



NEW JERSEY VIETNAM VETERANS' MEMORIAL AND VIETNAM ERA MUSEUM

**Board of Directors
Marketing Report
August 2022**

Highlights

Paid Media

- 2022 Google Grant statistics show a significant increase in activity, showing that the Google Grant was successful this year.
- Tax-checkoff advertising on social media, print, and digital resulted in high impressions and low cost-per-clicks (good in terms of digital marketing), in addition to an increase in tax-checkoff donations in 2021.

Social Media

- Facebook and Instagram followers increased significantly in the past year.
- #WhatIsItWednesday posts on Instagram, Facebook, and Twitter have created engagement on posts, resulting in an average of 50 likes and 10 comments per post.

E-Newsletters (Email Marketing)

- NJVVMF's average open rate and click rate are above industry norms for email newsletters.

Public Relations

- En Route secured public relations coverage from publications and TV stations such as News 12 New Jersey, CBS New York, NJ Monthly, The Star Ledger, The Monmouth Journal, 6abc, and NJ 101.5.
- A recap of all press coverage from this year, including links and photos, can be found here <https://elink.io/p/njvvmfpress-9eddb7>.

Glossary of Terms

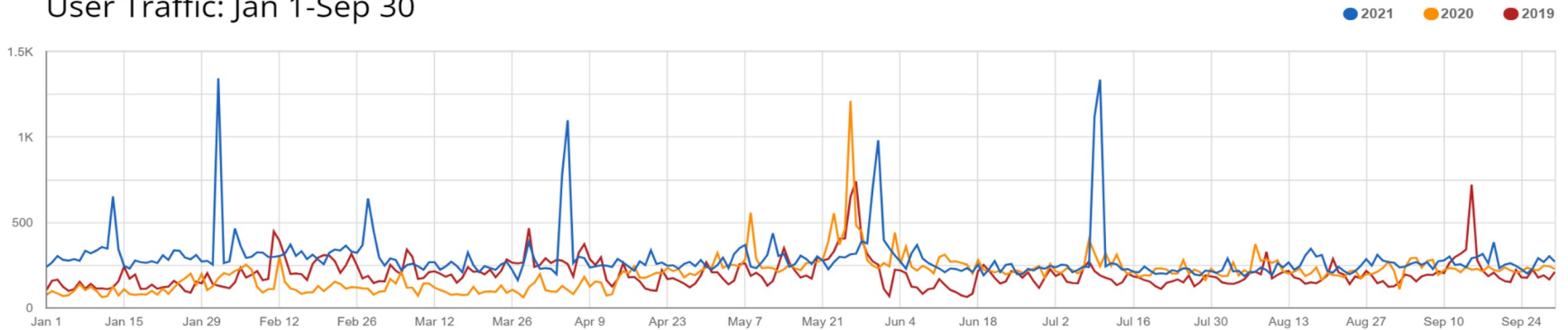
- Traffic – web users who visit your website
- Engagement – how consumers interact directly with the brand through different actions, such as clicks, likes, comments, and shares
- Impressions – when an advertisement or any other form of digital media are seen on a user's screen
- Clicks – how many times your advertisement or website was clicked by users
- Click-through-rate (CTR) – is the number of clicks that your ad receives divided by the number of times your ad is shown: $\text{clicks} \div \text{impressions} = \text{CTR}$. The average CTR for a search ad is 1.91%, and 0.35% for a display ad
- Cost-per-click (CPC) – advertiser pays a cost to a publisher for every click on an ad. CPC is also called pay per click (PPC). Under \$2 is industry norm for a good CPC
- Google grant – the google ad grants program gives nonprofits the chance to advertise on google ads at no cost to the nonprofit

njvvmf.org Audience and Behavior

Website analytics: **January 1 – September 30, 2021** compared to same periods from prior years.

