

# Whitewater Aquatic



# and Fitness Center

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## Quarterly Marketing Report

February 1, 2023 – April 30, 2023

\*\*\*DRAFT\*\*\*

# Key Performance Indicators

The Whitewater Aquatic & Fitness Center (WAFC) marketing efforts aim to increase awareness, build a following & increase engagement, generate leads, increase membership & revenue, increase member involvement, build loyalty, and recruit more applicants and employees.

<b>Channel</b>	<b>Objective</b>	<b>Goal</b>	<b>Evaluation</b>
<b>Website, Rec Desk, &amp; SignUp Genius</b>	↑ <b>Brand Awareness</b>	<b>Increase traffic</b>	<b>11,680 of visitors</b> <b>11,000 new visitors</b>
	↑ <b>Engagement</b>	<b>Increase engagement</b>	<b>11,970 sessions</b> <b>55 second average engagement time</b> <b>25,326 page views</b>
	↑ <b>Leads</b>	<b>Increase leads</b>	<b>51 form submissions</b>
	↑ <b>Membership &amp; Revenue</b>	<b>Increase purchases</b>	<b># new members</b> <b># renewing members</b>
	↑ <b>Member Involvement</b>	<b>Increase registration</b>	<b># class registrations</b> <b># program registrations</b>
	↑ <b>Member Loyalty</b>	<b>Increase returning traffic</b>	<b># sessions per user</b> <b>% of returning visitors</b>
<b>Facebook</b>	↑ <b>Brand Awareness</b>	↑ <b>Brand Awareness</b>	<b>29,256</b>
	↑ <b>Engagement</b>	↑ <b>Engagement</b>	<b>139 new likes</b> <b>258 new followers</b>
	↑ Leads	Increase website traffic	<b># of clicks to website</b>
	↑ Customer Loyalty	Build Loyalty	<b>Increase shares</b>
<b>Google My Business</b>	↑ Brand Awareness	↑ Brand Awareness	<b>Expand reach</b>
	↑ Engagement	↑ Engagement	<b>Increase clicks to website</b>
<b>Email</b>	↑ Engagement	Stay in touch	<b>~47%-60% open rate</b>
	↑ Engagement	Increase click rate	<b>3-4% click rate</b>
<b>Employment Website</b>	↑ Applicants	Increase # submissions	<b># number of applicants</b>
	↑ Employees	Increase # of employees	<b># of employees hired</b> <b># total employees</b>

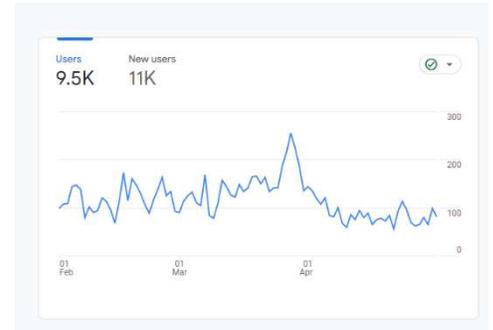
# Website

Google Analytics data from February 1, 2023 – April 30, 2023 compared to prior period.

## Acquisition

Overall, acquisition has increased across all channels.

Channel	% of traffic	# Users	%Δ
Organic Search	38.31%	4,096	↑ 17%
Direct	28.6%	3,358	↑ 11%
Referral	27.66%	2,970	↑ 7%
Organic Social	4.28%	487	↑ 20.25%
Unassigned	0.8%	9	↑ 12.5%



## Engagement

The total page views, total sessions, and total contact form submissions increased. However, the average engagement time decreased. This could mean returning users are spending less time as they are familiar with the website. The decrease in file downloads is explained by a change in how the calendars are posted under the announcements. Previously, users had to download. Now, they can view the image.

Metric	Current	%Δ
Average Engagement Time	55 seconds	↓ -14.6%
Total Page Views	25,326	↑ 5.86%
Total Sessions	11,970	↑ 13.27%
Contact Form	51	↑ 41.67%
File Download	109	↓ -85.64%

## Retention

Both the number of new and returning users has increased.

