

May 19 - June 3, 2025

Coerver Digital Marketing Report



Report outline

- SMART goals
- Website analysis
- Social media overview
- Tucson Summer Camp 1 - Website Traffic Campaign
- Content Gathering 06/04
- Budget recap
- Next steps

SMART Goals



280

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



280

Acquire 280 Active
Users to Gilbert / Mesa
Summer Camp page by
June 23.



1.7%

Increase Instagram
followers by 1.7% by
July 18.

<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

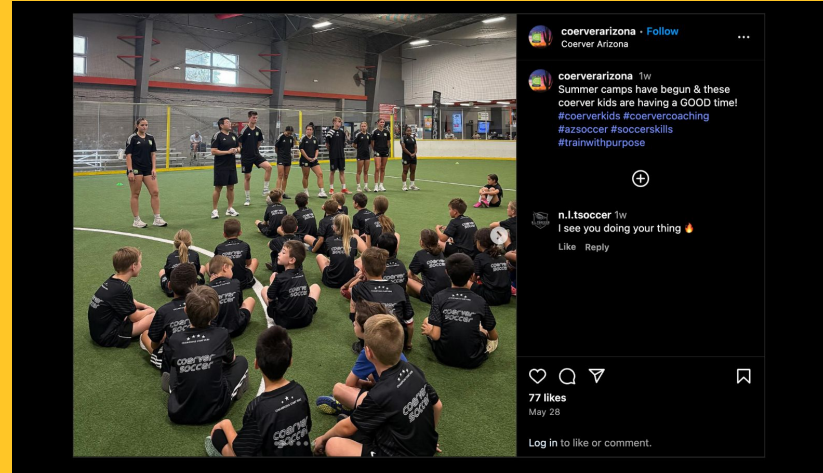
@coerverarizona

Social media overview

Instagram

May 19 - June 3, 2025

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




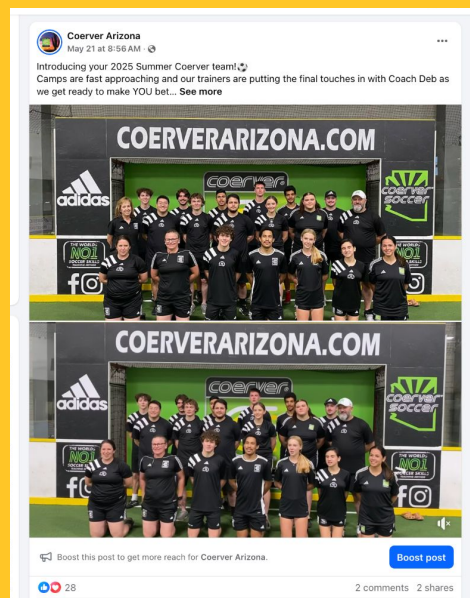
Top performing post

- 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](#)



Like



Comment



Share

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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

Next steps

Next steps

Tucson Ad Campaign

- Launch Tucson Summer Camp 1 and gather insights on traffic to Tucson Summer Camp page.
- Create and Launch Tucson Summer Camp 2 as an A/B test to increase traffic to Tucson Summer Camp page.

Organic Post Content

- Create and share “Just for Girls” video using content from interviews to increase Instagram followers.
- Create and schedule “Get to know the coaches” series to increase Instagram followers.

Mesa/Gilbert Ad Campaign

- Create and Launch Mesa/Gilbert Summer Camp to increase traffic to Tucson Summer Camp page.

Thank you

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