	Traffic				Engagement			
	Users	New Users	Sessions	Pageviews	# Sessions / User	Pages / Session	Avg. Session Duration	Bounce Rate
2021	74,311	73,150	85,481	293,260	1.15	3.43	00:01:01	10.0%
2020	49,834 ↑ 49.1%	49,143 ↑ 48.9%	58,872 ↑ 45.2%	242,172 ↑ 21.1%	1.18 ↓ -2.6%	4.11 ↓ -16.6%	00:01:33 ↓ -34.8%	3.5% ↑ 184.1%
2019	46,793 ↑ 58.8%	46,529 ↑ 57.2%	60,027 ↑ 42.4%	223,773 ↑ 31.1%	1.28 ↓ -10.3%	3.73 ↓ -8.0%	00:01:57 ↓ -48.0%	31.1% ↓ -67.9%

User Traffic: Jan 1-Sep 30



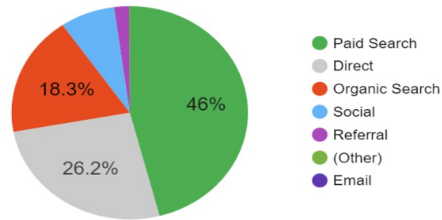
- Users** - Visitors who have initiated one session with your within a specified period of time
- New users** - New users are users who have never been to your website
- Sessions** - A group of user interactions with your website recorded in a given time period
- Pageviews** - When a page has been viewed by a user on your website

njvvmf.org Referral Sources

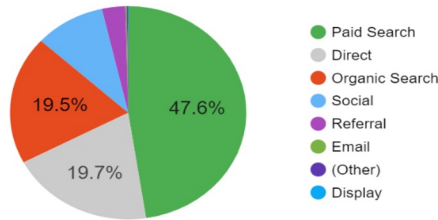
How users got to your website

2021

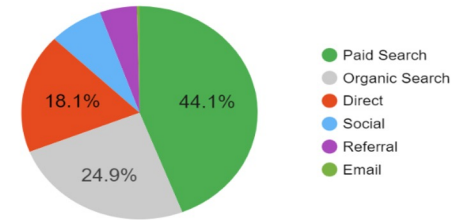
User Referral Sources



2020



2019



Top Referring Domains (Non-Social)

com.google.android.googlequicksearchbox	276
ncph.org	192
classroom.google.com	144
backstreets.com	93
visitnj.org	63
duckduckgo.com	51
nj.gov	50
search.aol.com	45
en.m.wikipedia.org	36
paypal.com	34
com.google.android.gm	31
en.wikipedia.org	30
yandex.ru	28
6abc.com	25
vvanjsc.org	24
tapinto.net	19

fastweb.com	225
google.com	187
affordablecollegesonline.org	133
visitnj.org	74
classroom.google.com	61
duckduckgo.com	55
en.wikipedia.org	40
com.google.android.gm	39
vvanjsc.org	37
com.google.android.googlequicksearchbox	35
en.m.wikipedia.org	32
linktr.ee	31
nj.gov	31
r.search.aol.com	28
my.cappex.com	27
moremonmouthmusings.net	27

511nj.org	74
moremonmouthmusings.net	45
affordablecollegesonline.org	34
nj.gov	27
google.com	26
hudsonfarmnj.com	23
themonmouthjournal.com	19
app.com	15
visitnj.org	14
en.m.wikipedia.org	13
r.search.aol.com	13
duckduckgo.com	12
state.nj.us	10
en.wikipedia.org	9
vvanjsc.org	9
paypal.com	7

- **Paid** – When search engines show pay-per-click ads within search results
- **Direct** – Website visits that arrived on your site either by typing your website URL into a browser or through browser bookmarks (saved tabs at the top of a browser)
- **Organic** – Traffic that's come to your site through unpaid search results on search engines
- **Social** – Users coming to the website from social media platforms (Instagram, Facebook, Twitter)
- **Referral** – Sites that "referred" visitors to your site by clicking a link
- **Email** – Users coming to the website from e-newsletters

Google Grant

Since 2019 the Google Grant has generated 1.2 million impressions and 117,840 clicks, a value of \$238,293 in free Google search advertising. 2021 statistics show a significant increase in activity, showing that the Google Grant was successful this year.

