

Quincy Square

WWW.QUINCY-SQUARE.COM/JAN2020



JANUARY 2020

1. RECAP OF MARKETING EFFORTS FOR JANUARY 2020
2. DISCUSS QUINCY SQUARE PUBLIC MEETING - HOW DO WE GET PEOPLE TO ATTEND?
3. ONLINE CONTENT IDEAS FOR QS PUBLIC MEETING
4. OFFLINE PROMOTION - POSTER?
5. NEW AGENDAS

MARKETING RECAP

- **GROWING EMAIL LIST.** 20 NEW EMAILS IN TWO MONTHS / 161 QUINCY SQUARE EMAIL SUBSCRIBERS
- **GROWING SOCIAL FOLLOWING.** 36 NEW FOLLOWERS / 870 FACEBOOK FOLLOWERS
- **QUINCY SQUARE VIDEOS.** QUINCY SQUARE PUBLIC MEETING - 466 VIEWS SO FAR

EVENT MARKETING IN JANUARY

- **QUINCY SQUARE PUBLIC MEETING WEB LANDING PAGE**
 - 342 PAGE VIEWS THIS MONTH
 - 28.4% WENT DIRECTLY TO QUINCY SQUARE PUBLIC MEETING PAGE
- **QUINCY SQUARE PUBLIC MEETING EMAIL CAMPAIGN**
 - 155 EMAILS SENT, 153 OF THEM DELIVERED
 - 76 EMAILS OPENED (50% OPEN RATE)
 - 11 CLICKS TO QUINCY SQUARE PUBLIC MEETING WEBPAGE (7% CLICK RATE)
- **QUINCY SQUARE IMAGE POST - JAN 20TH**
 - ORGANIC FACEBOOK POST: REACHED 3,178 PEOPLE
 - DROVE 18 PEOPLE TO THE QS PUBLIC MEETING WEBPAGE
- **QUINCY SQUARE PROMOTIONAL VIDEO - JAN 27TH**
 - VIDEO POST ON FACEBOOK: REACHED 861 PEOPLE- SO FAR
 - DRIVEN 45 PEOPLE TO THE QS PUBLIC MEETING WEBPAGE -SO FAR