

DIGITAL ANALYTICS - FALL 2019

Cultivate the City

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Presentation Overview

TONIGHT'S TOPICS

- Company Overview
- Goals, KPIs, Top Line Numbers
- Competitive Analysis
- Analytics
 - Squarespace
 - Google Analytics
 - Social Media (Facebook and Twitter Analytics)
 - Google My Business
- Data-based Recommendations

Cultivate the City (CTC) Overview

WHAT IS CTC?

- Social enterprise in Washington, DC that vertically grows pesticide-free, local produce.
- CTC: sells its local produce; offers school garden programs; helps the DC community to grow their own produce.

WHAT IS ITS DIGITAL ASSET?

	Followers	URLS
Website		http://www.cultivatethecity.com/
Facebook	1,184	https://www.Facebook.Com/Cultivatethecity/
Instagram	4,225	https://www.instagram.com/cultivatethecity/
Twitter	365	https://twitter.com/CultivateCity
LinkedIn	77	https://www.linkedin.com/company/cultivate-the-city/

HOW WAS CTC'S DATA COLLECTED?

Google Analytics; Google Ads, Google my Business, Squarespace, Facebook Analytics, Twitter Analytics.

Goals, KPIs and Top Line Numbers

GOALS AND KPIS

Goals	KPIs
↑ Workshop Attendees	Eventbrite Conversions
↑ Sales and Donations	Revenue
↑ CSA Awareness	SM & Branded Search
↑ Google My Business SEO	Number of Google Searches
Social Media	
↑ Facebook Event Attendance	Conversion Rate & Revenue
↑ Twitter Content Engagement	Number of Impressions

TOP LINE NUMBERS

Revenue	N/A
Total # of Followers	5,851
# of Website Visits	11,224

Competitive Analysis

by Brand Purpose

- Learn and Practice Urban Agriculture
- Local, fresh produce (CSA Program)
- Community hubs
- Youth Educational Programs
- Workshop Offers

Cultivate the City -
Common Good -
DC Greens -

<http://www.cultivatethecity.com/>

<https://www.commongoodcityfarm.org/>

<https://www.dcgreens.org/>

	Traffic Share	Total Visits	Avg. Visit Dur	Bounce Rate
Cultivate the	14.56%	1,201	0:00:46	73.23%
Common Good	43.03%	3,549	0:03:37	54.96%
DC Greens	42.41%	2,798	0:01:46	42.23%

Source: Source: Similar Web. Sept. - Dec., 2019

Related Recommendations

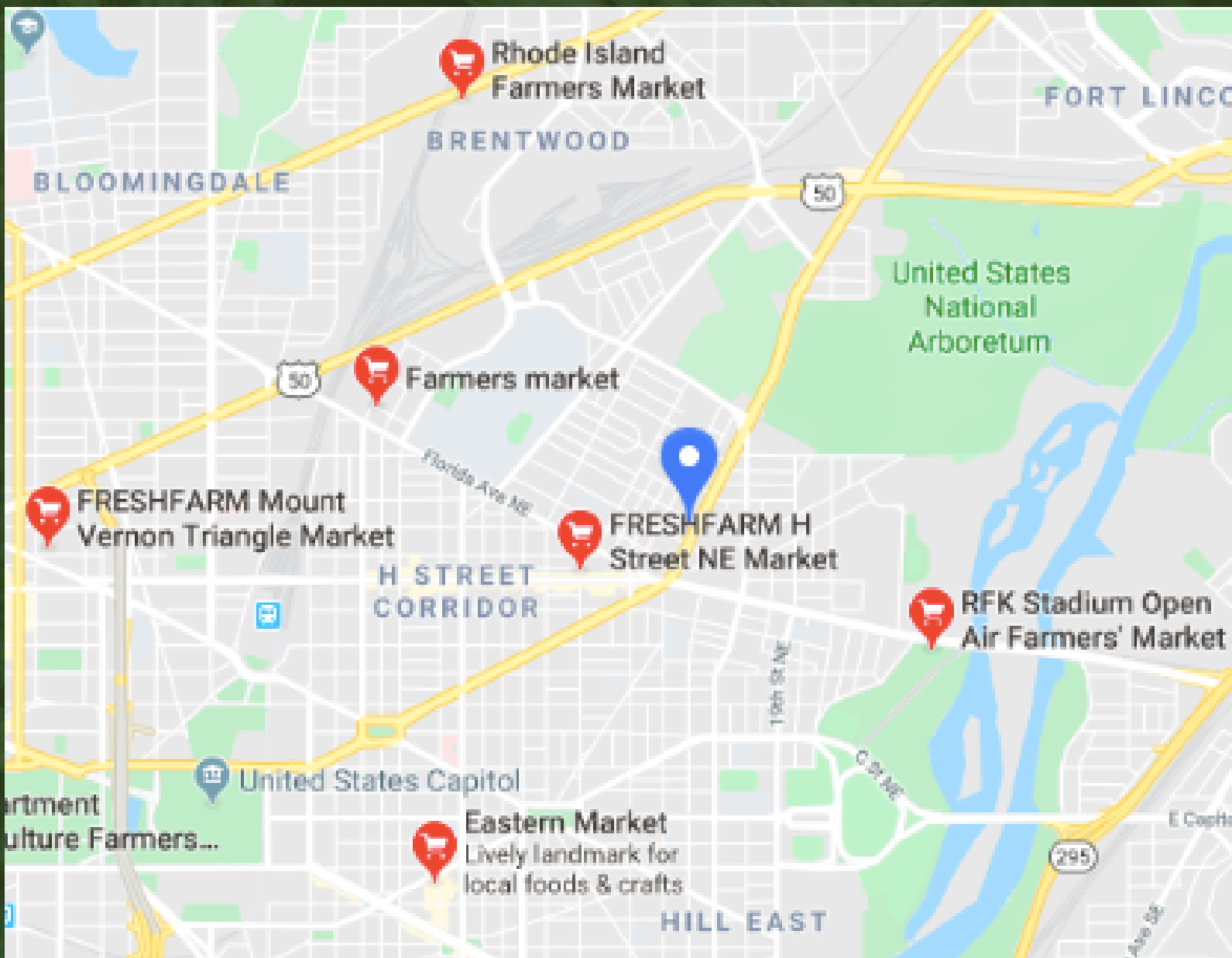


- E-mail marketing during CSA off-season.
- Become more responsive to users
- Engage with like-minded virtual communities
 - Arlington Friends of Urban Agriculture
 - Growing Organic, Eating Organic
- Gain leverage and earn media through local libraries
- Apply to teach a workshop at the U.S. National Arboretum

