

End-of-Year Marketing Report

Sinclair Verde Lamp Company





Agenda

1. The Goal
2. End-of-Year Overview
3. Holiday Season Report
4. Conclusion



The Goal





The Goal


The three primary marketing goals for the Sinclair Verde Lamp Company are:

- Create brand awareness
- Drive visits to the physical store
- Increase online holiday sales by 3 percent



End-of-Year Overview

This section will give a review of the marketing trends presented in the analytics report.





Organic traffic

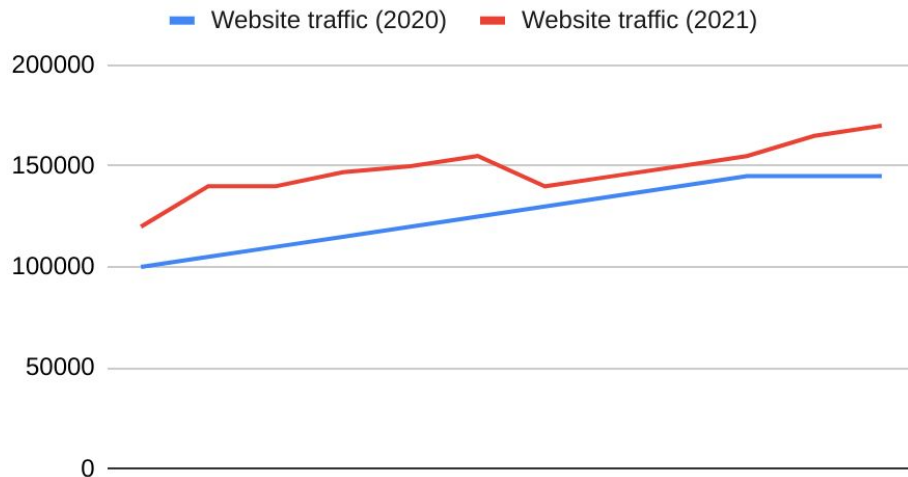
In 2021, we experienced an overall **increase** organic traffic to the Sinclair Verde website.

In January, we started with 120000 organic searches.

We ended December with 170000 organic searches.

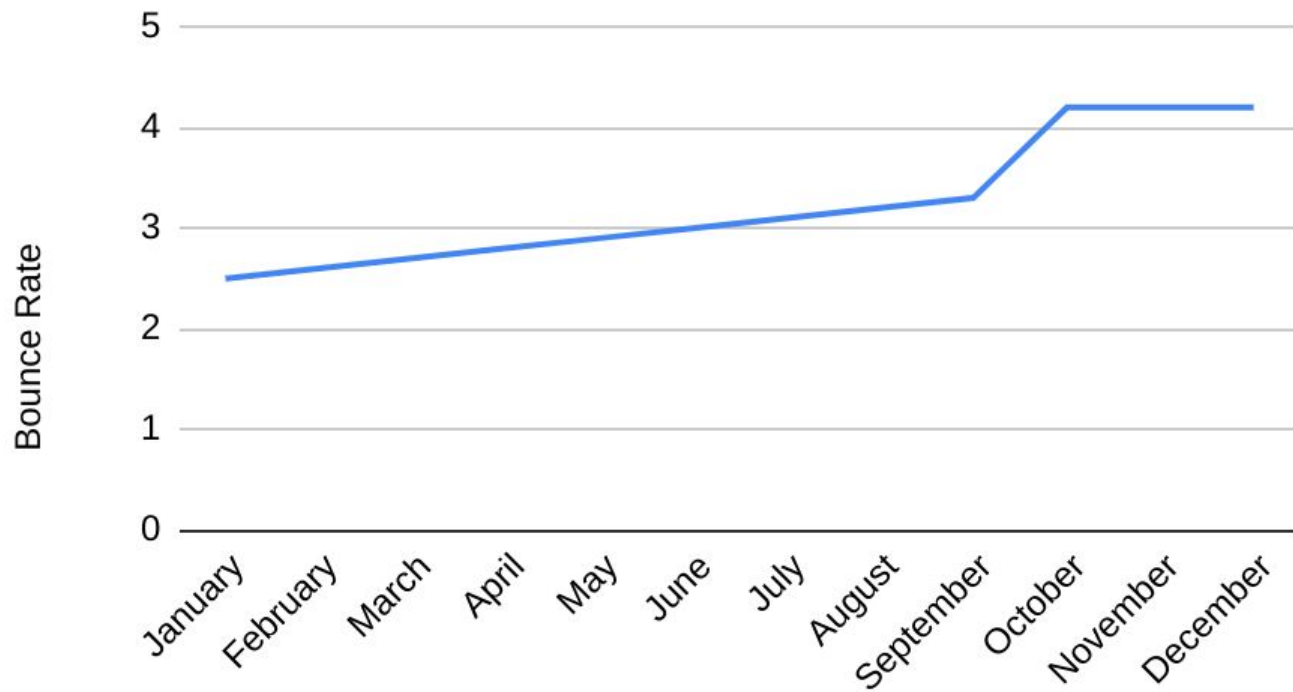
This is up 41.67% from last year.

