

# Spanish Peaks Country

July Board Meeting 2024



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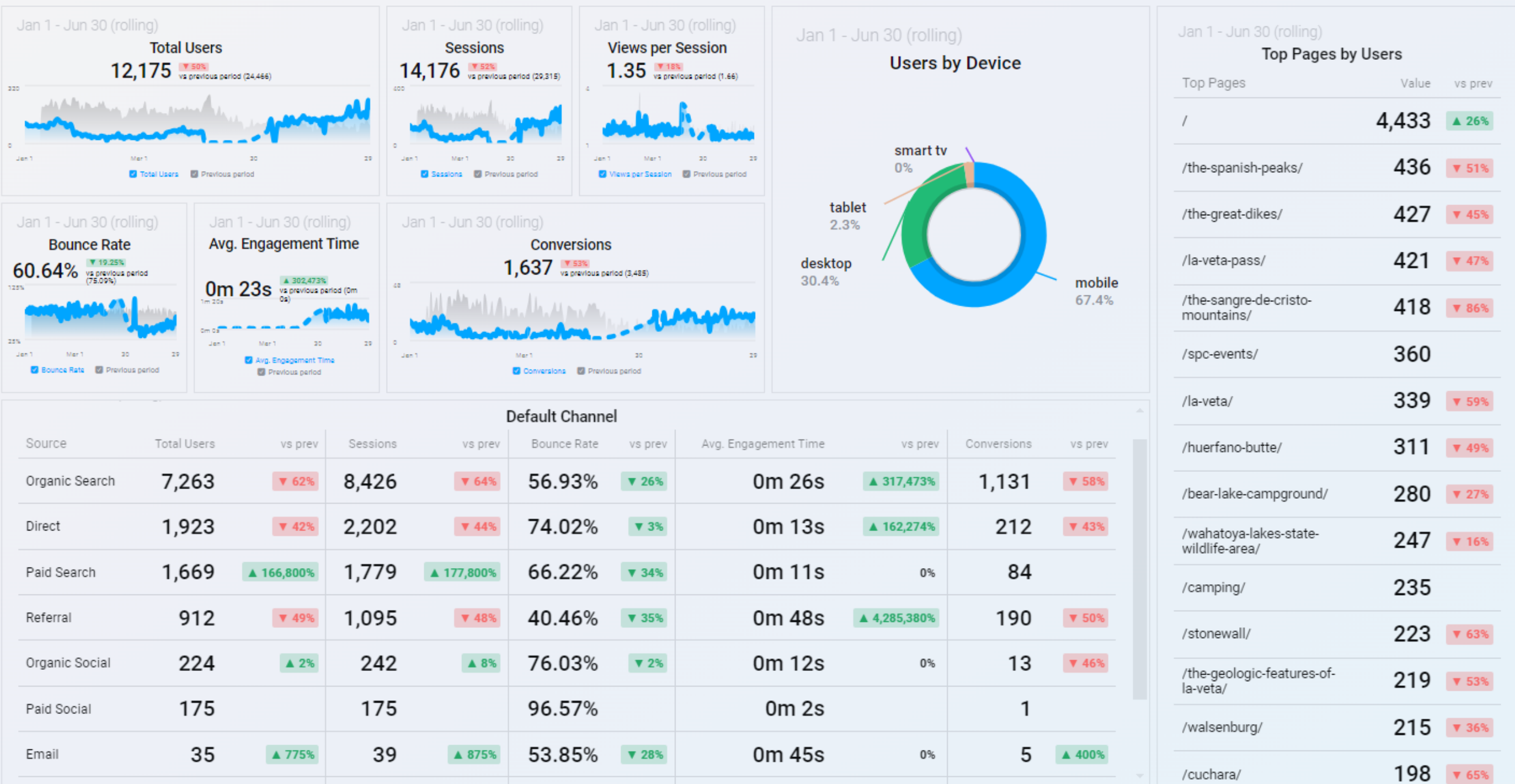
Play to win.

# Reporting



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Play to win.



