

**Summer 2025**

# **Coerver Arizona Digital Marketing Report**



# Report outline

- SMART goals
- Report 1: 5/19-6/3
- Report 2: 6/4-6/25
- Report 3: 6/26-7/18
- SMART Goal Review
- Overall Budget Recap
- Recommendations

# 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.

**May 19 - June 3, 2025**

# **Coerver Digital Marketing Report 1**



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

# Website Performance


## From Google Analytics 4

May 19 - June 3, 2025

The top visited page during this time period was the Summer Camps page with 1,359 Views.


**Total Views**

**7,286**

 Up 40.2% compared to previous period


**Active Users**

**1,684**

 Up 25.02% compared to previous period

**Avg. time on page**

**2.32**

 Up 9.96% compared to previous period

# Website Performance

Top traffic sources - May 19 - June 3, 2025

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


**@coerverarizona**

# **Social media overview**



# Instagram

May 19 - June 3, 2025

- **May 19:** 2,889 followers
- **June 3:** 2,911 followers
- 0.76% increase 




## Top performing post

- Likes: 77
- Views: 2,521
- Reach: 1,286
- Shares: 8

# Facebook

May 19 - June 3, 2025

- **May 19:** 5,127 followers
- **June 3:** 5,177 followers
- 0.97% increase 



## Top performing post

- Likes: 28
- Views: 1,228
- Reach: 1,031
- Shares: 1

**Tucson Summer Camp**

# **Website Traffic Ad Campaign**

# Tucson Summer Camp

## Meta Ad Performance

The campaign is set to run from: 06/04-06/08

### Budget:

- Spent: Allocated \$140

### Ad Results:

- Full results will be available on the next report.

### Results from GA4:

- Full results will be available on the next report.

 **Coerver Arizona**  
Sponsored · 

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



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



# Takeaways

## Meta Ad Campaign

- Full takeaways from this campaign will be in the next report on July 1st.

**Content Gathering**

# **On Location**

# 6/4 Content Shoot

Our team is set to go to a Coerver Summer Camp to gather photo and video content to be used across platforms. Content will be used in ad campaigns and organic content.

## Shot List:

- Photos we hope to capture
- Interviews we are going to conduct
- Video b-roll for future content



### Coerver Camp/Training Shot List

#### Photo

- Shots around the camp
  - Coaches teaching kids skills
  - Kids practicing
    - Training drills
    - Talking with coaches and teammates
    - Shooting

#### Video

- Interviews with coaches
  - Before training
  - Coaches who have gone through the Coerver system
  - Ask why they coach
  - What brought them to Coerver?
- B-roll of kids practicing
  - Cone drills
  - Ball Mastery & Games in the morning
  - Footwork
  - Goalie work
- Coerver Kid testimonials
  - With parent and coach approval first

# Budget Recap



# Budget Recap

## May 19 - June 3 Budget Summary

- Tucson Ad 1: **\$140 was allocated**

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

**Semester budget:**

**\$500**

**Total budget spent:**

**\$0**

**Remaining total**

**budget:**

**\$500**

**June 4 - June 25, 2025**

# **Coerver Arizona Digital Marketing Report 2**



<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](https://login.stacksports.com) / referral
4. [coerverarizona.com](https://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