January 1 – September 31, 2019:

Impressions ▼	Clicks ▼	CTR ▼	Cost
303K	25.8K	8.53%	\$56.2K

January 1 – September 31, 2020:

Impressions ▼	Clicks ▼	CTR ▼	Cost
286K	28.7K	10.02%	\$59.6K

January 1 – September 31, 2021:

Impressions ▼	Clicks ▼	CTR ▼	Cost
472K	41.8K	8.86%	\$79.6K

- **Google Grant** – the Google Ad Grants program gives nonprofits the chance to advertise on Google Ads at no cost to the nonprofit
- **Impressions** – when an advertisement or any other form of digital media are seen on a user's screen
- **Clicks** – how many times your advertisement or website was clicked by users

Social Media Advertising

Social media advertising promoting events, general visitation, and the reopening has generated 307,414 impressions, 13,022 clicks, 4.24% click-through rate, and \$0.11 cost-per-click. In addition to clicks and engagement, ads have generated 479 event responses, and 415 page likes.

New Jersey Vietnam Veterans' Memorial Foundation
Sponsored · 🌐

Hear what Memorial Day means to Vietnam Veterans, and listen to readings of two moving scholarship essays during a live broadcast of our virtual Memorial Day ceremony.

Thank you for remembering those who lost their lives while serving in the United States Armed Forces – we look forward to seeing you on the 25th.

**MEMORIAL DAY
VIRTUAL CEREMONY – MONDAY, MAY 25TH**

MON, MAY 25, 2020
Virtual Memorial Day Ceremony
Holmdel, NJ
551 people interested · 101 people going

1.2K 59 Comments

New Jersey Vietnam Veterans' Memorial Foundation
Sponsored · 🌐

Welcome back! The Vietnam Era Museum has reopened to the public! Come experience our unique and powerful site for ...See More

New Jersey Vietnam Veterans' Memorial Foundation
The New Jersey Vietnam Veterans' Memorial ...

Like Comment Share

vietnameramuseum · Follow

vietnameramuseum The Vietnam Era Museum is open! Come experience our unique and powerful site for yourself. Our Vietnam Veteran Tour Guides are on-site during each ticketed time slot.

The first and only museum of its kind in the United States, our Vietnam Era Museum offers a meaningful and engaging experience of the history of the Vietnam Era, the War, and its lasting impact on American culture.

42 likes
AUGUST 24

Add a comment... Post

Impressions – when an advertisement or any other form of digital media are seen on a user's screen

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Tax Check-Off Advertising – Social Media Ads

The 2020 and 2021 tax check-off campaigns included Facebook, Instagram, and Google advertising, and was extended to match tax deadline extensions both years.

- The 2020 social media advertising campaign generated 111,563 impressions, 5,572 clicks, a 4.99% click-through rate, and \$0.08 cost-per-click.
- The 2021 social media advertising campaign generated 195,851 impressions, 7,450 clicks, a 3.80% click-through rate, and \$0.12 cost-per-click.

New Jersey Vietnam Veterans' Memorial Foundation
Published by B.G. Route • March 31

Did you know that New Jersey extended the deadline for filing income taxes to May 17? When you file, check line 61 on your state income tax 1040 form to make a donation to the New Jersey Vietnam Veterans' Memorial Fund. Revenue from the tax check-off supports virtual educational programming that brings veterans, families, and our community together to honor our heroes, and helps sustain the Museum until we can safely gather in person again.

COMPLEX HISTORY. POWERFUL PERSPECTIVES. PERSONAL REFLECTIONS.

