

# **HARVEY REGION COMMUNICATIONS REPORT**

Q1 2023/2024

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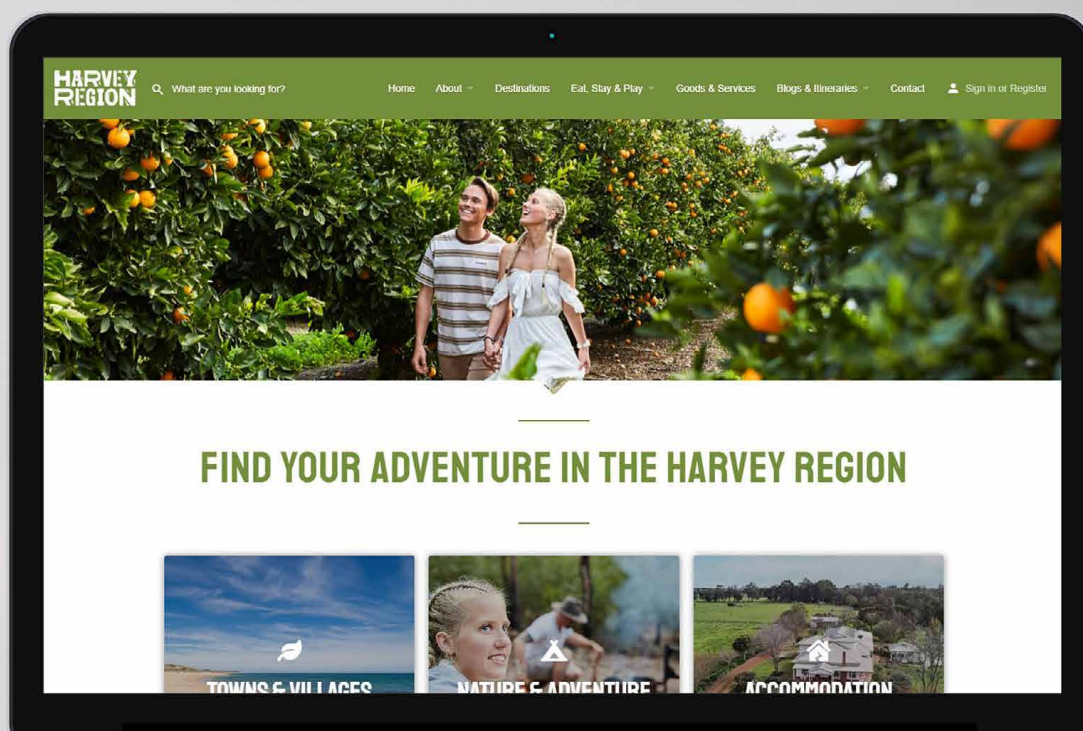
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# MONTHLY BREAKDOWN

	JULY	AUGUST	SEPTEMBER
FACEBOOK PAGE FOLLOWERS	2,390	2,473	2,504
FACEBOOK PAGE REACH	127,315	45,403	36,121
INSTAGRAM PAGE FOLLOWERS	2,530	2,535	2,541
INSTAGRAM PAGE REACH	3,515	2,552	4,374
WEBSITE VIEWS	6,969	7,423	8,374

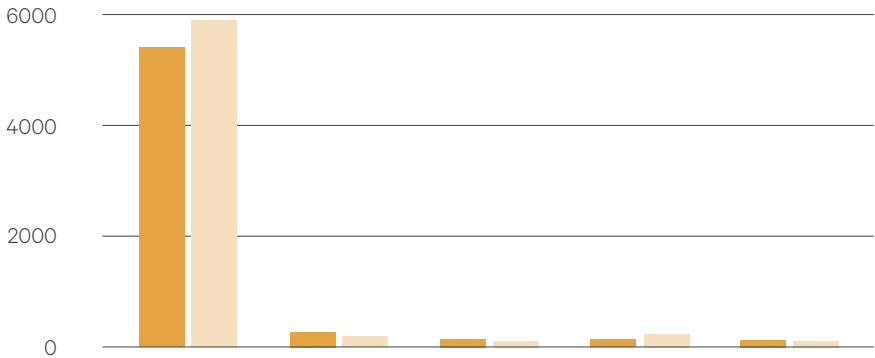
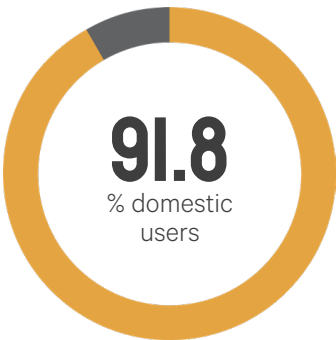
## SOME THINGS TO NOTE

