

SAN DIEGO MOUNTAIN BIKING ASSOCIATION

Digital Marketing 3 Month Report





DIGITAL MARKETING OVERVIEW

GOALS for October - December

- Use Google Ads to create remarketing ads to target 'warm audience' that has already visited the SDMBA website.
- Create Facebook and Instagram 10-day ad cycles to preserve ad budget: running brand awareness, traffic and then conversion ads (most expensive).
- Be a stronger resource for SDMBA, providing quick-tunrarounds on digital strategy and execution (ex:Trailfest advertising), allowing staff more time for other projects.
- Increase new members and membership renewals.

KEY ACCOMPLISHMENTS

October - December 2019

STAFF TIME REALLOCATED

- Staff can now spend time on other projects such as trail restoration, events and new business development, rather than digital marketing.

INCREASED RENEWALS

- Year over year increase in membership renewals (Oct-Dec)
144 vs 188
- **30% increase!**

FACEBOOK AND INSTAGRAM AD IMPRESSIONS

- Total impressions from Facebook and Instagram advertising in October - December is 385,000

INCREASED WEBSITE TRAFFIC

- From October - December, we had 17,778 unique website visitors, 197,000 impressions from Google ads.

CHALLENGES AND RECOMMENDATIONS

October - December 2019

MORE FOCUSED AND CUSTOMER-FRIENDLY MEMBERSHIP CAMPAIGNS

- Recommendations: Simplify both landing pages and registration process, and reduce the amount of text on pages

FINE TUNE DATA ANALYTICS AND TRACKING

- Incremental improvements were made, however MemberLeap continues to prove challenging for data tracking.
- Recommendation: continue working towards successful conversion tracking with Memberleap

CREATE 2020 MARKETING STRATEGY

- Develop complete 2020 marketing strategy to stay on track and be more efficient with social media posting, emails and advertising.


AUDIENCE FATIGUE

- Recommendations: Be more strategic with asks or calls to action from your audience.

GOOGLE ADS OVERVIEW

Display ads Sort by: Impressions

Trail Fest Remarketing 1




Mount Laguna Trail Fest

Join Us for 2 Days of Riding in Mount Laguna. Camping spots available. Register today!

Ad	Impressions	Clicks	CTR
Enabled	36,627	296	0.81%

Landing pages Sort by: Clicks


https://sdmba.com/join_today.php



Clicks: 750, Mobile sp...: —, Conv. rate: 0.00%, Avg. CPC: \$0.85

Display ads Sort by: Impressions

Remarketing Ad group 1



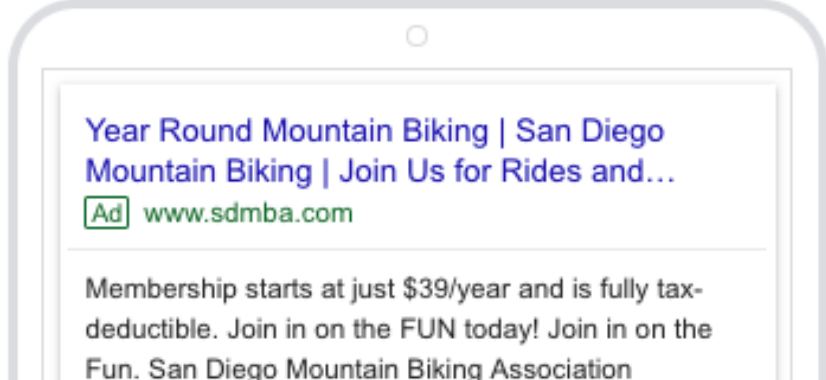
Join SDMBA Today- \$39 a Year

Membership starts at just \$39/year and is fully tax-deductible. Join in on the FUN today!