Competitive Analysis

by Products Offered & Proximity

- Fresh, local produce
- Smaller-scale gardening supplies
- Flowers & Plants



FRESHFARM H Street NE Market

- Fresh meats & eggs
- Pop-up coffee shop
- Gathering for family & friends
- Saturdays, from 9 am through 12:30 pm

Source: Google Maps, with the blue location pin indicating the location of Cultivate the City

FreshFarm H St. Digital Presence

IN COMPARISON TO CULTIVATE THE CITY

	Google Reviews	Instagram	Facebook	Twitter	Pinterest	LinkedIn
Cultivate the City	12	4,228	1,186	585	0	77
FRESHFARM H Street NE Market	52	20,700	7,030	13,800	396	48





Related Recommendations

- Transform Cultivate the City into a local hub
- Partner with H ST NE and earn media space.
- Unify Cultivate the City and H St Farms handles
- Content calendar
- “Produce Market” vs. “Garden Center”
- Internships to marketing students

ANALYTICS



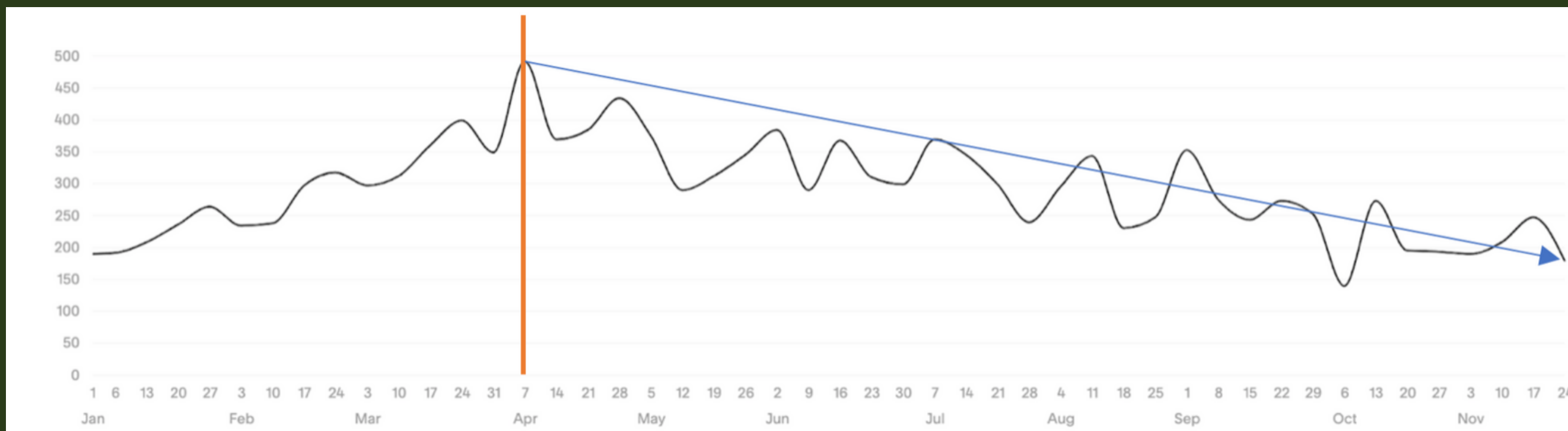
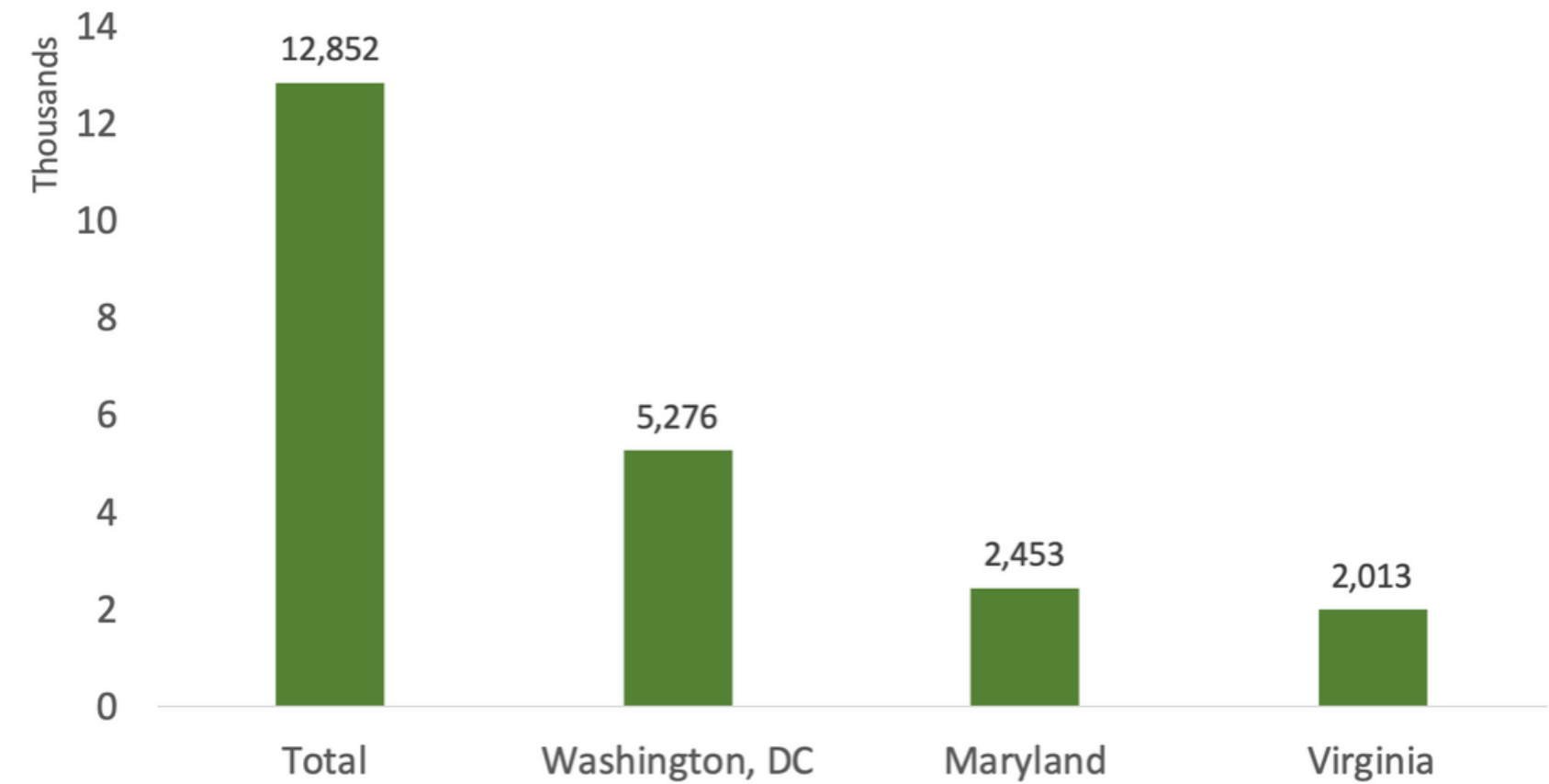
Note – analysis timeframe: January 1st 2019 – November 30th 2019, unless otherwise stated

