



MARKETING STATISTICS

FOR 2022



SOCIALS

18,200

Instagram followers

7500/ea

Facebook/Twitter followers

WEBSITE

3100

Unique visitors per month. Ratio of 15% returning visitors to 85% new visitors

6.5

Pages viewed per visit. People stay for @2 minutes per visit w/58% bounce rate

SOCIAL TRENDS FOR:

2023

- Short form video will see most growth.
- 82% of consumer internet traffic will be video content.
- TikTok has more usage time than Facebook and Google; and 45% of users are 18-25.
- Tweets get 10x more engagement with video
- Influencer marketing and meme marketing are on the rise
- Organic reach on Instagram dropped 29% last year
- The amount of likes that a post gets is more important to the algorithm than the amount of followers

MELROSE TRENDS:

2023

- Celebrity content performs very well
- Video performs well, but not always better than photos
- Food-centric posts tend to under-perform
- Multi-photo posts tend to outperform single posts, but not always
- Our audience likes when we highlight business owners
- Melrose news does well, like the announcement of the Blockbuster Pop-up
- Businesses often reach out to us for help in their marketing

TRAFFIC INFORMATION:

94%

Of visitors are from U.S. with 4% from UK and 2% from Canada. The majority of visitors are on their phones: 55% phone, 38% desktops, 5% tablets

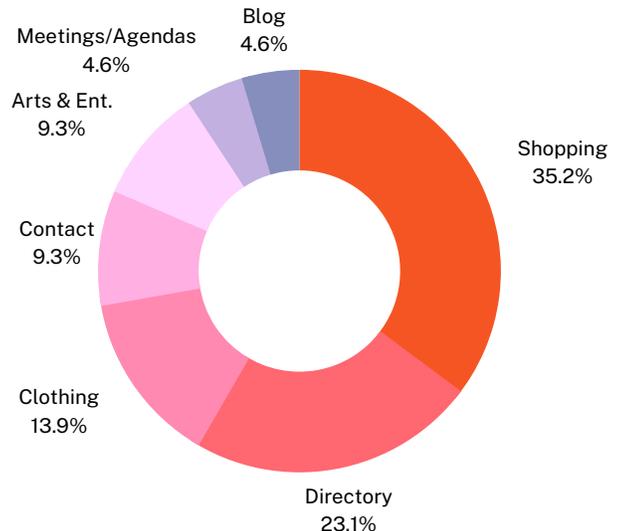
GOOGLE SEARCHES:

85%

Of visitors come from Google searches, 11% from direct links & 4% from social media

MOST POPULAR PAGES

The most popular pages on the site are, in order of popularity, as follows



2023 GOALS

Taking trends into account, we are planning to adjust social media strategy as follows:

- Create more spotlights on Melrose businesses and owners
- More video montages of Melrose
- Partner with influencers for more exposure
- Continue to feature street artists and their work
- Analyze efficacy of blogs and adjust as needed

REFERENCES

Urban Legend PR