CHECK LINE 61 ON YOUR NJ STATE INCOME TAX FORM

SUPPORT THE

NEW JERSEY VIETNAM VETERANS' MEMORIAL AND VIETNAM ERA MUSEUM

NIJVMF.ORG
NJ Extends Tax Deadline to May 17
New Jersey's tax deadline is extended to July 15, 2020, and you can make a ... [Learn More](#)

85 1 Comment 28 Shares

vietnameramuseum • Follow

vietnameramuseum Here's a tip you may not know about completing your New Jersey tax return: You can help Veterans in your community by checking line 61 on your 1040 form to make a donation to the New Jersey Vietnam Veterans' Memorial Fund!

66w

Be the first to like this
JULY 6, 2020

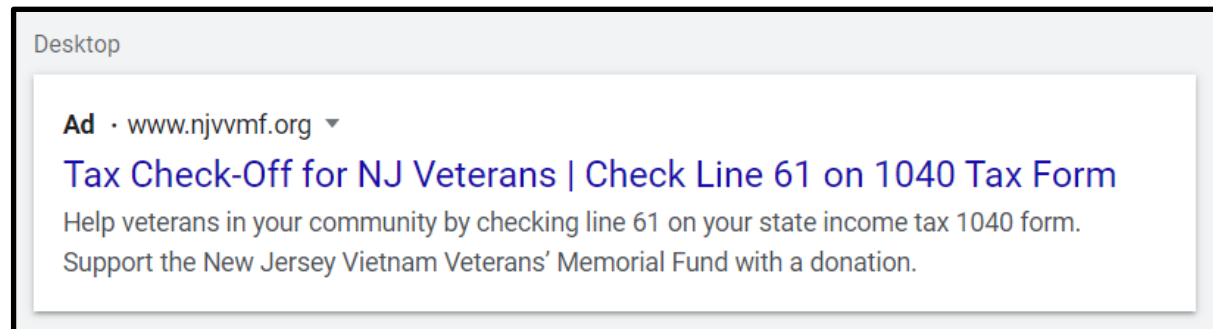
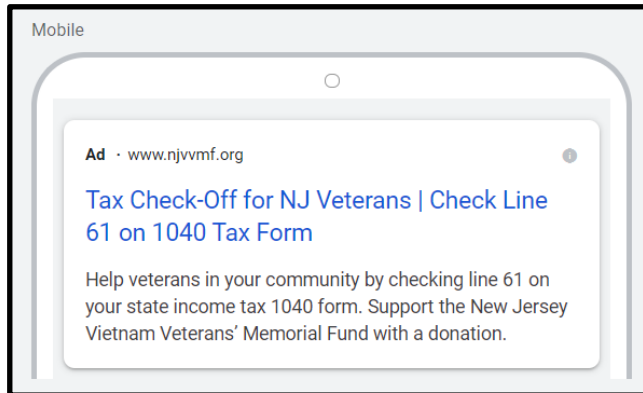
Add a comment... [Post](#)

The image shows three men in blue Vietnam Veterans of America (VVA) jackets and caps standing next to a large purple and white floral wreath. The wreath has a gold silhouette of a soldier's head in the center and a ribbon that reads "NEW JERSEY VIETNAM VETERANS' MEMORIAL FUND". Below the wreath is a photograph of a memorial wall with names and dates, including "WARD S GOLDBERG 22 DEC 46 - 27 DEC 68" and "LAWRENCE M BARNES 20 AUG 47 - 27 DEC 67".

Tax Check-Off Advertising – Google Ads

A paid Google advertising campaign used banner advertising and retargeting to increase the frequency of message among previous website visitors, and people searching for information about taxes.

- The 2020 paid Google advertising campaign generated 37,507 impressions, 305 clicks, a 0.81% click-through rate, and a cost-per-click of \$0.28.
- The 2021 paid Google advertising campaign generated 121,562 impressions, 997 clicks, a 0.87% click-through rate, and a cost-per-click of \$0.22.



