



End-of-Year Marketing Report

Sinclair Verde Lamp Company



Agenda

1. The Goal
2. End-of-Year Overview
3. Holiday Season Report
4. Conclusion

The Goal



The Goal

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

- Create brand awareness
- Drive visits to the physical store
- Increase online holiday sales by 3 percent

End-of-Year Overview

This section will give a review of the marketing trends presented in the analytics report.



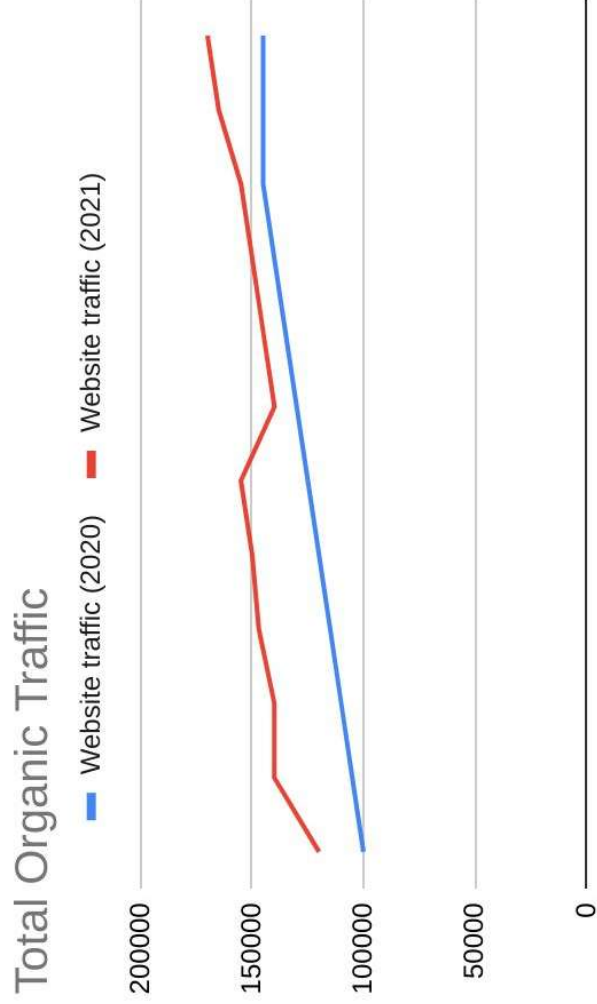
Organic traffic

In 2021, we experienced an overall increase in organic traffic to the Sinclair Verde website.

In January, we started with 120,000 organic searches.