1. Facebook Page Reach declined as we decreased our paid advertising spend.
2. Although still on an upwards trend, followers across both Facebook and Instagram are growing at a slower rate compared with previous months. More paid brand collaborations should be considered.
3. Instagram Page Reach increased as we reintroduced more short form video content.
4. Instagram Page Impressions were on average 433% higher than Page Reach during these months. Refreshed SEO strategies and paid collaborations should be considered to expand the reached audience.

# WEBSITE

<b>Users</b> <b>7,402</b> ▼ -5.65%	<b>Views</b> <b>22,766</b> ▲ +61.9%	<b>Average engagement time</b> <b>1m 01s</b> ▲ +87.2%
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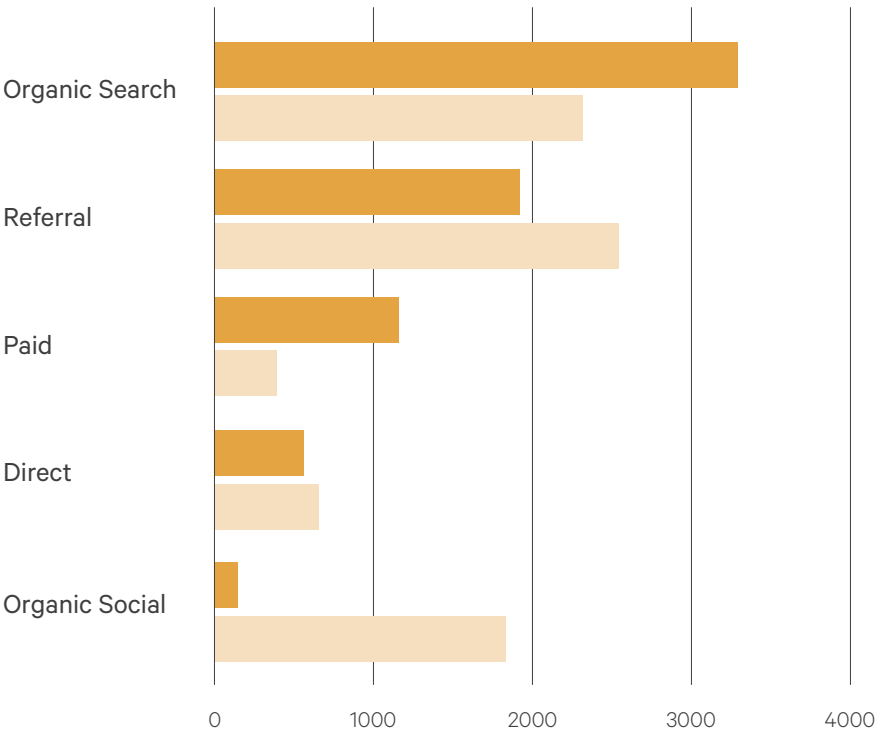
## WHERE ARE OUR USERS FROM?



