



November 2020 Marketing Report

Public Relations

6abc filmed a segment at Hideaway Records, and **NBC10** covered Morris Arboretum's Garden Railway exhibit.

The Spice Rack was featured on [Fox29](#).

The [PhillyVoice](#) previewed Stag & Doe Nights.

Chestnut Hill Cleaners was included in [Philadelphia Weekly's Holiday Gift Guide](#).



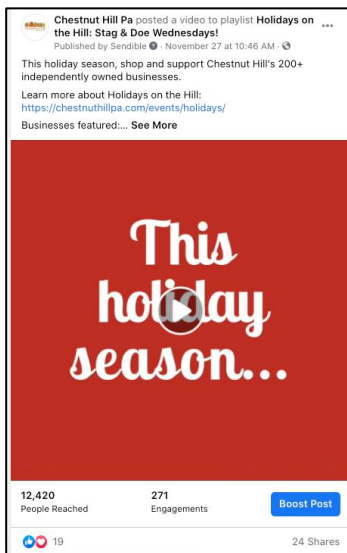
Social Media Followers

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

Send us your news to share from the Chestnut Hill accounts through this [simple Google form](#).

	Nov. 1	Dec. 1	% Change
Facebook	16,491	16,558	0.40%
Twitter	3,727	3,725	-0.05%
Instagram	12,698	12,884	1.46%

Top Social Media Posts



12,420 reached, 24 shares



543 likes



1,682 impressions

Website traffic to ChestnutHillPA.com was **10% higher** than November 2019 as users increased from 10,180 in 2019 to 11,213 in 2020.

Traffic to Business pages increased 34% compared to November 2019.

7,629 users found the website via Organic Search, 281 via the Google Grant, and 258 via Facebook.

[Send us](#) up-to-date information for your business listing on ChestnutHillPa.com.

Top Pages in October	Number of Pageviews
Business (total)	9,289
Event (total)	6,277
Homepage	3,255
Explore (total)	1,350
Holidays	801

Chestnut Hill engaged blogging photographer [HughE Dillon](#) (37.6k Instagram followers) to promote Chestnut Hill. In addition to his social media, HughE's photos and columns about Chestnut Hill have appeared in [Metro Philadelphia](#), on [CBS Philly](#), and on his own blog [Phillychitchat](#).



FEATURES



AROUND TOWN

WITH HUGHE DILLON

A holly, jolly *good time*

One of Chestnut Hill's most beloved traditions—Stag & Doe Nights—are back this holiday season. The annual event is a neighborhood favorite and although this year's festivities look a little different for obvious reasons, Chestnut Hill's Stag & Doe Nights are still very merry and bright. Held on Wednesdays, Dec. 16 and 23, from 11 a.m. to 9 p.m. Stag & Doe Nights feature extended store hours, holiday specials and horse-drawn carriage rides. Santa will also be strutting down Germantown Avenue as the sounds of a cheerful brass quartet fill the air. In order to promote safety and avoid crowding, customers are encouraged to visit throughout the day to get a head start on shopping. HughE Dillon is a Philadelphia-based photographer and creator of the PhillyChitChat blog. Follow him on Twitter @HughE_Dillon and on Instagram @PhillyChitChat.







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