Total Organic Traffic



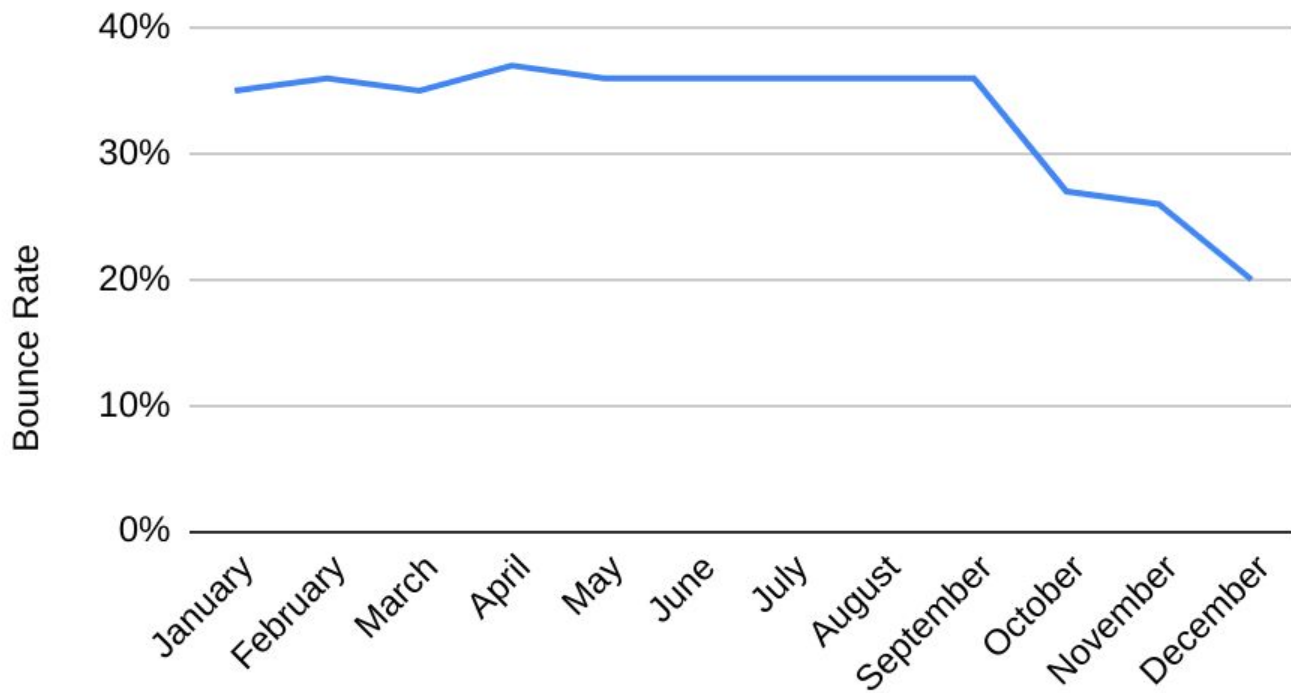


Pages per visit



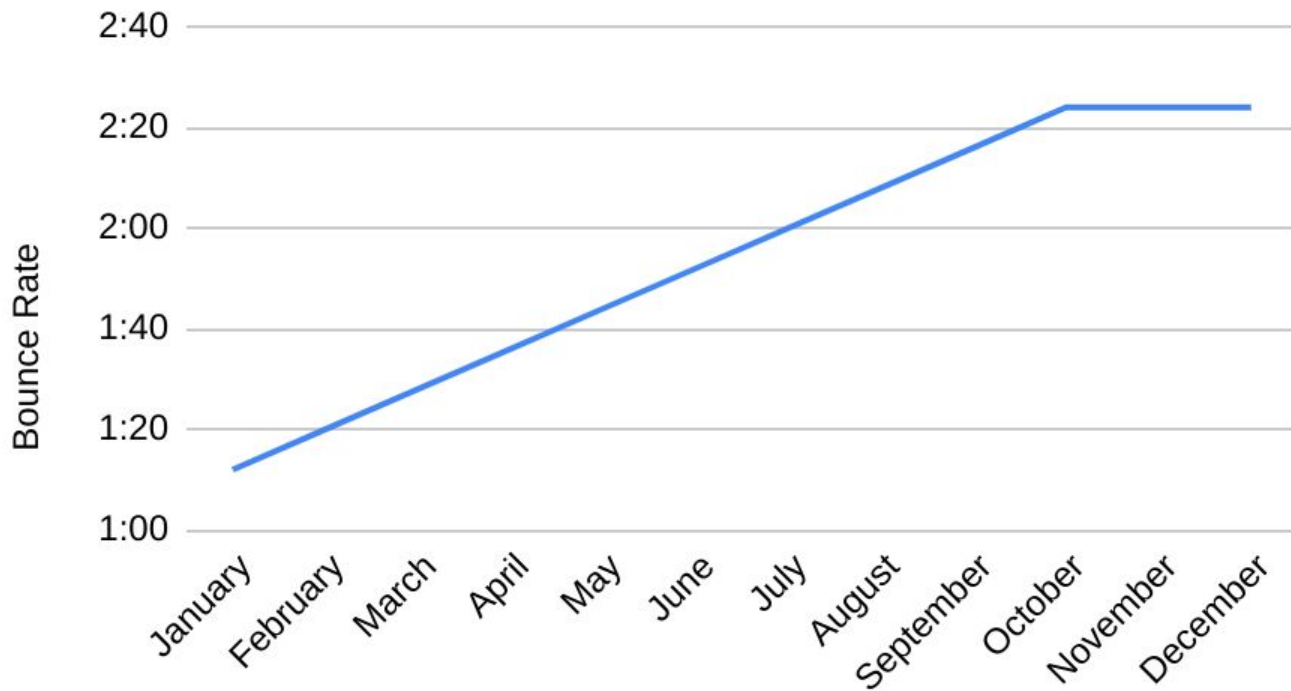


Bounce Rate





Average visit duration



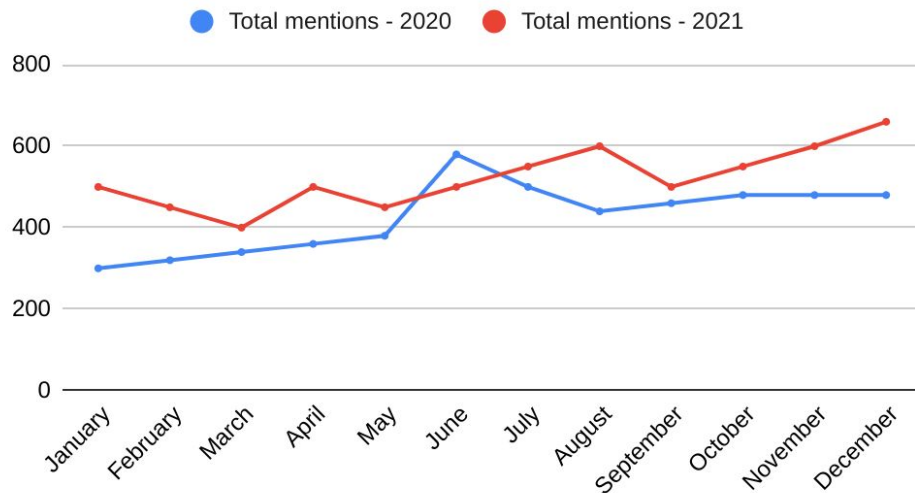


Social media mentions

