
End-of-Year Marketing Report

— The Sinclair Verde Lamp Company —

Agenda

1. The Goal
2. End-of-Year Review
3. Holiday Season Report
4. Conclusions

The Goal

This section outlines the desired results that the marketing agency was hoping to achieve.

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

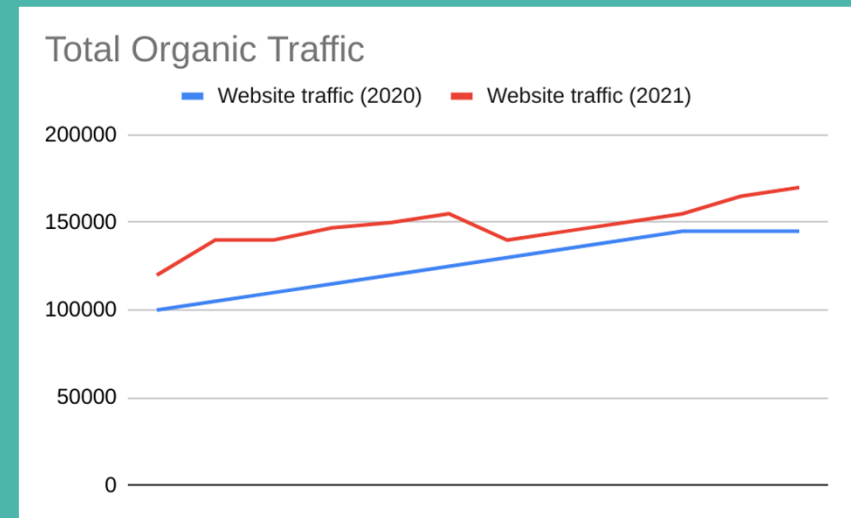
- To increase brand awareness among potential customers.
- To drive traffic to the physical store.
- To increase online holiday sales by 3%.

End-of-Year Overview

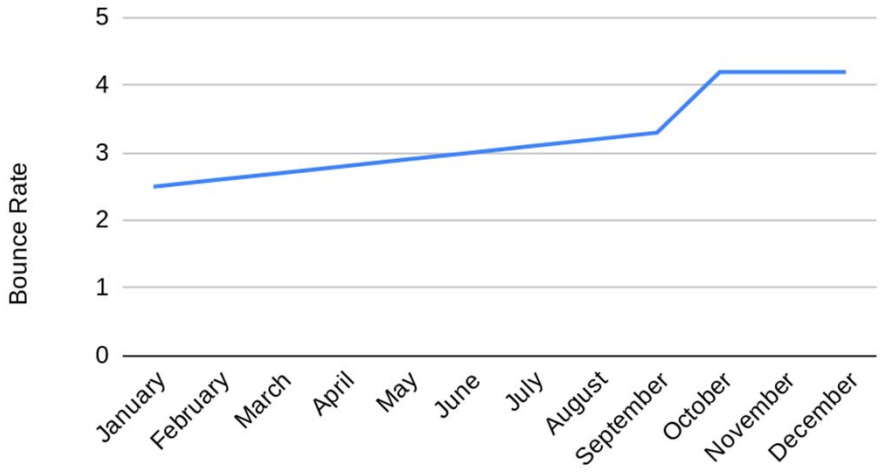
This section will provide an overview of the marketing trends that are discussed in the analytics report.

Organic traffic

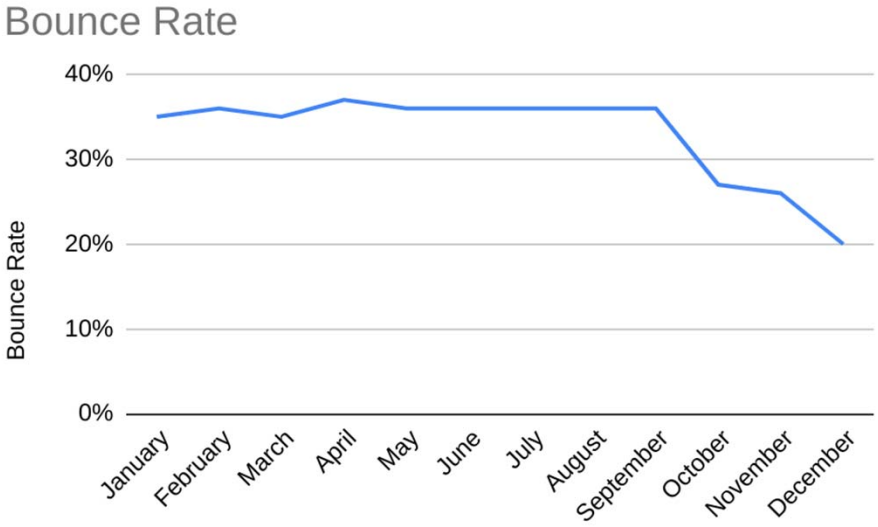
In 2021, the Sinclair Verde website saw an overall increase in organic traffic. The site started the year with 120,000 organic searches in January and ended the year with 170,000 organic searches in December. This represents a 17.24% increase from the previous year.



