

2016 Region 9 Communications Report

WEBSITE

The Region 9 website (usdfregion9.org) has fairly steady traffic per month, averaging around 160 visitors per month. Of the last 12 months, the site saw the most traffic in February, with an average of 243 unique visitors per day, with a total of about 7053 visitors in the month. Presumably, this was an uptick as people started to plan their show schedule for 2016. September 2015 saw the fewest number of visitors with a daily average of 152 and monthly average of 4577. The month with the most page views was November 2015, with a total of 11,882 page views.

So, what does this all mean? Looking at the site statistics is quite interesting as it gives insight into what people are doing on our site. For instance, in November, the most popular thing on our site was the 2016 Omnibus. 160 people downloaded the Omnibus in November alone. This was followed by February when nearly 200 people downloaded the Omnibus. (This is important information as we promote advertising for the publication - the reach goes well beyond who holds a printed copy!)

Over the course of the past twelve months on our site, most people are looking at the following pages:

- Calendar
- Omnibus
- Championship information
- Instructors/Trainers
- Judges/Technical Delegates
- Advertisers
- Youth/Young Riders
- L Graduates

We've also added new things to the site with a Gallery of member submitted photos from events, articles from Sherry and whoever else wants to send them in. So, why don't we have more traffic to our site? People are inundated with information from so many sources these days. The best way to reach them is social media and email. Most people will only come to the website when they need specific information. Since what we offer does not change all that often, people are not going to visit regularly. We can change this by adding new content. Please consider sending me articles and photos your GMO members submit to your newsletter, we'd love to share that information on the website.

MONTHLY E-BLAST

Our e-blast goes out around the 15th of the month to all members on the mailing list. We have 502 people on the mailing list (we started with 361 in July of 2010). On average, 35.5% actually open the email, and an average of 7.8% actually click on something in the email. This may sound dismal, but it's actually VERY good for an email list response. Most mass emails are

happy with a 1% view rate, so we actually have a pretty attentive audience! Interestingly, most people view our email on an iPhone, followed by Gmail and Apple Mail.

Our email list grows by an average of 7 people per month. I have no idea how many members are in Region 9, but we could increase our list by encouraging all the GMO members to sign up on the website.

We don't have a brilliant click-through rate simply because most of our information is presented in full in the email itself. Contact information is typically the only clickable function.

FACEBOOK

No doubt a lot more could be done with our Facebook page, I simply don't have the time to do a lot more! Mostly, I post important information related to USDF/Region 9/USEF. I pass share articles and videos of interest to our followers. We don't have a lot of 'original material' to share, so mostly I'm passing along information from other sources. Note that if you have information you want to get out there, this is the most immediate way to do it. I can also schedule posts to go out on a regular basis or at a certain time if we need to. I've done this several times with deadlines and clinic information and similar.

We have over 1000 people following us on Facebook. Engagement is minimal. That means, there are not a lot of comments on our posts. This is not surprising since we don't offer a lot of 'original' material. I'd be happy to share information from other sources if someone wants to pass it along to me. People want to know what's going on all over the Region, and I simply don't know unless I get the information to distribute!

Please send submissions and suggestions to me at ads@usdfregion9.org. (I apologize that there were a few things someone sent me, but I lost a lot of my emails due to a move to a new computer, so those didn't get posted!)