July 2020 Marketing Report

Public Relations

Chestnut Hill businesses were featured on NBC10, and in multiple TV segments on PHL 17's Morning Show.

Visit Philly created a list of over 60 standout Black-owned businesses in Philadelphia, including many of Chestnut Hill's own shops and restaurants.

Philly Influencer highlighted Chestnut Hill as a destination for summer excursions.

Social Media Followers

*Many organizations have seen slight follower declines in recent weeks. As we get closer to the election, we expect Twitter and Facebook will aggressively delete inactive or fake accounts.

Send us your news to share from the Chestnut Hill accounts through this simple Google form.

	July 1	Aug 1	% Change
Facebook	16,388	16,384	-0.02%
Twitter	3,719	3,717	-0.05%
Instagram	12,258	12,297	0.32%

Top Social Media Posts

3,593 views, 14 shares

251 Likes

251 Likes

Website Traffic

Website traffic to ChestnutHillPA.com is 22% lower than July 2019 as users decreased from 9,692 in 2019 to 7,537 in 2020, and sessions decreased from 11,284 to 8,703.

The largest decrease in traffic was on the events pages which declined 68%. **Traffic to business pages increased 15%** compared to July 2019.

5,926 users found the website via Organic Search, 273 via the Google Grant and 149 via Facebook.

Send us up-to-date information for your business listing on ChestnutHillPa.com.

Tag @ChestnutHill_PA on Instagram and @ChestnutHillPA on Twitter and use the hashtag #KeepItOnTheHill so we can engage with your social media posts.

Top Pages in June	Number of Pageviews
Businesses (total)	7,091
Events (total)	1,868
Homepage	1,841
Explore (total)	1,233
Open	568

Do your website, Google business listing, and social media accounts reflect the reality of mask-wearing and other safety measures?

Put customers at ease by addressing their concerns. Increased traffic to business pages on chestnuthillpa.com suggests that more customers are searching for information online before they decide to visit a business.