

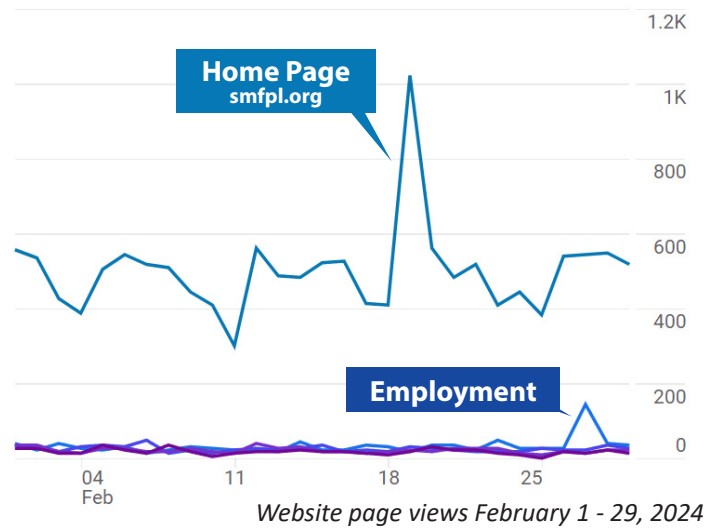
# Marketing and Public Relations Monthly Report

## Website Analytics February 2024

Over 3.8k customers visited our website, requested directions, or called us from our business profile page after searching for the library on Google

The library's website had over **11k** unique visitors

Top website page views	Views	Users
Total	26,492	8,681
Home page: www.smfpl.org	14,498	5,296
Obituaries	936	429
eBooks & More	704	457
Events	607	426
Employment	511	270
Borrow	496	301

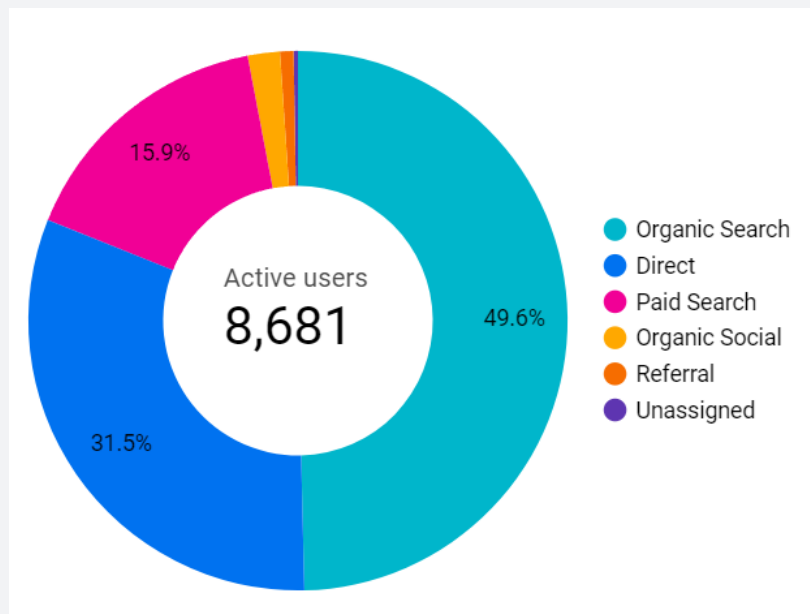


## Google Ads February 2024

Google Ad Grants, available to nonprofits, provide up to \$10,000 per month (\$200 per day) in search ads shown on Google.com (these appear as “sponsored” listings in search results). We have enlisted the help of Koios, a company that helps libraries apply for Google Ad Grants and manage their Google Ad campaigns. We are currently running 21 campaigns

Impressions: **11,030**    Clicks: **1,866**    CTR: **17%**    Conversions: **887.89**    Grant Spent: **\$5,695.56**

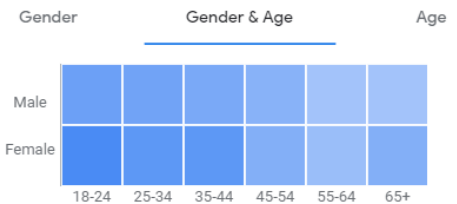
Ad grant use February 1 - 29, 2024. We can spend up to \$10,000/month.



Website traffic sources. “Paid Search” (the hot pink slice) refers to Google Ads. Currently, Google Ad clicks account for 15.9% of our website traffic.

Demographics    Impressions

Summary of the demographic groups your ads are reaching by age and gender

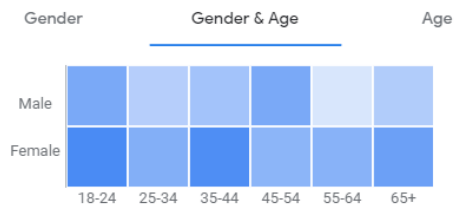


Based on the 60% of your impressions with known gender and age.

Demographic groups who are seeing our ads.

Demographics    Conversions

Summary of the demographic groups your ads are reaching by age and gender



Based on the 69% of your conversions with known gender and age.

Groups who are seeing our ads, clicking on them to go to our website, and then taking an action on our website

## Social Media February 2024

### Facebook February 2024

Total reach	Total followers	New followers	Number of posts	Average reach per post	Number of engagements	Average engagement per post
89,146	9,652 (+0.3%)	30	23	3,819.48	4,941	214.8

#### Facebook posts with high reach and engagement

<p>February 22 <b>Amy T's 15 Year Anniversary</b> 10,704 People reached 935 Engagements</p>	<p>February 12 <b>Plant Swap and Tea Programs</b> 14,277 People reached 701 Engagements</p>	<p>February 1 <b>Taylor Swift Libby meme</b> 3,038 People reached 374 Engagements</p>	<p>February 6 <b>Origami Dragons</b> 5,776 People reached 357 Engagements</p>
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### Instagram February 2024

Total reach	Total followers	New followers	Number of posts	Average reach per post	Number of engagements	Average engagement per post
3,401	1,350 (+1.8%)	25	13	249	221	17

#### Instagram posts with high reach and engagement

<p>February 14 <b>Thank you to our followers</b> 479 Impressions 77 Engagements</p>	<p>February 19 <b>Circulation Remodel Update</b> 548 Impressions 62 Engagements</p>	<p>February 22 <b>Amy T's 15 Year Anniversary</b> 276 Impressions 45 Engagements</p>	<p>February 1 <b>Taylor Swift Libby meme</b> 444 Impressions 32 Engagements</p>
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### LinkedIn February 2024

Total reach	Total followers	New followers	Number of posts	Average reach per post	Number of engagements	Average engagement per post
694	179 (+1.7%)	3	5	138.8	48	9.6