In January, there were 500 social media mentions.

In December, there were 660.

Mentions Comparison



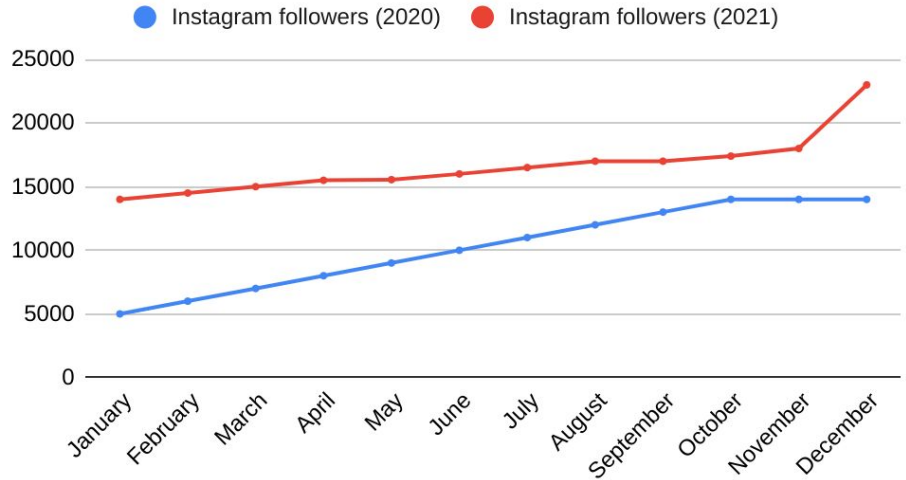


Instagram followers

Followers also increased. In 2021, the Sinclair Verde social media page gained 9000 followers.