Jan 1 - Jun 30 (rolling)

Top Pages by Users

Top Pages	Value	vs prev
/	4,433	▲ 26%
/the-spanish-peaks/	436	▼ 51%
/the-great-dikes/	427	▼ 45%
/la-veta-pass/	421	▼ 47%
/the-sangre-de-cristo-mountains/	418	▼ 86%
/spc-events/	360	
/la-veta/	339	▼ 59%
/huerfano-butte/	311	▼ 49%
/bear-lake-campground/	280	▼ 27%
/wahatoya-lakes-state-wildlife-area/	247	▼ 16%
/camping/	235	
/stonewall/	223	▼ 63%
/the-geologic-features-of-la-veta/	219	▼ 53%
/walsenburg/	215	▼ 36%
/cuchara/	198	▼ 65%

Default Channel

Source	Total Users	vs prev	Sessions	vs prev	Bounce Rate	vs prev	Avg. Engagement Time	vs prev	Conversions	vs prev
Organic Search	7,263	▼ 62%	8,426	▼ 64%	56.93%	▼ 26%	0m 26s	▲ 317,473%	1,131	▼ 58%
Direct	1,923	▼ 42%	2,202	▼ 44%	74.02%	▼ 3%	0m 13s	▲ 162,274%	212	▼ 43%
Paid Search	1,669	▲ 166,800%	1,779	▲ 177,800%	66.22%	▼ 34%	0m 11s	0%	84	
Referral	912	▼ 49%	1,095	▼ 48%	40.46%	▼ 35%	0m 48s	▲ 4,285,380%	190	▼ 50%
Organic Social	224	▲ 2%	242	▲ 8%	76.03%	▼ 2%	0m 12s	0%	13	▼ 46%
Paid Social	175		175		96.57%		0m 2s		1	
Email	35	▲ 775%	39	▲ 875%	53.85%	▼ 28%	0m 45s	0%	5	▲ 400%

adpro Website Summary

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📅 Date Range Jan 1 - Jun 30 (rolling)

Reset

12 hours ago

Last Month (Jun 1 - 30)

### Campaign Performance

Dimension	Impressions	vs prev	Clicks	vs prev	CTR by Campaign	vs prev
Front Range	4,087	▲ 4%	420	▼ 8%	10.28%	▼ 12.41%
Out of State	7,965	▲ 101%	392	▲ 56%	4.92%	▼ 22.47%
Spanish Peaks Display	149.2k	▲ 5%	87	▲ 30%	0.06%	▲ 23.26%

Last Month (Jun 1 - 30)

### Impressions

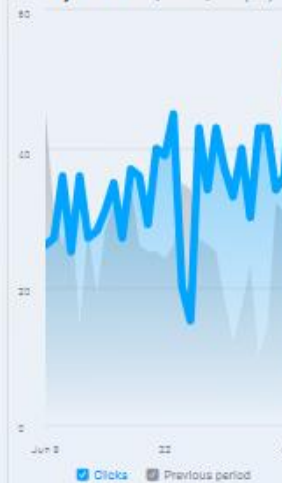
161.3k ▲ 8%  
vs previous period (149.4k)



Last 30 days (Jun 8 - J...

### Clicks

1,029 ▲ 33%  
vs previous period (772)



Last 30 days (Jun 8 - J...

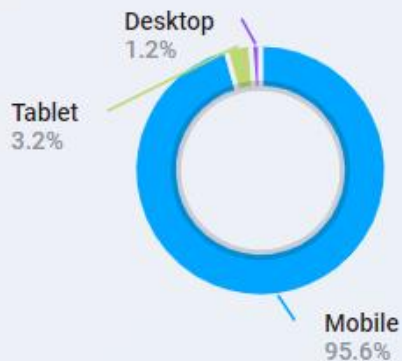
### CTR

0.56% ▲ 16.72%  
vs previous period (0.48%)



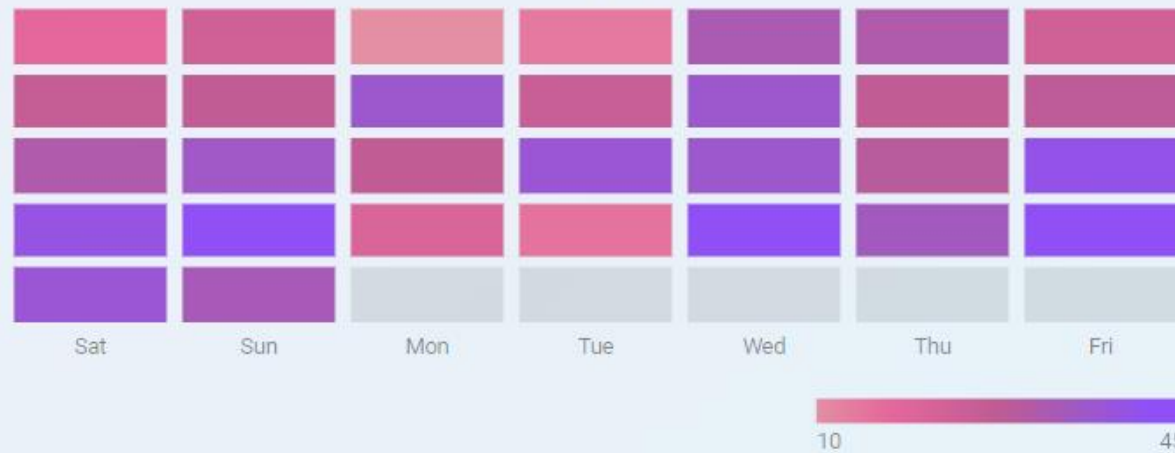
Last Month (Jun 1 - 30)

