

# QUARTER IN REVIEW



## Web Traffic

www.lbts-fl.gov

**116,491** Total Visits

**260,290** Total Pageviews

**217,485** Unique Pageviews

## Web Traffic Breakdown\*

www.lbts-fl.gov

Building Division

Town Commission

Pelican Hopper Shuttle

Parking Services

Visitors

\*Excluding the Homepage

## Social Media



@lbtsgov



@LBTSgov

	Facebook	LinkedIn	Twitter
Impressions	98,871	974	1,700
Engagements	4,186	2	65
Number of Posts	54	5	72
Followers	1,350	1,968	28

\*\*Includes digital ad campaigns

## Email Marketing

**29** Campaigns

**64%** Average Open Rate\*\*\*

**1,245** Clicks

**260** Net New Contacts

## Public Relations

**\$15,116**

Calculated Publicity Value

**2,145,860**

Online Readership

\*\*\*Industry average open rate is 23%