Ad	Impressions	Clicks	CTR
Enabled	125,009	396	0.32%

Most-shown search ads Sort by: Clicks

TRM: SDMBA_Website traffic_Membership_Search ads




Year Round Mountain Biking | San Diego Mountain Biking | Join Us for Rides and...
www.sdmba.com

Membership starts at just \$39/year and is fully tax-deductible. Join in on the FUN today! Join in on the Fun. San Diego Mountain Biking Association

Ad	Impressions	Clicks	CTR
Enabled	16,722	88	0.53%

Landing pages Sort by: Clicks

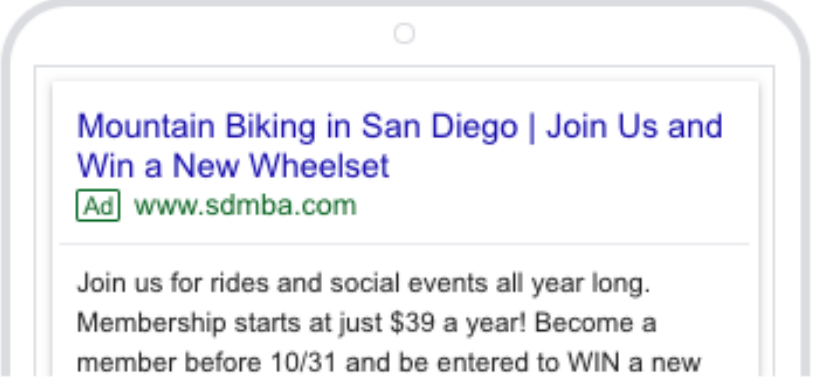
https://sdmba.com/mount_laguna_trail_fest_2019.php



Clicks: 296, Mobile sp...: —, Conv. rate: 0.00%, Avg. CPC: \$0.58

Most-shown search ads Sort by: Clicks

TRM: SDMBA_Website traffic_Membership_Search ads



Mountain Biking in San Diego | Join Us and Win a New Wheelset
www.sdmba.com

Join us for rides and social events all year long. Membership starts at just \$39 a year! Become a member before 10/31 and be entered to WIN a new

Ad	Impressions	Clicks	CTR
Enabled	9,063	43	0.47%

FACEBOOK ADS OVERVIEW

San Diego Mountain Biking Association
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Mount Laguna Trail Fest Presented by ZOIC offers bike demos, guided rides, clinics, food + beers, camping and all day fun!



SDMBA.COM

Join us Oct 18-20th for demos, shuttle service, food, beer and family fun!


Full Festival Pass and Day Passes are still available for the Mount Laguna Trail Fest.

[Learn More](#)

👍👍 Jimbo Wimberly, Aleksey Makhaydinov and 11 others · 3 Shares · 4.3K Views

San Diego Mountain Biking Association
Sponsored · 🌐

Join the San Diego Mountain Biking Association before 12/31 and be entered to win G-Form Pads and a SkyPark 4-pack!




SDMBA.COM

Join or Renew Before 12/31 and Win G-Form Pads and a...

[SIGN UP](#)

San Diego Mountain Biking Association
Sponsored · 🌐

Join the San Diego Mountain Biking Association for fun rides and events year-round! Membership starts at just \$39/year and is fully tax-deductible. Join before 12/31 and be entered to win G-Form Pads and a SkyPark 4-pack.



WWW.SDMBA.COM

Protect the Trails You Love to Ride in San Diego County

[Sign Up](#)

San Diego Mountain Biking Association
Sponsored · 🌐

Win a SkyPark 4-Pack and G-Form Pads when you Join or Renew by December 31st. Plus, your membership is fully tax-deductible!




SDMBA.COM

SkyPark 4-Pack up for grabs! Enter to Win Today!

[LEARN MORE](#)

San Diego Mountain Biking Association
Sponsored · 🌐



WWW.SDMBA.COM

Protect the Trails You Love to Ride in San Diego County

Join the San Diego Mount...

[Sign Up](#)

San Diego Mountain Biking Association
Sponsored · 🌐

Join fellow mountain bikers and give back to the trails you love to ride!



