

WHO WE ENGAGE

Using Our Digital Assets as an indicator of our Organizations Reach

November 18, 2014

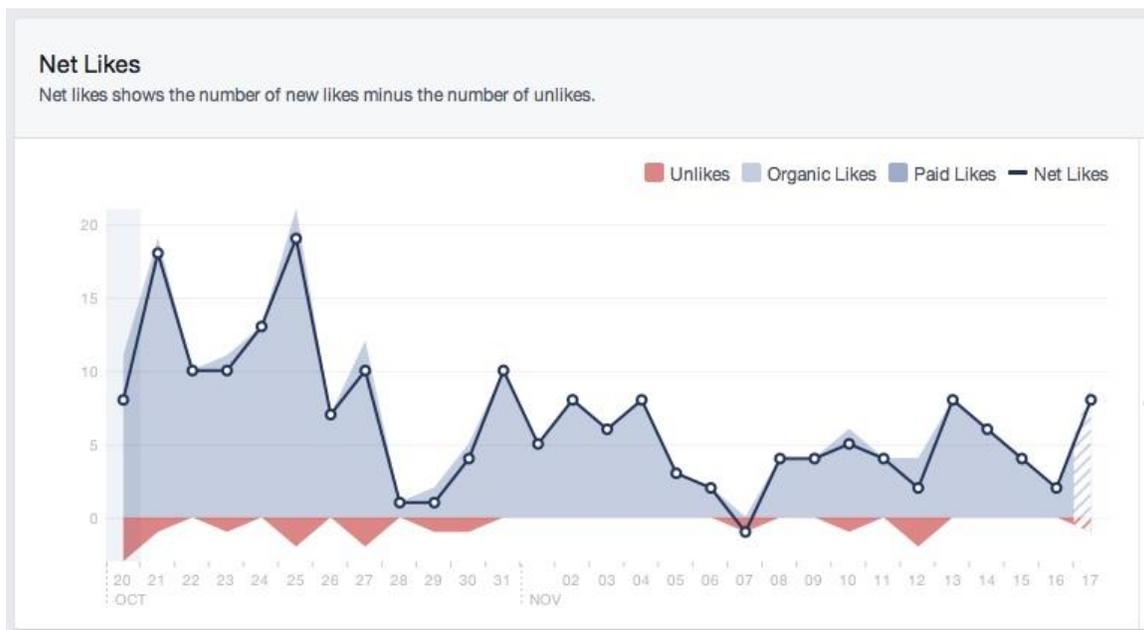
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Likes



As you can see, overall “likes” usually trend upward over time.

“Net Likes” per day, typically stay above +1, with many days over the past month seeing 5+ new “likes” per day.

On October 25th we gained 19 new likes. At little later on in this document we will explore why that amount spiked so high.

You will also note that we only have “organic” likes, as we rarely pay to promote our page.

Where Your Page Likes Happened

The number of times your Page was liked, broken down by where it happened.

