



2020 COMMUNICATIONS RECAP

FEBRUARY 25, 2021



SUMMARY

- Goals
 - Generate awareness and excitement for the development
 - Introduce the new brand
 - Drive traffic to the new website

SUMMARY

- Communications activities
 - Launched River Point District website
 - Monthly calendar updates
 - Developed social media pages
 - Facebook
 - Instagram
 - LinkedIn
 - 2-4 posts per month
 - Organic
 - Paid
 - Press release issued in November
 - Video showcasing La Crosse and vision for development

SOCIAL MEDIA ENGAGEMENT

Facebook/Instagram Organic

Impressions	Reach	Likes/comments/shares
5,525	4,942	434

Facebook/Instagram Paid

Impressions	Reach	Investment
19,423	14,917	\$200

SOCIAL MEDIA ENGAGEMENT

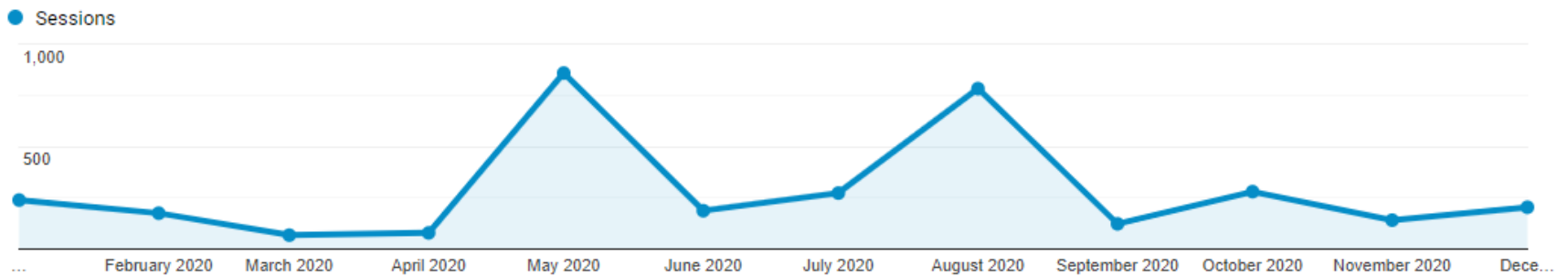
LinkedIn Organic		
Impressions	Clicks	Likes/comments/shares
864	4,942	38

LinkedIn Paid		
Impressions	Clicks	Investment
41,111	78	\$400

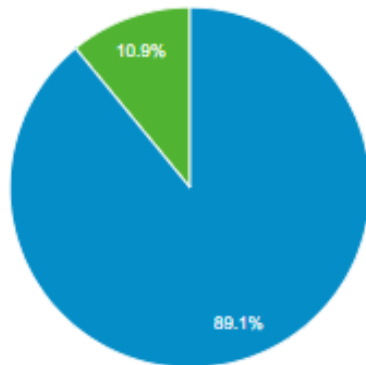
WEBSITE TRAFFIC

Riverpointdistrict.com (Jan. 1, 2020 – Dec. 31, 2020)

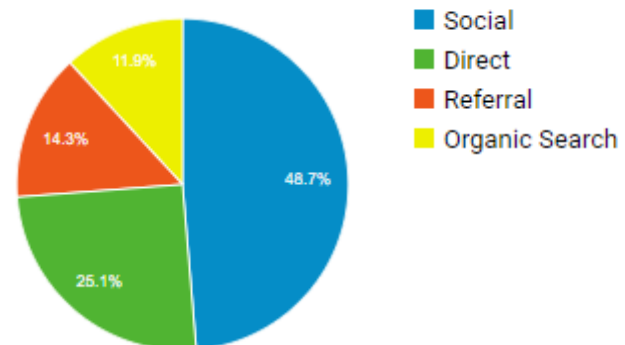
Sessions	Pageviews	Ave. Session Duration	Pages/Session	Bounce rate
3,409 total	13,557 total	1 minute 40 seconds	3.98 total	1.44 percent



■ New Visitor ■ Returning Visitor













Top Channels























WEBSITE TRAFFIC

Events

Event Label	Total Events <input type="button" value="v"/> ↓	Total Events
	649 % of Total: 100.00% (649)	649 % of Total: 100.00% (649)
1.  https://www.riverpointdistrict.com/wp-content/uploads/2019/10/20190906_FINAL-PDD.pdf	291	44.84%
2.  https://lacrossetribune.com/news/local/riverside-north-site-plan-offers-look-at-massive-development-just/article_b9d4960c-6ebd-5323-87b6-5731ba48619d.html	103	15.87%
3.  https://vimeo.com/380529625/2a4227faf2	93	14.33%
4.  https://www.wpr.org/la-crosse-turning-former-industrial-land-new-neighborhood	71	10.94%
5.  (not set)	29	4.47%
6.  https://www.businessinsider.com/best-us-cities-for-millennials-to-move-to-2020-7	11	1.69%
7.  https://www.facebook.com/RiverPointDistrict/	10	1.54%
8.  https://www.audubon.org/mississippi-flyway	8	1.23%
9.  https://www.instagram.com/riverpointdistrict/	6	0.92%
10.  https://www.usnews.com/best-colleges/rankings/regional-universities-midwest/top-public	5	0.77%

WEBSITE TRAFFIC

Top pages

Page		Pageviews	% Pageviews
1. /		3,763	 27.76%
2. /vision/		2,201	 16.24%
3. /news/city-of-la-crosse-redevelopment-authority-approves-proposal-for-work-to-begin-on-river-point-district/		1,744	 12.86%
4. /for-residents/		689	 5.08%
5. /for-developers/		657	 4.85%
6. /for-investors/		506	 3.73%
7. /location/		485	 3.58%
8. /news/waterfront-neighborhood-development-project-on-track-with-master-plan-and-new-brand/		393	 2.90%
9. /for-businesses/		392	 2.89%
10. /contact/		361	 2.66%