



## March 2021 Marketing Report

### Public Relations

McNally's 100<sup>th</sup> anniversary was highlighted on [6abc](#), CURE de Repos was featured on [CBS Philly](#), and [KYW Newsradio](#) covered the restoration of Chestnut Hill West Regional Rail service.



### Social Media Followers

**Chestnut Hill reached 14,000 Instagram followers! Thank you for your support!**

Keep tagging @ChestnutHill\_PA on Instagram and @ChestnutHillPA on Twitter and use the hashtags #ChestnutHillPA and #KeepItOnTheHill so we can leverage this audience to help achieve your social media goals.

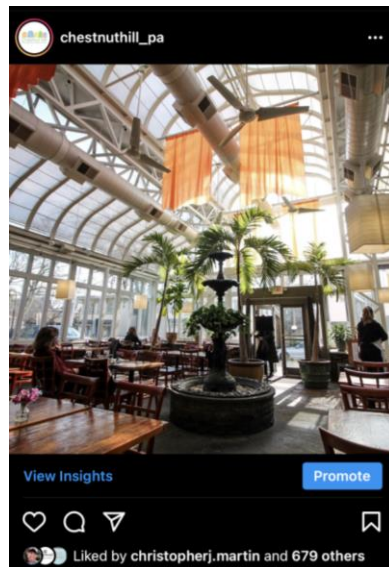
	March 1	April 1	% Change
Facebook	16,761	16,824	+0.38%
Twitter	3,716	3,726	+0.27%
Instagram	13,912	14,027	+0.83%

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

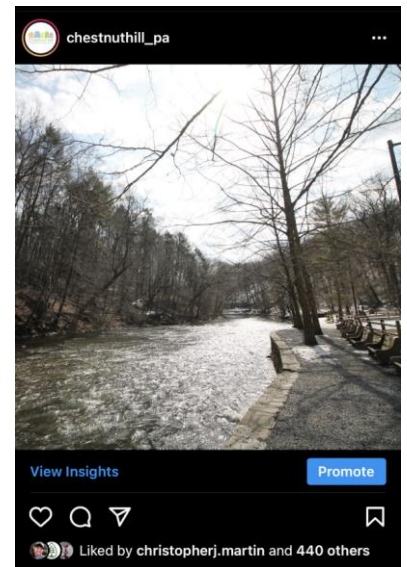
### Top Social Media Posts



70 likes; 837 engagements



680 likes



441 likes

## Website traffic

8,661 users visited ChestnutHillPA.com in March 2021; an increase of 12% compared to 2020. The increase in traffic is largely the result of a 27% increase in organic search traffic, which is a sign of increasing consumer confidence compared to 2019. Traffic to business pages is 24% percent higher, and traffic to events pages is 22% higher than it was in March of 2019.

In March, 7,189 users found the website via Organic Search, 365 via Facebook, and 261 from visitphilly.com.

Top Pages in January	Number of Pageviews
<b>Business (total)</b>	7,406
<b>Events (total)</b>	3,733
<b>Homepage</b>	3,213
<b>Explore (total)</b>	1,808
<b>Outdoor Dining</b>	681

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

## Post your spring specials in the Home & Garden Stroll Facebook event page

The Facebook event page for the Home & Garden Stroll is live. We encourage all businesses to post about any specials or relevant offerings that will be active during the Home & Garden Stroll on May 2<sup>nd</sup>.

This page is an excellent place to reinforce your messaging to people who have indicated their interest in attending the event. Click here to view the [Home & Garden Stroll Facebook event page](#).

