

# Our Bury St Edmunds

End of Year Report 2017



# Website Performance

We've analysed your Google Analytics to understand your traffic volume and sources. We've analysed data from Jan - Dec 2016 and Jan - Dec 2017.

## ACQUISITION

Metric	2016	2017	% Change
Visits	171,178	138,484	-19%
Users	127,364	101,299	-20%
Pages per session	1.65	1.60	-3%
Avg. session duration	1:00mins	0:58mins	-3%
Bounce rate	74.56%	76.23%	+2%
% New sessions	72.57%	71.24%	-2%

## DEVICES

Device	2016	2017	% Change
Desktop	69,748 (41%)	50,113 (36%)	-28%
Mobile	63,177 (37%)	58,818 (42%)	-7%
Tablet	38,253 (22%)	29,553 (21%)	-22%

## TRAFFIC SOURCES

Channel	2016	2017	% Change
Organic search	114,664 (67%)	100,675 (73%)	-12%
Referral	33,959 (20%)	17,083 (12%)	-50%
Direct	17,541 (10%)	14,602 (11%)	-17%
Social	4,470 (3%)	6,116 (4%)	+37%
Email	544 (1%)	6 (0.1%)	-98%



## TOP REFERRAL WEBSITES

Referral Site	2016	2017	% Change
visit-burystedmunds.co.uk	20,872 (61%)	11,034 (65%)	-47%
ourburystedmunds.co.uk	5,560 (16%)	1,146 (8%)	-79%
burystedmundsfestivals.com	1,607 (3%)	1,450 (5%)	-10%
wsh.nhs.uk	534 (2%)	251 (1%)	-53%
arc-burystedmunds.com	177 (0.5%)	12 (0.07%)	-93%
burystedmundschristmasfayre.co.uk	177 (0.5%)	174 (1%)	-2%

## TOP LOCATIONS

Top Locations	2016	2017	% Change
London	28,537 (16.7%)	22,610 (16.3%)	-21%
Bury St Edmunds	27,726 (16%)	25,182 (18%)	-9%
Ipswich	14,991 (9%)	11,063 (8%)	-26%
Cambridge	8,038 (5%)	5,807 (4%)	-54%
Colchester	6,856 (4%)	6,685 (5%)	-28%
Norwich	6,034 (4%)	5,163 (4%)	-14%
not set	5,562 (3%)	4,756 (3%)	-14%
Thetford	4,932 (3%)	4,851 (4%)	-2%
Stowmarket	2,994 (2%)	3,394 (2%)	+13%
Mildenhall	2,352 (1%)	1,916 (1%)	-19%
Haverhill	1,945 (1%)	1,787 (1%)	-8%
Cambourne	1,886 (1%)	454 (0.3%)	-75%
Lowestoft	1,772 (1%)	2,609 (2%)	+47%
Peterborough	1,668 (1%)	1,246 (0.9%)	-25%
Newmarket	1,623 (1%)	1,457 (1%)	-10%



## TOP SOCIAL NETWORK

Top Social Network	2016	2017	% Change
Facebook	3,215 (72%)	4,664 (76%)	+45%
Twitter	1,173 (26%)	1,375 (22%)	+17%
LinkedIn	24 (0.5%)	29 (0.5%)	+21%
Instagram	15 (0.3%)	37 (0.6%)	+147%

## TOP VIEWED PAGES

- Vacancies
- Shops
- Home
- Mobile page
- Food and Drink
- Events
- Celebrity Nails
- Flex Bar
- Map
- Pocketwatch and Petticoats

## Website Performance: Other pages

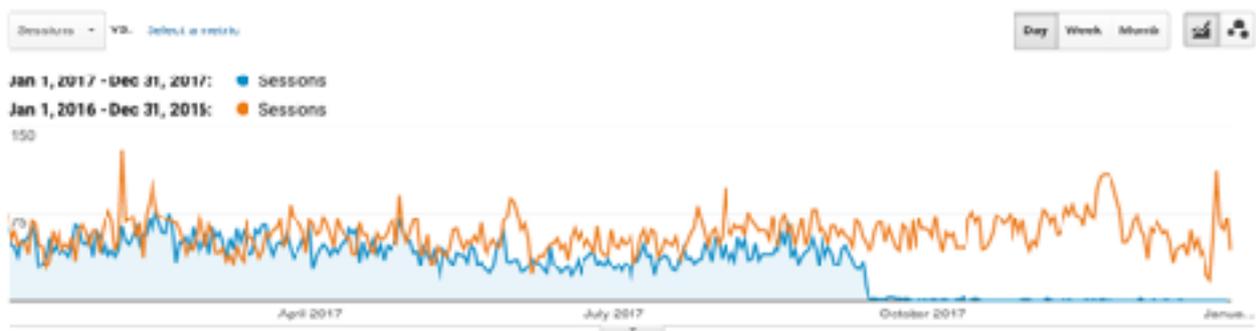
We've analysed your Google Analytics for the supplementary campaign and festival websites to understand your traffic volume and sources. We've analysed data from Jan - Dec 2017.

