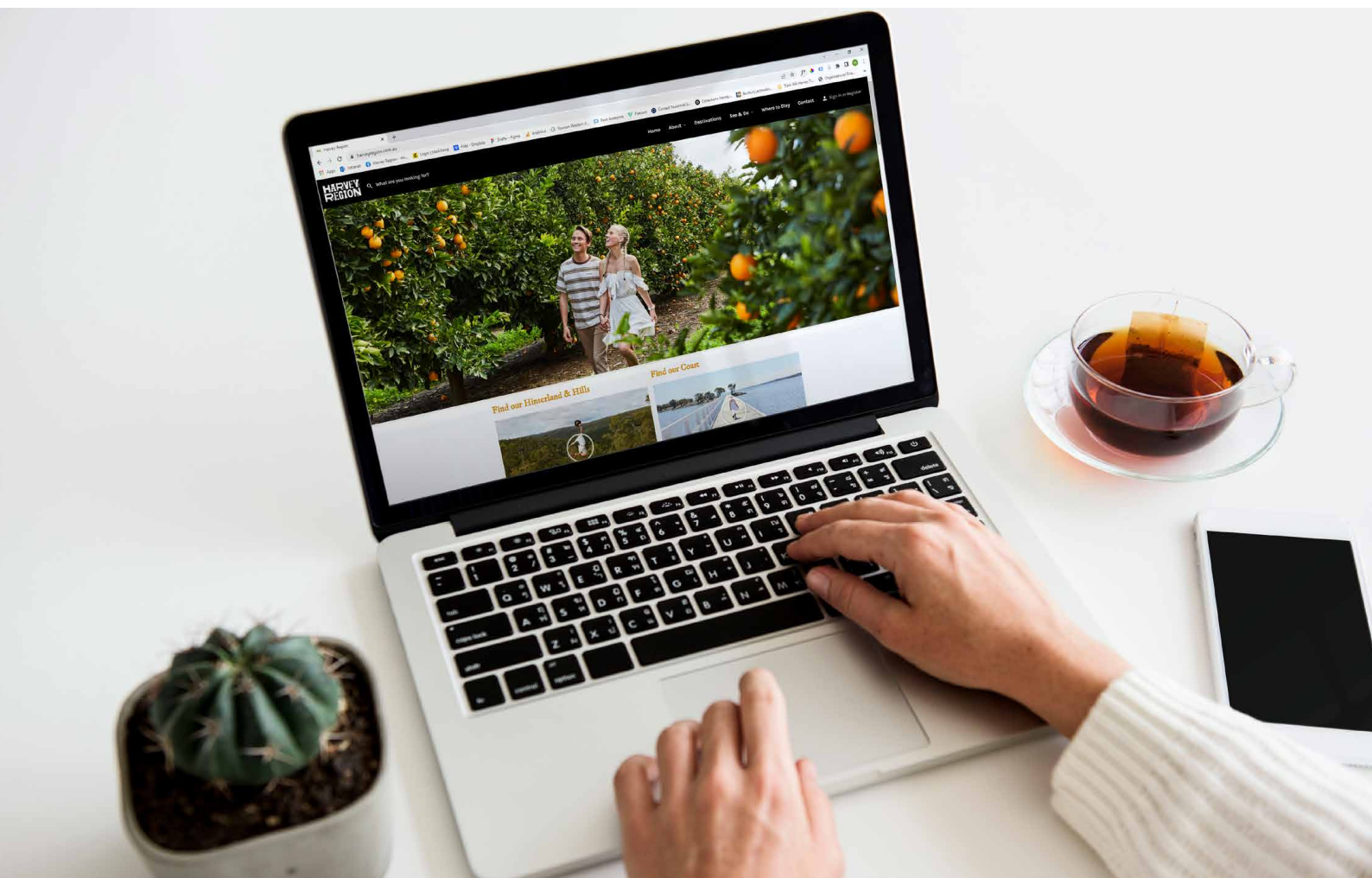


HARVEY REGION COMMUNICATIONS REPORT

Q3 2022/2023

CONTENTS

- 3 Key Takeaways
- 4 Website
- 5 Social Media
- 8 Email Marketing
- 9 External Campaigns



3 LESSONS WE LEARNED THIS QUARTER

Key Takeaways from
Q3 2022/2023

1



MOBILE FIRST APPROACH

Our website saw a significant increase in mobile users this quarter highlighting the need to optimize for this device type.