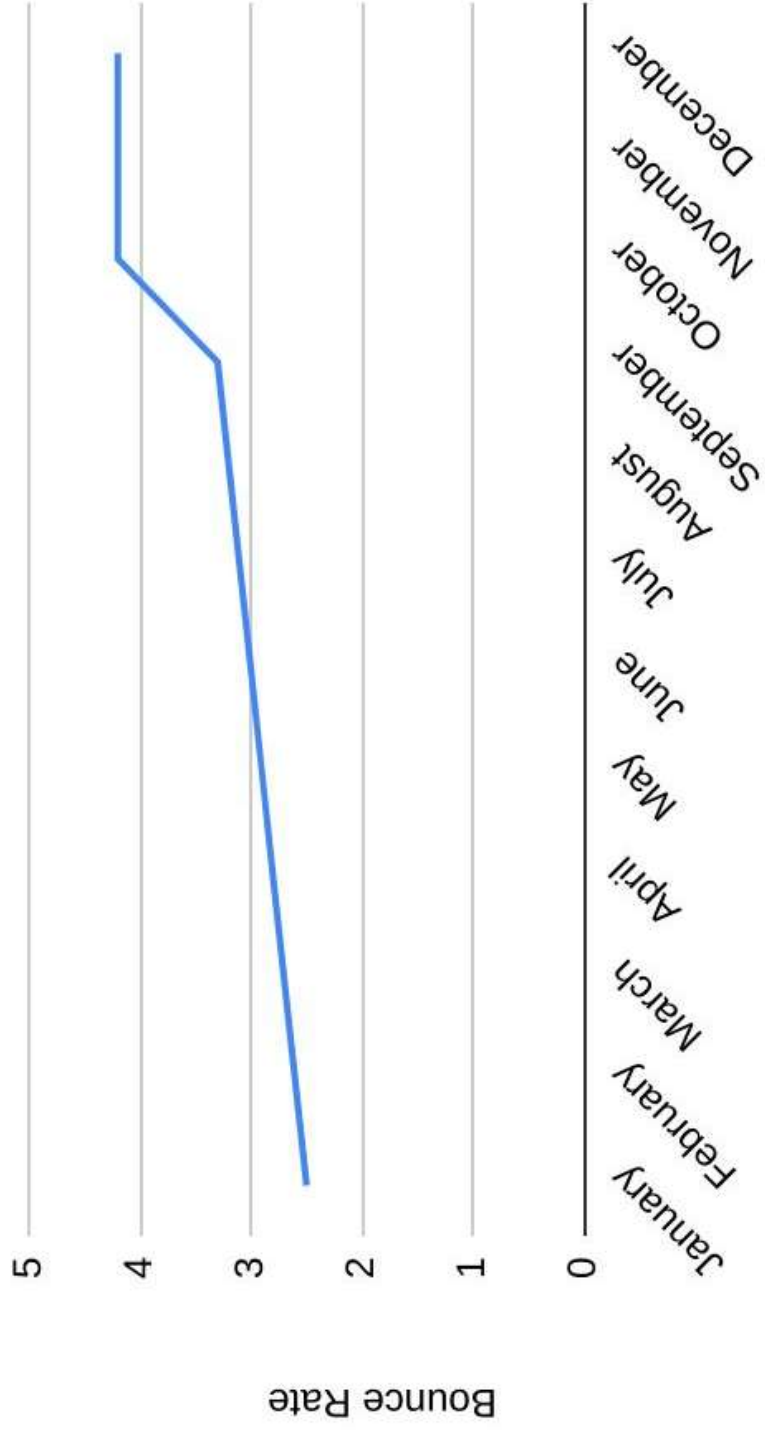
We ended December with 170,000 organic searches.

This is up 41.7% from last year.