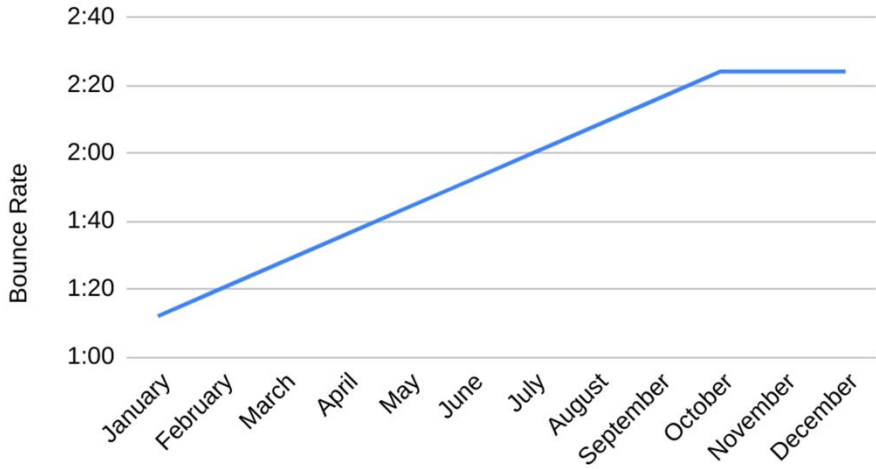
Pages per visit



Bounce Rate



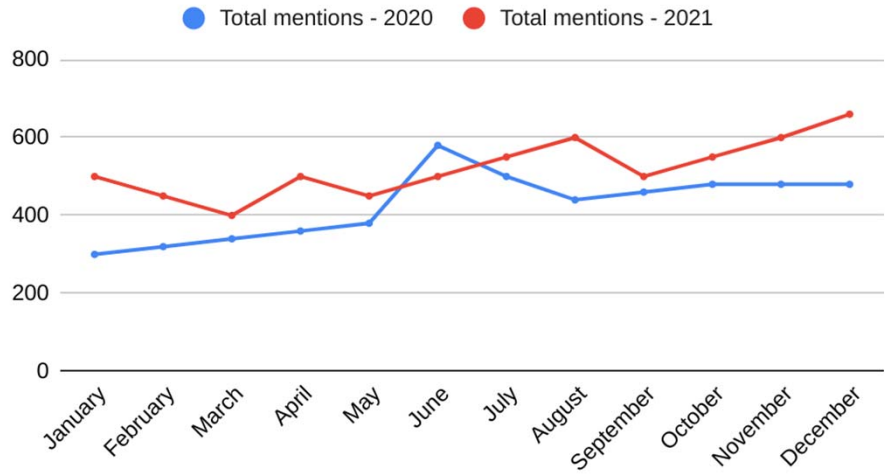
Average Visit Duration



Social Media Mentions

In January 2021, there were 500 social media mentions.

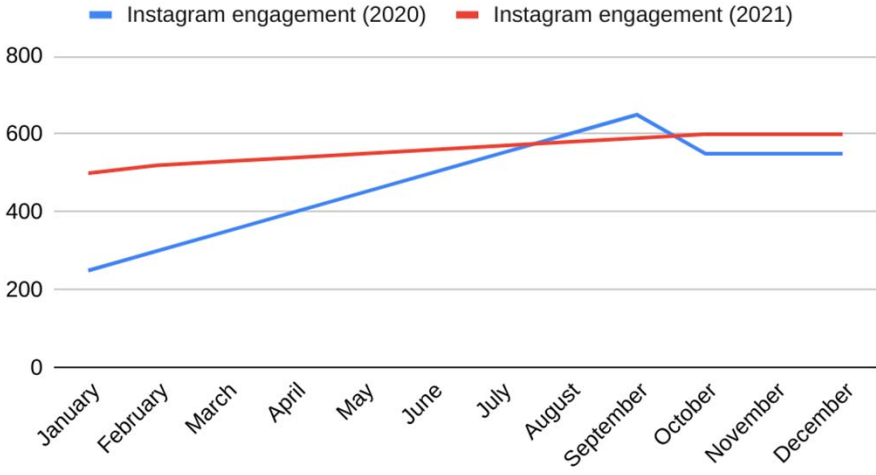
In December 2021, there were 660 mentions



Instagram Engagement

In January 2021, there were 500 Instagram engagements.