2



OUR BRAND AWARENESS IS INCREASING

Increases in traffic acquisition from organic search and organic social indicate effective marketing strategies and growing awareness of our brand.

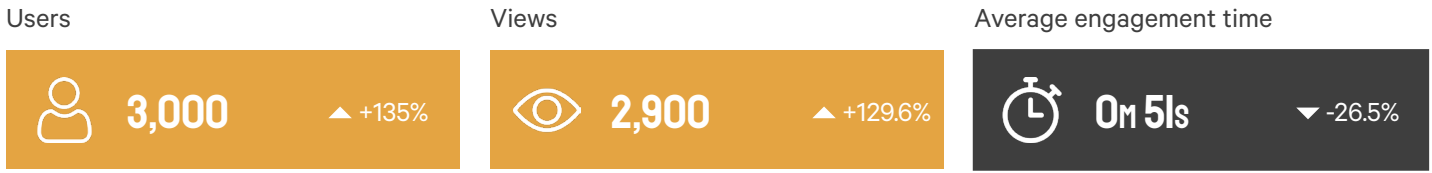
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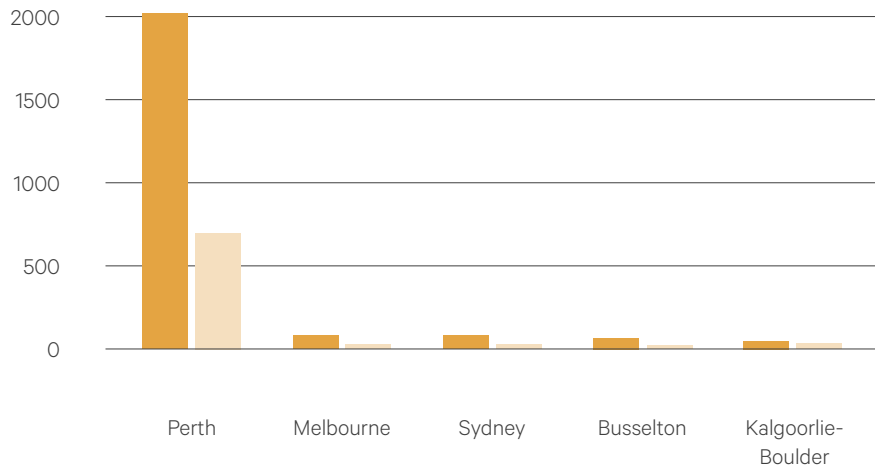
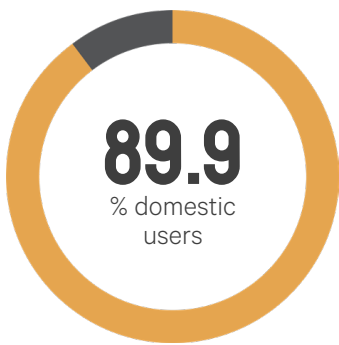
EVERGREEN = EFFICIENT

Evergreen (e.g. blog posts, Guides, Reels) and re-purposed content effectively drive traffic and increase productivity.

