



Analytics

HOLIDAY GIFT GUIDE

2023
Holiday Gift Guide



HOLIDAY GIFT GUIDE



Timeline

OCT 12

Email inviting merchant offer submissions

OCT 15-26

Merchant outreach (door-to-door, phone, email)

OCT 30

Last day for submissions

NOV 1-14

Creating guide layout, verifying submissions, etc

NOV 15

Guide published on Canva + email + 1st social media push

NOV 30

2nd social media push - after Giving Tuesday

DEC 1-15

3rd social media push - carroussels

DEC 18-22

4th social media push - videos

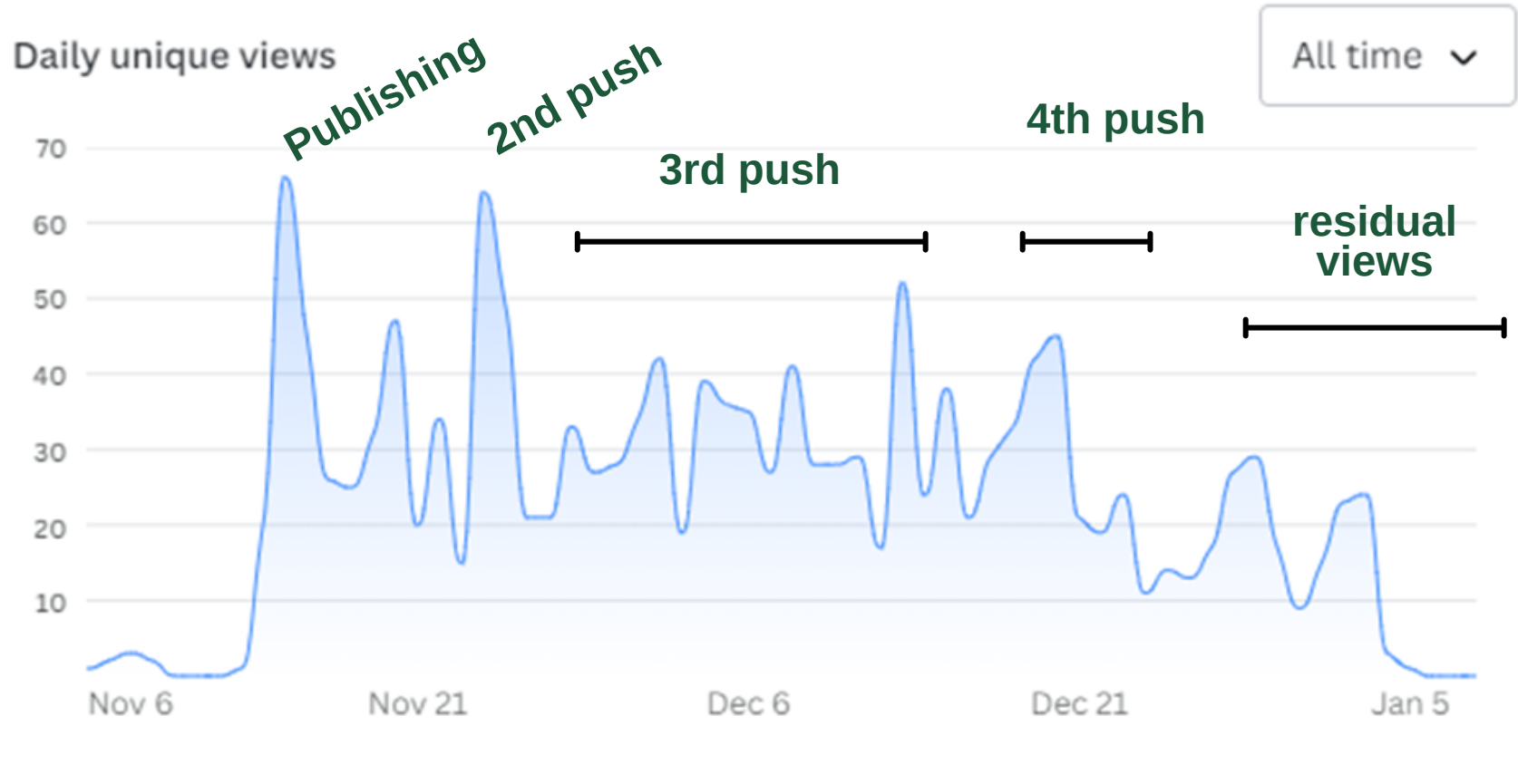
HOLIDAY GIFT GUIDE



Equivalent to almost 20% of all Libertyville households

Total views
1,723

Viewers
1,459



HOLIDAY GIFT GUIDE



Average time viewed

20m 6s

Link clicks

69

Links on your design

Clicks



HOLIDAY GIFT GUIDE



Lessons

1. Create guide layout based on social media post sizes to simplify posting
2. Make hyperlinks more obvious
3. Promote gift certificates more prominently
4. Opportunity to highlight new merchants
5. Ads/sponsorship?