Tax Check-Off Advertising – Print/Digital Ads

En Route ran additional print and digital advertising to promote the tax check-off in 2020.

- The 2020 advertising campaign included quarter page ads in the *Star-Ledger* newspaper in the Middlesex/Monmouth/Ocean counties zone with circulation of 26,436. Four print ads ran in March 2020 before the Memorial and Museum closed due to the pandemic. The NJ.com banner ads generated 48,720 impressions and 30 clicks. Based on industry norms for impressions and clicks, this campaign was successful.

NEW YORK
Trump lawyers ask for halt in suit seeking president's DNA

Journalist Peter Associated Press

President Donald Trump's lawyers urged a judge Wednesday to halt a lawsuit from a woman seeking Trump's DNA to help prove her claim that he raped her in the 1970s, though the law is intended to hold off the former adult entertainer's E. Jean Carroll in suing Trump for calling her a liar when she went public with her story last year. Trump's lawyers argue her case — including the DNA request — would create a small New York's highest court rules in a separate case against him. The ruling could take several months or longer.

Judge Vance Handberg gave no indication Wednesday how or when she might rule on whether to grant Carroll's case.

Carroll, who watched from the courtroom audience, said afterward she's promising the suit "not just for myself but for every woman in America who has been grabbed, groped, harassed, sexually assaulted, and has spent her life and still has been disgraced, shamed or lied to."

Carroll says Trump assaulted her in a hallway department store dressing room in the mid-1970s, after they bumped into each other and he kissed her on the cheek in a hallway.

Trump said Carroll was "sexually lying" in such a manner that was published last year, adding it was untrue that "she lied my life up."

He said he'd never met Carroll, although off a PR photo of them and their then-employer at a social event as simply a snapshot of a moment when he was standing in a line.

Carroll is seeking a DNA sample from Trump to see whether it matches an unidentified male genetic material found on a dress that she says she was wearing during the alleged attack.

Carroll says she hasn't laundered the dress and cleaned it only once since, for a photo-check last year.

Trump's lawyers have asked a court to put her case on hold until New York's highest court rules — in another case that involves a lawsuit case against him — whether an incumbent president can be sued in state court over alleged conduct outside his official duties.

"Courts are required to give the president

com True Jersey. Sign In Search

TO REMEMBER, TO HONOR, TO HEAL

SUPPORT THE

NEW JERSEY VIETNAM VETERANS MEMORIAL FOUNDATION

CHECK LINE 61 ON YOUR NJ INCOME TAX FORM

Advertisement

Advertisement

Advertisement

MARKETING SOLUTIONS TO HELP GROW YOUR BUSINESS

Entertainment

N.J.'s best strip mall for food is in this Jersey Shore town

Updated Mar 03, 8:33 AM, Posted Mar 02, 7:00 AM

Advertisement

CHECK LINE 61 ON YOUR NJ INCOME TAX FORM

Interior, Sonny's Grille, Belmar (Peter Genovese | NJ Advance Media for NJ.com)

f t 3.2k shares

By Peter Genovese | NJ Advance Media for NJ.com

New Jersey probably leads the nation — and the world — in strip malls. You can't drive a block here without running across one. A half-dozen or more stores and shops nestled neatly next to each other. Oh, we forgot about the restaurants. Strip mall

