

June 4 - June 25, 2025

Doing Well Digital Marketing Report 2

Report outline

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SMART Goals



10

Acquire 10 newsletter sign-ups by July 18.



1,000

Acquire 1,000 views on sign-up page by July 18.

<https://doingwellnews.substack.com/>

Website Performance

From Google Analytics 4

June 4 - June 25, 2025

The top visited page during this time period was the Substack Home - Doing Well page with 2,249 Views

Total Views

5,739

↑ Up 59.4% compared to previous period

Active Users

981

↑ Up 149.6% compared to previous period

Avg. time on page

1.38

↓ Down 25.8% compared to previous period

Website Performance

Top traffic sources - June 4 - June 25, 2025

1. (direct) / (none)
2. Media Relations / email
3. ASU_ALUMNI_SFMCA / email
4. Substack / email
5. Menu / (not set)

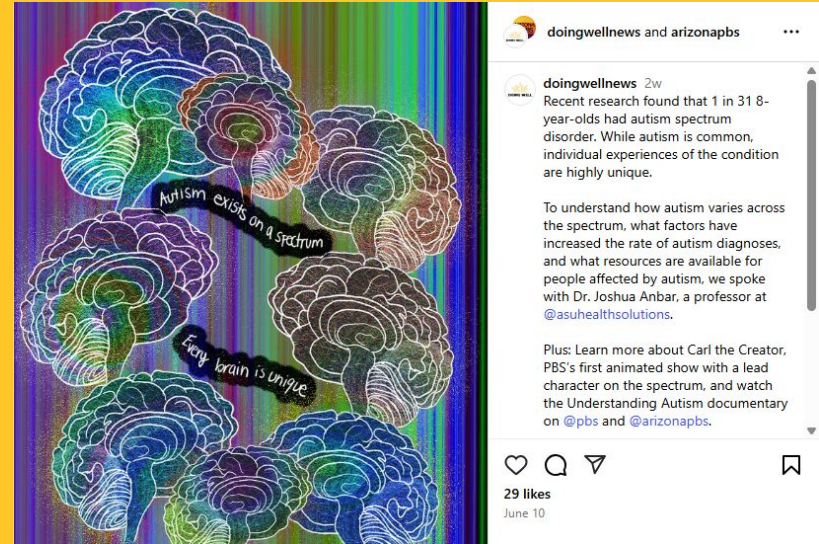
@doingwellnews

Social media overview

Instagram

June 4 - June 25, 2025

- **June 4:** 48 followers
- **June 25:** 48 followers



Top performing post

- Likes: 29
- Views: 1,477
- Reach: 1,095
- Shares: 3

Improving health

Pinterest Traffic Ad Campaign

Pinterest Campaign

Pinterest Ad Performance

The campaign is set to run from 6/19 – 6/26
These stats are up until June 25, the end of the reporting period

Budget:

- Allocated \$500
- Spent \$462.22

Ad Results:

- Pin Clicks: 58
- Impressions: 164,755

Results from GA4:

- Views: 20
- Active users: 20



Takeaways

Pinterest Ad Campaign

- Full takeaways from this campaign will be available in the final marketing report.
- We did not get any sign-ups from the Pinterest Ad; however, the results did garner 113,462 impressions, making people aware of Doing Well
- Moving forward, focusing ad dollars on other platforms like Meta would probably be more effective at driving people to Doing Well's homepage and signing up for the Substack
- Our original target age demographic was 26-35 year olds. After analyzing the results, \$236.49 was spent on the 18-24 age range and the demographic garnered 83.32k impressions.

Organic Content

Instagram

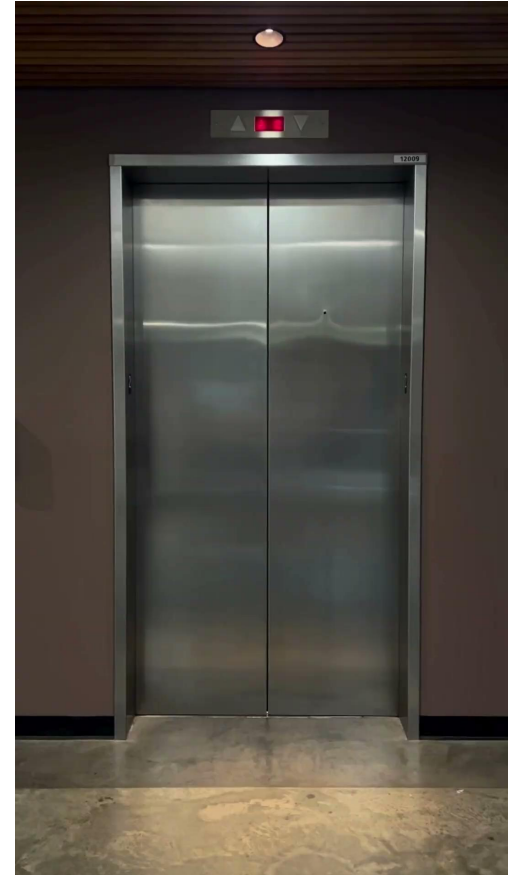
Organic Content

Instagram

Our team produced and published the MyPlate Reel on 6/25

Performance:

