

Breeze Communications Quarterly Performance

Period: Q2 -1st July – 30th September 2011

Introduction

Summer proves to be the busiest time for Breeze and therefore generates the greatest demand on communications. With no access to any external funding streams and general budget limitations all general communications have been focused on online services. The main focus is now on BreezeLeeds.org, with supplementary campaigns supporting.

Below outlines the two main time specific campaigns and the statistics generated from these alongside the statistics from BreezeLeeds.org.

Campaign

Six Weeks of Summer

Summary:

An online campaign to plug the gap of previous years printed publications to promote summer activities to children, parents and carers, with a focus on the later two audiences. An area on BreezeLeeds.org was created offering an online calendar, event postcode search and sign posting to other online information. This was advertised with a direct url through schools websites, Breeze e-newsletters, links from other websites and on the home page of the Breeze website.

Campaign results:

Web statistics

	Page views	Unique Visits
Six Weeks of Summer - main campaign page	5227	3821
Six Weeks of Summer Calendar	3447	2814
Suggested Days Out	808	343
Six Weeks of Summer Postcode Search	316	301
Total	9798	7279

The main landing page was the 4th most popular on the site during this period with it being the 5th direct landing page people accessed the site from.

Campaign

Facebook – Where it's @

Summary

An online campaign creating a unique landing page for the Breeze Leeds Facebook page, offering access to competitions, videos, pictures, an online poll and a

searchable event calendar fed from the main Breeze website event database and linking back to the site. This focused on young people themselves, capturing them while they were already online. Incentives offered to Breezecard members to join the site by offering them priority event information prior to any other communication channel, including access to online ticketing for Party in the Park and prize draw entry for backstage passes.

Campaign results:
Facebook statistics

New likes: 1,683
Lifetime likes: 2,436
Post views: 433,838
Post feedback: 1,737



General Website Performance:

	Unique Visitors	% up from previous year	Page views	% up from previous year
BreezeLeeds.org	38,832	29.57%	189,435	20.24%
BreezeCultureNetwork.org	1,415	-	21,367	-

Statistic observations

New site visits consisted of 60.75% of total unique visits.

Trends show that the first few days in the week (Monday to Wednesday) were the most popular days with spikes throughout the three months on these days. Time on the site and amount of pages viewed gradually decreased once the summer holidays ended.

Traffic Sources

Direct Traffic -14.98%
Referring Sites – 25.88%
Search Engines – 59.04%

Top 10 Sources

1. Google
2. Direct (known url direct into web browser)
3. Leeds.gov.uk
4. Facebook
5. Bing
6. Facebook events calendar
7. Search
8. Leeds Learning Network (Schools)
9. Yahoo
10. Leeds Learning Network (Libraries)

In addition to above 7.64% of traffic came from a link clicked on from emails (sent out bi-weekly during the summer holidays).

Content

Top 10 pages

1. Home
2. News
3. Breezecard
4. Breeze on Tour
5. Members area (apply for Party in the Park tickets)
6. Six Weeks of Summer
7. Breezecard discounts
8. Six weeks of summer calendar
9. What's on a Breeze on Tour
10. Events search

Entrance Keywords

The top 10 phrases used in search engines to find the website all consisted of variations of the word 'Breeze', e.g. Breezecard, Breeze on Tour, Breeze Festival.

Mobile Devices

Mobile devices made up 13.24% of site visits, however time spent and pages viewed on the site was below average.

Top 5 Mobile Devices

1. iPhone
2. Andorid
3. iPad
4. iPod
5. Blackberry

Conclusions

- The Six Weeks of Summer campaign proved worthwhile, as this purpose built area didn't provide new content, it simply presented it in a new format, encouraging over 7,000 users to access to event data in a different way.

Indicating that during school holidays it could be valuable to produce similar seasonal areas on the site.

- In the Facebook campaign incentives such as exclusive competitions and promise of first access to event information and tickets proved very successful, the biggest growth in popularity was during the start of the campaign while these offers were available. To continue growth similar promotions and incentives must be used.
- Statistics show that website visits are up nearly 30% from previous years with an increase in page views also.
- Both website and Facebook trends demonstrate a higher demand for information during the school holidays with more interactions from young people during this time.
- Both campaigns contributed to new visits to the site, as demonstrated by referring traffic sources from Facebook (including the Facebook event calendar), and Leeds Learning Network (schools), two sources targeted from the individual campaigns.
- News and Breezecard have proved to be the main focus on the site no matter what time of year. With the events search ranking low, perhaps indicating a lack of prominence on the site. Seasonal pages such as Breeze on Tour and the Six Weeks of Summer campaign have repeatedly ranked in the top ten popular pages; this is expected for this time of year. No unexpected results have shown up in content rankings.
- The keyword search phrases with use of the word 'breeze' within the search terms highlight the fact that most people visiting the site have some awareness of Breeze (or one of the Breeze programmes) prior to visiting the site. However it also highlights that whilst attracting new visitors it is not attracting visitors who are looking for general information on search terms such as 'what's on', 'activities for children/families' etc. Further work could be done to improve this.
- Mobile visits are increasing, however as the site is not optimised for mobile access they do not stay on the site or browse the site from their mobile devices. Interestingly Apple devices such as iPhone, iPads and iPods take three spaces within the top 5 devices despite the perception that Blackberry is the young persons mobile device of choice.
- While the campaigns clearly drove more traffic through the main website, the reach is still not as great as that of previous printed publications. Therefore similar low cost campaigns must continue to be able to fill a gap and build on the audience from this quarter.