RECOMMENDED FOR YOU

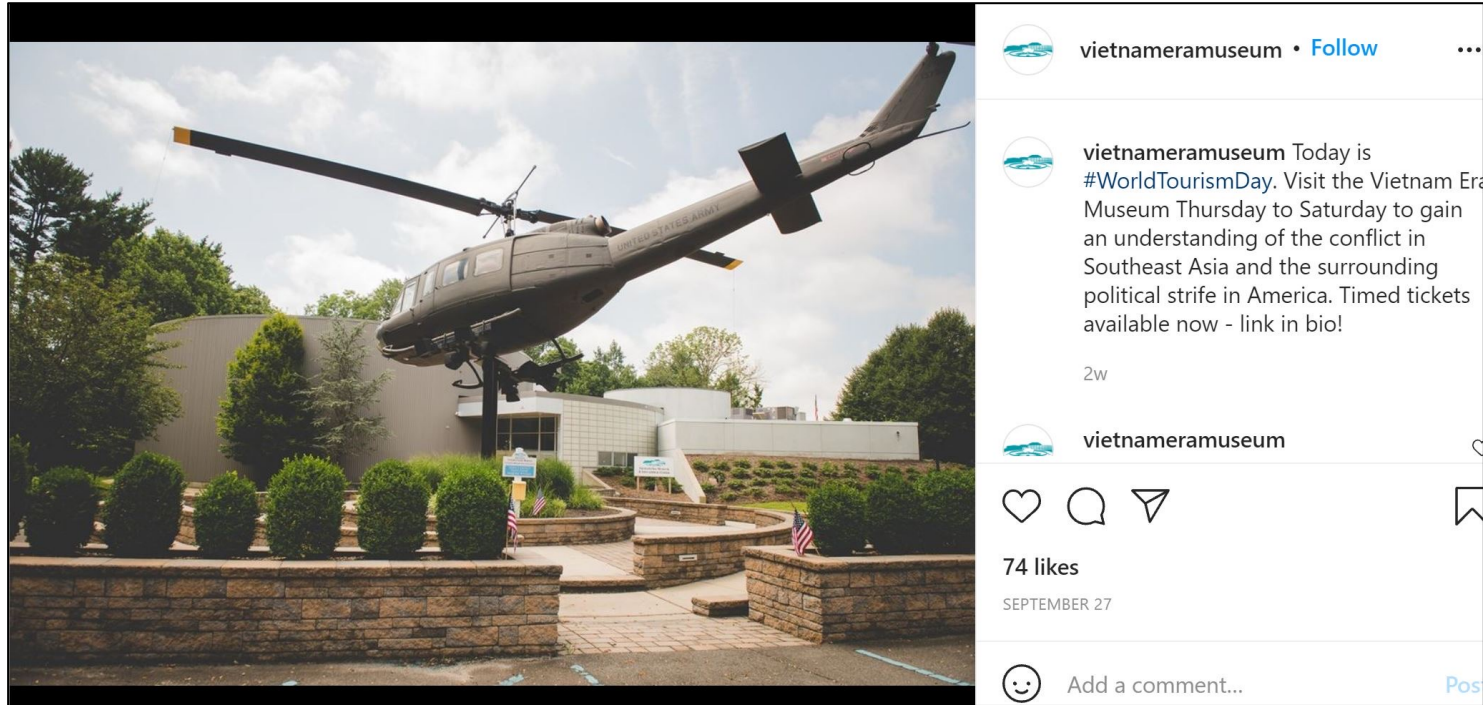
Social Media Campaigns - #WhatIsItWednesday



Each Wednesday, NJVVMF posts a photo clue of an item from the collection on Instagram, Facebook, and Twitter, and allows users to guess the artifact in the comments below. The artifact is revealed in a post the following day.

What is it Wednesday posts generate an average of 50 likes and 10 comments per post across platforms. The posts also welcome veterans and family members to submit stories or memories about the artifacts.

