

Doors Open 2024

Digital marketing results

September 2024

Website page visits (total)

business-growth/doors-open-2024

Metric	Results
Visits	5,465
Users	2,141
Engagement time	1 min 12 sec

Social Media (paid)

Facebook – spent \$440

Metric	Results
Reach (unique users)	32,098
Impressions	136,551
Engagements	5,978
Link clicks	1517
Click through rate (CTR)	1.11%
Cost per link click	\$0.22

Location origin: 25, 577 - Ontario

City of Kawartha Lakes
Sponsored · Published by Meltwater Engage

Ready for an adventure? On Sunday, September 15, 2024, join us for Doors Open Kawartha Lakes!

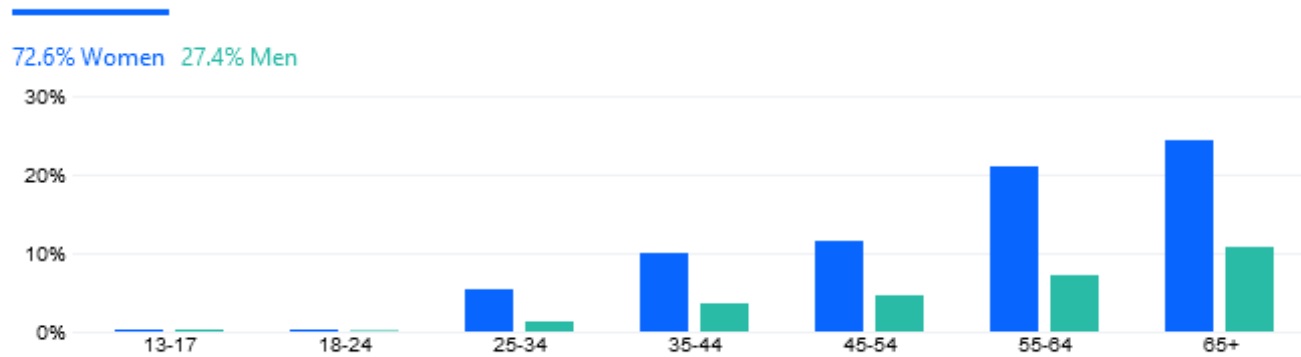
Explore 13 unique historic sites across Fenelon Falls, Sturgeon Point, and Bobcaygeon—completely FREE! Whether you're a history buff, a curious explorer, or just looking for a fun day out, this is your chance to dive into the stories and secrets of our amazing community.

🕒 Site Hours: 10am - 4pm (unless otherwise stated)
📍 Your Adventure: Start where you like and visit only the sites that pique your interest!

Don't miss out—visit www.kawarthalakes.ca/doorsopen to learn more!



Social Media (paid)



Interactions

Interaction Type	Count
Like	452
Love	39
Wow	0
Wow	4
Careless	0
Angry	0
Reactions	495
Comments	22
Link clicks	1,679
Shares	144
Other Clicks	3,608

Social Media - Facebook (unpaid)

10 posts (2 posts per week Aug 18 to Sept 15)

Post Date/Content	Reach	Impressions	Engagements	Engagement Rate (%)	Link Clicks	Click Through Rate (CTR) %
Aug 18 – Intro post (Boyd Heritage Museum)	1,930	2,030	16	0.83%	1	0.05%
Aug 23 – Sturgeon Point Union Church	2,792	3,036	83	2.97%	5	0.16%
Aug 25 – Fenelon Station Gallery	2,344	2,467	59	2.52%	4	0.16%
Aug 30 – The Grove Theatre	1,400	1,515	36	2.57%	5	0.33%
Sept 1 – Maryboro Lodge	1,448	1,574	21	1.45%	0	N/A
Sept 6 – FF Generating Station	1,196	1,260	15	1.25%	0	N/A
Sept 8 – Fire Station 22	2,354	2,578	66	2.80%	3	0.12%
Sept 9 – Doors Open Itineraries	2,060	2,196	51	2.48%	8	0.36%
Sept 13 – Historic Churches	1,770	1,826	33	1.86%	7	0.38%
Sept 15 – Day of event promo post	1,610	1,628	28	2.97%	7	0.43%

Social Media - Facebook (unpaid)

10 posts (2 posts per week Aug 18 to Sept 15)



Total of all posts	Reach	Impressions	Engagements	Engagement Rate (%)	Link Clicks	Click Through Rate (CTR) %
All 10 posts throughout 5 week campaign	18,094	20,110	408	2.25%	40	0.20%