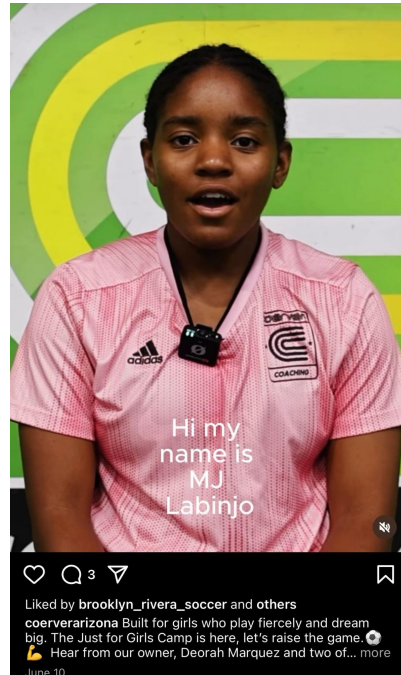
# Organic Content

## Instagram

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

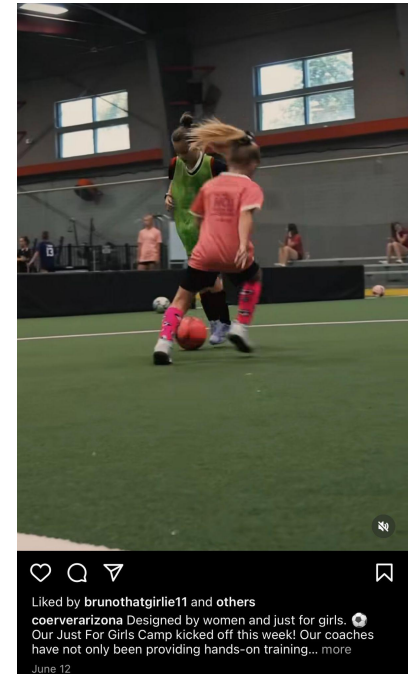
### Top performer

- 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.

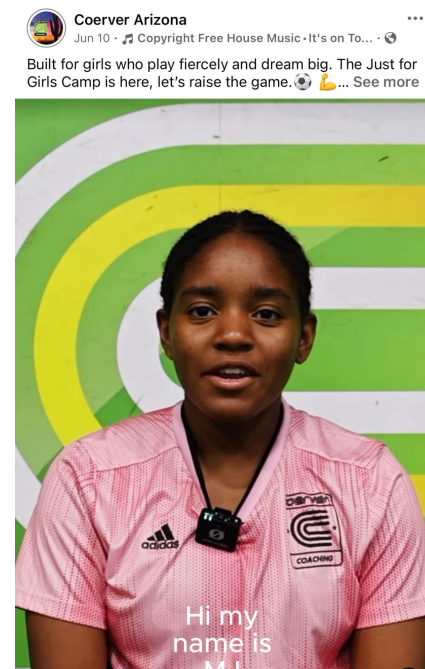
### Top performer

- 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.

**Content Gathering**

# **On Location**

# 6/11 Content Shoot

Our team went out to Coerver on June 11 for Day 3 of their yearly “Just for Girls” camp to gather more content for use in ads and organic posts. On this day we went in knowing we would be creating a short social highlight video, as well as gathering images for Coerver to add to other organic content.

## **Shot List:**

- **Photos of overall camp, one-on-one coaching**
- **Video b-roll for organic & future content**

# 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**

**June 26 - July 18, 2025**

# **Coerver Arizona Digital Marketing Report 3**

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

# Website Performance




# From Google Analytics 4

June 26 - July 18, 2025

The top visited page during this time period was the Summer Camps page with 1,524 Views.


**Total Views**

**6,681**

 Down 4.20% compared to previous period


**Active Users**

**2,048**

 Up 20.54% compared to previous period

**Avg. time on page**

**1:20**

 Down 36% compared to previous period

# Website Performance

Top traffic sources - June 26 - July 18, 2025


1. Google / cpc
2. (direct) / (none)
3. Google / organic
4. [login.stacksports.com](https://login.stacksports.com) / referral
5. Meta / ad