- 9 likes
- 356 views
- 1 share



Takeaways

Instagram organic content

- Full takeaways from this piece of content will be available in the final marketing report.
- Compared to the pure informational tip Reels, our 1 share shows that if content like the MyPlate Reel can be more engaging, it can perform even better.
- The tip videos get anywhere between 50-80 views, so the 356 views show that people are viewing this fun content.
 - Fun content is more shareable: entertaining, informative or comedic posts have potential to acquire more shares, which can get you more engagement. (Vix Media Group)
 - We can incorporate engaging content for the next Reel, the person in the video actually talking to the audience.

Organic Content

Instagram

Organic Content

Instagram

Our team created 4 tip videos during this time period.

Performance:

- 586 views
- 3 likes
- 1 share

Top performing tip



Organic Content

Instagram

Performance:

- 50 views
- 5 likes
- 1 comment
- 1 share

Extreme Heat Tip



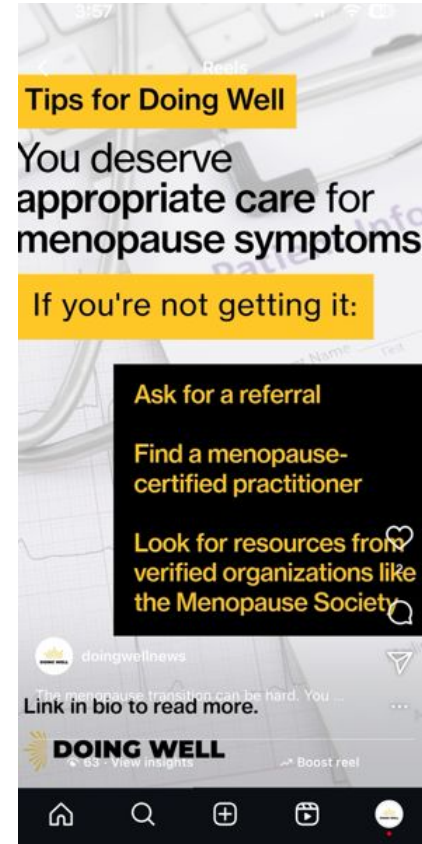
Organic Content

Instagram

Performance:

- 61 views
- 2 likes

Menopause tip



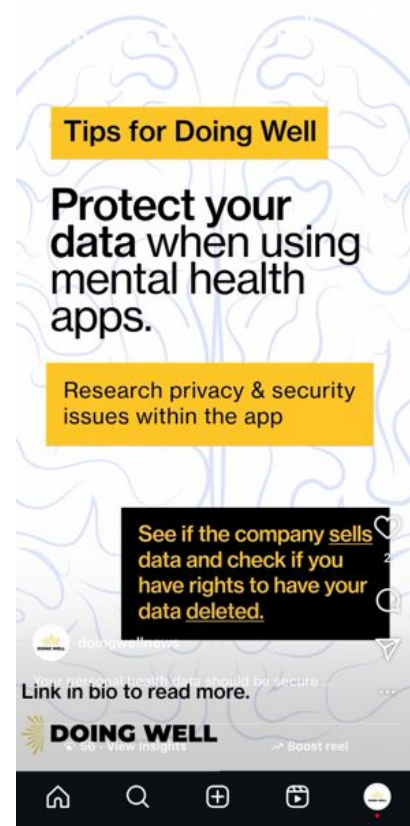
Organic Content

Instagram

Performance:

- 56 views
- 2 likes

Lowest performing tip



Takeaways

Instagram organic content

- Because stress relief is such a universal problem no matter the age or gender, it could be a reason many people viewed this tip
- The tip posts are very informative and helpful, but providing something like a poll where people could engage with the post would be helpful

Budget Recap

Budget Recap

June 4 -June 25 Budget Summary

- Improving Health Pinterest Ad:
\$462.22 was spent

Spend during this period: **\$462.22**

Semester budget:

\$2,500

Total budget spent:

\$462.22

Remaining total

budget: \$2,037.78

Next steps

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Meta Ad

- Planning to launch an ad on Meta to acquire views to sign up page and newsletter sign ups. This will be an A/B test, looking at two different audiences.

Spotify Ad

- Creating a Spotify ad, highlighting a breathing technique that can help when practicing mindfulness.

Strength Training Reel

- Finalize and create a reel based on strength training for organic Instagram content.

Thank you

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