

June 4 - June 25, 2025

Coerver Arizona Digital Marketing Report 2



Report outline

- [SMART goals](#)
- [Website analysis](#)
- [Social media overview](#)
- [Meta Traffic Ad Campaign](#)
- [A/B Test Meta Traffic Ad Campaign](#)
- [Organic Content Instagram](#)
- [Organic Content Facebook](#)
- [Budget recap](#)
- [Next steps](#)

SMART Goals



280

Acquire 280 Active Users to Tucson Summer Camp page by June 16



500

Acquire 500 Active Users to general Summer Camp page by July 18.



1.7%

Increase Instagram followers on @coerverarizona by 1.7% by July 18.

<https://www.coerverarizona.com/>

Website Performance


From Google Analytics 4

June 4 - June 25, 2025

The top visited page during this time period was the Home page with 1,233 Views.


Total Views

6,974

 Down 4.28% compared to previous period


Active Users

1,699

 Up 0.89% compared to previous period

Avg. time on page

2:05

 Down 17.76% compared to previous period

Website Performance

Top traffic sources - June 4 - June 25, 2025


1. (direct) / (none)
2. Google / Organic
3. login.stacksports.com / referral
4. coerverarizona.com / referral
5. Meta / ad

@coerverarizona

Social media overview

Instagram

June 4 - June 25, 2025

- **June 4:** 2,911 followers
- **June 25:** 2,978 followers
- 2.30% increase 




Top performing post

- Likes: 101
- Views: 7,798
- Reach: 5,351
- Shares: 8

Facebook

June 4 - June 25, 2025

- **June 4:** 5,177 followers
- **June 25:** 5,411 followers
- 4.52% increase 



Top performing post

- Likes/Reactions: 22
- Interactions: 29
- Reach: 99,332
- Shares: 14

Tucson Summer Camp

Meta Traffic Ad Campaign

Tucson Summer Camp

Meta Ad Performance

The campaign ran from: 06/04-06/05

Budget:

- Spent: \$16.63

Ad Results:

- Clicks: 25
- Impressions: 4,234
- Reach: 2,052
- CTR: 0.59%

Results from GA4:

- Views: 24
- Active users: 22

Coerver Arizona
Sponsored ·

Ready to level up your game? The world's #1 soccer skills teaching method is coming to Tucson. Explore our [...See more](#)

BOOST TECHNICAL SKILLS
MASTER CREATIVE MOVES
BUILD CONFIDENCE

coerverarizona.com
Tucson Indoor Soccer Summer Camp [Sign up](#)

Like Comment Share

Takeaways

Meta Ad Campaign

- Due to technical issues with Meta, the ad wasn't able to run for its full duration.
 - The \$16.63 used still generated some clicks.
 - For only running two days, this ad still reached 2,052 people.
- This was an opportunity for us to invest more effort into our A/B Meta campaign.
 - With two days of running and still seeing the 25 link clicks and 4,234 impressions, this pushed the team to create a new ad that followed what made this successful.

Tucson Summer Camp A/B Test

A/B TEST Meta Traffic Ad Campaign

Tucson A/B Test

Meta Ad Performance

The campaign ran from: 6/9 – 6/15

Budget:

- Total Spent: \$139.91

Ad Results:

- Clicks: 322
- Impressions: 56,582
- Reach: 9,031
- CTR: 0.56%

Results from GA4:

- Views: 268
- Active users: 220

A



B



Tucson A Test

Meta Ad Performance

The campaign ran from: 6/9 – 6/15

Budget:

- Total Spent: \$69.97

Ad Results:

- Clicks: 156
- Impressions: 27,507
- Reach: 4,307
- CTR: 0.56%

Results from GA4:

- Views: 114
- Active users: 90



coerverarizona
Sponsored



Sign up



coerverarizona Parents! Indoor summer soccer camps for ages 7-14 are coming near you! Coerver Coaching's renowned teaching method is coming to Tucson this June.

Tucson B Test

Meta Ad Performance

The campaign ran from: 6/9 – 6/15

Budget:

- Total Spent: \$69.94

Ad Results:

- Clicks: 166
- Impressions: 29,528
- Reach: 4,724
- CTR: 0.56%

Results from GA4:

- Views: 125
- Active users: 105



coerverarizona
Sponsored



Sign up



coerverarizona Parents! Indoor summer soccer camps for ages 7-14 are coming near you! Coerver Coaching's renowned teaching method is coming to Tucson this June.

Takeaways

A/B Meta Ad Campaign

- The Tucson B test had slightly more engagement with 10 more clicks, 2,021 more impressions and 417 more reached users
- Tucson B test also acquired 15 more active users and 11 more views from the ad
- These could be because the audience enjoyed seeing more 1-on-1 coaching content, rather than group coaching.

