



Droxford Community Hub

Community Interest Company (DCH CIC)



Marketing Report for AGM June 2023

Summary

The Marketing team have worked this year to consolidate our consistent message, branding and online presence. Advertising on the TV slideshow in the café seating area has been established. To manage our images, posters and social media / website posting of news and updates responsibilities have been distributed amongst the team.

Online

The ongoing interest and interaction with the café's social media has been enhanced with our presence now on Trip Adviser and Instagram in addition to our more established Facebook page, website and Google pages. Some Google and Facebook data for the past 6 months is shown in the Appendix with comparisons to the same period last year where possible.

Logo and Strapline

We continue to use the strong branding tools of logo and strapline on all new literature and social media, posts, etc. Despite some efforts, we have yet to refine Google search results where the old strapline still appears!

Audio and TV

The slideshow on the café TV has been updated regularly to feature seasonal and menu updates. Additionally, there have been a few adverts shown.

Signage

Once again, this year, sadly we have to report that our new signage on footpaths in the area, despite being fully authorised, were vandalised or torn down within days of being re-instated. Other signage is still being considered.

Marketing Team

We have been pleased to have Parul Mathur on the Marketing Team this year. Nicky Higgins continues to provide us with high quality images for use in our marketing and it has been good to have them both added to the team over the past year or so.

June 2023

The Marketing Team:

Stewart Pepper, Margaret Wallace, Nicky Higgins, Parul Mathur



Droxford Community Hub

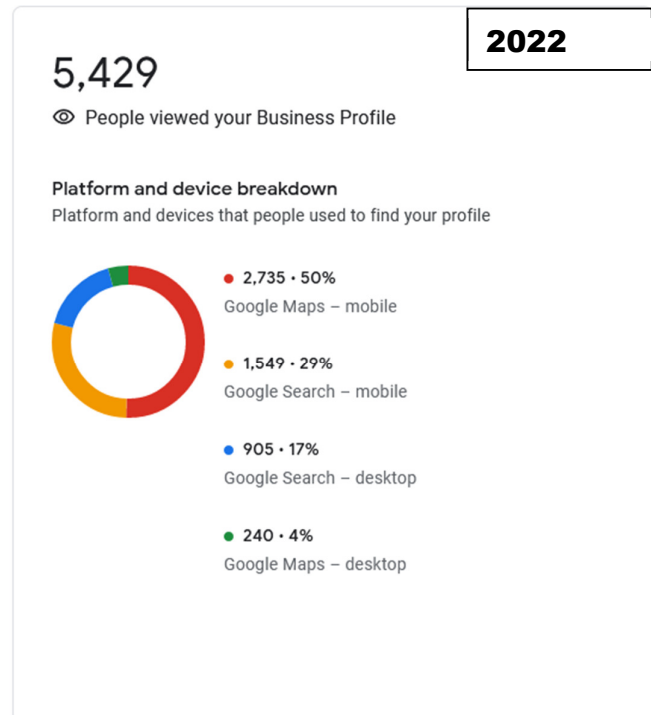
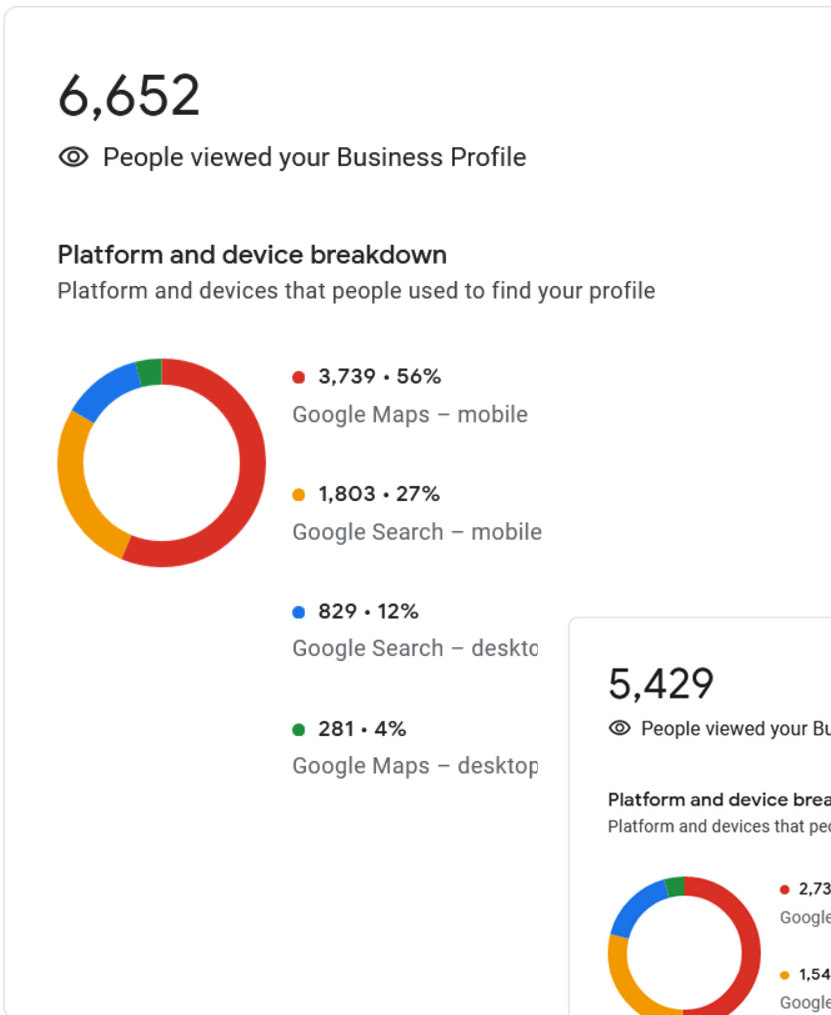
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APPENDIX – Google and Facebook Data