User Type	Current	%Δ
New users	11,000	↑ 12.4%
Returning users	680	↑ 20.8

## Most Popular Pages

Page	Views	Users
Home	8,788	6,266
Hours	5,176	2,927
Aquatic Center	2,427	1,816
Membership	2,368	1,966
Amenities	1,130	977

Swim Lessons	734	635
Fitness Classes	497	402

## Organic Search

Google Search Console data from February 1, 2023 – April 30, 2023 compared to prior.

### Performance



Metric	Current	Previous	%Δ
<b>Total Clicks</b>	<b>2.76K</b>	<b>2.64K</b>	<b>↑ 4,5%</b>
<b>Total Impressions</b>	<b>40.2K</b>	<b>29.2K</b>	<b>↑ 37.67%</b>
<b>Average CTR</b>	<b>6.9%</b>	<b>9%</b>	<b>↓ - 30%</b>
<b>Average Position</b>	<b>31.2</b>	<b>29.7</b>	<b>↓ - 5%</b>

**The total clicks, how many times a user clicked through to your website, increased.**

**The total impressions, how many times a user saw a link to your website in the search results, increased. The average click through rate, the percentage of impressions that resulted in a click, decreased. The average click through rate is calculated by dividing the number of clicks by impressions. With the impressions/denominator increasing by 37% and the clicks/numerator increasing by only 4.5%, it makes sense that the average click through rate decreased.**

**However, this alone is not too concerning. Overall, more people are seeing the website in the search results and clicking it.**

### Most Clicked & Seen Queries

Page	Clicks	Impressions
Whitewater aquatic center	1,370	4,558
Whitewater aquatic center hours	162	286
Aquatic center whitewater	123	598
Whitewater aquatic and fitness center photos	72	549

Whitewater aquatic and fitness center	72	214
Aquatic center	34	3,210
Whitewater pool	30	203

## Email Marketing

Constant Contact data from November 2022 – May 2023 compared to prior.

### Overview

The table below summarizes the number of sends, opens, clicks, bounces, and unsubscribes. The email list averages 50 recipients. The December outlier included the Parks & Recreation Email List. In February 2023, the list was cleaned up as indicated by a reduced number of bounces (bad emails removed) and a new template was created. Since making those changes, the open rate has increased from ~47% to ~60% and the click rate has increased from 1-2% to 3-4%. Quality is more important than quantity. It is great to see that the current email list is more engaged and finds the info relevant.

	<b>11-2022</b>	<b>12-2022</b>	<b>01-2023</b>	<b>03-2023</b>	<b>04-2023</b>	<b>05-2023</b>
<b>Sends</b>	<b>985</b>	<b>2,800</b>	<b>811</b>	<b>756</b>	<b>754</b>	<b>754</b>
<b>Open</b>	<b>47%</b>	<b>41%</b>	<b>47%</b>	<b>58%</b>	<b>60%</b>	<b>60%</b>
<b>Click</b>	<b>1%</b>	<b>1%</b>	<b>2%</b>	<b>3%</b>	<b>3%</b>	<b>4%</b>
<b>Bounces</b>	<b>16%</b>	<b>19%</b>	<b>15%</b>	<b>13%</b>	<b>13%</b>	<b>13%</b>
<b>Unsubscribes</b>	<b>0%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>

# Social Media

## **Facebook Overview**

Facebook engagement and reach has significantly increased.

	<b>Feb – April 2022</b>	<b>Nov 2021 – Jan 2022</b>	<b>% Change</b>
<b># of Posts</b>	<b>86</b>	<b>46</b>	<b>↑ 109.8%</b>
<b>Stories</b>	<b>19</b>	<b>0</b>	<b>↑ 100%</b>
<b>Messaging</b>	<b>39</b>	<b>20</b>	<b>↑ 105.3%</b>
<b>New Likes</b>	<b>239</b>	<b>139</b>	<b>↑ 74.5%</b>
<b>Total Followers</b>	<b>1,724</b>	<b>1,313</b>	<b>↑ 31.30%</b>
<b>New Followers</b>	<b>422</b>	<b>258</b>	<b>↑ 65.6%</b>
<b>Unfollows</b>	<b>11</b>	<b>4</b>	<b>↑ 175%</b>
<b>Reach</b>	<b>29,256</b>	<b>15,548</b>	<b>↑ 88.16%</b>
<b>Profile Visits</b>	<b>18,573</b>	<b>9,978</b>	<b>↑ 90.3%</b>

## **Instagram Overview**

The Instagram account was created in February 2023, so there is no comparison data.