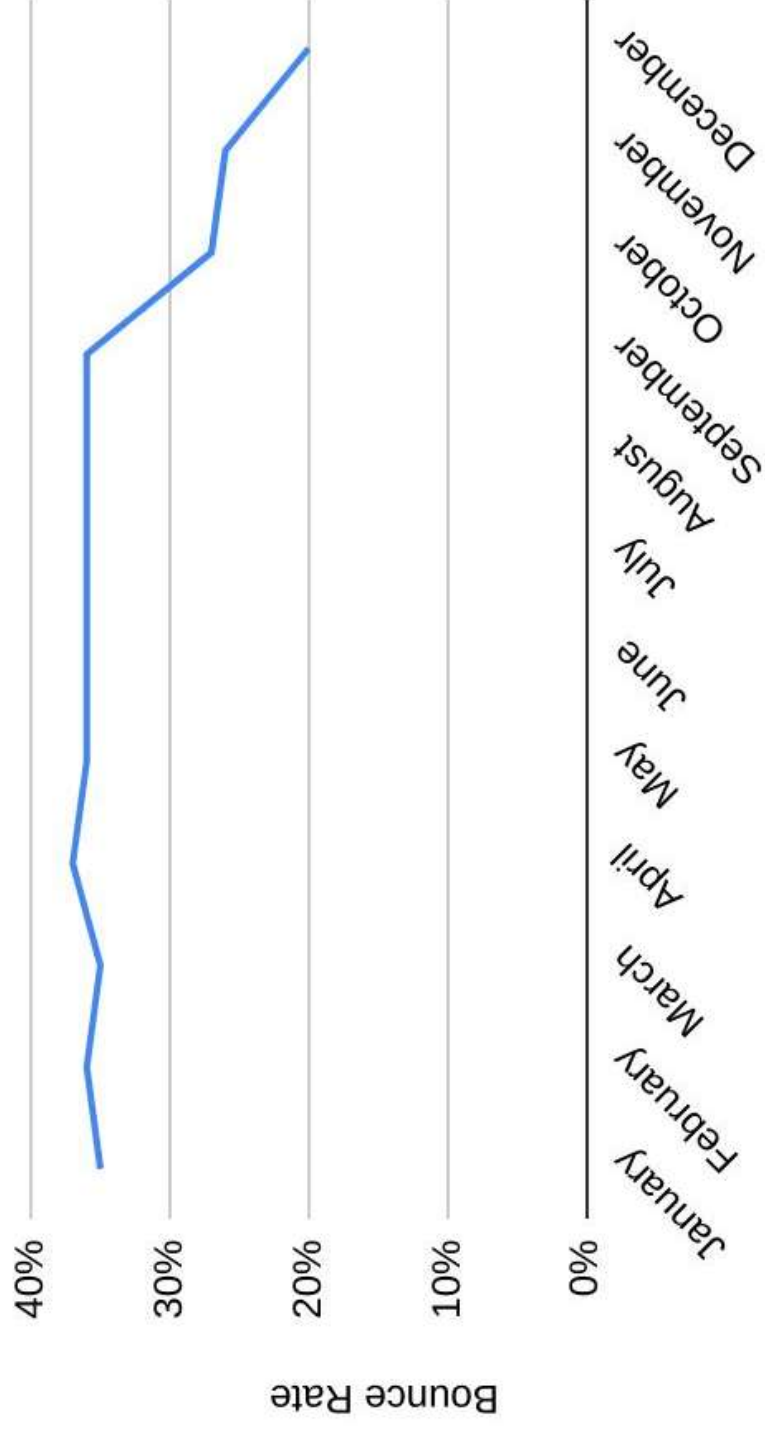


Pages per visit



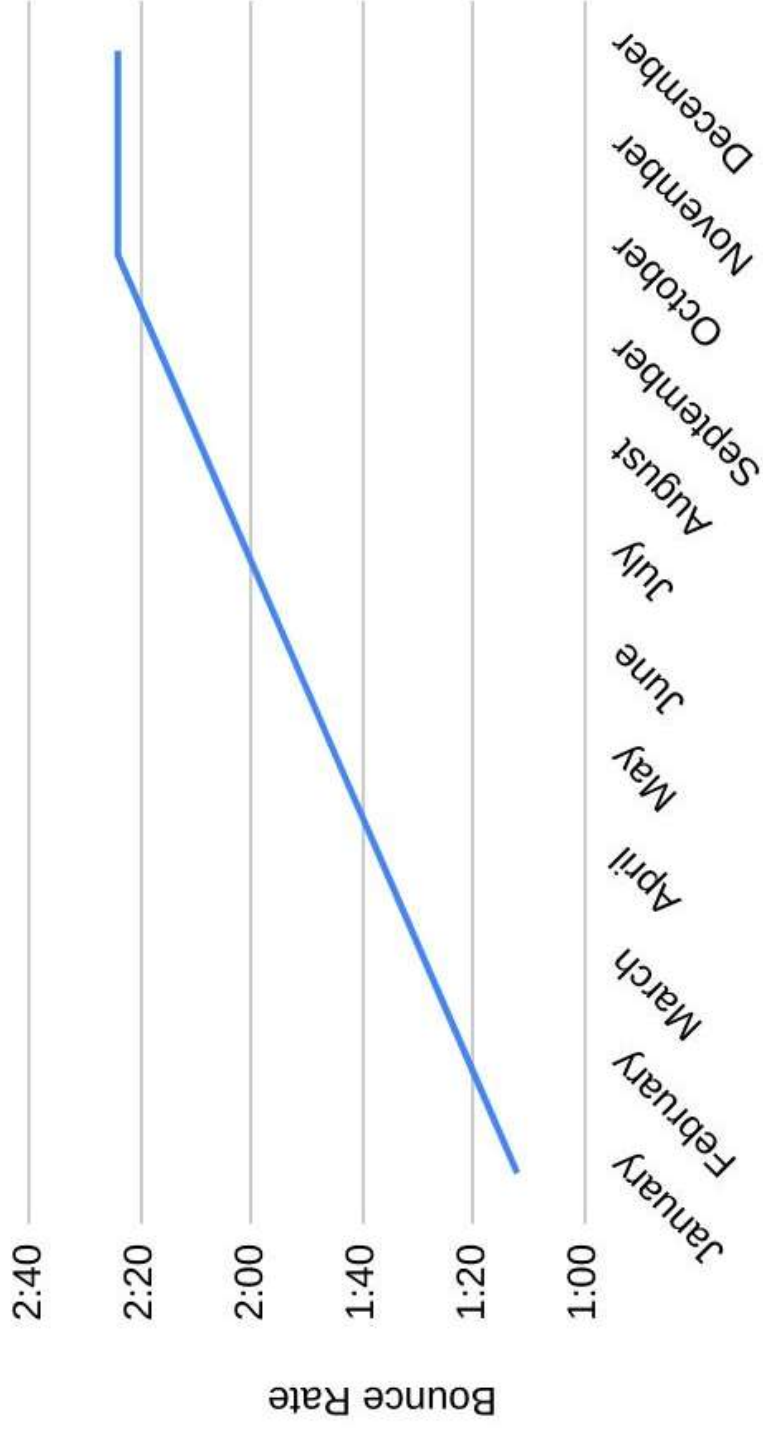


Bounce Rate





Average visit duration



