

Marketing Monthly Report

MARCH 2018

Submitted by Chidinma (Chi-Chi) Dureke

Marketing Coordinators Report

During the month of March, Town events, programs and activities were promoted through the use of the Town's Weekly E-blast, Facebook, Twitter, Nextdoor and the Town website, www.bladensburgmd.gov. We have been using these platforms to increase outreach to residents and to keep them informed about upcoming Town Council Meetings, the recycling/trash pick-up notification, and other matters impacting the community.

In addition, the Marketing Coordinator used the various social media platforms to promote the Town's Egg Extravaganza, the upcoming Public Safety OPEN HOUSE and the Police Departments Citizens' Police Academy.

Our goal is to improve our outreach to the community and the use of the Town of Bladensburg's Weekly E-blasts is one way we are striving to better communicate to all partners and stakeholders.

Please contact the Marketing Coordinator if you would like to be added to our mailing list cdureke@bladensburg.net or follow the Town of Bladensburg @Bladensburg.



March Highlights, Trends & Graphs

E-BLAST WEEKLY UPDATES

Mailing List Growth in March

During the month of March 11 new e-mail addresses were generated. This report shows the growth in number of new contacts that have been added to the Town's Mailing list over the last 30 days. These contacts have been added through "Text to Join" and by Town staff collecting emails at various events and meetings.

We have created a link on the Town of Bladensburg Facebook page to make it easier for residents to Join our Mailing List:

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

October 2016: 400 Contacts

March 2018: 1, 213 Contacts

Weekly Update E-blast User Opens by Device: **42% Mobile 56% Desktop**

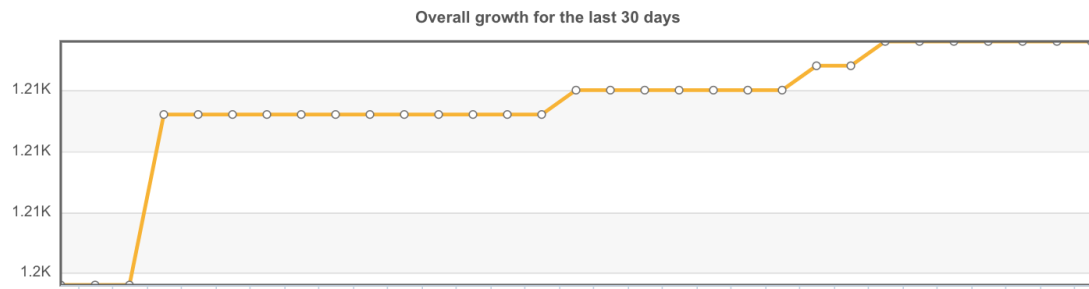
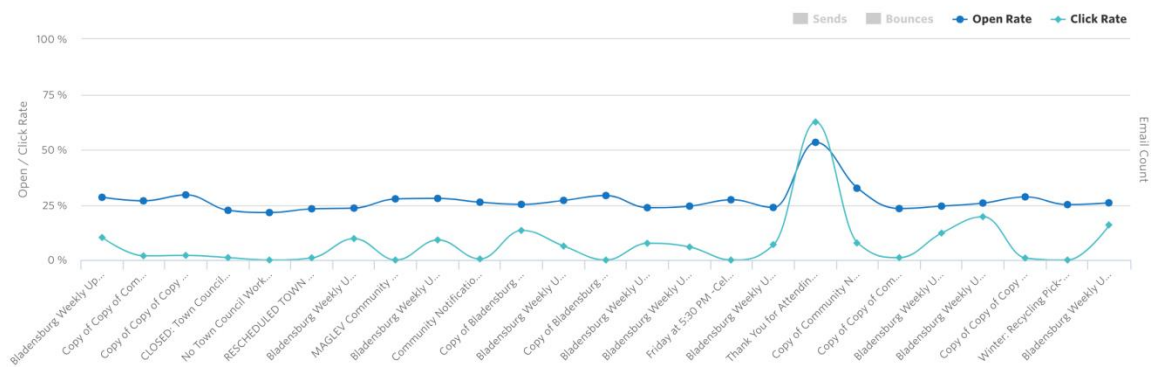
Number of Weekly New Job Postings (PGCEDC): 10 Job Opportunities