● Domestic ● International

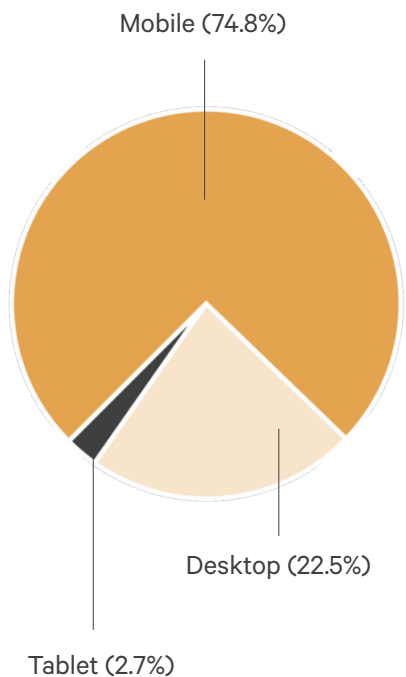
● Q1 2023/2024 ● Q4 2022/2023

## HOW DID OUR USERS FIND US?



● Q1 2023/2024 ● Q4 2022/2023

## WHAT DEVICES ARE THEY ON?



# SOCIAL MEDIA - FACEBOOK

Total Page Reach

**179,403**

▲ +21.9%

Total Page Visits

**2,666**

▼ -21.9%

Total Followers

**2,504**

▲ +8.02%

Total Post Reach

**27,700**

▲ +101.3%

Total Post Engagements

**1,300**

▲ +70.5%

Total Paid Reach

**154,625**

▲ +14.6%

# SOCIAL MEDIA - INSTAGRAM

Total Reach

**7,945**

▲ +4.9%

Total Impressions

**42,357**

▲ +15.1%

Total Followers

**2,541**

▲ +0.08%

Total Accounts Engaged

**404**

▲ +57.8%

Total Content Interactions

**1,596**

▲ +88.6%

Total Pieces of Content Shared

**93**

▼ -3%

# TOP PERFORMERS (ORGANIC) - FACEBOOK

## TOP POSTS BY REACH



### 10th Light Horse Bridle Trail

Reach	9,800
Likes & Reactions	42
Comments	23
Shares	4

## TOP POSTS BY REACTION



### WA Alternative Varieties Wine Show

Reach	1,100
Likes & Reactions	259
Comments	17
Shares	6

## TOP POSTS BY SHARES

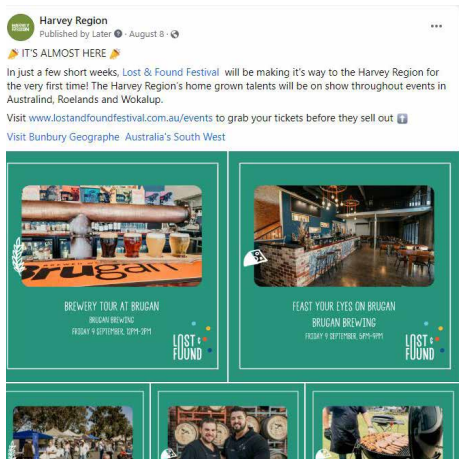


### World Tourism Day

Reach	1,400
Likes & Reactions	39
Comments	1
Shares	7

# TOP PERFORMERS (PAID) - FACEBOOK

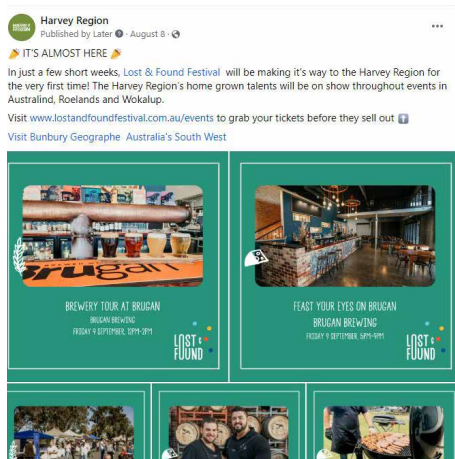
## TOP POSTS BY REACH



### Lost & Found Boosted Post

Reach	33,200
Likes & Reactions	159
Comments	17
Shares	20
Link Clicks	320
Cost-per-Result	-

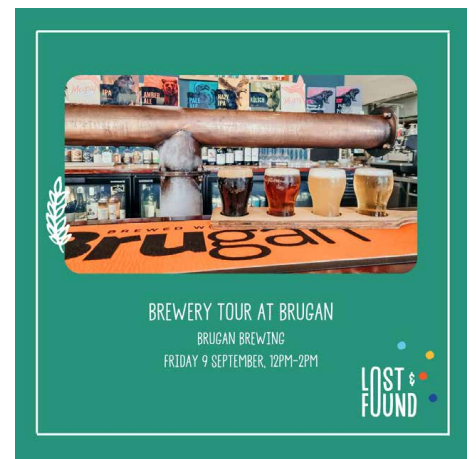
## TOP POSTS BY LINK CLICKS



### Lost & Found Boosted Post

Reach	33,200
Likes & Reactions	159
Comments	17
Shares	20
Link Clicks	320
Cost-per-Result	-