SQUARESPACE

Website Traffic Trends

- Website visits - negative trend after first week of April
- Users - visit the website mainly from Washington, DC, Maryland, Virginia

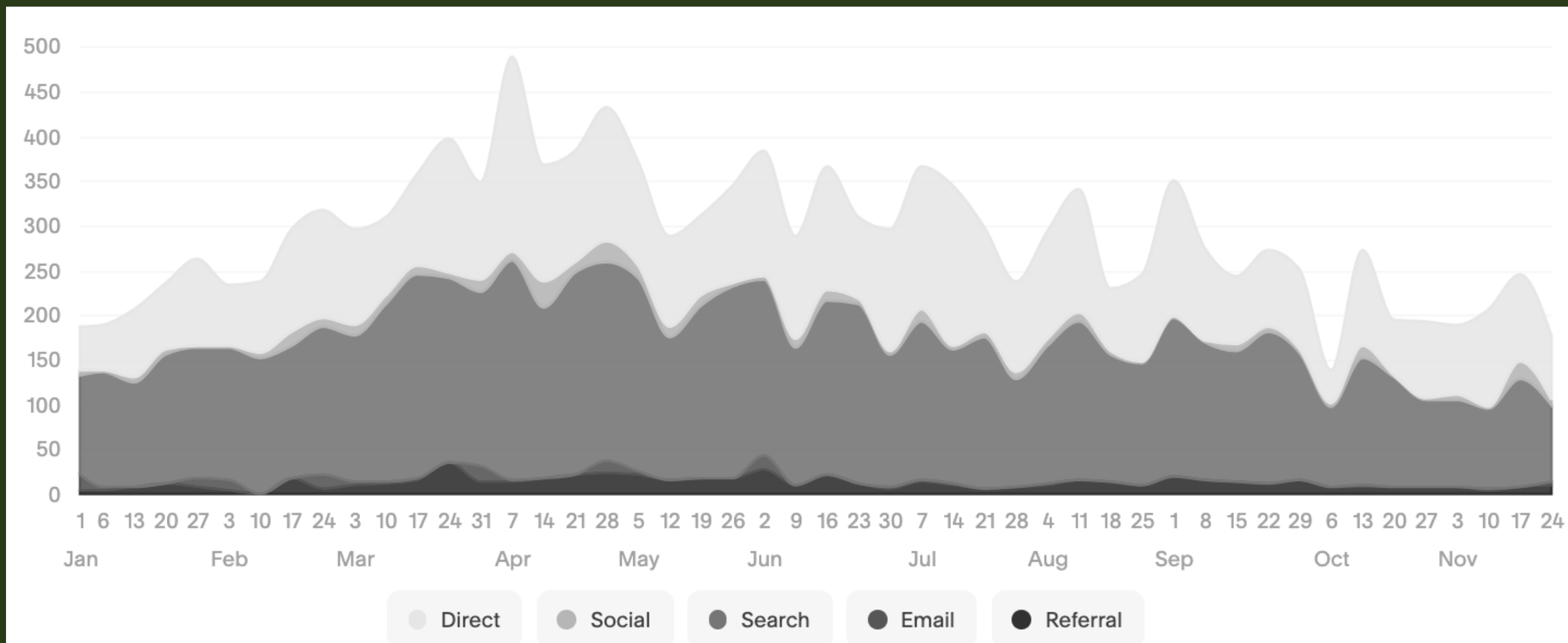
CTC's website visitors distribution



SQUARESPACE

Website Traffic Sources

- Search is top traffic driver
- Edibledc.com - top referral (328 visits)
- Facebook is the social media that drives more website traffic
- Mailchimp campaigns - 99% of Email



Source	▼ Visits
Search	6,021 (53.5%)
Direct	4,128 (36.7%)
Referral	582 (5.18%)
Social	376 (3.34%)
Email	138 (1.23%)

SQUARESPACE

*Website Traffic Sources:
Referral - Edibledc.com*

*325/328 visits came from
"12 Great CSAs in the DC Area"*

Cultivate the City (Single Farm CSA)