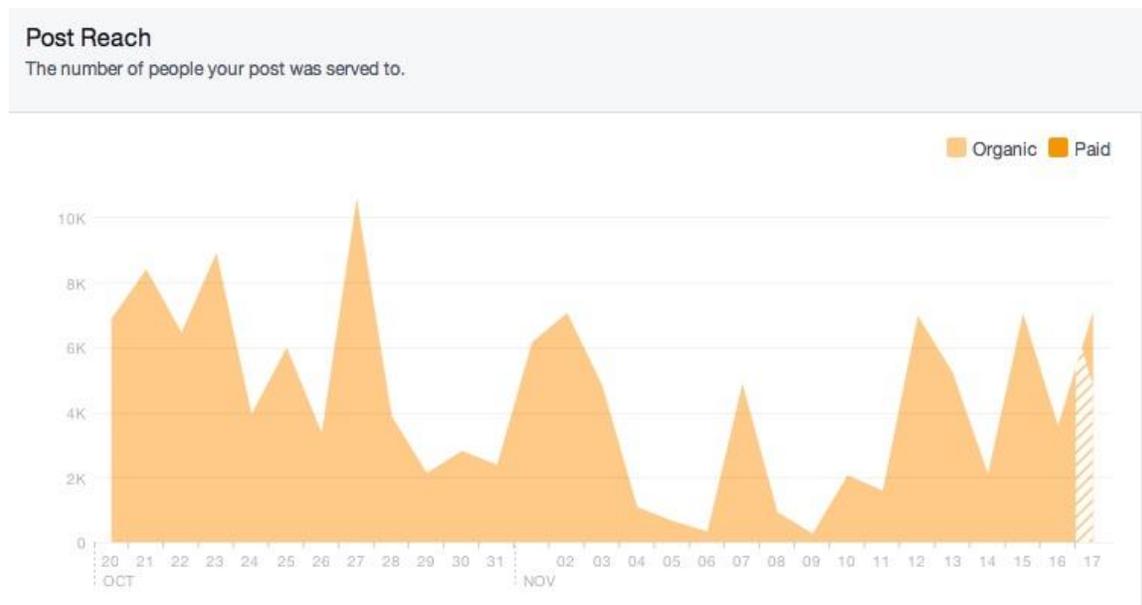


As far as where our likes come from, let's use October 25th as an example. 8 likes were on our actual page, 8 from FB suggesting the page to friends of our followers, 4 came from unspecified mobile devices and 1 "other".

Reach

Reach is the number of potential Facebook Users exposed to our daily content. It changes each day depending on a variety of factors.

Post Reach

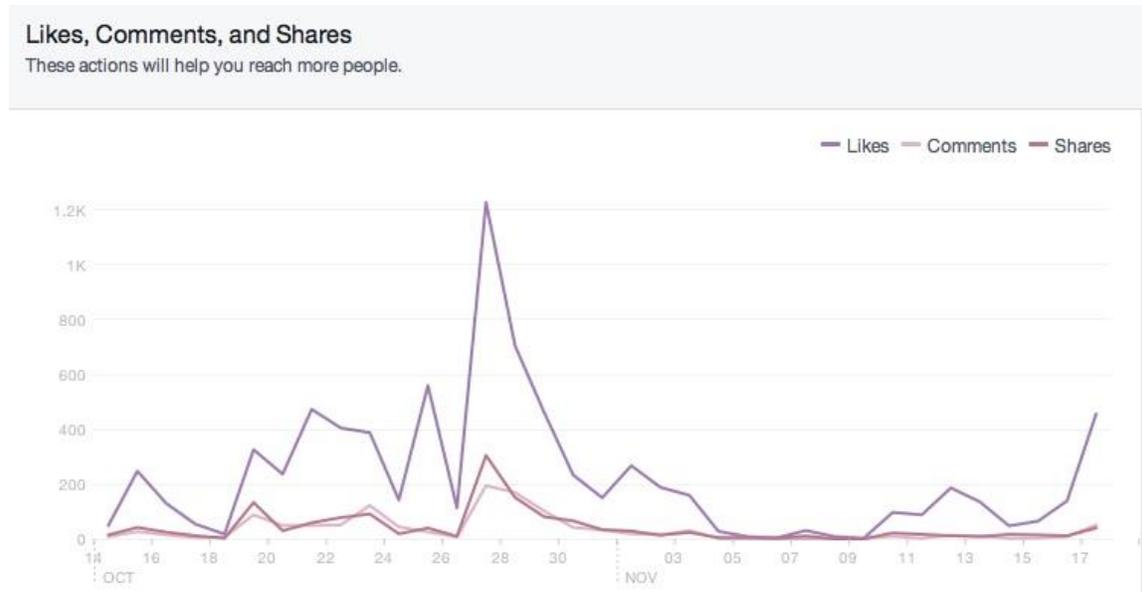


As you can see, the DBP page typically reaches over 2,000 people daily. Our highest day on this chart is October 27th with over 10,000 people exposed to our content on that day.

The post that day was a link to a NY Times article on Stephen King, where he also discussed living in Bangor. In terms of “reach” it was the most seen post on our page over the past few months, with a post on October 15th about the completion of the wall mural coming in around the same numbers.