This was 64.29% greater than the previous year.

Instagram followers comparison





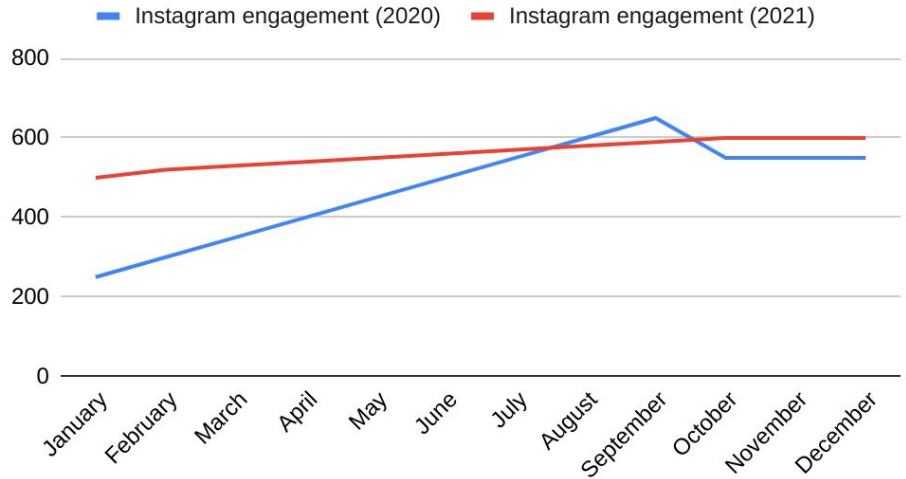
Instagram engagement

In January, there were 500 Instagram engagements.