**@coerverarizona**

# **Social media overview**

# Instagram

June 26 - July 18, 2025

- **June 26:** 2,978 followers
- **July 18:** 3,021 followers
- 1.44% increase 




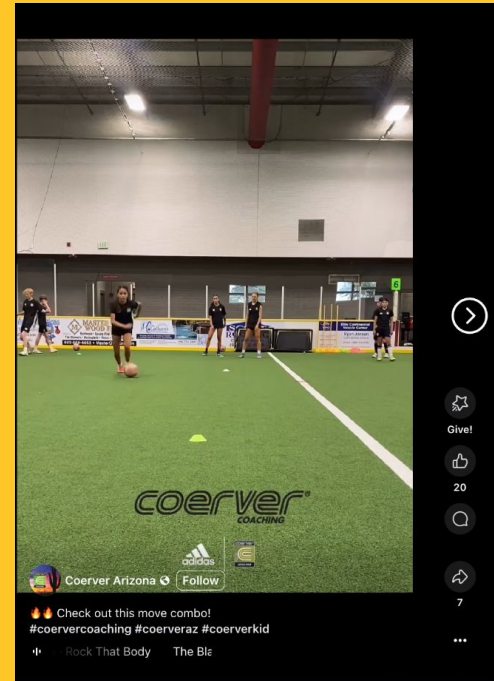
## Top performing post

- Likes: 105
- Views: 14,600
- Reach: n/a (collab post from Tucson Soccer Center)
- Shares: 44

# Facebook

June 26 - July 18, 2025

- **June 26:** 5,411 followers
- **July 18:** 5,430 followers
- 0.35% increase 



## Top performing post

- Likes/Reactions: 20
- Interactions: 35
- Reach: 1,446
- Shares: 7

**General Summer Camp Platform Test**

# **Platform Test Traffic Ad Campaign - Youtube & Meta**

# General Summer Camp Platform Test

## Total Ad Performance

The campaign ran from: 7/2 - 7/16

### Budget:

- Total Spent: \$259.91

### Results from GA4:

- Views: 889
- Active users: 837

### Ad Results:

- Clicks: 1,343
- Impressions: 81,528
- Reach: 11,255 (meta only)
- Unique Users: 37,478 (youtube only)
- CTR: 1.65%

# General Summer Camp - Youtube

## Google Ad Performance

The campaign ran from: 7/2 - 7/16

### Budget:


- Total Spent: \$129.92

### Ad Results:

- Clicks: 1,080
- Impressions: 61,395
- Unique Users: 37,478
- CTR: 1.76%


### Results from GA4:

- Views: 722
- Active users: 688



**World's #1 Soccer Skills Teaching Method**

00:12



Find summer camps in Arizona with Coerver

Coerver Arizona teaches kids skills & fundamentals to take with them back t...

**Sponsored** · Coerver Arizona

[Watch](#) [Sign up](#)