	Yearly visits	Organic	Direct	Referral	Social
Food and Drink Fest	7,267	1%	19%	53%	25%
Festival of Sport	1,383	33%	18%	31%	18%
Trails	515	71%	14%	10%	5%
Independents Week	925	34%	16%	40%	10%
Taste Bury	923	31%	25%	9%	35%
Wellness Month	574	61%	12%	6%	21%
Whitsun Fayre	2,776	6%	13%	68%	13%
Christmas	1,180	16%	29%	10%	46%



# Notes

- Over the course of 2017 website traffic has decreased by 19% (and the 2016 figure was also coincidentally a decrease of 19%). The main reason for this decrease is the websites' usability; The website is not mobile-friendly, the navigation is difficult to use and there is a lot of content on the website that needs updating. Websites with poor user experiences are significantly being penalised by Google more than ever, therefore investment in a new website is key.
- Another note about the decrease in website traffic is due to the use of supplementary Festival websites (i.e. Taste Bury, Independents Week) where we direct traffic to those for specific campaigns.
- This year we have added a quick summary of website traffic to the supplementary websites which you can see above. In total, we have had another 15,543 visitors to these websites.
- Similarly to last year, user interaction (which we measure with pages per session and session duration) has dropped slightly once again. The website is not very easy to navigate due to its age, which continues to cause this decrease in interaction.
- Mobile (and tablet traffic) has now overtaken desktop traffic, amounting to 63% of users visiting the site on their smartphones. This is a significant figure and one that has notably increased over the last two months as more users are 'out and about' searching for information.
- Social media is the only website traffic channel that has grown in 2017, demonstrating the significance of this activity. Facebook is the most dominant channel for directing traffic to the website.
- There has been a 50% drop in referral traffic to the website. A notable referral that has dropped significantly is [visit-burystedmunds.co.uk](http://visit-burystedmunds.co.uk) and this happened when the new website went live - see graph below.



# Social Media Management

We've analysed your social media activity from Jan - Dec 2016 and Jan - Dec 2017.

## TWITTER

Metric	2016	2017	% change
Total Followers	5,491	6,367	+16%
New Followers	1,396	876	-37%
Total Impressions	620,768	790,861	+28%
Total Engagements	11,906	18,254	+53%
Link Clicks	2,184	2,423	+11%
Plain text tweets	68	29	-57%
Page link tweets	322	151	-53%
Photo link tweets	280	566	+102%
Engagement with new contacts	19%	17%	-11%
Engagement with existing contacts	81%	83%	+2%

## FACEBOOK

Metric	2016	2017	% change
Likes	2,449	3,480	+42%
New Fans	1,108	1,061	-4.2%
Impressions	1,141,181 (349,270 paid impressions)	1,423,632 (253,515 paid impressions)	+25%
Post Engagements	10,039	16,961	+70%
Link Clicks	5,107	6,068	+19%

## INSTAGRAM

Metric	2016	2017	% change
Likes	803	1,183	+47.3%



Metric	2016	2017	% change
New Fans	547	378	-31%
Total engagements	1,048	3,428	+227%
Top hashtag	#BuryStEdmunds #ChristmasFayre	#BuryStEdmunds #BuryMerryChristmas	

## Notes

- Social media remains a very strong marketing channel for Our Bury St Edmunds. The brands presence continues to grow across all active channels, and although the percentage of new fans year-on-year hasn't grown, we still have a consistently strong number of users liking/following the pages over the course of the year.
- Both impressions and engagement levels have increased on Twitter, showing that we're continuing to reach a larger audience and that our content is being engaged with by our following.
- Tweets including images have increased by over 100%, which helps to engage users as it makes it easier to digest the message and creates a pleasant appearance when scrolling through a feed on a mobile, as we know a majority of our fans do.
- Facebook and Instagram have seen a fantastic increase in impressions and engagement, showing that we are posting interesting content that is attractive to our followers. We can clearly see the impact of sponsored posts on Facebook, as although we have reached less users through paid methods this year, we have still increased the total impressions by 25%.
- The Our Bury St Edmunds Instagram channel has grown in following in the last year as we are utilising the professional photography from events which works very well on Instagram.



## Recommendations

- Relook at website development as visitor numbers and website engagement statistics continue to drop. With the majority of content coming from mobile sources (especially from social media apps), website development is key.
- Review website referrals and re-engage with those referrals that have dropped in order to increase traffic from reputable organisations and brands.
- Facebook has recently updated its algorithm, which will result in fewer business promotions in users news feed. Therefore we need to be more effective in building brand 'ambassadors' that share our content. User-generated content will be key for this.
- Share more location-based photography and video content in and around Bury St Edmunds for Instagram and YouTube. For example, sun shining on Angel Hill, snow in the Abbey Gardens etc.
- Use LinkedIn as a channel for connecting with professional services in the BID.
- Continue using engaging imagery and infographics around key campaigns and share with businesses to use.
- Restart email marketing activity by redesigning email template to have the ability to include video and more imagery. Email to lead with 'key' event/campaign with small snippets of information following the lead story.
- Design email schedule for each consumer target group.
- Integrate email marketing into business communications and split email data by types, for example we'd encourage food and drink businesses to provide offers and events during Taste Bury. We'd email professional services to encourage their employees to use the offers during Taste Bury. Full training can be provided for the BID team to manage this going forward.
- Send out monthly emails to target businesses and encourage engagement. Monthly emails to include the BID newsletter.
- Investigate more opportunities to capture email data i.e. offers during Taste Bury.