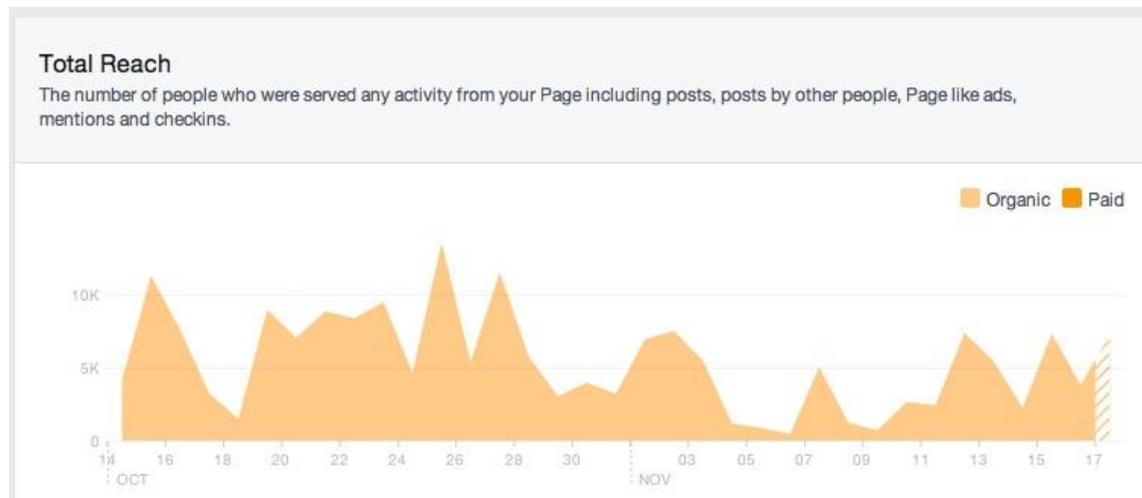
Likes, Comments & Shares

These stats are regarding individual content that we post and not for the overall page.



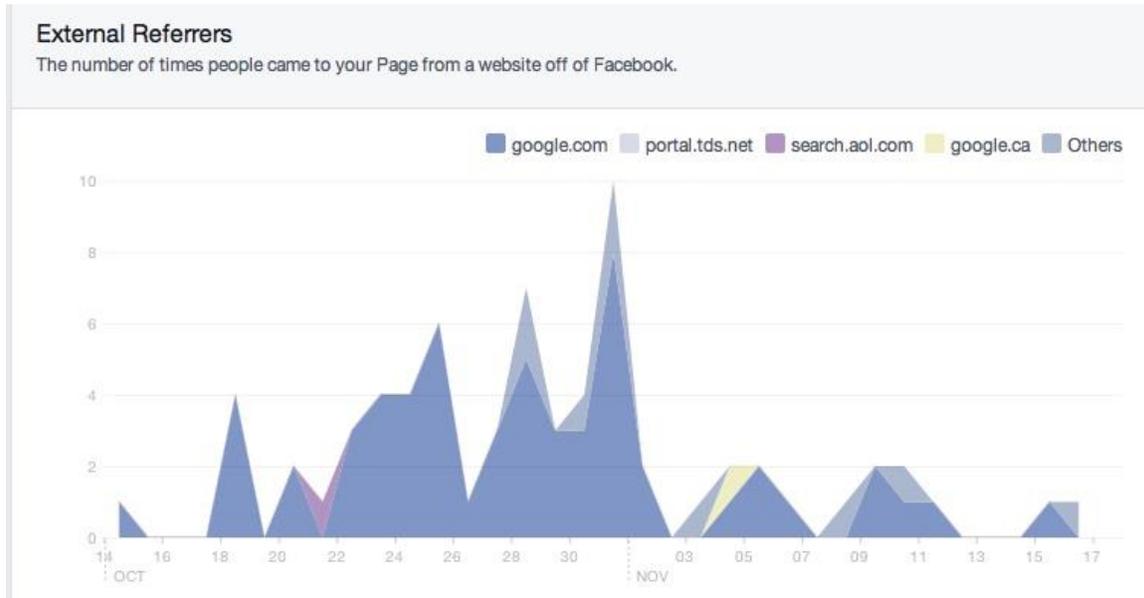
Treating October 27th as an anomaly... (thank you Mr. King) you can see that likes, shares and comments go up and down each day. The second highest day was again, October 25th.

Total Reach



Similar trend here, but you can see that we often potentially reached over 5k people daily, in the month of October.

Visits



How are people finding our page?

Overwhelmingly (and not surprisingly) they come from Google.

Google.ca is represented, but with only one click.

Most noticeably absent? Our own website.