Social Media Posts



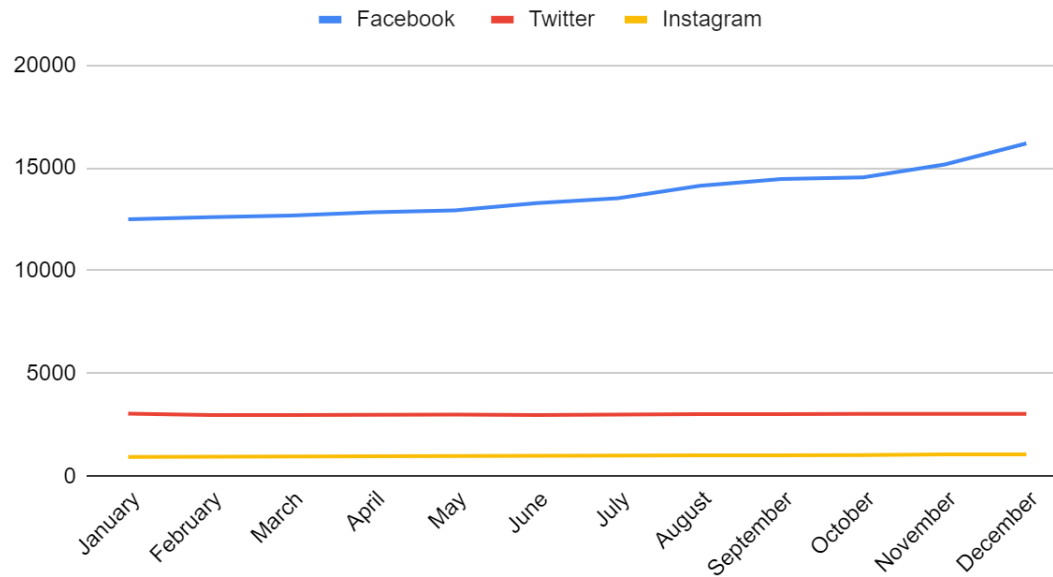
En Route creates social media that content promotes the Museum, Memorial, significant holidays, and upcoming events. Content is posted on average 4 times a week to Facebook, Instagram, and Twitter.

Social Media Followers

	January 1, 2021	December, 2021	+/- Followers
facebook	12,508	16,196	+3,688
twitter	3,046	3,038	-8
Instagram	944	1,062	+118

*Twitter deactivated accounts at the beginning of 2021 due to inactivity and improper use of accounts.

