 - Magnolia Arts Festival

M&C Group Sales

Corvair Club Convention 2022, expected attendance of 200.

2022 GMOA, AMA, and the SCMA Regional Meeting site inspection
 October 19, 8am-12pm.

Restart of Simple View account base, including emails and calls.



Gift Store Sales:
\$3,410

Google Ads

7 events campaigns: centered around each of the Fall events in Peachtree City.

- Live music at The Fred
- Italian Festival
- Hangar Dance
- Shakerag Festival
- Dragon Boat Festival
- WWII Heritage Days
- Magnolia Festival

Website

Total Sessions: **21,705**

- Mobile - **16,825**
- Desktop - **4,036**
- Tablet - **844**

Unique Users: **18,870**

Pageviews: **29,999**

Impressions: **114,271**
 Clicks: **3,393**
 Ad Spend: **\$2,529.59**

Facebook

Followers: **10,820**

FACEBOOK CAMPAIGNS:

6 events campaigns that were all boosted

- 1 boosted post for the Fall Events Blog
- 1 boosted post for events at The Fred
- 2 posts announcing the fall porch decor contest

Impressions: **2,276,396**
 Reach: **611,265**
 Link Clicks: **24,092**

Ad Spend: **\$6,163.94**
 Reactions, Comments, Shares and Saves: **10,934**
 Ad engagements: **48,062**



Instagram

Event campaign:

Clicks: **861**
 Impressions: **59,806**

