QUARTER 1 STAT SUMMARY (JULY-SEPTEMBER)

PROMOTIONS COORDINATING COMMITTEE

October 5, 2020

ADVERTISING ANALYTICS

FACEBOOK & INSTAGRAM CAROUSEL AD

After approval of the Support SLO Strategy, Verdin conducted a photoshoot to gather assets that show a safe environment for residents and visitors alike. We utilized these assets in a social campaign with our #SLOready messaging to encourage SLO County residents to safely support local. Below are the results of that campaign which ran during the month of August.

Website Click Campaign

The campaign performed well in this channel and was live from 8/1 - 8/31.

- Clicks: 1,249
- Impressions: 172,731
- CTR: 0.72%

PROGRAMMATIC DIGITAL AD

Verdin created a video highlighting local businesses for phase one of the #SLOready campaign. They encouraged safe patronage and thanked viewers for their continued support. In collaboration with the SLO TBID, a Support Local landing page was developed to guide visitors to additional information on shopping, dining and supporting local businesses around town. We ran the video in the programmatic space during the month of September and below are the results.

Campaign Results

This campaign is showing great engagement with a high video completion rate. Campaign timeframe: 9/1 - 9/30

- Clicks: 1,034
- CTR: 0.85%
- Impressions: 121,612
- Views to 100%: 66,365 (55%)
- Organic views: 4,500+
**TICKET TUESDAY SNAPSHOT**

Beginning on July 21, 2020, Verdin developed and deployed nine Ticket Tuesday posts featuring local business giveaways. The goal is to increase engagement between the community and businesses on social media and to encourage followers to enter to win. To qualify they had to follow the Share SLO Instagram as well as the featured business and tag a friend in the comments. Below are the entry results for this quarter.

- Mo's BBQ: 84 entries
- HumanKind: 57 entries
- SLO Provisions: 72 entries
- Tails Boutique: 43 entries
- 1865 Craft House: 95 entries
- Bliss Café: 78 entries
- Ambiance: 125 entries
- Nite Creamery: 231 entries
- SLO Brew Rock: 20 entries

**#SLOBUSINESSINSIDER UPDATE**

In collaboration with the City of SLO team and the SLO Chamber, the #SLOBusinessInsider is a support local program that spotlights different businesses throughout the city. The program features a Q&A with the business owner(s), fun facts, designed social story, organic social post on Instagram and Facebook, and a direct link to a dedicated blog housed on visitslo.com. We began this program on August 24 and will feature two businesses per month. Below are this quarters featured businesses.

- 8/24 - Whiz Kids
  - Blog pageviews: 75
  - Engagement: 1,384
- 9/7 - Stephen Ross Winery
  - Blog pageviews: 65
  - Engagement: 887
- 9/21 - Woodstock’s Pizza
  - Blog pageviews: 61
  - Engagement: 1,737

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**Meet Your Neighborhood**

**Woodstock’s Pizza**

**FUN FACTS**

- The key to such tasty pizza? Woodstock’s Secret Sauce, which was created by Chuck Woodstock in the 1970s.
- Woodstock’s motto is **F U N S E L E M**
  - Fun, Uniqueness, Excellence, Loyalty and Service

**Pizza Place**

**“We love SLO! It has created a synergistic, collaborative environment that benefits all businesses here.”**

- Laura Ambrose, Co-founder

**Tune in on Mondays for another local business.**

Swipe up to learn more

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**VERDIN**

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