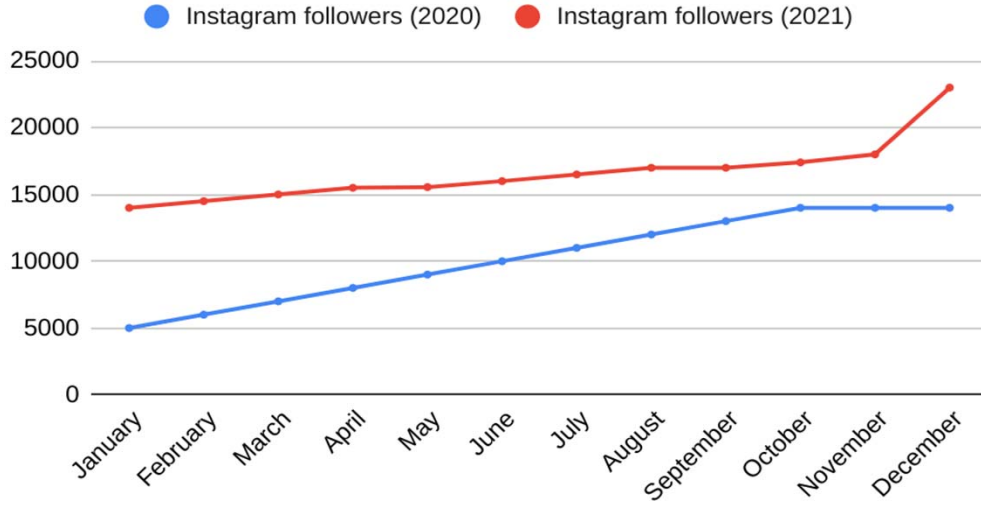
In December 2021, there were 600 Instagram engagements.



Instagram followers

Followers also increased.

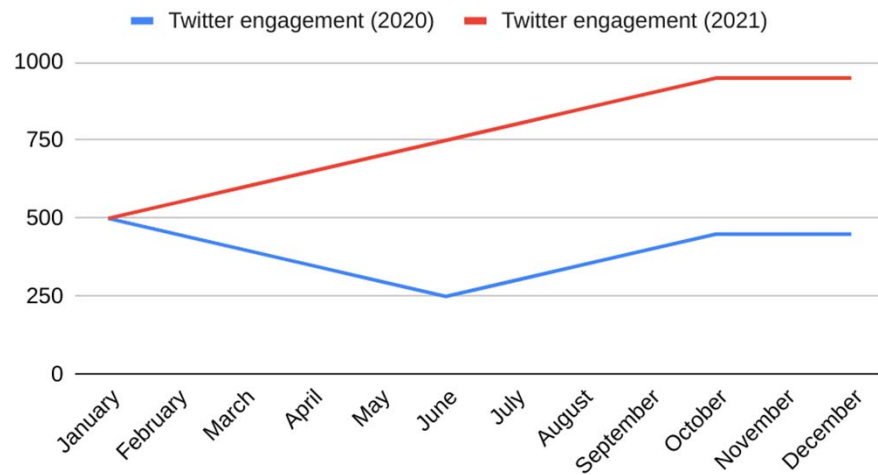
In 2021, the Sinclair Verde social media page gained 9000 followers.



Twitter engagement

In January 2021, there were 500 Twitter engagements.

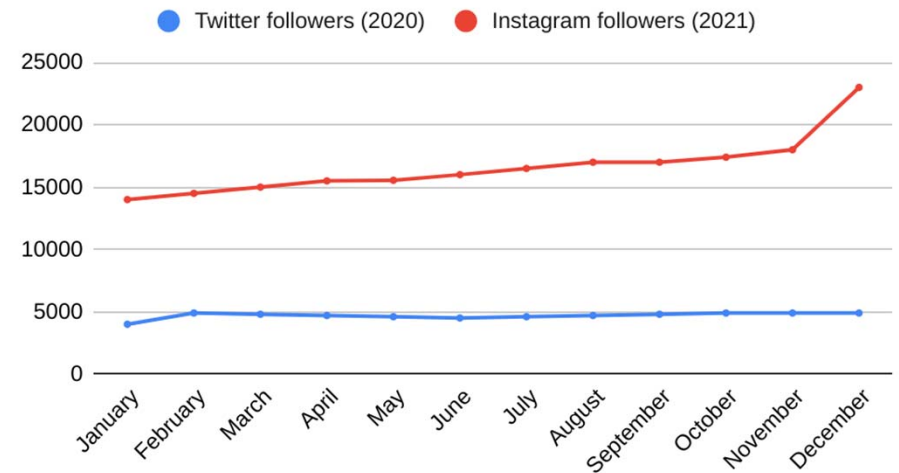
In December 2021, there were 950 Twitter engagements.



Twitter followers

In January 2020, there were 4000 Twitter followers.

In December 2021, there were 6800 Twitter followers.



Holiday Season Report

This section highlights the key findings from the analytics report, with a special focus on November and December.

Organic Performance

| | November (Month 11) | December (Month 12) | Net Growth |
|----------------------------|------------------------|------------------------|------------|
| 2020 Holiday Season | 145,000 | 145,000 | 0.00% |
| 2021 Holiday Season | 165,000 | 170,000 | 3.03% |

Conclusion

In this section, we will assess the campaign's overall performance and make forecasts for the next year.

The overall marketing data suggests that we are on track to achieve our desired goals. Sinclair Verde Lamp Company's organic performance and social media traffic are trending upwards, which is a positive sign.

We will continue to build on our successes from the past year and look for new opportunities to grow our brand and reach new customers.