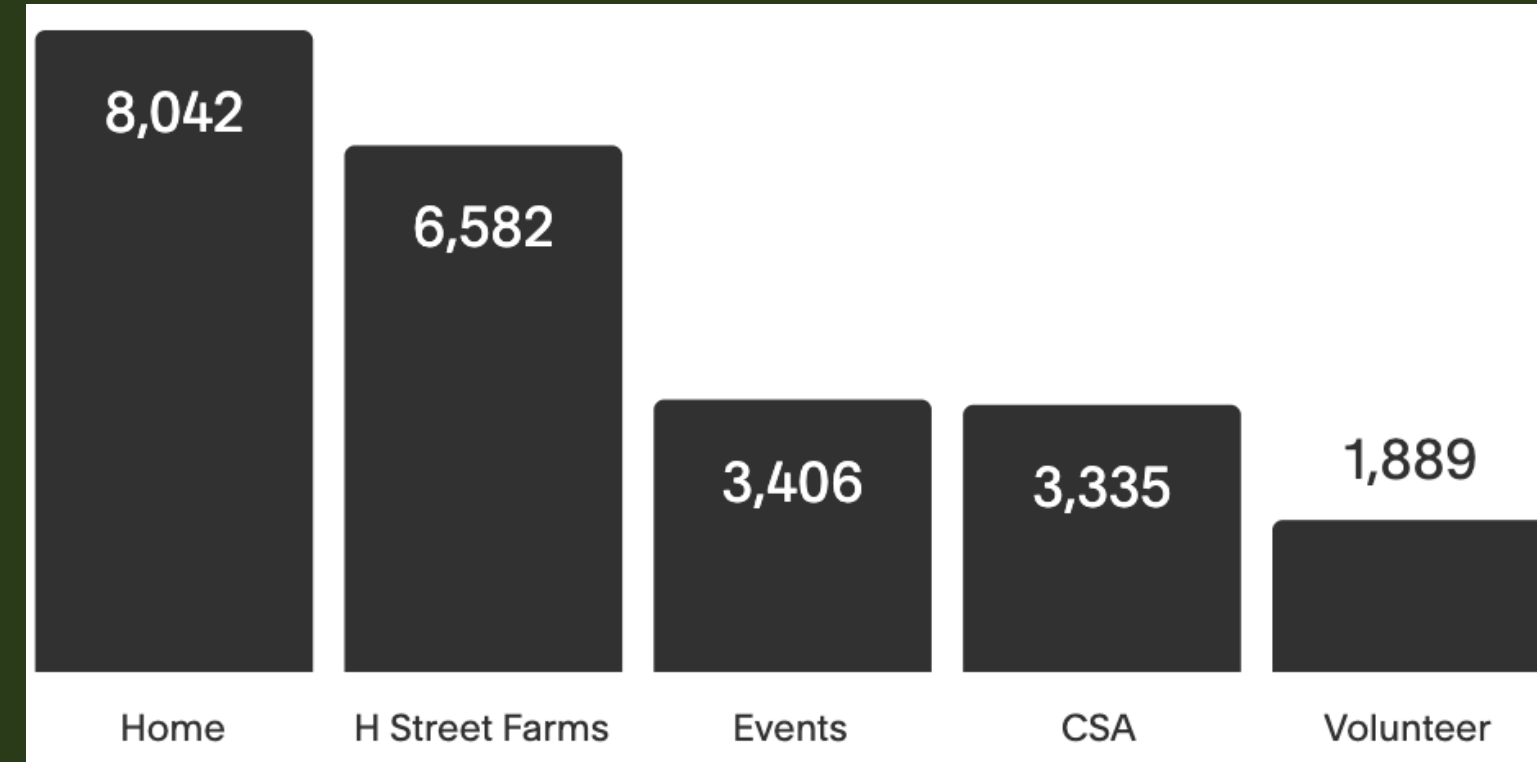
Cultivate the City is part urban farm, part education program, part garden center. Its CSA program sources food from both its H Street Farm and school gardens like Miner Elementary, Gallaudet University and IDEA Public Charter School. Your subscription will support farm programming and garden activities for youth in schools around the District.

In addition, any extra produce that isn't picked up is donated to local food pantries, reducing food waste and providing for community members who otherwise may not have access to healthy foods.

SQUARESPACE

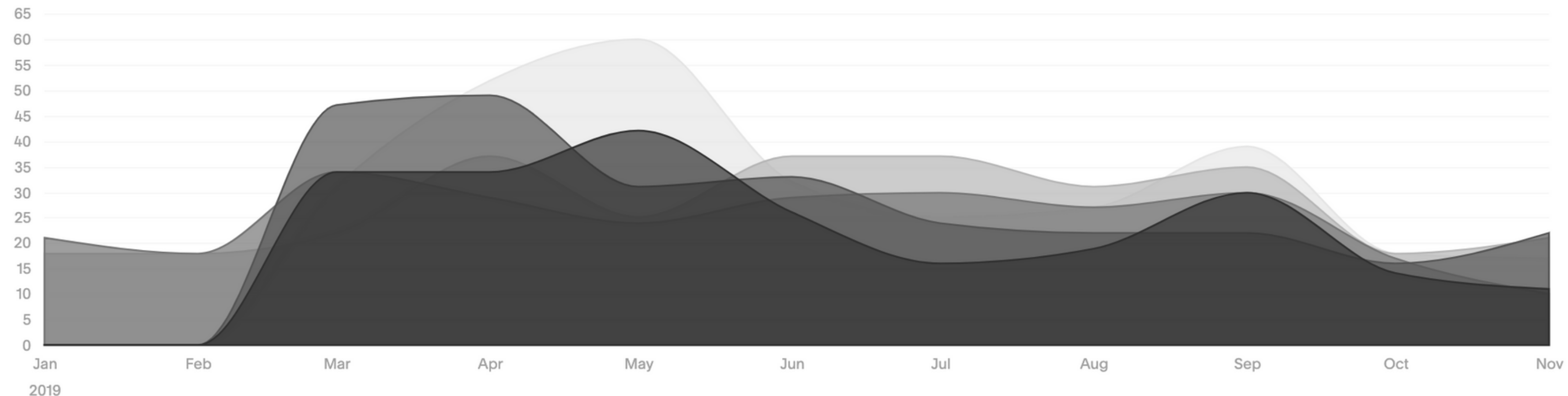
Popular Content and Button Conversion

- Top 5 pages in terms of visits (*right image*)
- "Learn more about the CSA" - 301 clicks
- "Apply to Volunteer" - top button (568 clicks; 16-17% conversion rate)
- Event buttons do not perform well (0 clicks)



Button Clicks

Monthly ▼



● Learn More about the CSA

● Apply to Volunteer (http...)

● Apply to Volunteer (http...)

● H St. Farms (http://www....)

● Visit the Farm (/h-st-far...)

Recommendations

- Create dynamic ways to serve the event links to the audience.
- Partner with edibledc.com & associate CTC to apps that can help drive traffic through referrals.
 - Dirty Dozen
 - Seasons
- Improve SEO

GOOGLE ANALYTICS

2 MAIN GOALS

NOTE:
DIFFERENT
ANALYSIS TIME
FRAME

1. Analyze Mailchimp Campaign* performance
- December 9th

Landing Page	Sessions
/idea?mc_cid=3a35593074&mc_eid=c199fe69f9	12
/idea?mc_cid=3a35593074&mc_eid=0ed4475218	3
/idea?mc_cid=3a35593074&mc_eid=93806f4221	2
	17

-> 10 Newsletter sign-ups

*sent out with improper tracking code

Landing Pages

<input type="checkbox"/>	1. /idea
<input type="checkbox"/>	2. /
<input checked="" type="checkbox"/>	3. /idea?mc_cid=3a35593074&mc_eid=c199fe69f9
<input type="checkbox"/>	4. /h-st-farms-ws-jenks-son/
<input type="checkbox"/>	5. /IDEA
<input type="checkbox"/>	6. /events-1/living-ornaments-and-terrarium-building/2/12/2018-2tcas
<input checked="" type="checkbox"/>	7. /idea?mc_cid=3a35593074&mc_eid=0ed4475218
<input type="checkbox"/>	8. /csa
<input checked="" type="checkbox"/>	9. /idea?mc_cid=3a35593074&mc_eid=93806f4221
<input type="checkbox"/>	10. /contact-us