WEBSITE

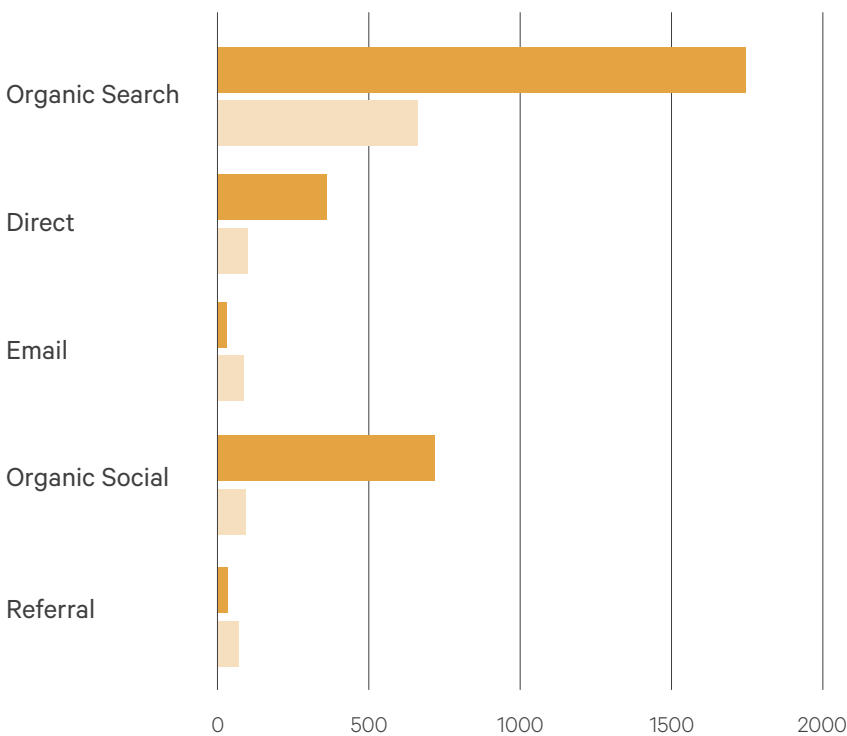


WHERE ARE OUR USERS FROM?



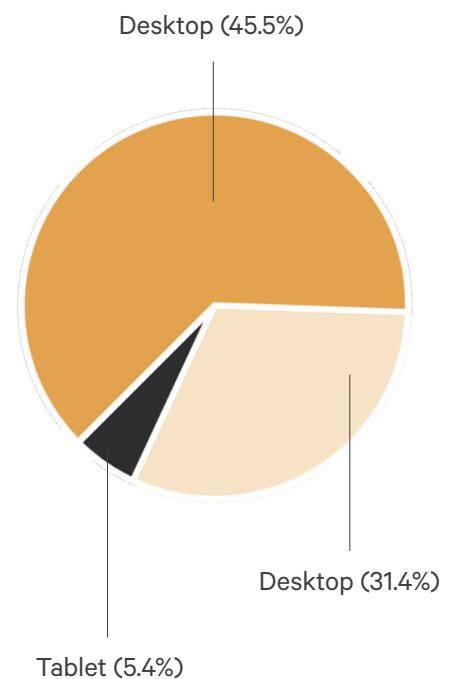
● Domestic ● International

HOW DID OUR USERS FIND US?



● Q3 2022/2023 ● Q2 2022/2023

WHAT DEVICES ARE THEY ON?