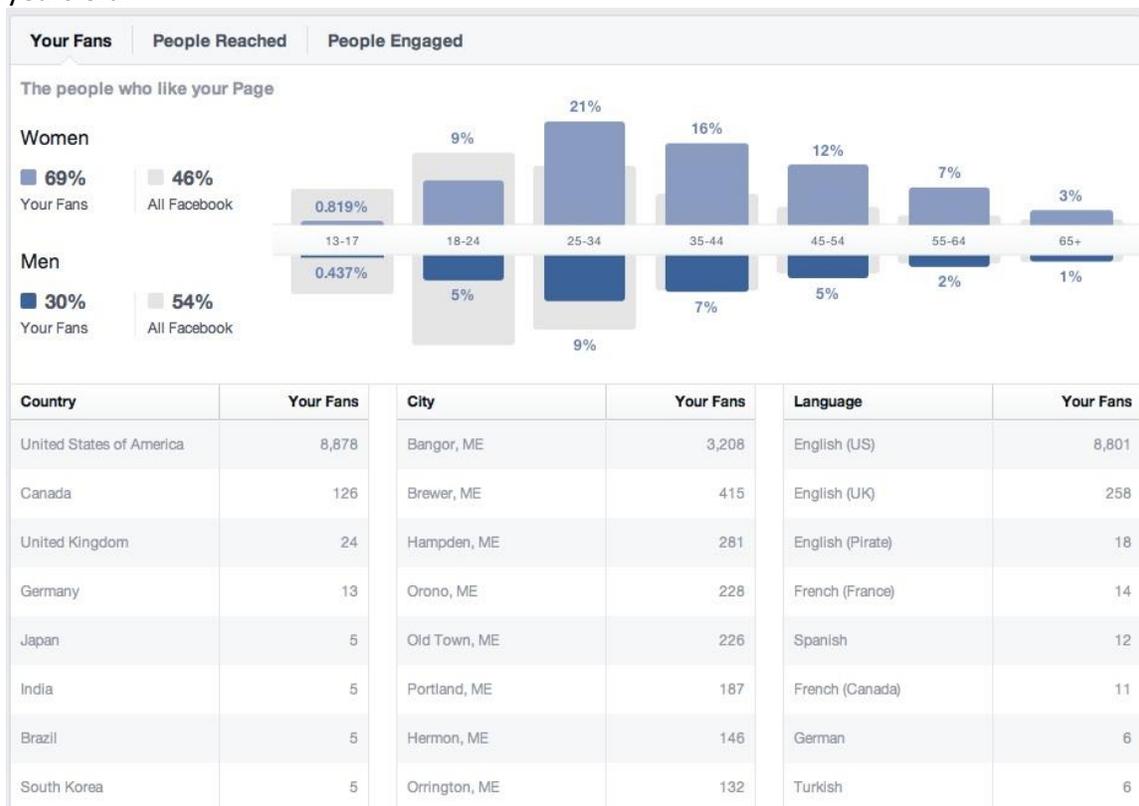
Where do they go when they are visiting our page?

Mostly to our timeline, followed distantly by events and photos.

Likes (a closer look)

Our Fans

The statistic that will most likely jump out at you here is that the vast majority of our followers are women. This is not completely shocking, as women are still overwhelmingly decision makers in households and the style of our page to date. The specific demographic most represented amongst our fans is Females between 25-34 years old.



However there are a few other statistics that are worth looking at:

1. Only approx. 3,000 fans list Bangor as where they currently live. Some FB users do not list an accurate current location, however, using these **numbers only 1/3rd of our fans live in Bangor.**

This number is both good and bad. On one hand, it shows that our fan base has diversity with the following other communities rounding out the top five:

- Brewer
- Hampden
- Orono
- Old Town

These 4 communities, combined with Bangor, make up about 45% of our total fans.

