

May 19 - June 3, 2025

Doing Well Digital Marketing Report



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

May 19 - June 3, 2025

The top visited page during this time period was the Substack Home - Doing Well page with 2,232 Views.

Total Views

3,601

Up 5.45% compared to
previous period



Active Users

393

Down 24.86% compared to
previous period



Avg. time on page

2m 12s

Up 69.57% compared to
previous period



Website Performance

Top traffic sources - May 19 - June 3, 2025


1. Direct
2. Email
3. Organic Social
4. Unassigned
5. Referral

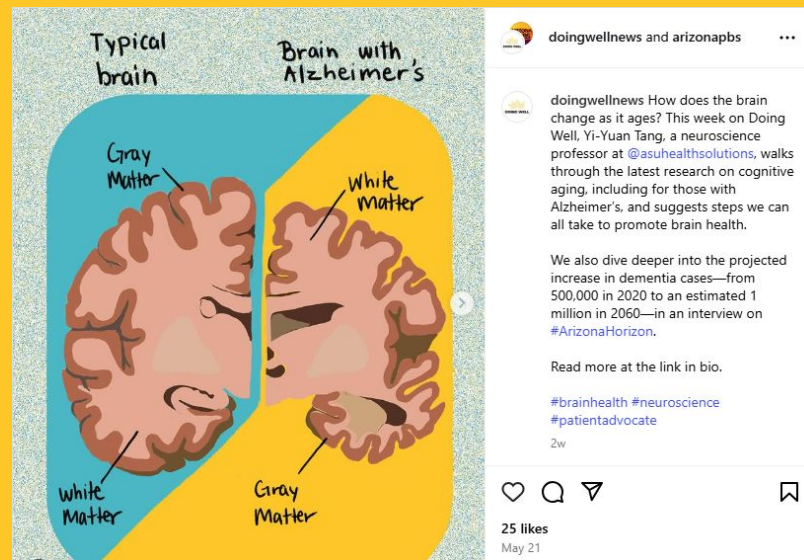
@doingwellnews

Social media overview

Instagram

May 19 - June 3, 2025

- **May 19:** 45 followers
- **June 3:** 48 followers
- 6.66% increase 



Top performing post

- Likes: 25
- Views: 1,671
- Reach: 1,260
- Shares: 2

Research

Client Audit

Client Audit

Website, Instagram and Audience

The team conducted an audit on Doing Well:

- Analyzed Doing Well's website and social media for their traffic insights
- Competitor Review - Analyzed the digital presence, target audiences and key offerings of competitors like other health and wellness substacks and brands/companies with the same name

Researched the audience's:

- Demographics
- Psychographics
- Lifestyle indicators
- Digital behavior

Takeaways

Instagram organic content

- **Takeaway 1:** The competitors analysis was very important to note because we can identify how popular the name/phrase of 'Doing Well' really is. There are other competitors like other health/wellness substacks competing for sign-ups. audiences.
- **Takeaway 2:** The target audience is college students ages 18-25 who care about their physical and mental health. They like to read and listen to podcasts.
- **Takeaway 3:** The results of the social analysis showed that funny Instagram videos relating to a serious topic have performed well. As well, the top substack performers related to topics of the healthcare system.

Budget Recap

Budget Recap

May 19 - June 3 Budget Summary

Spend during this period: **\$0**

Semester budget:

\$2,500

Total budget spent:

\$0

**Remaining total
budget:**

\$2,500

Next steps

Next steps

Newsletter Campaign

- Create and launch ad campaigns on various platforms (Spotify, Reddit, Pinterest) to drive traffic to the Doing Well website.

Social Content

- Create and post newsletter tip videos to grow their Instagram presence.
- Create and publish reel about nutrition and metabolism to grow connection between their social media and website.

Thank you

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