GOOGLE ANALYTICS

2 MAIN GOALS

NOTE:
DIFFERENT
ANALYSIS TIME
FRAME

2. Analyze Google Ad performance

Sunday December 8th - Tuesday December 10th

1 CLICK:

- female 55-64
- on mobile, 6-7 AM
- zip code 20001
- "dinner party
Christmas gift ideas"



-> 1 Newsletter sign-up

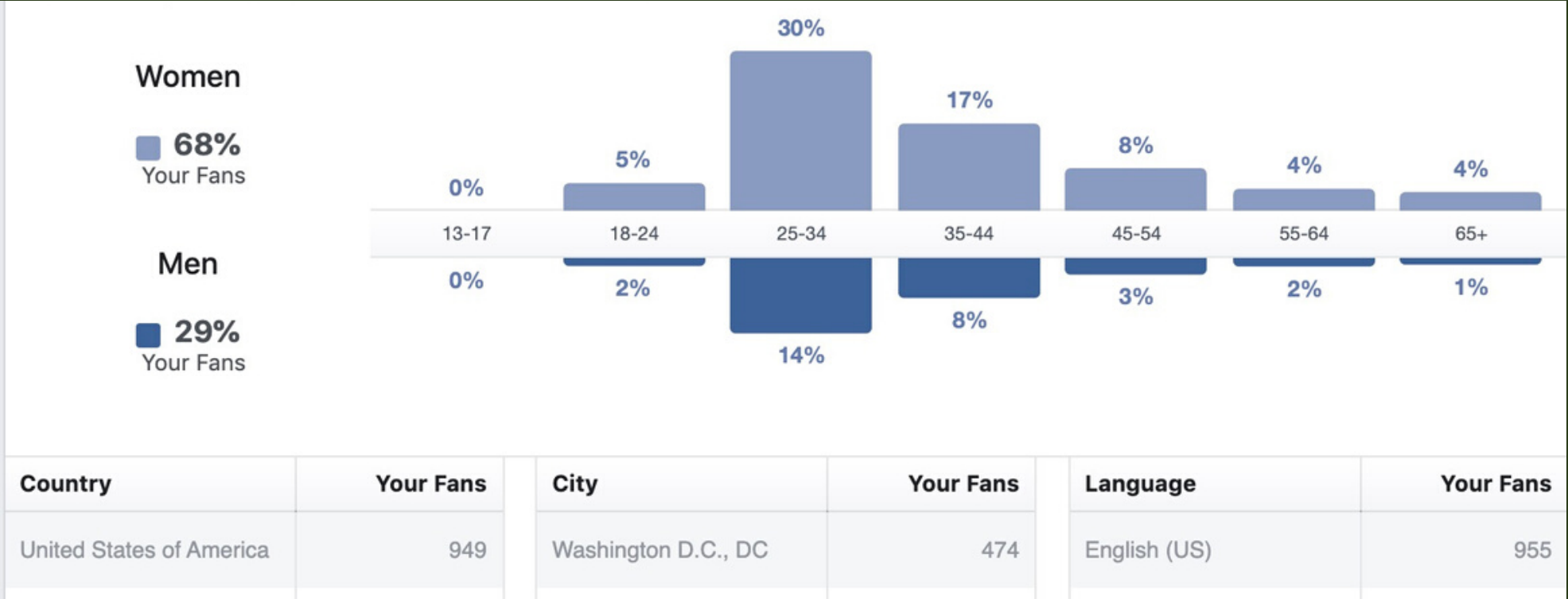
Recommendations

- Keep using Mailchimp campaigns to drive traffic to website and to promote events
- Create Google Ads that target female aged 55-64.*

**Note: since 1 click is not representative, remember to always monitor new Google Ad campaigns in order to find valuable insights for future ones.*

FACEBOOK & TWITTER FOLLOWERS

- Larger female base than male
- Most users live in the DC area
- Have an affluent HHI



Household income categories

Income category	% of audience	
\$150,000 - \$199,999	14%	<div></div>
\$75,000 - \$99,999	14%	<div></div>
\$60,000 - \$74,999	11%	<div></div>
\$200,000 - \$249,999	11%	<div></div>
\$100,000 - \$124,999	11%	<div></div>

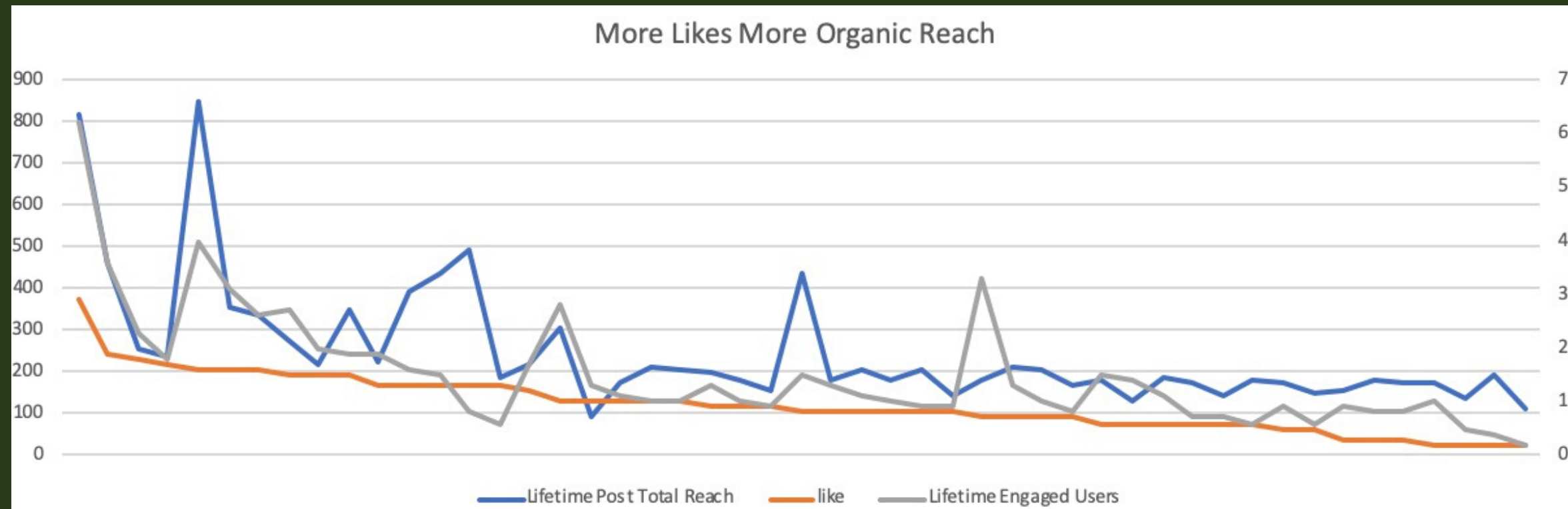
Values based on 41.9% match rate from Twitter partners