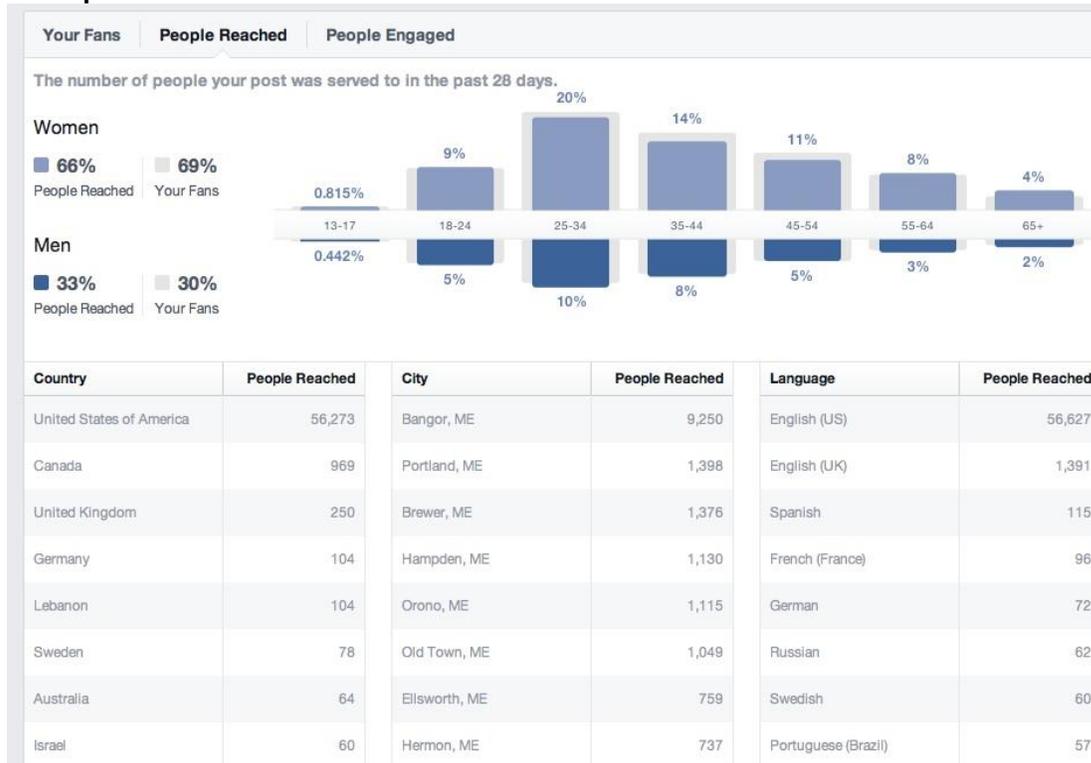
However, this would represent only about 1/10th the potential FB users in Bangor alone. (this ratio holds pretty much true for all the other communities in the top 5 as well).

2. The number of total likes per community does not top 100 for any community outside of the top 10. In fact the numbers drop of significantly the further from Bangor you get (with Portland as the exception at only 187). This is an area for vast improvement with cities in proximity like Ellsworth at only 85, Dover-Foxcroft 42 and Belfast at 39.

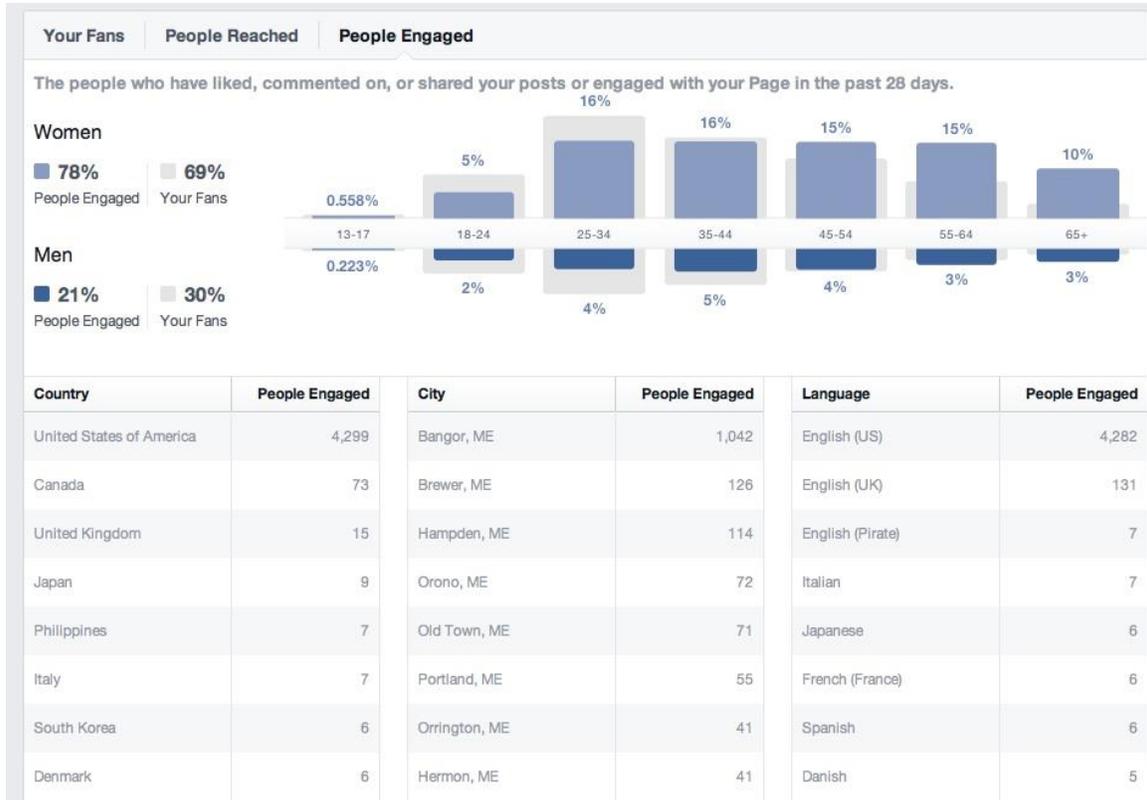
3. Engagement in these communities is higher than total likes and that is very promising. **For example - in any given time period, we are essentially engaging about 3x as many people in Bangor than 'like' our page.** That ratio tends to increase dramatically in outside communities. Looking at the month of October 2014, our posts reached over 650 people in Ellsworth (with its 85 likes). However, in terms of engagement, only 18 people from Ellsworth engaged our posts in the same timeframe.