### Clicks by Device



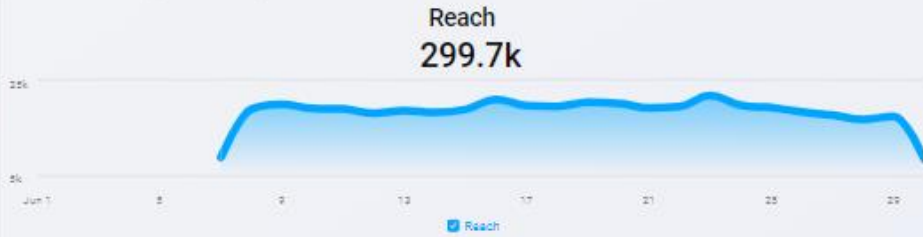
Last Month (Jun 1 - 30)

### Clicks by Day





Last Month (Jun 1 - 30)



Last Month (Jun 1 - 30)



Last Month (Jun 1 - 30)

CTR  
**0.08%**

Last Month (Jun 1 - 30)

Clicks  
**378**

Last Month (Jun 1 - 30)

CPM  
**\$ 1.63**

Last Month (Jun 1 - 30)

Frequency  
**1.5**

Last Month (Jun 1 - 30)

Avg. CPC  
**\$ 1.98**

Last Month (Jun 1 - 30)

### Campaign Performance

Campaign	Impressions	Clicks	CTR (All) by Campaign	CPM
Be Legendary - June24 (120211216491150268)	458.9k	378	0.08%	\$ 1.63

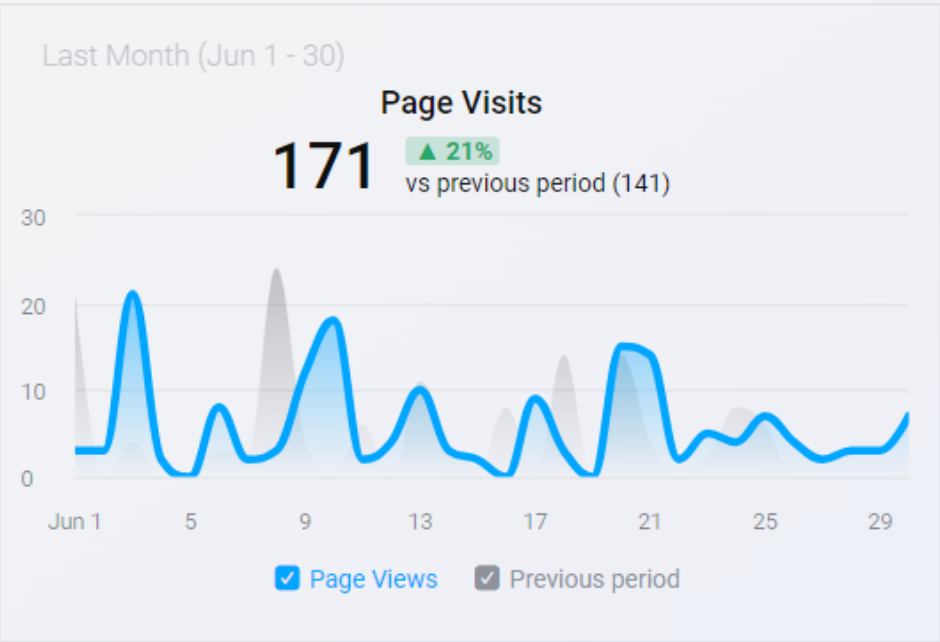
Last Month (Jun 1 - 30)