FACEBOOK

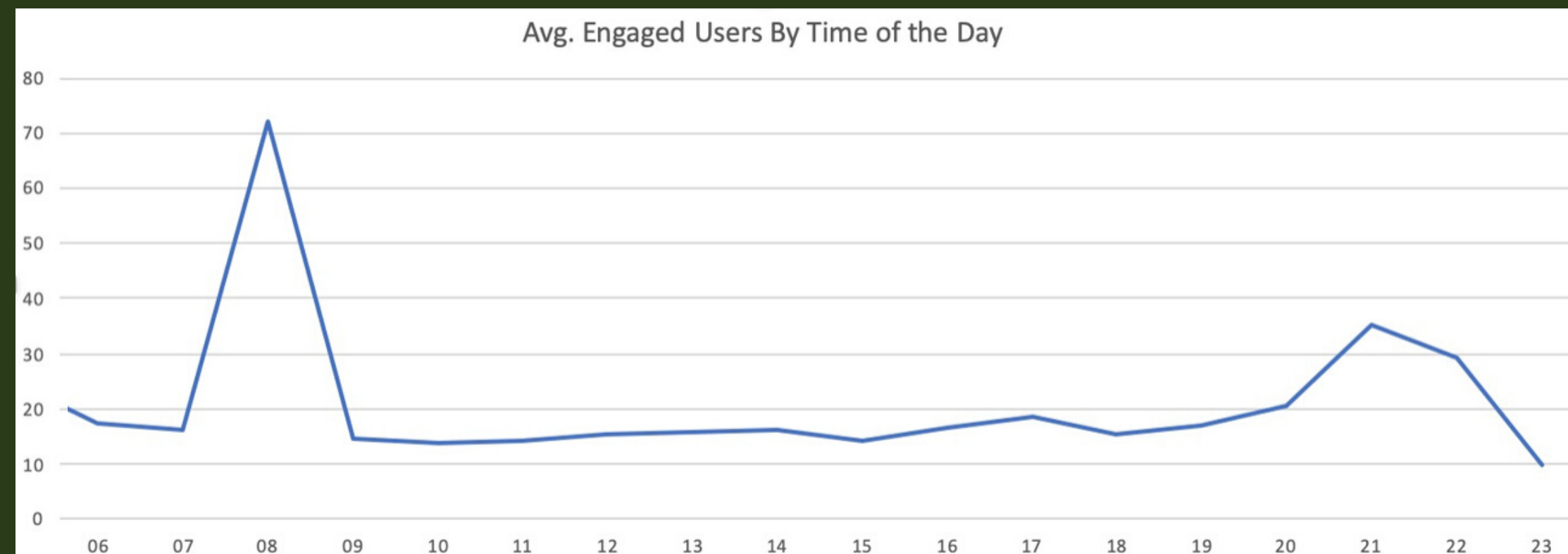


Users
reached

Engagement
metrics



Encourage employees to engage with content

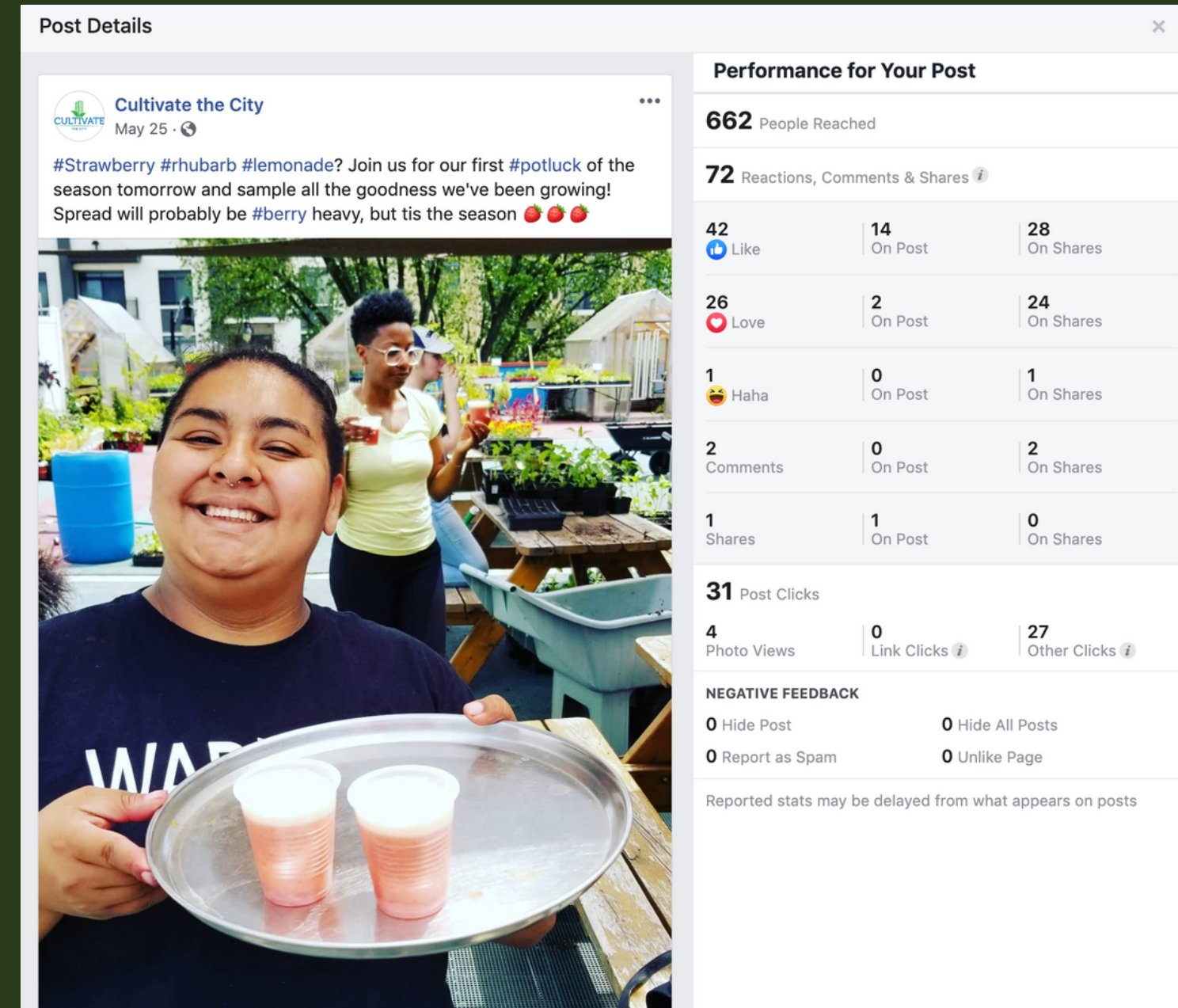


DO: share posts early in the morning
OR between 8 and 9 PM

DON'T: share content in the afternoon

Hours - from 6 am to 11pm

FACEBOOK



Users are more willing to interact with CTC FB posts when they contain authentic stories about events and activities.

FACEBOOK ADS

Drive more website visits

Dec.8 – Dec.9

Male

1374 REACH

24 LINK CLICKS