## TOP POSTS BY LOWEST CPC



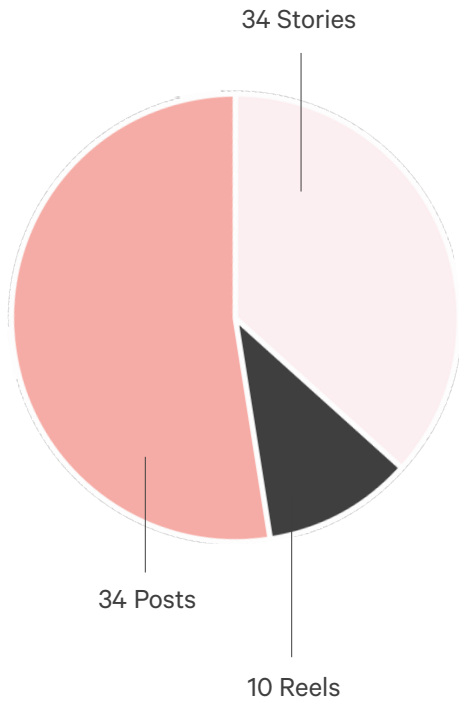
### Lost & Found Ad

Reach	30,100
Likes & Reactions	129
Comments	-
Shares	18
Link Clicks	-
Cost-per-Result	\$0.15