Google Searches (1) – how people find us (Jan-2023 to Jun-2023):





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Google Searches (2) – how people find us (Jan-2023 to Jun-2023):

2,586

Q Searches showed your Business Profile in the search results

Searches breakdown

Search terms that showed your Business Profile in the search results

1. cafes	806
2. pubs	365
3. coffee	268
4. cafe	234
5. droxford pubs	218

2,505

2022

Q Searches showed your Business Profile in the search results

Searches breakdown

Search terms that showed your Business Profile in the search results

1. cafes	1,109
2. coffee	418
3. cafe	404
4. coffee shop	167
5. droxford pubs	150



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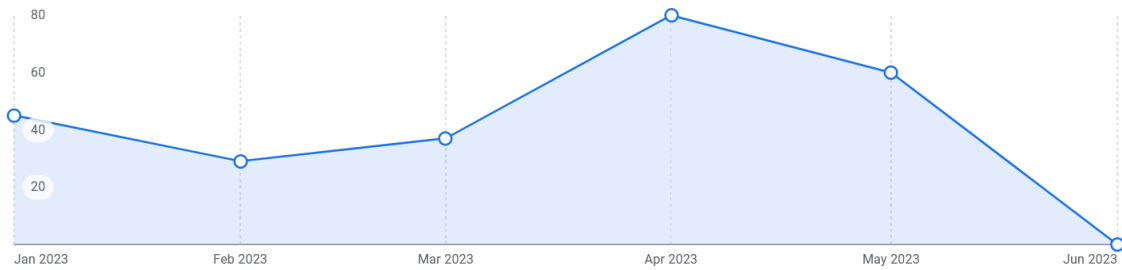


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Google Searches (3) – how people find us (Jan-2023 to Jun-2023):

251

Direction requests made from your Business Profile



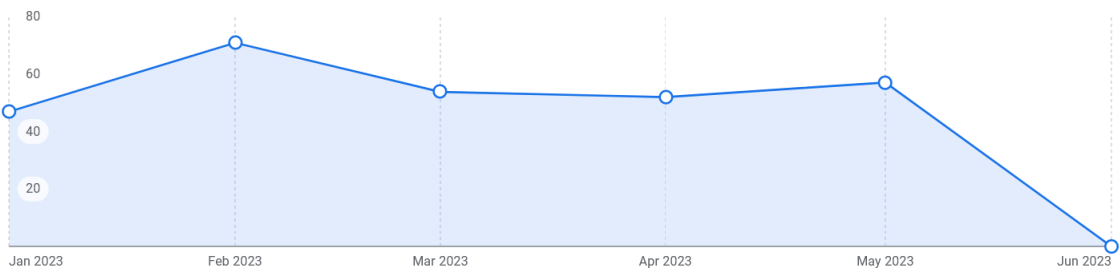
291

Direction requests made from your Business Profile



281

Website clicks made from your Business Profile



264

Website clicks made from your Business Profile





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Facebook Audience