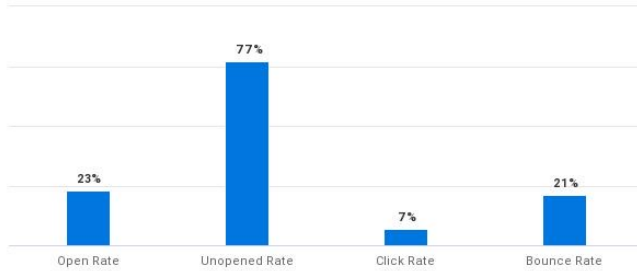
Facebook , Twitter and Instagram



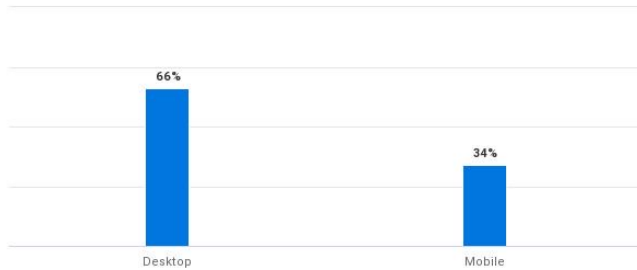
NJVVMF Monthly E-Newsletters

January – December, 2021

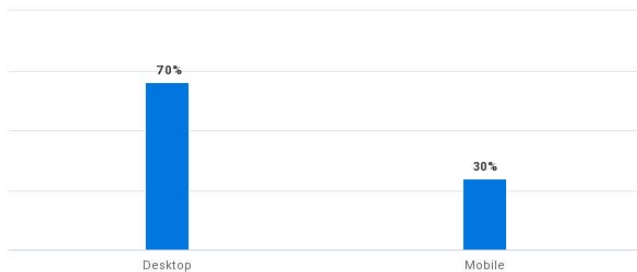
106,155 Sends



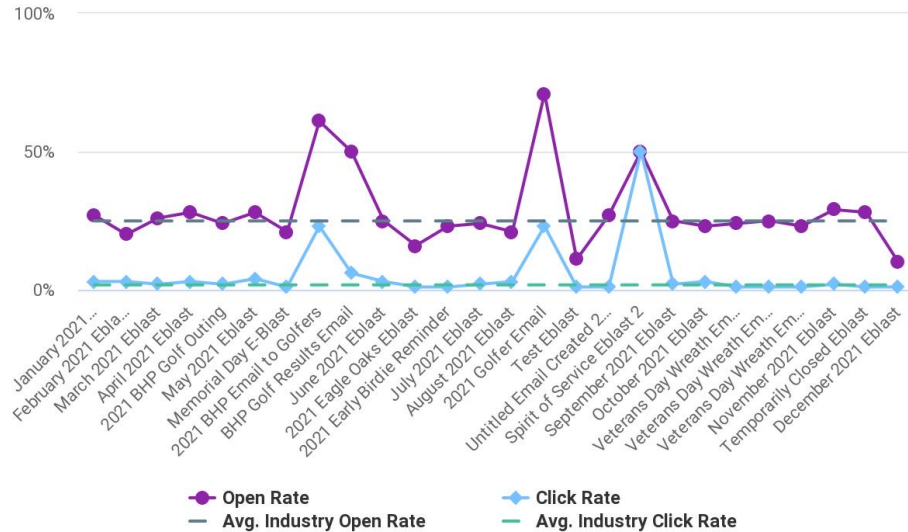
19,506 Opens



1,451 Clicks



Campaign Summaries



- Open rate standard: 22.60%
- Click rate standard: 1.40%
- NJVVMF average in 2021:
Open rate: 23%
Click rate: 7%

Public Relations

En Route secured press placements in TV, print, and online publications for the Vietnam Era Museum reopening and events at the NJVVMF.

- [NJ Monthly Stephen Warner Article](#)
- [CBS New York Museum Reopening TV Segment](#)
- [6abc Art of Aging TV Segment](#)
- [NJ 101.5 Memorial Day Article](#)
- [News 12 New Jersey Veterans Day TV Segment](#)



The screenshot shows the New Jersey Monthly website. At the top left, there is a 'subscribe' button with an arrow pointing to a 'New Jersey Monthly FALL DAY TRIPS' magazine cover. The main header reads 'New Jersey MONTHLY'. Below the header is a navigation menu with categories: NEWS & FEATURES, EAT & DRINK, TOWNS & SCHOOLS, TOP DENTISTS, TOP DOCS, THINGS TO DO, ARTS & ENTERTAINMENT, GIVING BACK, SHOPPING & STYLE, and HOME & GARDEN. The article title is 'Exhibit Provides Striking Glimpse of Vietnam War' by Shea Swenson, dated February 11, 2020. Below the title are two black and white photographs: one of a young boy in a field and another of two men in military uniforms.



The screenshot shows a CBS 2 News Weekend TV segment. The title is 'N.J. Vietnam Memorial Reopening To Public'. The program is identified as 'CBS 2 News Weekends' and categories include 'News, Local News, WCBSTV'. The main image shows a woman, Jillian Decker, being interviewed by a reporter. She is wearing a pink jacket and is standing in front of a large military helicopter. The lower third of the screen displays her name 'Jillian Decker' and her affiliation 'NJ Vietnam Veterans Memorial Foundation'. The CBS 2 logo and website 'CBSNewYork.com' are also visible. At the bottom, there is a news ticker with 'HEADLINES THIS MEMORIAL DAY WEEKEND' and the current temperature and time: '46° 7:48 AM'.

Public Relations

A full recap of NJVVMF press can be found online using the link below.

<https://elink.io/p/njvvmfpress-9eddb7>

facebook

NJVVMF in the News

Recent Press Coverage

