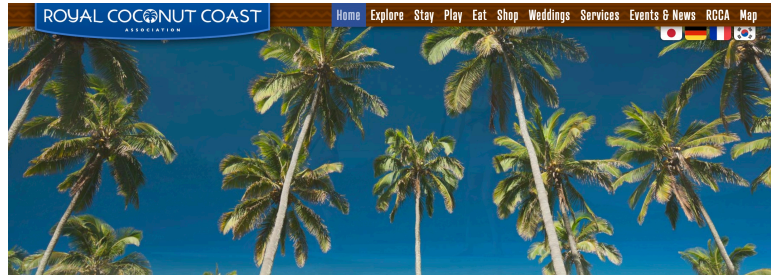


RCCA Marketing Results for Members - January 2010 through February 2020

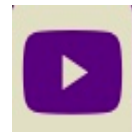
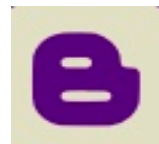
- 221,145 sessions, 76% new users on RCCA website
- 18,083 outgoing link sessions to members



- 1,700 book now links

Book Now!

- 142 FB posts, featuring members once or twice each week
- All posts about members cross plat-formed to Instagram
- 21 Pinterest boards, 742 pins, 1.3 viewers/month. members featured throughout
 - Members featured on monthly blog
- 106,000 Video Views To Date – Member videos included on RCCA YouTube Channel



- Over 7,000 links to articles posted to Event News page, 900 links to member articles in Press Room



- One-on-one social media consults – offered yearly



(image - smallimprovements.com)