26 POST ENGAGEMENT

Target young male Millennials to get more website clicks – help reach males as well

NOTE:
DIFFERENT
ANALYSIS TIME
FRAME

Female

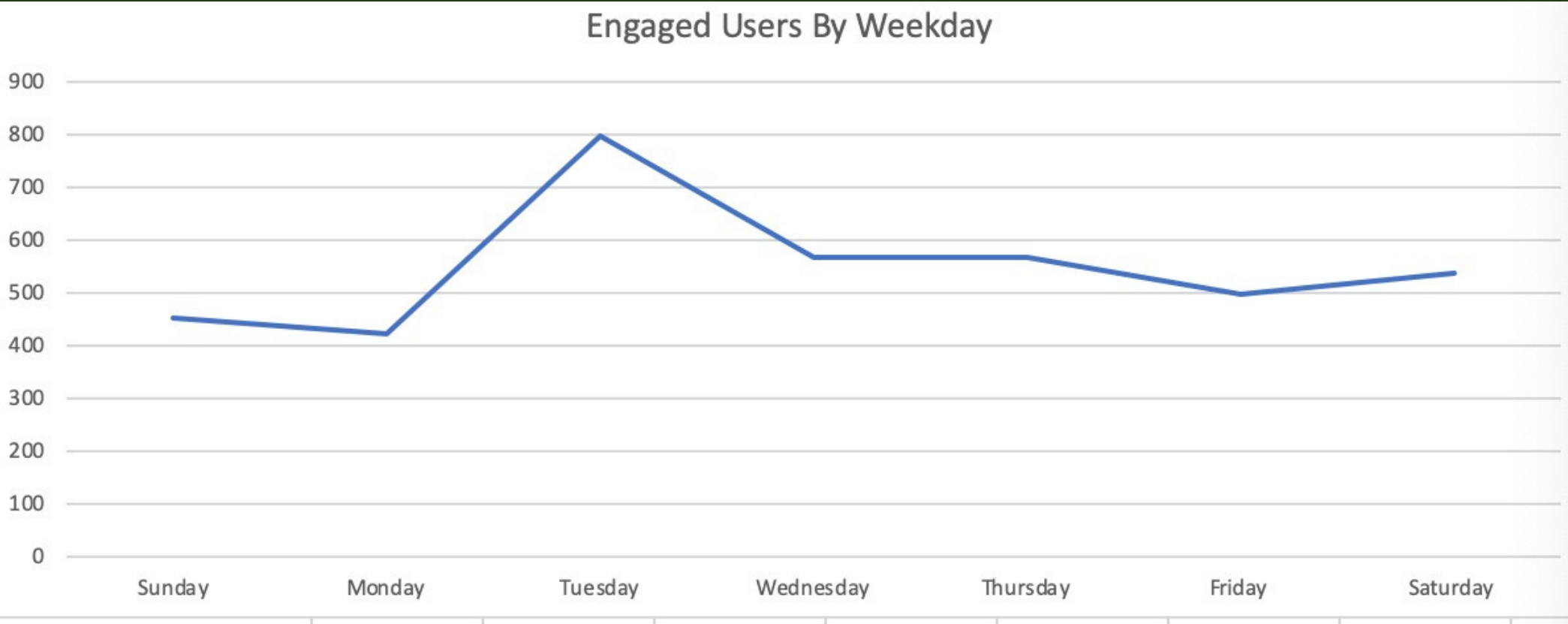
1232 REACH

18 LINK CLICKS

20 POST ENGAGEMENT

FACEBOOK ADS

FB ads can help bring quality traffic to the CTC website



FB ads launched on Wednesday, Friday, and Sunday

Date	Bounce Rate	1. Newsletter sign up, \$0.10 (Goal 1 Conversion Rate)
20191209	80.95%	9.52%
20191205	40.00%	60.00%
20191210	25.00%	75.00%
20191208	5.88%	52.94%
	44.68%	36.17%

