

## November 2021 Marketing Report



### Public Relations

[Small Business Saturday](#) – over 25 TV hits highlighting the day in Chestnut Hill. Here is one from [CBS3](#)

[Philly Voice](#)- feature about Holidays on the Hill

[PHL17](#) - Night Kitchen Bakery is the best in town

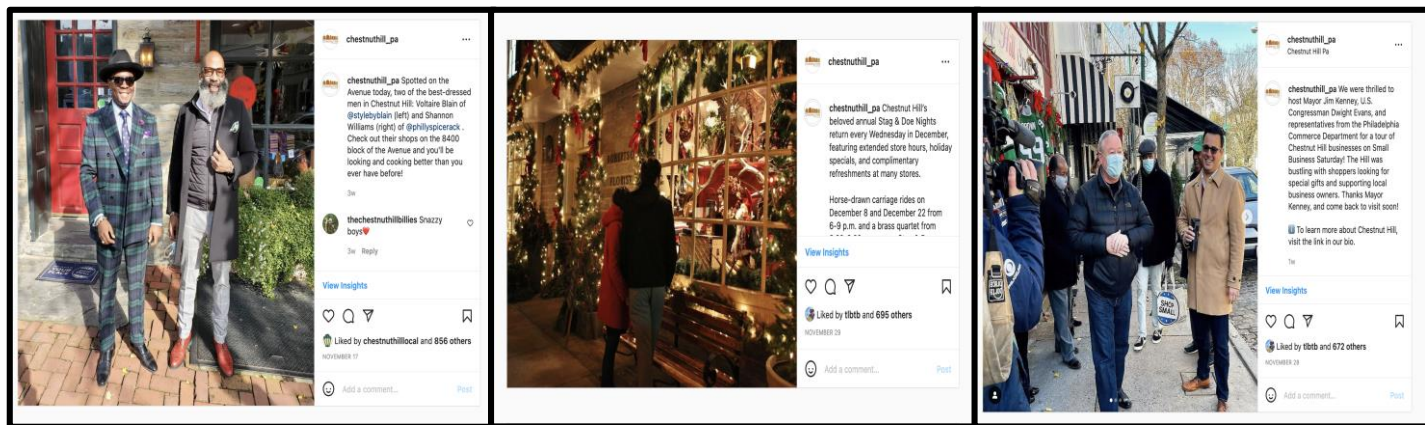
### Social Media Followers

Tag @ChestnutHill\_PA on Instagram, @ChestnutHillPA on Twitter, and use the hashtags #ChestnutHillPA and #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	Dec	% Change
<b>Facebook</b>	17,307	17,307	+0.45%
<b>Twitter</b>	3,725	3,725	0%
<b>Instagram</b>	15,196	15,531	+2.2%

### Top Social Media Posts



857 likes, 20 comments, 27 shares

696 likes, 7 comments, 115 share

673 likes, 21 comments, 17 shares

**Website traffic**

14,665 users visited chestnuthillpa.com in November 2021—an increase of 31% compared to 2020, and a 44% increase compared to 2019. Compared to Novembers 2020, event pages traffic increased 121% (6,942 vs. 3,136) and business listings traffic increased 78% (2,044 vs 1,149). Traffic to the Explore content increased 39% (1,096 vs. 788). 10,429 users found the website via Organic Search, 763 via referral from chestnuthill.org.

Top Website Content in November	Number of Pageviews
Events (total)	6,942
Business (total)	2,044
Homepage	4,493
Explore (total)	1,096

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

**Looking ahead to 2022**

Chestnut Hill on Ice is just around the corner. Please share any food specials, drink specials, shopping specials for January 28/29 with us as soon as possible. We expect next year's event to be even larger than last year! [tracy@enroutemarketing.com](mailto:tracy@enroutemarketing.com).

For social media content you would like us to share from the Chestnut Hill Facebook account, please continue to use the [Google form](#).