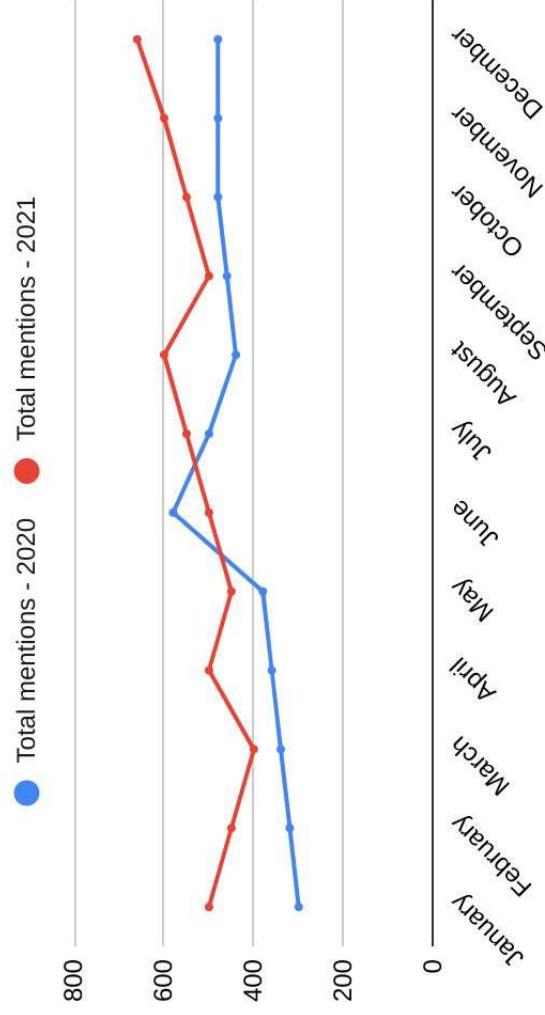


Social media mentions

In January, there were 500 social media mentions.

In December, there were 660.