Lower bounce rate
Higher conversion rate

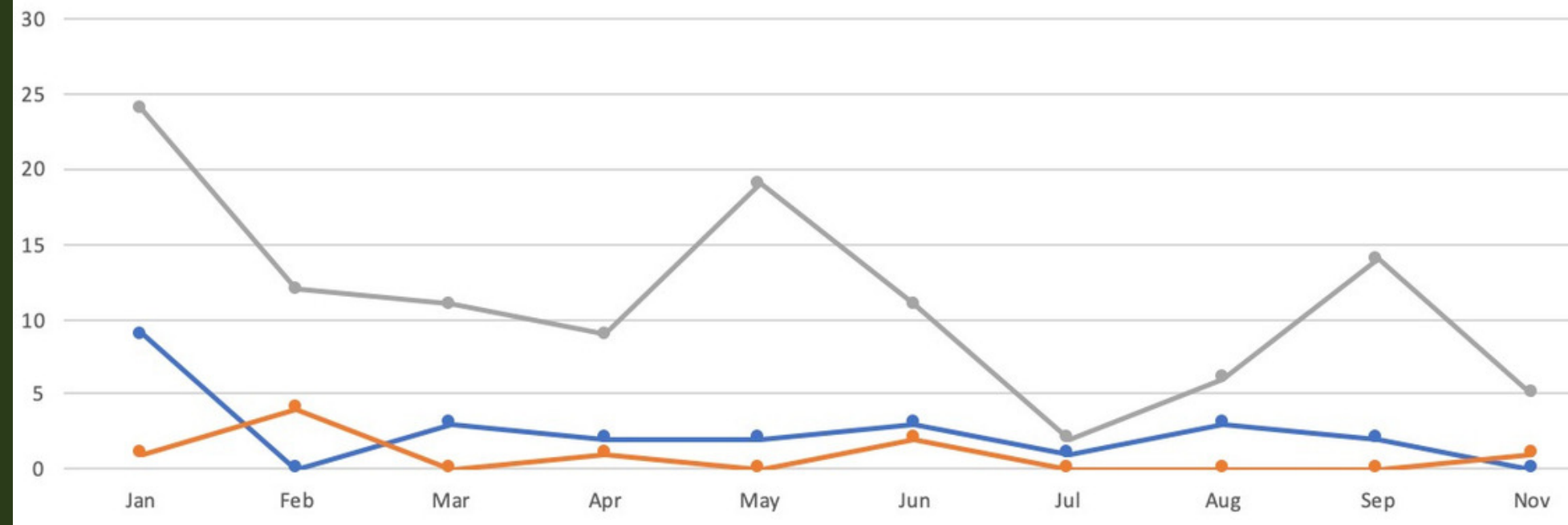
NOTE:
DIFFERENT
ANALYSIS TIME
FRAME

TWITTER



Twitter Key Engagement Metrics Changed by Month

Sum of retweets Sum of replies Sum of likes

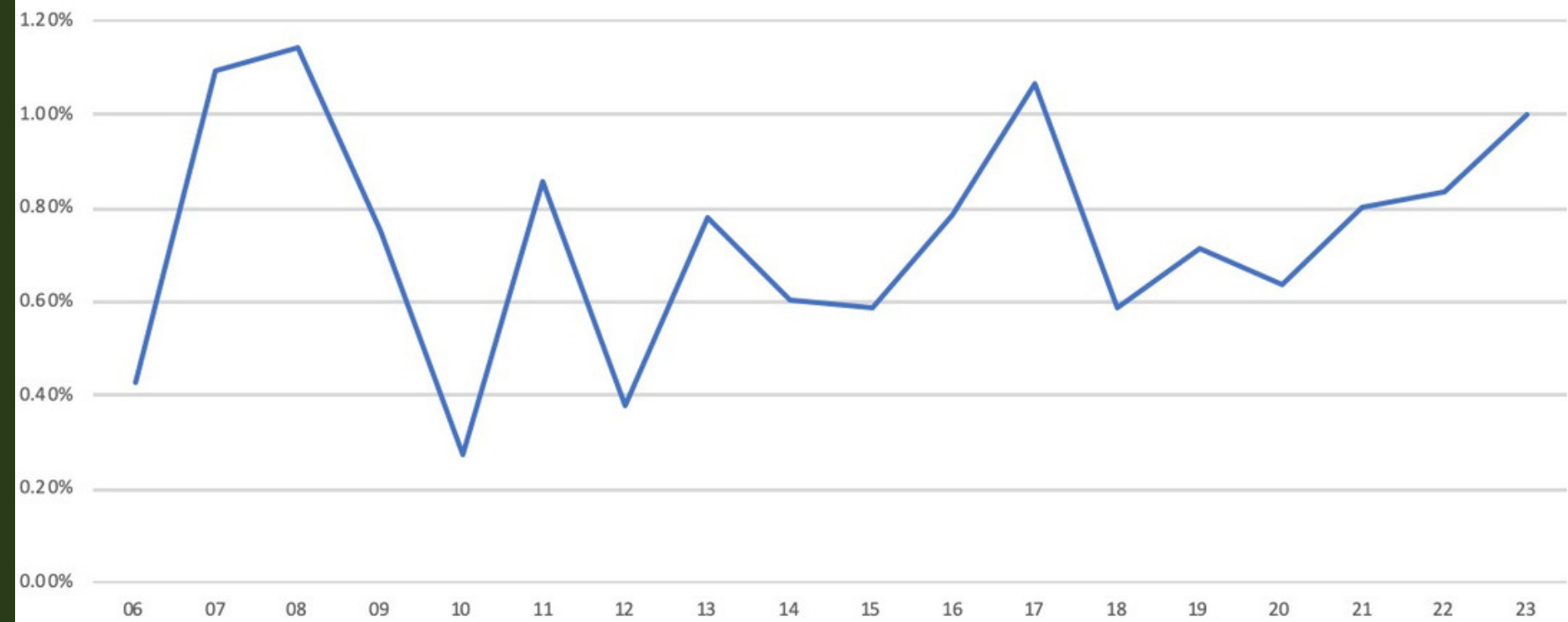


CTC's Twitter audience prefer to check their Twitter accounts during their commute and before getting to bed.

JANUARY MAY JUNE
gained more impressions

New Year in January
Mother's Day in May
Father's Day in June

Avg. Engagement Rate by Time of the Day
6:00 AM -- 23:00 PM





Cultivate the City @CultivateCity

Who's ready for **#MegBerry** **#Mojitos**?! Mints are overflowing and **#berries** ripening just in time 🍓 ❤️🍓 - join us for our monthly plant **#happyhour** tonight hstfarms from 5.30-7.30, just don't... https://www.instagram.com/p/BwZe0U2BmuG/?utm_source=ig_twitter_share&igshid=1rg8x4bsqp8ta ...

Top tweet in August

3859 impressions

0 retweet

0 reply

- Update the original tweets with images
- Add the website link to each tweet

GOOGLE MY BUSINESS

Searched 53,483 times

Users took action 133 times

Directions

8%

Phone Call

11 %

Website click

81 %

only 25%
GMB listing information Complete

Cultivate the City
4.2 ★★★★★ (5) · Garden center
(202) 627-0761



H St. Farms @ W.S.
Jenks and Son by Cultivate the City
5.0 ★★★★★ (12) · Garden center
5.0 mi · 910 Bladensburg Rd NE
(202) 627-0761
Closed · Opens 3PM



Two different business listing

GOOGLE MY BUSINESS

RECOMMENDATIONS

- Complete the GMB description with keywords “cultivate, plant, plant store dc”
- Ask clients for reviews and get renowned local guides to review the business
- Write GMB posts about events and places of interest always adding the website link and images



"An organization's ability to learn, and translate that learning into action rapidly, is their ultimate advantage"

Jack Welch