

November 1, 2023

City of SLO

Q1 Stat Report

SUPPORT LOCAL CAMPAIGN

Paid media for the City of SLO during Q1 consisted of a “Back To School” social campaign that launched for September. The creative used was a :15 video ad promoting downtown as the place to buy school supplies, clothes and tech. Facebook and Instagram combined stats achieved **82,812** impressions, **1,493** clicks and a **1.90%** CTR. The campaign directed click traffic to the blog page of the City of SLO’s website which detailed “A Student’s Guide to Downtown SLO: Back-To-School Edition”. This campaign successfully connected with community members, exceeding the benchmark CTR of 0.90% on social, and driving nearly 1,500 visitors to the City of SLO’s website for more information about shopping locally during the Back-To-School season!

Paid Media

Channel	Creative	Impressions	Clicks	CTR	VCR
Social Media (FB/IG)	• September: Back To School Reel	82,812	1,493	1.90%	1.63%

Total Campaign Summary:

- Impressions: 82,812
- Clicks: 1,493
- CTR: 1.90%

Creative

Micro Campaign: Back to School

