



**TOWN OF SURFSIDE BEACH  
MARKETING TEST UPDATE**

# INITIAL GOALS:

As stated in the initial presentation:

- Leverage the internet and social media
- Gain more traffic to the website
- Engage with potential visitors outside of this geographic region
- Differentiate Surfside Beach

# What we've done

- Improve consistency of Town online listings, increasing organic reach
- Eliminated duplicate listings to improve SEO and control content presented online.
- Claimed and updated social media sites and online listings
- Weekly tracking of website traffic, Facebook navigation and online listing consistency
- Consistent, engaging posts and responses on Facebook
  - Town events
  - Pier updates
  - Beach renourishment updates
  - 5<sup>th</sup> Avenue swash updates
  - 4<sup>th</sup> of July/Fireworks
  - Engaging videos of beach, ocean and around town
- Google and Bing analytics capability on website
- Supporting Surfside Beach businesses:
  - Created business listings pages on website
  - Implemented S.O.P with business license office to ensure new businesses are listed on the website

- Since starting, Facebook has become the largest referral to surfsidebeach.org

Social Sources

Social Network

Pages

Shared URL

Social Plugins

Social Network

Social Network

Sessions % Sessions

Social Network	Sessions	% Sessions
1. Facebook		
Jan 1, 2005 - Dec 31, 2016	7,050	90.92%
Jan 1, 2005 - Dec 31, 2015	619	79.97%
<b>% Change</b>	<b>1,038.93%</b>	<b>13.69%</b>

- FB Likes




- August 3, 2015 5893
- August 1, 2016 6664
- October 6, 2016 6867
- October 8, 2016 9295
- January 16, 2017 9671
- February 12, 2017 9746

9371 Follows

# Town Site Google analytics year-over-year

Action	Nov/Dec 2015	Nov/Dec 2016	% Increase
Hits	25,307	35,629	40
Views	24,901	35,289	41
Users	6210	10,647	72
New users	5266	9092	73
Sessions	8544	15,282	78

# visitsurfsidebeach.com vs surfsidebeach.org

		Sessions		
	22.45% 	0.24% 	22.16% 	2.
	469 vs 383	86.99% vs 87.21%	408 vs 334	
New Visitor				
Jan 1, 2017 - Jan 31, 2017	408 (86.99%)	100.00%	408 (100.00%)	
Jan 1, 2016 - Jan 31, 2016	334 (87.21%)	100.00%	334 (100.00%)	

	4.90% 	1.04% 	3.81% 	9.00% 	11.62%
	12,606 vs 12,017	64.17% vs 64.84%	8,089 vs 7,792	51.87% vs 47.59%	2.91
1. New Visitor					
Jan 1, 2017 - Jan 31, 2017	8,089 (64.17%)	100.00%	8,089 (100.00%)	51.80%	
Jan 1, 2016 - Jan 31, 2016	7,792 (64.84%)	100.00%	7,792 (100.00%)	46.16%	

# Pulling it together, why are these efforts important?

- The Town site, [surfsidebeach.org](http://surfsidebeach.org), has significantly more traffic than [visitsurfsidebeach.com](http://visitsurfsidebeach.com). Having both sites working for our Town and businesses is important.
- Increased Facebook activity and engagement drives traffic to the Town's site
- The business listings provide relevant in-bound links to businesses websites and affirms the Town's commitment to being "business friendly"

# What's next

- Improve website navigation
- Continue to update business listings
- Work with the MBACC to develop content for [visitsurfsidebeach.com](http://visitsurfsidebeach.com) that does not impact traffic and SEO efforts of the Town's site
- Collect email addresses and begin consistent email newsletter
- Create YouTube channel