# General Summer Camp - Meta

## Meta Ad Performance

The campaign ran from: 7/2 - 7/16

### Budget:

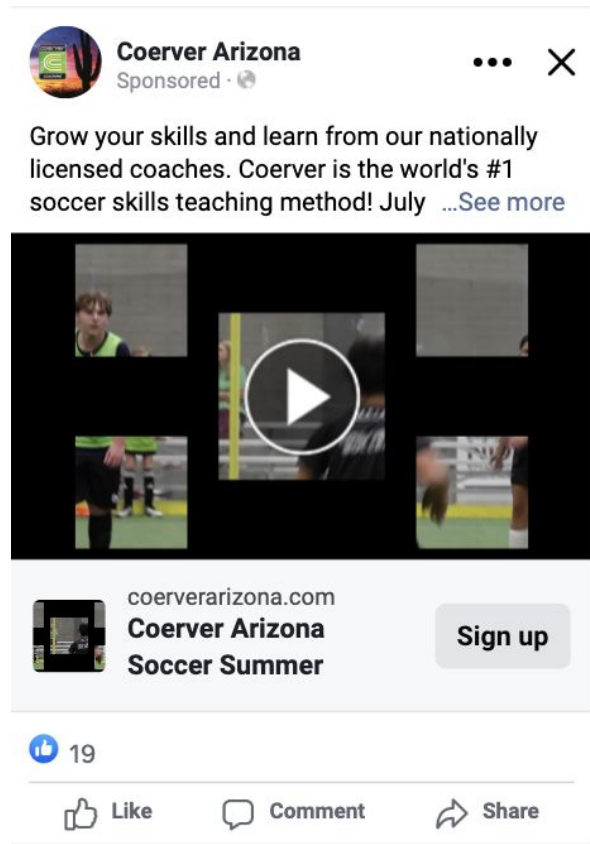
- Total Spent: \$129.99

### Ad Results:

- Clicks: 263
- Impressions: 20,133
- Reach: 11,255
- CTR: 1.30%

### Results from GA4:

- Views: 167
- Active users: 149



The screenshot shows a Meta advertisement for "Coerver Arizona". The ad features a video player with a play button in the center. Above the video, the text reads: "Grow your skills and learn from our nationally licensed coaches. Coerver is the world's #1 soccer skills teaching method! July ...See more". Below the video, there is a link to "coerverarizona.com" and the text "Coerver Arizona Soccer Summer". A "Sign up" button is also present. At the bottom, there are 19 likes and icons for "Like", "Comment", and "Share".

**Coerver Arizona**  
Sponsored · 🌐

Grow your skills and learn from our nationally licensed coaches. Coerver is the world's #1 soccer skills teaching method! July ...See more

coerverarizona.com  
**Coerver Arizona Soccer Summer**

Sign up

19

Like Comment Share

# Takeaways

## A/B Meta Ad Campaign

- The YouTube ad did a good job at bringing in 688 Active Users to the Summer Camp Page.
  - With YouTube being a video platform, the ad may have performed better because of the content being posted.
  - The YouTube ad generated a higher click through rate of 1.76% to Meta's 1.30%, revealing that this is a paid ad platform to invest money in.
- This video ad still performed well on Meta, revealing that some videos can also be used for ads.

**General Summer Camp**

# **Meta Traffic Ad Campaign**

# July Summer Camp

## Meta Ad Performance

The campaign ran from: 07/09- 07/18

### Budget:

- Spent: \$79.99

### Ad Results:

- Clicks: 226
- Impressions: 17,238
- Reach: 10,305
- CTR: 1.31%

### Results from GA4:

- Views: 129
- Active users: 116



# Takeaways

## Meta Ad Campaign

- The 1-on-1 coaching performed better in the first Tucson A/B test.
- With the ad only spending \$79.99, acquiring 116 active users is comparable to the our other ads that spent over \$100 and acquired between 120-150 active users.
- This 1-on-1 campaign generated a higher click through rate than the previous 1-on-1 Tucson ad.
  - By seeing both their faces rather than the initial A/B test where we see their backs may have added a personable value.

**Organic Content**

# Instagram

# Organic Content

## Instagram

Our team produced and published 3 organic Instagram posts during this period.

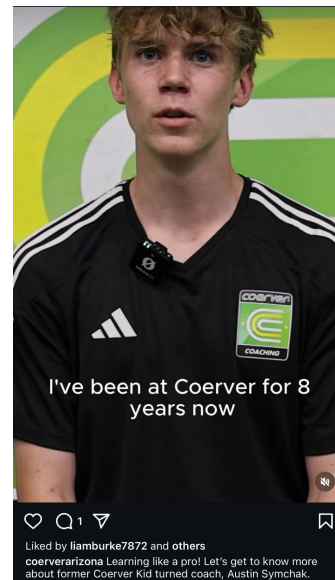
### Top performer

- 55 likes
- 7 comments
- 5 shares
- 934 reach



### Lowest performer:

- 32 likes
- 1 comments
- 1 shares
- 743 reach



# Takeaways

## Instagram organic content

- These trainer videos have gathered a lot of engagement from people connected to each trainer.
  - For example, Bailey Fetter's video garnered 7 comments and 5 shares from friends and teammates.
- The Trainer Thursday videos also add specific credibility for each trainer.
- Instagram does well with longer videos for their reels.



**Organic Content**

# Facebook

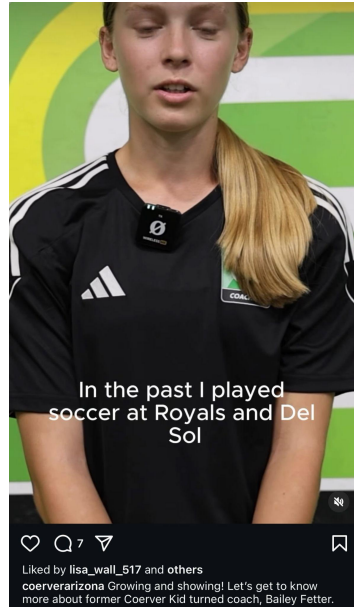
# Organic Content

## Facebook

Our team produced and published 3 organic Facebook posts during this period.