SOCIAL MEDIA - FACEBOOK

Total Page Reach

55,720

▲ +225.1%

Total Page Visits

2,174

▲ +222.1%

Total Followers

2,163

▲ +108.3%

Total Post Reach

34,300

▲ +601.7%

Total Post Engagements

1,000

▲ +298.8%

Total Paid Reach

0

0%

SOCIAL MEDIA - INSTAGRAM

Total Reach

14,727

▲ +124%

Total Impressions

56,332

▲ +208%

Total Followers

2,524

▲ +2.6%

Total Accounts Engaged

835

▲ +130%

Total Content Interactions

2,085

▲ +214%

Total Pieces of Content Shared

75

▲ +234%

TOP PERFORMERS - FACEBOOK

TOP POSTS BY REACH



Lake Brockman at the Caravan Show

Reach	9,900
Likes & Reactions	73
Comments	1
Shares	2

TOP POSTS BY REACTION



Lake Brockman at the Caravan Show

Reach	9,900
Likes & Reactions	73
Comments	1
Shares	2

TOP POSTS BY SHARES



A Taste of Harvey Event

Reach	3,900
Likes & Reactions	37
Comments	3
Shares	11



Harvey Saturday Night Feeds

Reach	5,200
Likes & Reactions	72
Comments	14
Shares	11



Harvey Saturday Night Feeds

Reach	5,200
Likes & Reactions	72
Comments	14
Shares	11

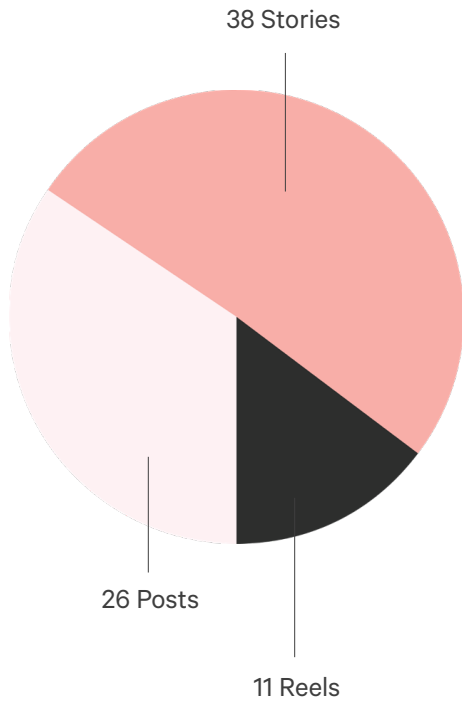


Harvey Saturday Night Feeds

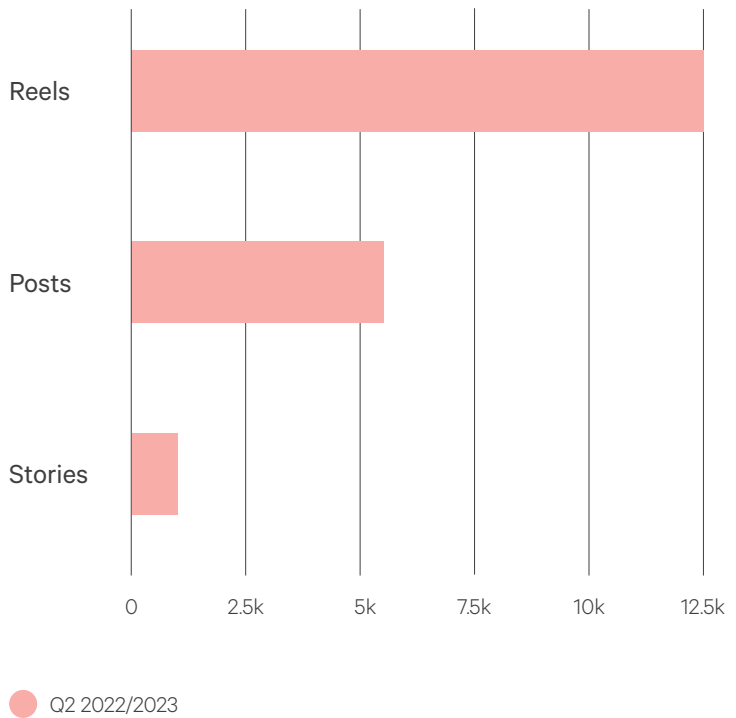
Reach	5,200
Likes & Reactions	72
Comments	14
Shares	11

TOP PERFORMERS - INSTAGRAM

CONTENT SHARED



CONTENT REACH



TOP POSTS



Bluehills Farmstay

Reach	2,249
Likes	88
Comments	8
Shares	14
Saves	11



Valentine's Day 2023

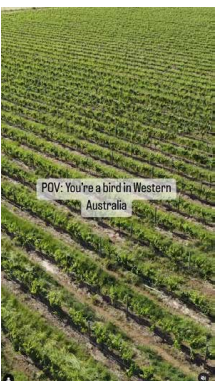
Reach	1,476
Likes	70
Comments	1
Shares	7
Saves	7



Spinning Into 2023

Reach	1,155
Likes	26
Comments	2
Shares	1
Saves	1

TOP REELS



POV: Bird in Western Australia

Reach	3,913
Plays	4,162
Likes	196
Comments	1
Shares	6
Saves	10

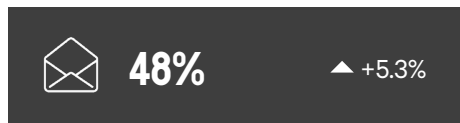


Leschenault Peninsula

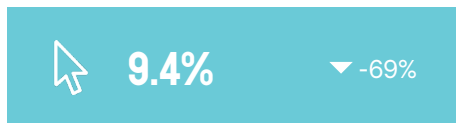
Reach	3,802
Plays	3,909
Likes	108
Comments	2
Shares	21
Saves	19