In December, there were 600 Instagram engagements.

This shows a 20% increase from the previous year.

Instagram engagement comparison





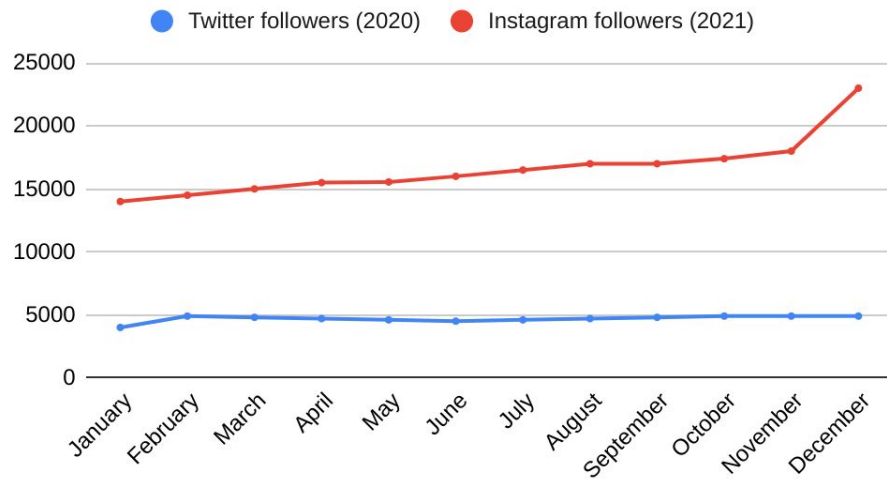
Twitter followers

In January, there were 5000 Twitter followers.

In December, there were 68000 Twitter followers.

This shows a 36% increase from the previous year.

Twitter followers comparison





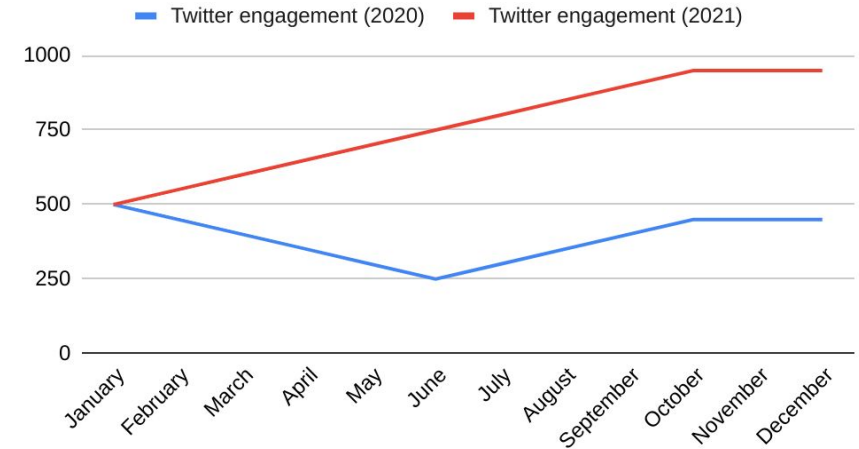
Twitter engagement

In January, there were 500 Twitter engagements.

In December, there were 950 Twitter engagements.

This shows a 90% increase from the previous year.

Twitter engagement comparison



Holiday Season Report

This section summarizes the data presented in the analytics report, specifically focusing on the months of November and December.

Organic Performance



	November (Month 11)	December Month 12	Net Growth:
2020 Holiday Season	145000	145000	0%
2021 Holiday Season	165000	170000	3.03%

Conclusion

In this section, we will summarize the overall success of the campaign and make predictions about the upcoming year.



Conclusion

In conclusion, the overall marketing data suggests that year 2021 shows an increase in both the number of followers and engagement rates of both Instagram and Twitter. In addition, organic search traffic grew significantly.

Based on this data, Good Mercury Marketing predicts that in the upcoming year, organic and social media traffic should will continue to grow in healthy rates. We estimate that organic traffic should cross 23000 in December and the number of our twitter followers shall double once more.