Holden, ME	100
Winterport, ME	99
Glenburn Center, ME	87
Ellsworth, ME	85
Bucksport, ME	79
Levant, ME	75
Carmel, ME	65
Milford, ME	65
East Corinth, ME	48
Eddington, ME	48
Dover-Foxcroft, ME	42
Veazie, ME	41
Lincoln, ME	41
Boston, MA	40
Belfast, ME	39
Augusta, ME	39

People Reached



People Engaged



How do events & outreach help

On October 25th, we held our Downtown Trick or Treat event. We posted on our Facebook Page 6 times between 2:00pm and 4:00pm. It was an inclusive, family friendly, community event.

10/25/2014 3:32 pm		Thanks to The Briar Patch and Maine Discovery Museum for setting up the Trick or Treat activities			3.7K		927 76	
10/25/2014 3:16 pm		Trick or Treat			1.9K		73 128	
10/25/2014 3:02 pm		Ian as an Old Town Canoe			2.7K		136 194	
10/25/2014 2:32 pm		Mobile Uploads			1.5K		83 78	
10/25/2014 2:19 pm		Mobile Uploads			1.2K		94 38	
10/25/2014 2:17 pm		It has begun...			1.4K		91 55	

Photos from the event were posted online. The event drew hundreds of people, gained us 19 new “likes” to our page and had some of the highest overall reach for the month, as noted at the start of this document.



Like Comment
Downtown Bangor
Ian as an Old Town Canoe — at West Market Square.

Album: Mobile Uploads
Posted by Joshua Gass [?]

So what about our website?

Downtownbangor.com is a bit of a mixed bag. For starters, some information on users to our site is not currently available to us because of how analytics was set up in our current web configuration. This should be noted by the Marketing Committee and conveyed to Sutherland & Weston as a request for the new site.

From what we can see, we know that over the last 30 days we have had:

Approximately:

- 3300 Sessions
- 2900 Users
- And just shy of 8,000 page views

Approximately 75% of the visitors to our site were new users

“Users” is the key statistic here. These are essentially unique visitors over the past 30 days. Looking back over several months, we only average around 3k users to our site each month.

Some fun facts –

The day with the highest amount of traffic on our site over the past 30 days? - October 25th

Facebook is our top Social Media site for referral to our site. **However, it was only responsible for 1.3% of all our traffic!**

The number 1 way people find out site, is through Google Search

The next 5 are - maine.info, bangormaine.gov, bangordailynews.com and visitbangormaine.com and yankeemagazine.com – yet these 5 combined only combine for about 320 users over the past 30 days.

Where are our website visitors located?

Over the past 30 days we were visited by users in 42 of the 50 states. 65% come from Maine, followed by 10% from MA, 5% from North Carolina and 4% from New York.

Only 122 people from Canada visited our site.

About 30% of our total web traffic comes from Bangor. Orono is 2nd with about 9% of our total traffic. Portland, Hermon, Ellsworth & Hampden together, make up about another 9%.

However, we did have visits from people in 103 different communities in Maine.