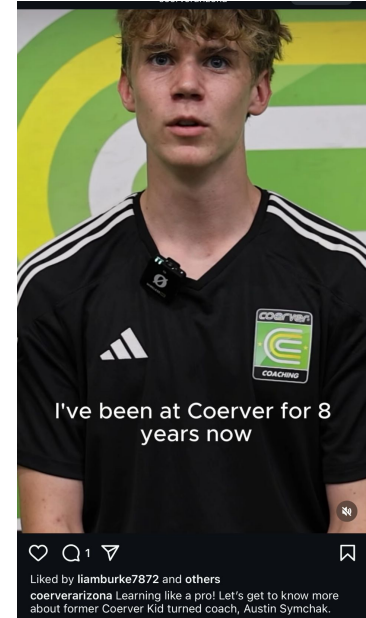
### Top performer

- 13 likes
- 0 comments
- 0 shares
- 250 reach



### Lowest performer:

- 7 likes
- 0 comments
- 0 shares
- 288 reach



# Takeaways

## Facebook organic content

- Organic content on Facebook tends to underperform, especially with interview/long form videos.
  - Bailey Fetter's video garnered 0 comments and shares but on Instagram this post acquired 12 comments and shares.
- Inserting highly searched keywords into captions and video content could help push content to new audiences. Meta's algorithm is like a search engine using keyword like soccer and skills training can help our content show up in feeds of users searching for/ or showing an interest in that type of content.

**Content Gathering**

# **On Location**

# 7/14 Content Shoot

Team members went out to Coerver to gather some last photo and video content for Coerver to use in organic content during the Fall and Spring seasons.

## Shot List:

- Photos of coaches working one-on-one with athletes
- Video b-roll for future content



# Budget Recap

# Budget Recap

## June 26 - July 18 Budget Summary

- Platform Test Traffic Ad Campaign  
**\$259.91 was spent**
  - Youtube: **\$129.92**
  - Meta: **\$129.99**
- Meta Traffic Ad Campaign  
**\$79.99 was spent**

Spend during this period: **\$339.90**

**Semester budget:**

**\$500**

**Total budget spent:**

**\$496.44**

**Remaining total**

**budget: \$3.56**

# **SMART Goal Review**



# 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.

# SMART Goal Results

## Goal #1 - Not Met

- Acquired 220 Active users to the Tucson Summer Camp Page

## Goal #2 - Achieved

- Acquired 950 Active Users to Coerver Arizona's general Summer Camps Page

## Goal #3 - Achieved

- Increased Instagram following by over 4.5%; 2,889 followers to 3,021 followers
  - 132 follower gain

# Semester Budget Recap

# Budget Recap

## May 19 - July 18 Budget Summary

- Reporting Period 1
  - **\$16.63 was spent**
- Reporting Period 2
  - **\$139.91 was spent**
- Reporting Period 3
  - **\$339.90 was spent**

**Semester budget:**

**\$500**

**Total budget spent:**

**\$496.44**

**Remaining total**

**budget: \$3.56**

# Recommendations

# Recommendations

## Summer Social Media Plan

- With a large influx of summer camp content, creating a social media plan of what would be a post, story or ad can be beneficial.
- This can help organize content and not oversaturate their audiences feed.

## August - May Social Media Plan

- This is an opportunity to share what else they offer, other than summer camps.
- With the new workshops and trainings, this offers a plan on how to spread this content throughout the 10 months that they don't offer larger camps.

## Return to YouTube for ads

- The ad on YouTube received 61,395 Impressions and 37,478 Unique Users
- With this engagement, YouTube's specific audience can drive more viewers to the website through paid campaigns.

# Thank you

**Cronkite Agency Digital Marketing**



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