



MARKETING Monthly Report



Visit the Town New Website
at BladensburgMD.gov

Town website is responsive. You can access town information on the go 24/7 on your cell phone or tablet.

Town Winter 2018 Newsletter will hit your doorstep this February. You can also read the Town Quarterly Newsletter on your cell phone or tablet.

JANUARY 2018

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@BladensburgMd on Facebook, Twitter and Instagram

Marketing Coordinator's JANUARY 2018 Monthly Report

During the month of January, we promoted Town events, meetings, programs, and activities through the use of various social media platforms, to include Nextdoor, Constant Contact, Facebook, Twitter, LinkedIn, and the Town of Bladensburg website, www.bladensburgmd.gov

The Marketing Coordinator successfully promoted the Town's Black History Month program, Town Code Weather Safety Tips, Bladensburg C.A.R.E.S. Winter Crime Prevention Tips, MAGLEV Community Meeting, Town Council Meeting Rebroadcast, Bladensburg Road Closures, 2018 Citizens Police Academy, and Bladensburg Branch Library Demolition Referral Application.

In addition to the weekly E-Blast, you can find information about what is happening in the Town of our Facebook page, Twitter, and the Town's brand new website, www.bladensburgmd.gov. We are committed to identifying various ways to share information and will always strive to better communicate with all of our stakeholders. We welcome your input on what type of information you wish to see in our weekly e-blasts. The overall goal of the Bladensburg Weekly E-Blast is to keep Town residents and businesses informed on important issues impacting the community, and to improve our public outreach efforts.

Please contact the Marketing Coordinator if you would like to be added to our mailing list at cdureke@bladensburg.net. Also, we have created a link on the Town of Bladensburg Facebook page to make it easier for residents to Join our Mailing List. Link:

<https://www.facebook.com/Bladensburgmd/app/141428856257/>



DIGITAL MARKETING BOOTCAMP

On Saturday, January 20, 2018, the Marketing Coordinator participated in an eight-hour course in Washington D.C., discussed tips and strategies on how to devise the Town's brand. In the class we learned how to create a basic brand/marketing strategy, tools for content marketing, and how to track KPIs and metrics.

JANRUARY Highlights, Trends & Graphs

BALDENSBURG WEEKLY UPDATES

2017 - 2018 E-Mail Subscription



• **Mailing List Trend Overview in January**

- January 2018: **1,189 Contacts**
- Weekly User Opens by Device: **42% Mobile 58% Desktop**
- E-mail Campaigns Sent: **12**
- Popular Clicks: **Town Website, Town Facebook Page,**
- Popular Downloads: **Jobs, Events/Announcement Documents**
- Most Engaged 2018 E-Mail Campaign: **Water Main Break, Sent Tues, Jan 2, 2018, with 285 Unique Opens.**

Marketing Platforms in January *(in order of popularity and priority)*

1. **Weekly E-Mail Newsletter**
2. **Facebook**
3. **Next Door**
4. **Twitter**
5. **Direct Mail – Print**

6. LinkedIn

Facebook Update

The Town Facebook page currently has 306 Facebook followers and 296 likes.

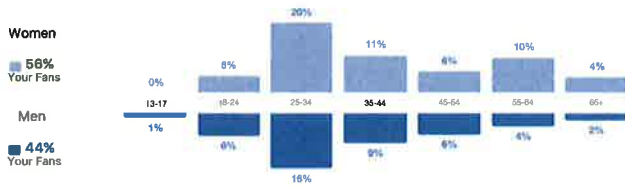
On **@BladensburgMD** Facebook page we shared the latest news on upcoming events, announcements, pictures or video from past events reminders and road closings. Since the launch of our new website

www.bladensburgmd.gov, we have seen an overall increase in Facebook interactions and shares. See chart graph below displays the

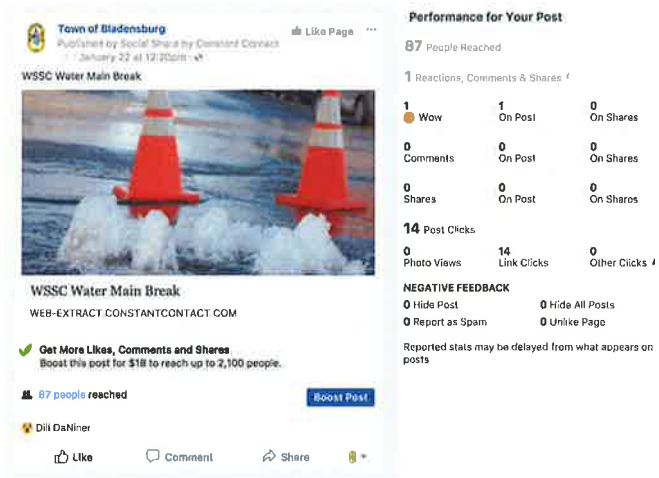
demographic data of people who like the Town Page based on location, age, gender and language. This allows us to track resident engagement.

Bladensburg Weekly Update: Water Main Break, posted on January 22, 2018 was the popular Facebook post for the month of January, 87 People reached. This post was shared the Community Announcement created on Constant Contact campaign.

Sharing the entire Weekly Update on our Facebook page is another marketing imitative the Town has successfully implemented this year.



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of Am...	292	Washington, DC	66	English (US)	201
Egypt	1	Bladensburg, MD	60	Spanish	71
Ghana	1	Riverdale, MD	17	Spanish (Spain)	17
		Hyattsville, MD	15	English (UK)	4
		Brentwood, MD	11	Arabic	1
		Edmonston, MD	8		
		Baltimore, MD	7		
		Bowie, MD	7		
		East Pines, MD	5		
		Cheverly, MD	5		



using the

CURRENT & UPCOMING PROJECTS

• Black History Month Program

We are pleased to announce we have successfully launched the Town of Bladensburg 2018 Black History Month Event. We invite you to join us for a thought-provoking evening. This year's event will involve a special reading by a local 12-year old author named Lexi P. This will be an open mic event, where everyone is invited to read an inspiring passage or excerpt from your favorite African-American author.

TOWN OF BLADENSBURG PRESENTS

CELEBRATING AFRICAN AMERICAN LITERATURE

**FEBRUARY 23, 2018
5:30PM - 7:30PM
BLADENSBURG TOWN HALL**

- FREE
- OPEN MIC EVENT
- FOR ALL AGES
- DOOR PRIZES, GIVEAWAYS
- AND LIGHT REFRESHMENTS

Special guest author Lexi P. will be reading "The Ice Cream Talk: Love the Skin You're In!"

(Note: The poster also features the Town of Bladensburg seal and a stack of books.)

The Town of Bladensburg is now on Eventbrite! You can purchase free tickets to this year's event at, <https://www.eventbrite.com/e/celebrating-african-american-literature-tickets-42088048486>

Marketing will continue to share information on the Town's Eventbrite page. The goal of the Town's Eventbrite page is to provide information about the fun and exciting programs/ events happening in the Town and to encourage our surrounding communities to visit us.