Mentions Comparison



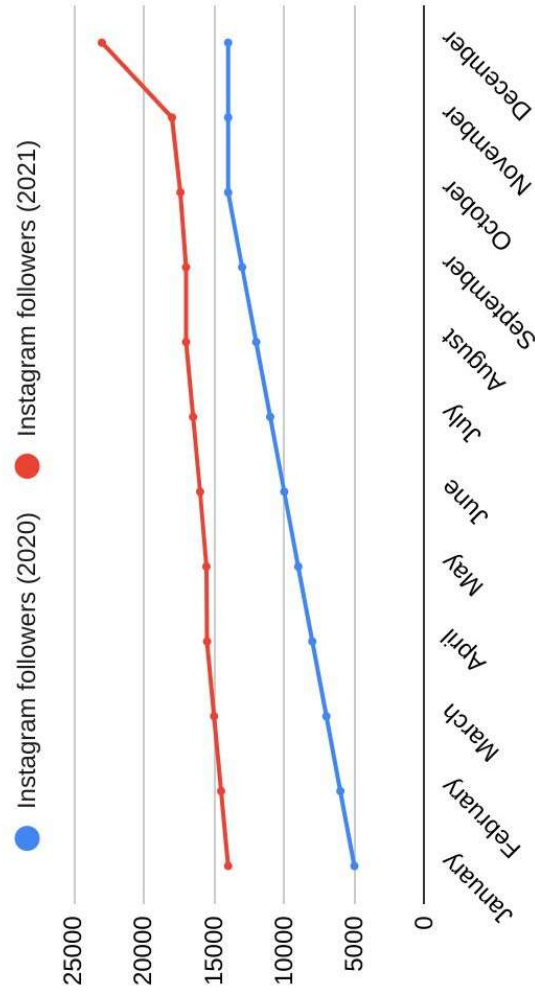


Instagram followers

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

This was 64.3% greater than the previous year.

Instagram followers comparison





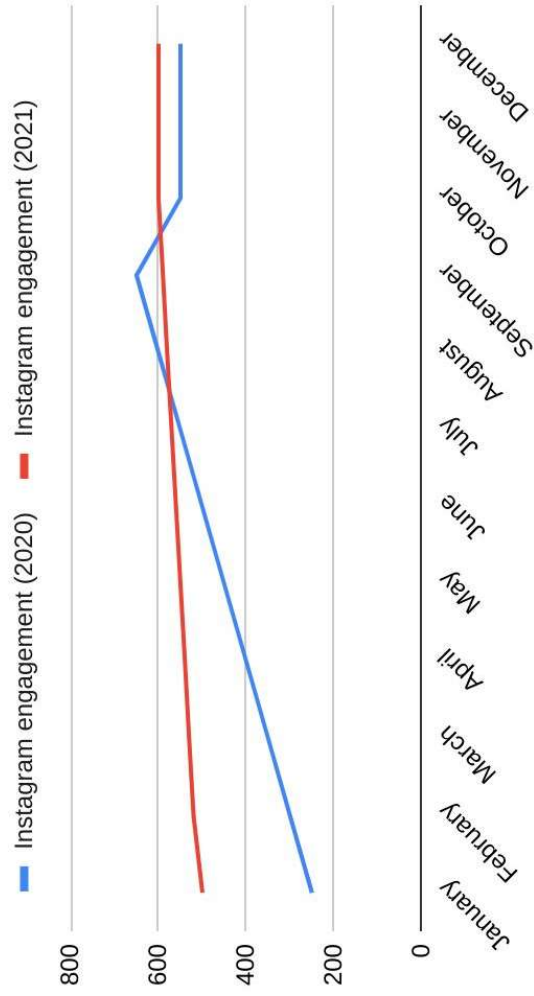
Instagram engagement

In January, there were 500 Instagram engagements.

In December, there were 600 Instagram engagements.

This shows a 20% increase from the previous year.