EMAIL MARKETING - INDUSTRY NEWSLETTER

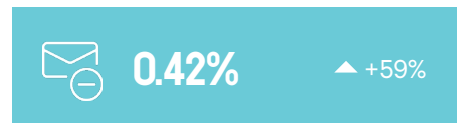
Open rate



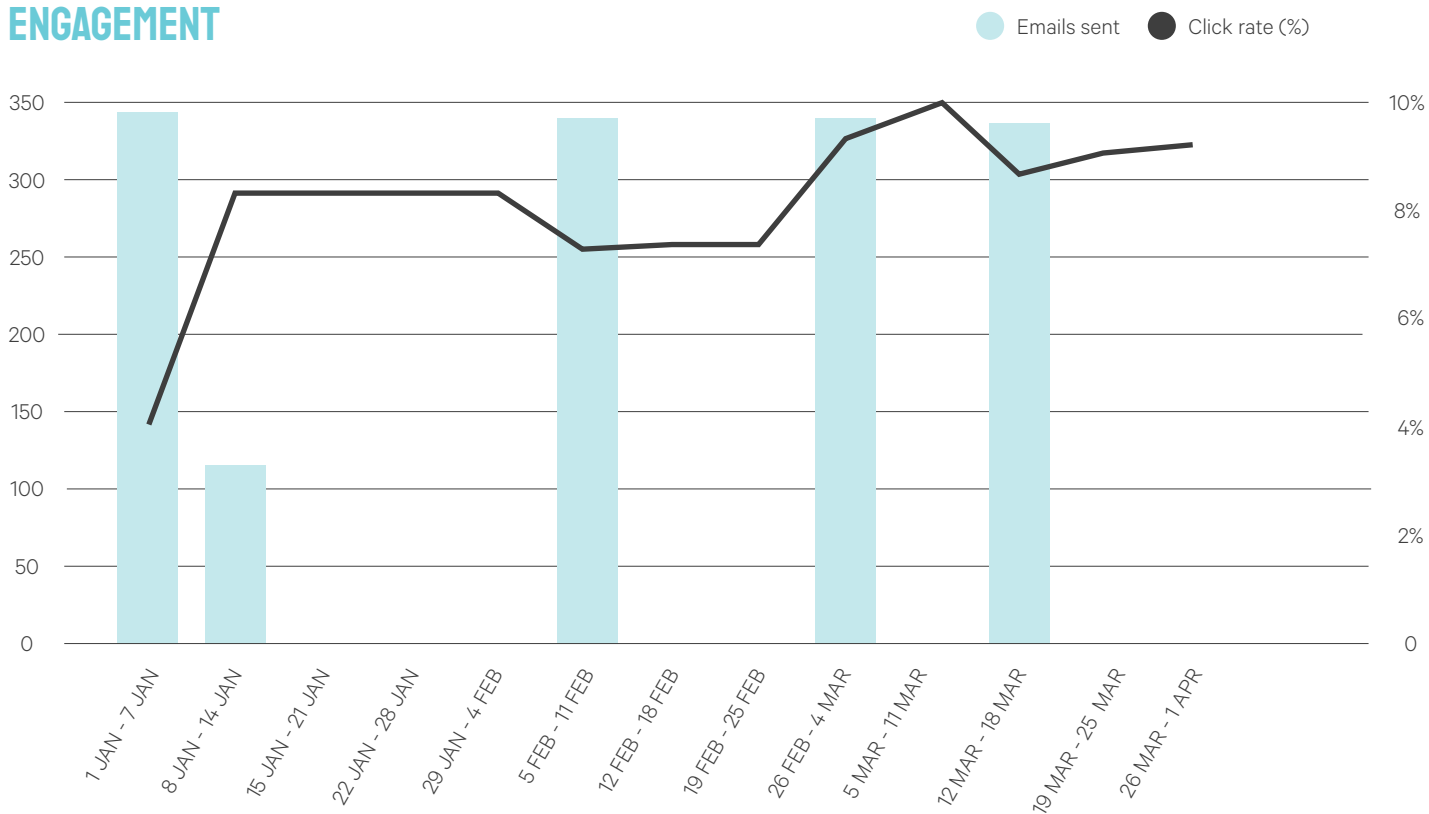
Click rate



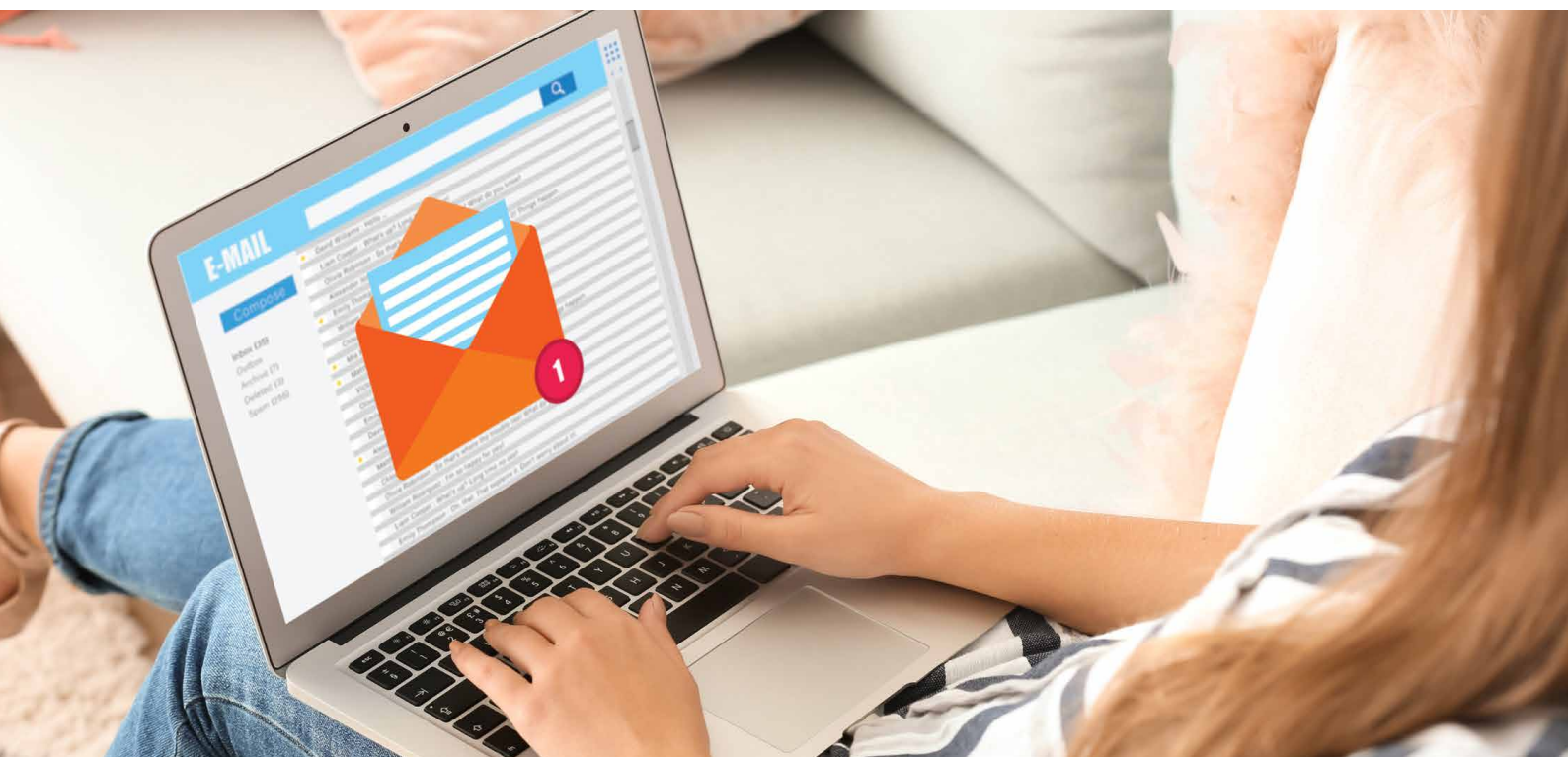
Unsubscribe rate



ENGAGEMENT



Figures compared with Q2 2022/2023



WATERWAYS ARTICLE

FEB 2022

Digital campaign with **So Perth** (Part 2)

WHAT CONTENT WAS PUT OUT DURING THE CAMPAIGN?

So Perth



Digital article



Social media posts



EDM Feature

THE RESULTS

Article page views

 18,458

Article unique page views

 16,048

Facebook reach

 93,487

Facebook engagements

 2,226

Instagram impressions*

 117,274

Instagram reach*

 105,673

Instagram engagements*

 5,038

EDM click-throughs

 214

*Instagram figures include Parts 1 and 2 of the So Perth campaign. See Q2 2022/2023 report for Part 1 results.