Number of Notices, Alerts: Three (3) Community Notifications

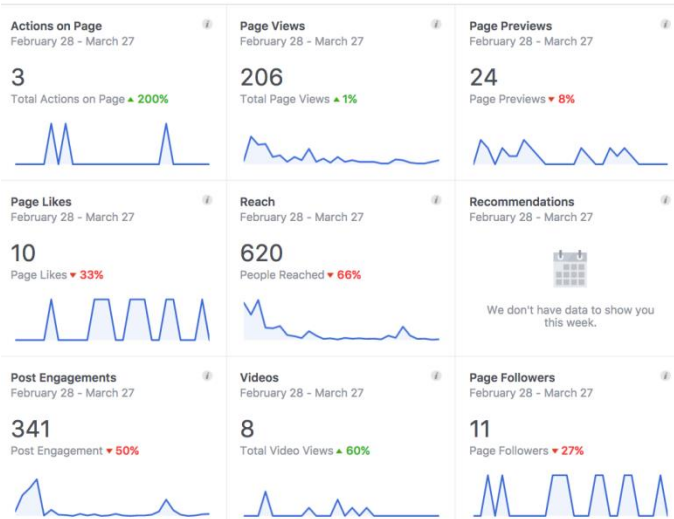
Number of Contacts Added: Three (**3**) using **Text-to-Join**

Number of Contacts Added: Eight (8) manually

Popular Clicks: Winter Recycling Pick-Up Notification Change & Job Opportunities



Social Media Update: FACEBOOK



There were 329 Total Facebook Page Likes in the Month of March on the @BladensburgMD Facebook page. The insights activity is from February 28, 2018 through March 28, 2018.

The Town page actions and interaction have gone up by 200%.

Posts

The screenshot shows a Facebook post from the 'Town of Bladensburg' page. The post is titled 'Recycling Pick-Up Notification Change' and features a large graphic with the word 'NEWS' in 3D letters, where the 'e' is a red '@' symbol. Below the graphic, the text reads 'Recycling Pick-Up Notification Change' and 'WEB-EXTRACT.CONSTANTCONTACT.COM'. The post has 93 people reached and includes a 'Boost Post' button. The interaction bar shows 'Like', 'Comment', and 'Share' options. There are 3 comments visible. The first comment is from Charlotte Jones Rogers, stating her recycle trash was not picked up on Tilden between 54th pl and 54th street. The second comment is from the Town of Bladensburg, responding that the recycle truck will be back today to pick-up the recycling that was missed and apologizing for the delay.

The Community Notification on the Recycling Pick-Up Notification was the most popular Facebook post for the month of March. A copy of the Town's Weekly e-blast and the Community Notification was shared on to the Town's Facebook Page. The feedback from residents was both engaging and very informative for our Public Works Department.

Meetings/Events/Community Involvement

The Marketing Coordinator was involved in the following meetings/trainings and community events.

Meetings –

- Port Towns MML Conference Booth meetings
- Public Safety Open House committee meetings
- Youth Summer Program Opportunity committee meeting
- Crime Prevention Awareness Campaign Committee meeting

Trainings –

- Participated in the SEXUAL HARASSMENT TRAINING
- New Website Training

Events

SUSTAINABLE MARYLAND PET WASTE MANAGEMENT SUMMIT - Thursday, March 29, 2018.



The Marketing Coordinator gave a short presentation on outreach and educational marketing efforts related to the Pet Waste initiative in the Town of Bladensburg. This was the second Prince George's County Pet Waste Management Summit hosted by the University of Maryland's Sustainable Program. The Summit focused on the County's pet waste campaigns, sharing of best practices by other communities, and how to access resources to improve Bladensburg's pet waste management program.