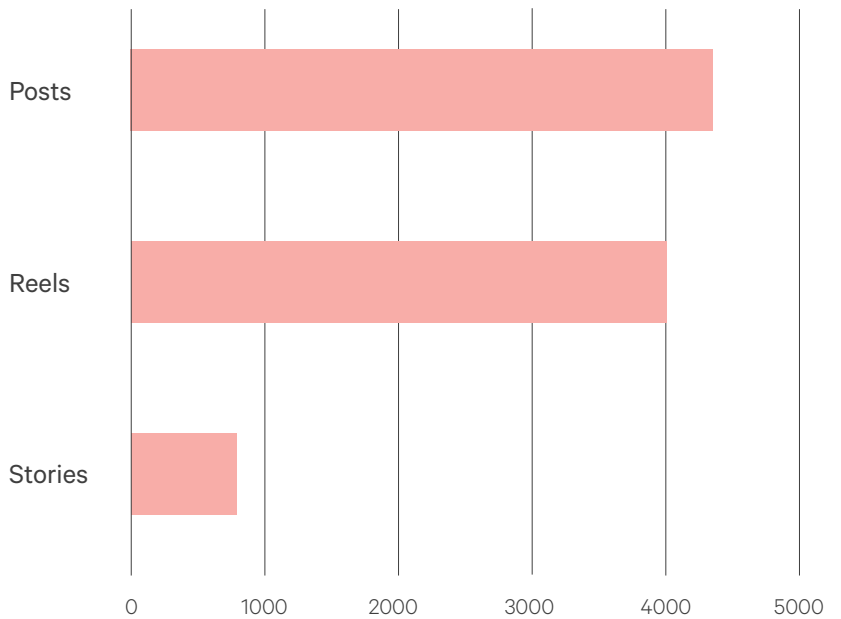


# TOP PERFORMERS - INSTAGRAM

## CONTENT SHARED



## CONTENT REACH

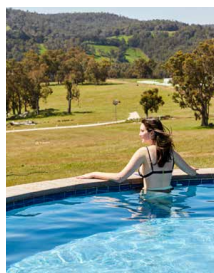


## TOP POSTS (BY REACH)



### Winter in the Harvey Region

Reach	1,053
Likes	54
Comments	3
Shares	1
Saves	1



### September Long Weekend

Reach	832
Likes	24
Comments	-
Shares	1
Saves	1



### 1 Month Until the Brunswick Show

Reach	769
Likes	38
Comments	-
Shares	5
Saves	3

## TOP REELS (BY REACH)



### World Tourism Day 2023

Reach	1,341
Plays	1,504
Likes	45
Comments	1
Shares	9
Saves	3



### Travel with Us: Harvey Region

Reach	1,064
Plays	1,183
Likes	35
Comments	-
Shares	3
Saves	1

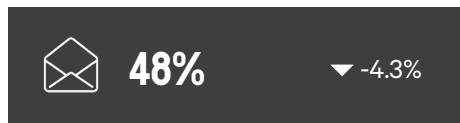


### Plan the Perfect Beach Picnic

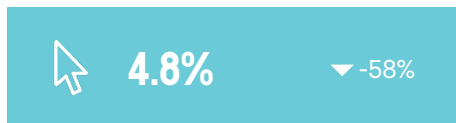
Reach	1,034
Plays	1,083
Likes	13
Comments	5
Shares	3
Saves	-