	<b>Feb – April 2022</b>
<b>Posts</b>	<b>82</b>
<b>New Followers</b>	<b>99</b>
<b>Reach</b>	<b>1,212</b>
<b>Profile Visits</b>	<b>334</b>

# Google Business Profile

## Google Business Profile Manager

	<b># of Times</b>
<b>Customers found this listing by searching on Google Search or Maps</b>	
<b>This listing has been viewed on Google Search or Maps</b>	
<b>This listing has been viewed on Google Search</b>	
<b>This listing has been viewed on Google Maps</b>	
<b>Customers found this listing by searching for the category, product or service on Google Search or Maps</b>	
<b>Customers found this listing by searching for the business name or address on Google Search or Maps</b>	
<b>Actions taken from this listing on Google Search or Maps</b>	
<b>Website visits from this listing</b>	
<b>Direction request from listings</b>	
<b>Calls from listing</b>	

# Revenue

## Revenue By Membership Level

Membership Type	Month	Current	Previous	Y/Y % Change
WAC Family Membership Revenue 247-41000-55	February	\$11,773.49	\$15,189.49	↓ 22.89
	March	\$12,564.36	\$17,562.13	↓ 28.46%
	April	\$9,013.30	\$13,163.65	↓ 31.53%
WAC Youth Membership Revenue 247-41200-55	February	\$2,488.69	\$67.50	↑ 3586%
	March	\$2,399.43	\$0	---
	April	\$1,493.37	\$0	---
WAC Adult Membership Revenue 247-41250-55	February	\$5,004.75	\$0	---
	March	\$4,698.61	\$98.85	↑ 4,653.27
	April	\$2,994.46	\$67.50	↑ 4,336.24%
WAC Senior Membership Revenue 247-41300-55	February	\$2,320.07	\$0	---
	March	\$3,452.75	\$0	---
	April	\$3,751.61	\$0	---
Insurance Program Membership Revenue 247-41350-55	February	\$2,169.00	\$1,533.00	↑ 41.49%
	March	\$222.00	\$738.00	↓ 69.92%
	April	\$4,072	\$1,111.00	↑ 266.52%
Total Membership Revenue	February	\$23,756.00	\$16,789.99	↑ 41.49%
	March	23,337.15		↑ 26.85%
	April	\$21,324.74	\$14,342.15	↑ 48.69

## Day Pass Revenue

	Month	Current	Y/Y % Change
Day Passes	February	\$9,302.93	↑ 3.78%
	March	\$13,111.75	↑ 14.04%
	April	\$13,340.80	↑ 78.58

## Total Revenue

	Month	Current	Y/Y % Change	M2M % Change
Total	February	\$33,058.93	↑ 40.94%	↓ 1.85%
	March	\$36,448.90	↑ 21.91%	↑ 10.25%
	April	\$34,665.54	↑ 58.92%	↓ 4.89%

**Questions:**

- **Family membership is down – Is there a reason? Shift to youth or senior?**
- **Insurance Program – Why is there such variation from \$200 to \$4000?**

# Membership

**Membership Summary by Type**

Membership Type	Month	Current	Y/Y % Change
New Primaries	February	159	↑ 133.82
	March	142	↑ 73.17%
	April	74	↓ - 3.89%
All New	February	353	↑ 197.64%
	March	324	↑ 35%
	April	184	↑ 26.46%
Primary Renewals	February	56	↓ 17.65%
	March	75	↑ 16.38%
	April	74	↑ 25.42%
All Renewals	February	137	↑ 3.78%
	March	192	↑ 24.67%
	April	185	↑ 43.41%
Active Primaries	February	1059	↑ 39.7%
	March	1080	↑ 65.9%
	April	1015	↑ 52.86%

**Total Membership**

	Month	Current	Y/Y % Change	M2M % Change
All Active	February	2306	↑ 47.72%	↑ 5.97%
	March	2355	↑ 51.73%	↓ 2.12%
	April	2551	↑ 44.11%	↑ 8.32%

**\*\*\*Swim lessons and programming numbers to be added\*\*\***