# Christmas Campaign 2017

The 2017 Christmas campaign was focussed on engaging with BID businesses and promoting their events and activities over the Christmas period, driving engagement on the Our Bury St Edmunds social accounts as well as proactively looking for new ways to promote Bury St Edmunds during the important trading period. We've shown a comparison on the previous year's figures as social media has been the key channel for marketing activity.

## Website Performance

### ACQUISITION

Metric	Nov - Dec 2017
Visits	1,180
Users	1,009
Avg. session duration	0:19mins
Bounce rate	91%
% New sessions	83%

### DEVICES

Device	Nov - Dec 2017
Desktop	279 (24%)
Mobile	741 (63%)
Tablet	160 (14%)

### TRAFFIC SOURCES

Channel	Nov - Dec 2017
Organic search	185 (16%)
Referral	113 (10%)
Direct	344 (29%)
Social	537 (46%)



## TOP LOCATIONS

Top Locations	Nov - Dec 2017
Bury St Edmunds	218 (18%)
London	145 (12%)
Ipswich	122 (10%)
Colchester	92 (8%)
Cambridge	72 (6%)
Norwich	68 (6%)
Stowmarket	45 (4%)
Not Set	40 (3%)
Peterborough	36 (3%)
Thetford	34 (3%)

## TOP SOCIAL NETWORK

Top Social Network	Nov - Dec 2017
Facebook	518 (96%)
Twitter	14 (3%)
Instagram	5 (1%)

## Social Media Management

### TWITTER

Metric	Nov - Dec 2016	Nov - Dec 2017	% change
Total Followers	5,491	6,667	+2%
Total Impressions	133,462	165,984	+44%
Total Engagements	3,044	3,420	+37%
Link Clicks	395	379	-4%



Metric	Nov - Dec 2016	Nov - Dec 2017	% change
Plain text tweets	10	9	-10%
Page link tweets	33	14	-58%
Photo link tweets	104	105	+1%
Engagement with new contacts	14%	20%	-7%
Engagement with existing contacts	86%	80%	-7%

#### FACEBOOK ORGANIC

Metric	Nov - Dec 2016	Nov - Dec 2017	% change
Likes	2,449	3,480	+30%
Impressions	422,473	330,343	-22%
Post Engagements	3,142	5,457	+74%
Link Clicks	592	1,271	+115%

#### FACEBOOK PAID

Metric	Switch On	Grotto - Event	Grotto - Web	Paddington
Dates	6 - 19 Nov	6 - 19 Nov	27 Nov - 21 Dec	7 - 14 Dec
Cost	£58.71	£36.64	£125.00	£50.00
Reach	8,275	4,676	10,895	13,358
Event Responses	206	177	N/A	N/A
Impressions	18,289	10,560	39,958	24,775

#### INSTAGRAM

Metric	Nov - Dec 2016	Nov - Dec 2017	% change
Likes	803	1,183	+214%
New Fans	109	60	+610%
Total engagements	401	1,159	+298%
Top hashtag	#Christmasfayre	#BuryStEdmunds	



## CHRISTMAS COMPETITIONS

Bourgee Restaurants	Reach: 3,240	Entries: 123
Beautiful Beers	Reach: 3,386	Entries: 115
Abbeygate Cinema	Reach: 4,425	Entries: 146
C&B Beautiful	Reach: 1,920	Entries: 51
Buy The Light	Reach: 3,381	Entries: 113
Dapper Fox	Reach: 2,006	Entries: 54
Jacobs Allen Accountants	Reach: 2,036	Entries: 72
Auntie Pam's	Reach: 1,483	Entries: 76
Lorforads	Reach: 936	Entries: 44
The Northgate	Reach: 2,715	Entries: 77
Greene King Beer Cafe	Reach: 1,357	Entries: 75
Neptune	Reach: 1,700	Entries: 54

## Notes

- Social media has driven significant engagement across social media. The advent calendar was positive in engaging businesses and sharing their content, where as the 12 Days of Competitions was very successful in engaging users, reaching over 28,000 users.
- Social media was the key traffic driver to the Christmas landing page, with direct traffic closely behind. This direct traffic is likely to come from offline advertising.
- The majority of users accessing the website were from mobile sources. This demonstrates the importance of a mobile-friendly website for activity and the promotion of events.
- The Paddington promotion generated significant engagement on Facebook, with one post reaching 28,967 people. The post also received 254 comments and 658 likes, demonstrating the impact of these events.