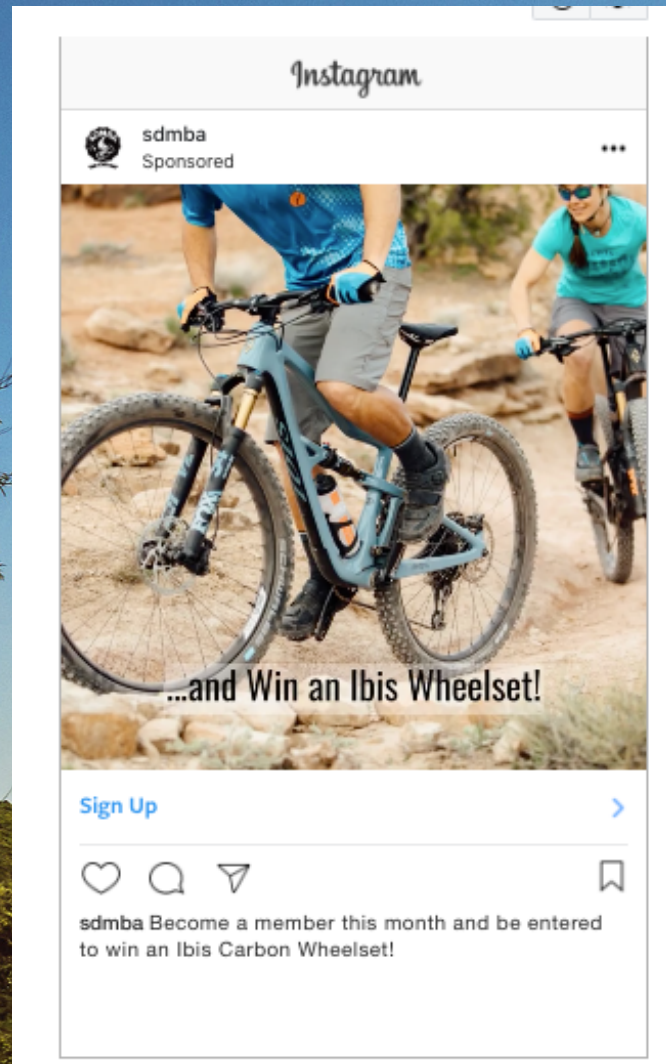
SDMBA.COM

Join Us For Fun Rides and Events Year Round

[SIGN UP](#)

👍👍 You, Susie Murphy and 70 others · 6 Comments

INSTAGRAM- ADS OVERVIEW



Instagram

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...and Win an Ibis Wheelset!

Sign Up

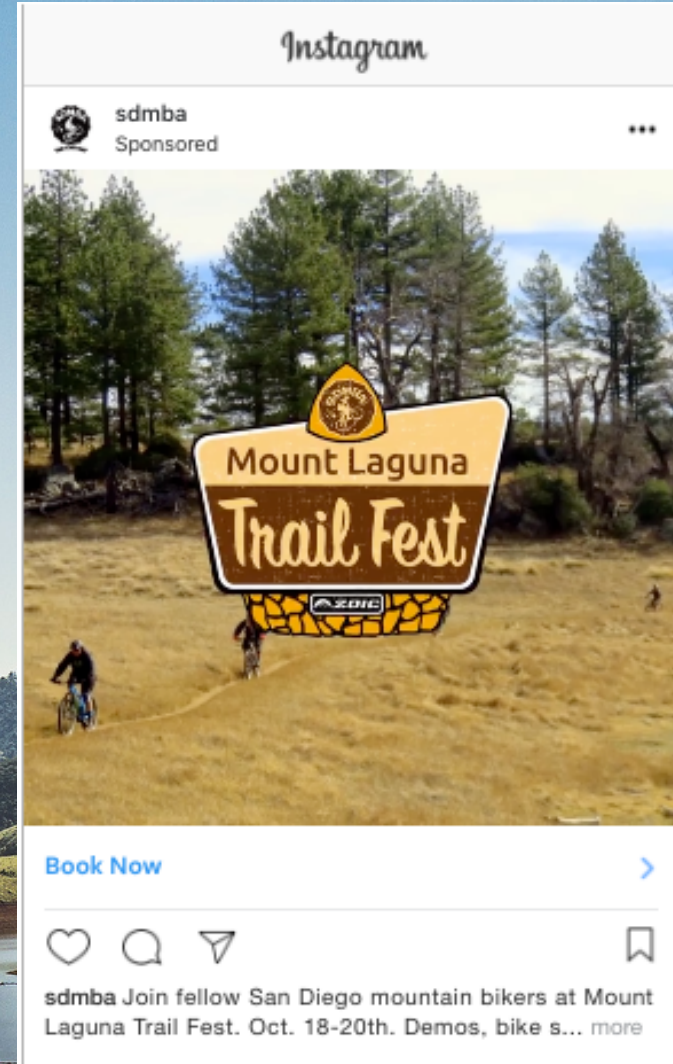
sdmba Become a member this month and be entered to win an Ibis Carbon Wheelset!