Organic Content

Instagram

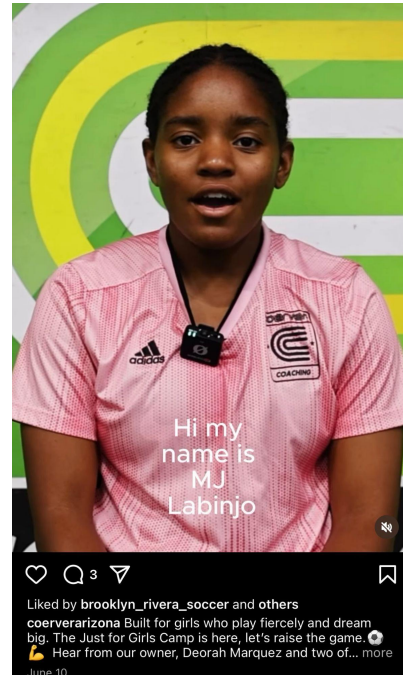
Organic Content

Instagram

Our team produced and published 2 organic Instagram posts during this period.

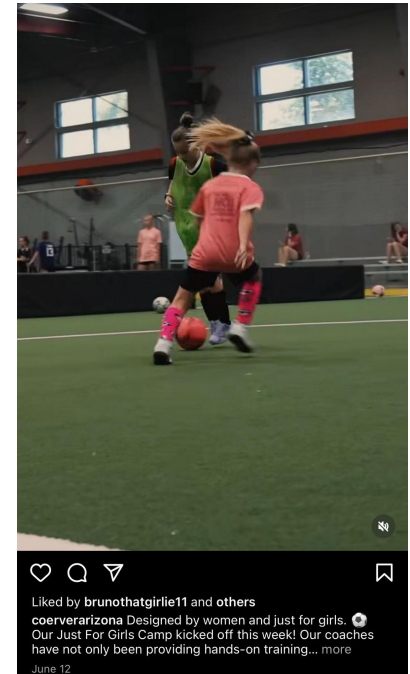
Top performer

- 83 likes
- 3 comments
- 6 shares
- 2.5k reach



Lowest performer:

- 65 likes
- 0 comments
- 6 shares
- 1.2k reach



Takeaways

Instagram organic content

- The audience engaged more with the video that taught them about something.
 - The video with real people speaking directly to the audience did well, not just through the reach but by creating conversations with the 3 comments.
- Highlights of campers practicing are all over the page, which reflected in the less than 1k views from the top organic post on Instagram.

Organic Content

Facebook

Organic Content

Facebook

Our team produced and published 2 organic Facebook posts during this period.

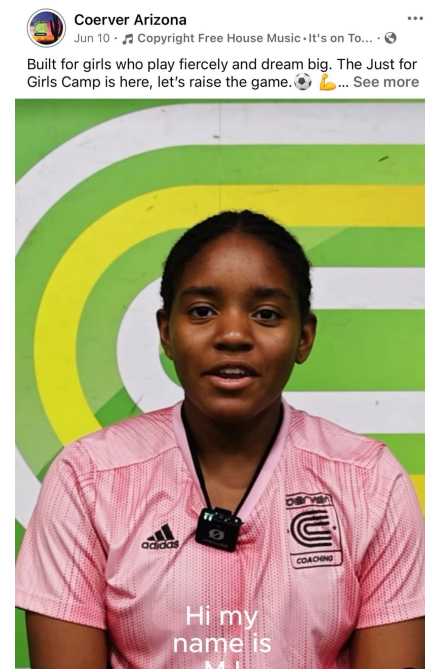
Top performer

- 17 likes
- 0 comments
- 4 shares
- 1.7k reach



Lowest performer:

- 15 likes
- 0 comments
- 2 shares
- 569 reach



Takeaways

Facebook organic content

- The audience on this platform engaged more with the highlight video, but still reflected no comments.
 - The no comments can be a result of no conversation being made with the audience on Facebook.
- Since the interview video is longer, that could be a factor in the engagement.
 - Longer videos on Facebook didn't reflect well, reaching 500 less than the top post.

Budget Recap

Budget Recap

June 4 -June 25 Budget Summary

- First Tucson Ad (June 4-5):
\$16.63 was spent
- Tucson A/B test (June 9-15):
\$139.91 was spent
 - **A: \$69.97**
 - **B: \$69.94**

Spend during this period: **\$145.12**

Semester budget:

\$500

Total budget

spent:\$156.54

Remaining total

budget: \$343.36

Next steps

Next steps

July Camp Campaign

- This campaign will include a platform A/B test comparing YouTube and Meta.
- The main content will be a video.

Organic Content

- Create and post the rest of the Trainer Thursday Videos
- Create and share with the Coerver team “What is Coerver in one word?”

Thank you

Cronkite Agency Digital Marketing



Michael M. Crow

Digital Marketing
Specialist



Nancy Gonzales

Digital Marketing
Specialist



**Colleen Jennings-
Roggensack**

Digital Marketing
Specialist