# EMAIL MARKETING - INDUSTRY NEWSLETTER

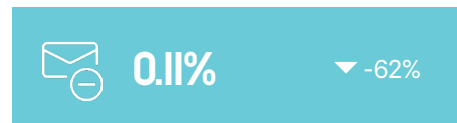
Open rate



Click rate

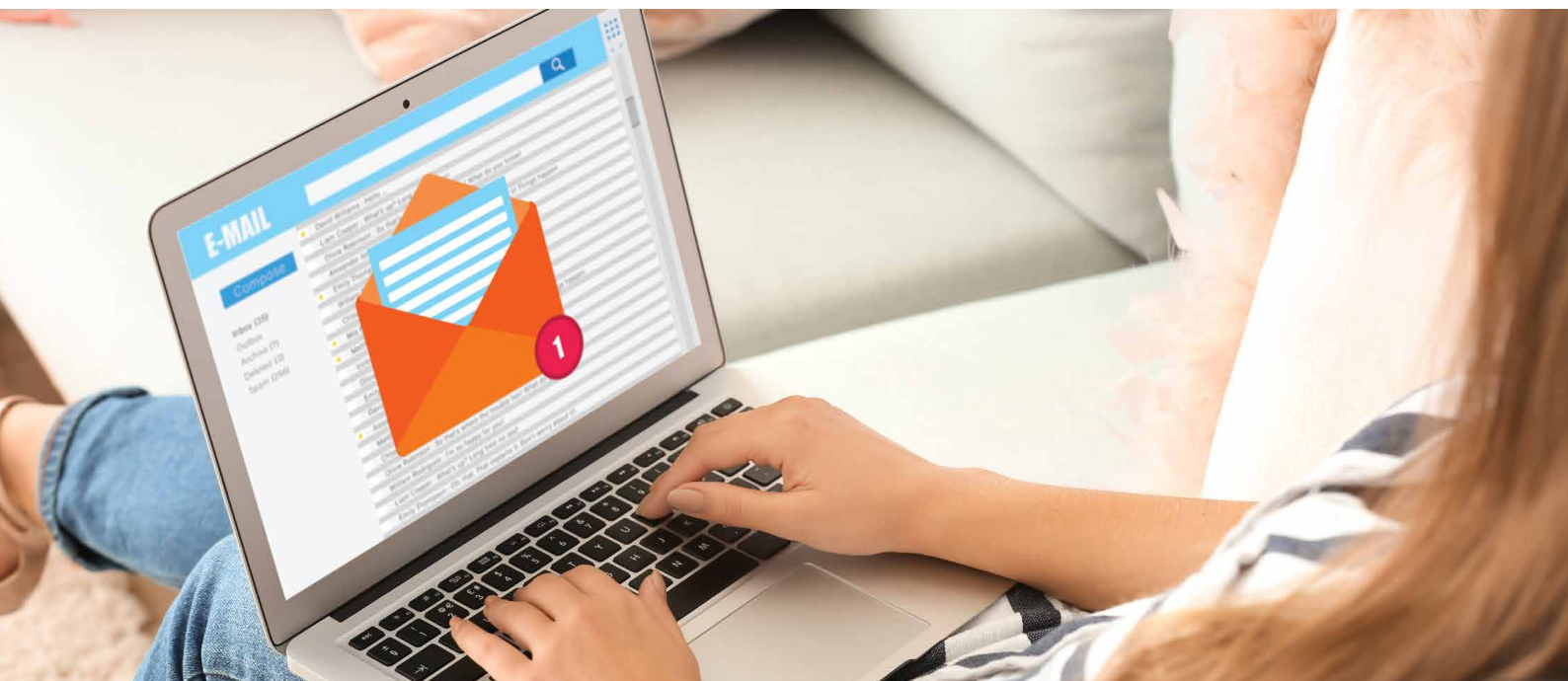
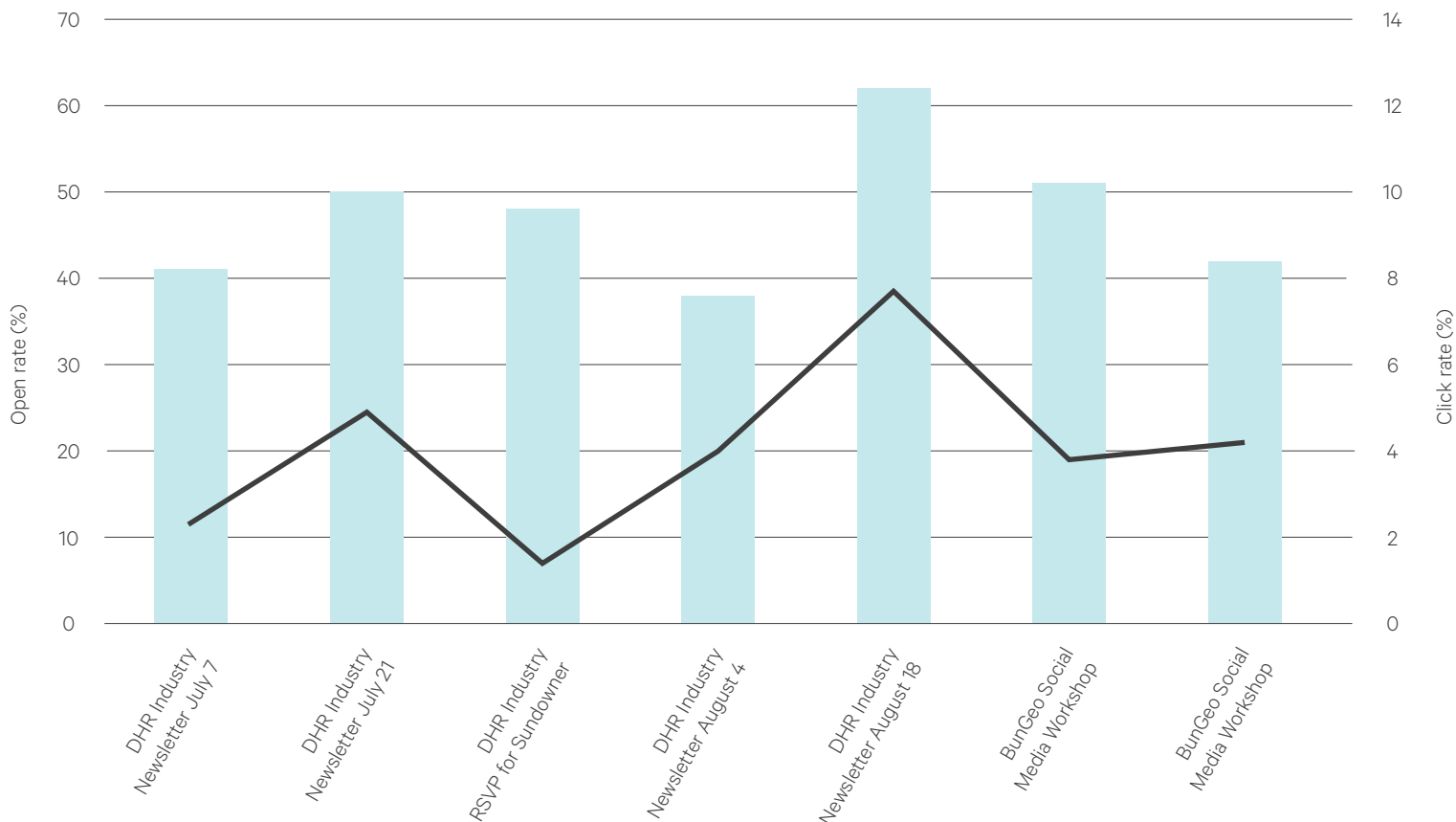