San Diego Mountain Biking Association, Sponsored

Join the San Diego Mountain Biking Association today for as little as... [More](#)

Learn More



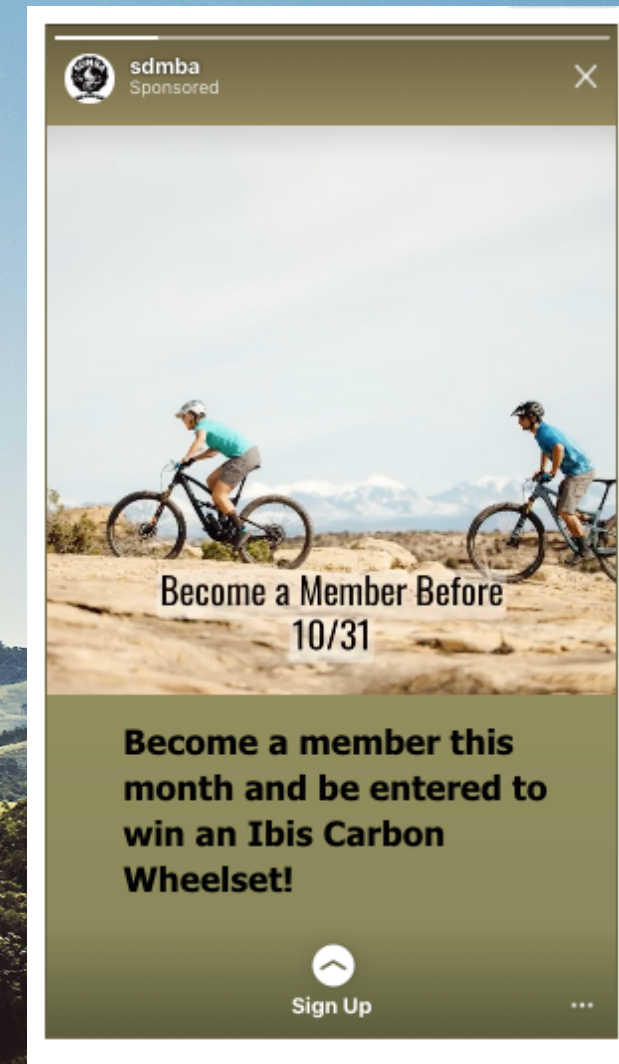
Instagram

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Mount Laguna Trail Fest

Book Now

sdmba Join fellow San Diego mountain bikers at Mount Laguna Trail Fest. Oct. 18-20th. Demos, bike s... [more](#)



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Become a Member Before 10/31

Become a member this month and be entered to win an Ibis Carbon Wheelset!

Sign Up



sdmba • Following
Mount Laguna, California

sdmba GIVEAWAY TIME! ⚡ Enter to WIN 2 Full Festival Passes to Mount Laguna Trail Fest presented by ZOIC. Oct. 18-20th ... HOW TO ENTER: ...

1. Like our post
2. Follow both @sdmba and @zoicclothing
3. Tag a friend that you would bring with you to Trail Fest ... Winner will be drawn October 7th and notified via DM. Must be 18 years or older to win. This promotion is

2,698 views
SEPTEMBER 27



Prepared by: Top Rope Media