Instagram engagement comparison





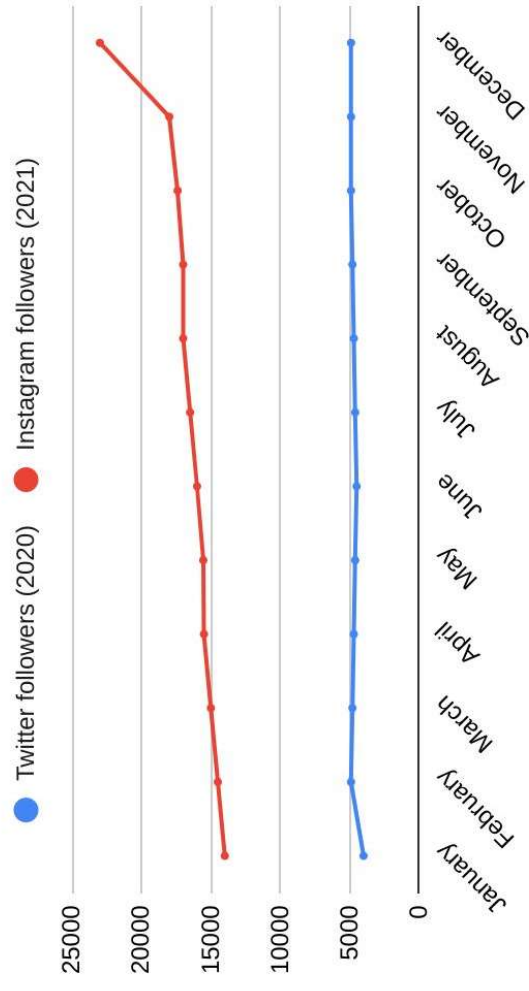
Twitter followers

In January 2020, there were 4000 Twitter followers.

In December 2021, there were 6800 Twitter followers.

This shows a 70% increase from the previous year.

Twitter followers comparison





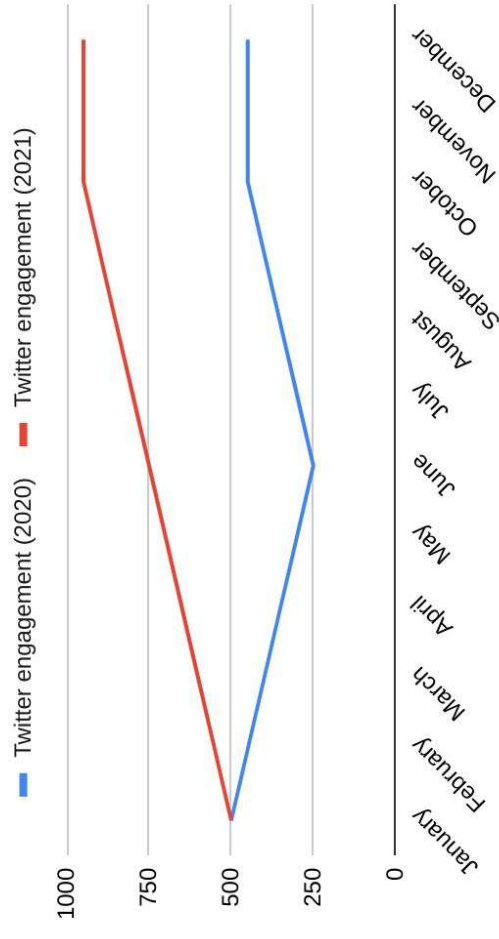
Twitter engagement

In January, there were 500 Twitter engagements.

In December, there were 950 Twitter engagements.

This shows a 90% increase from the previous year.

Twitter engagement comparison



Holiday Season Report

This section summarizes the data presented in the analytics report, specifically focusing on the months of November and December.

Organic Performance



	November (Month 11)	December Month 12	Net Growth:
2020 Holiday Season	145,000	145,000	0%
2021 Holiday Season	165,000	170,000	3%

Conclusion

In this section, we will summarize the overall success of the campaign and make predictions about the upcoming year.



Conclusion

In conclusion, the overall marketing data suggests that 2021 was a successful year for Sinclair Verde Lamp Company's marketing efforts. We saw increases in organic traffic, social media engagement, and achieved our goal of a 3% increase in holiday sales.

Based on this data, Good Mercury Marketing predicts that in the upcoming year will be another strong one. Any new ideas can build on the momentum we have gained in a successful 2021.