Unsubscribe rate



## ENGAGEMENT

● Open rate (%) ● Click rate (%)





# GOOGLE MAPS CONTRIBUTIONS

Photos added (Feb 2022 to Sep 2023)



607

Photos views (Feb 2022 to Sep 2023)



1,451,678



# WINTER DOWN SOUTH

MAY TO JULY 2023

Campaign with **Australia's South West (ASW)**

## WHAT CONTENT WAS PUT OUT DURING THE CAMPAIGN?

Inclusion on ASW campaign landing page

Carousel advertisement on ASW social channels

Native article on PerthNow website

Digital banner advertising on PerthNow website

Facebook post featuring PerthNow article

Campaign landing page on Harvey Region website

Organic promotions on Harvey Region social channels

## THE RESULTS

ASW landing page views

 **11,000**

ASW post impressions

 **188,102**

ASW post reach

 **69,013**

ASW post clicks

 **6,119**

PerthNow article views

 **5,550**

PerthNow post impressions

 **115,644**

PerthNow post reach

 **34,352**

PerthNow post link clicks

 **2,105**

# LOST & FOUND FESTIVAL 2023

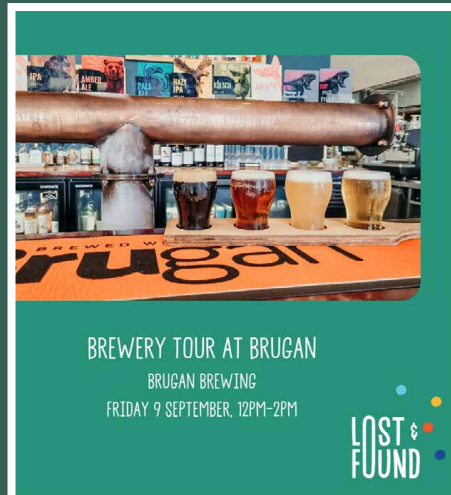
SEPTEMBER 2023

Event sponsorship

## WHAT CONTENT WAS PUT OUT DURING THE CAMPAIGN?

2 x social media advertisement with placements across Facebook, Instagram and Messenger.

Target: People aged 18-65+ in Bunbury, Collie, Harvey, Mandurah and Perth.



Start Date	Aug 17 2023
End Date	Sep 7 2023
Total Spend	\$497.35
Reach	57,232
Link Clicks	622
CTR	1.08%
Engagements	2,490
Reactions	138
Saves	10
Comments	8
Shares	18

# WINTER SCHOOL HOLIDAYS

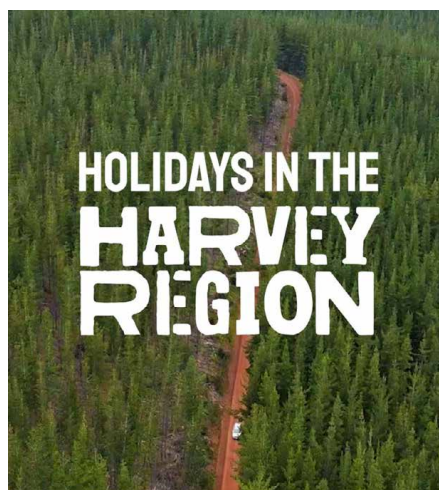
JUNE/JULY 2023

Paid social media advertising

## WHAT CONTENT WAS PUT OUT DURING THE CAMPAIGN?

1 x video social media advertisement with placements across Facebook, Instagram and Messenger.

Target: Parents aged 25-54 in Bunbury, Mandurah and Perth with interests in family and travel.



Start Date	Jun 29 2023
End Date	Jul 15 2023
Total Spend	\$1,039.99
Reach	114,600
Link Clicks	2256
CTR	1.97%
CPC	\$0.46
Engagements	37,265
Reactions	138
Saves	26
Comments	14
Shares	22

2023 Ad Benchmarks for Travel & Hospitality  
<https://www.brafton.com.au/blog/social-media/social-advertising-benchmarks/#facebook>

0.9% CTR (click-through rate)

\$0.63 CPC (cost-per-click)