### Ads Overview

#	Dimension	Clicks	Impressions
1	Be Legendary 4 June (120211216599700268)	83	129.1k
2	Be Legendary 4 June (120211236609640268)	78	97,533
3	Be Legendary 3 June (120211236609610268)	74	79,658
4	Be Legendary 3 June (120211216593720268)	53	64,460
5	Be Legendary 2 June (120211236609630268)	31	32,771







Last Month (Jun 1 - 30)

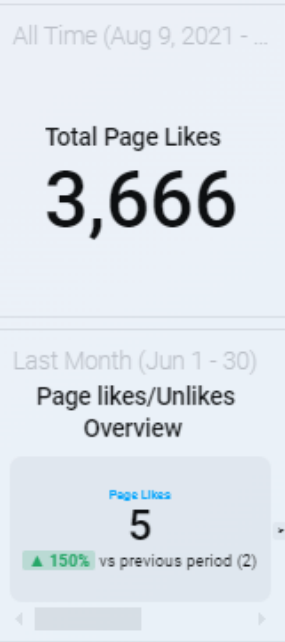
### Page Summary

Metric	Value	vs prev
Page Reach	7,977	▲ 69%
Page Impressions	8,810	▲ 52%
Page Engagements	-	
Unique Page Clicks	225	▲ 226%
Page Reactions	-	

Last Month (Jun 1 - 30)

### Post Overview

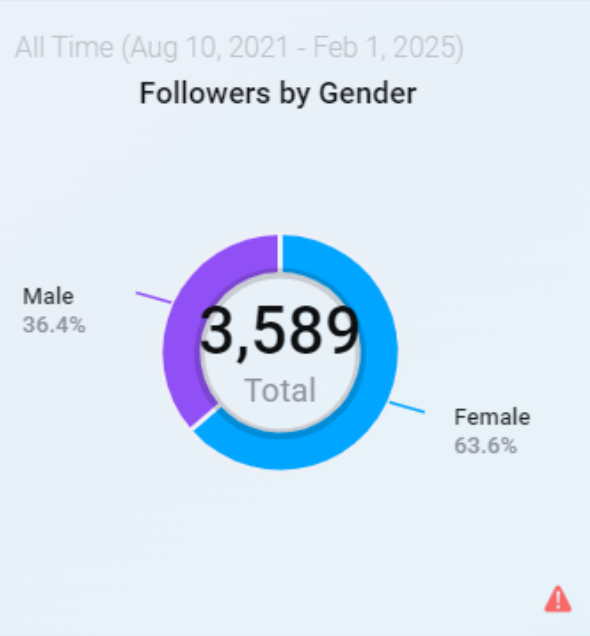
Metric	Value	vs prev
Post Count	11	▼ 15%
Post Reach	7,772	▲ 89%
↳ Paid	0	0%
↳ Organic	7,772	▲ 89%
↳ Viral	4,559	▲ 280%



Last Month (Jun 1 - 30)

### Most Recent Posts

#	Dimension	Reach	Clicks
1	This summer check out the new mountain biking trails at Lathrop (2024-06-06)	2,637	119
2	Did you know? You can explore #SpanishPeaksCountry like never (2024-06-20)	1,756	140
3	Adventure awaits on the trails of Spanish Peaks Country! For (2024-06-09)	668	28
4	Free Fishing Weekend is June 1st and 2nd! Come find your (2024-06-03)	352	2
5	Looking for a picturesque summer (2024-06-01)	200	1



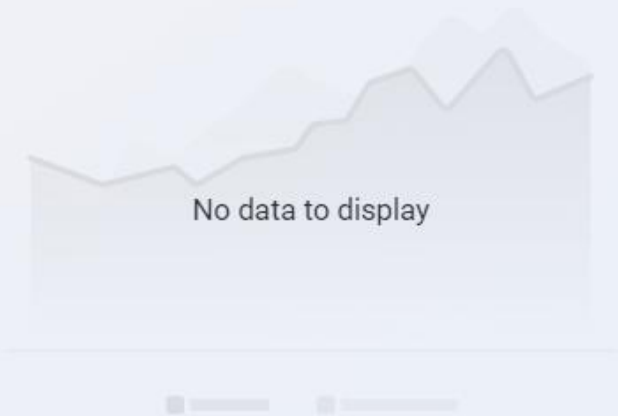
Last Month (Jun 1 - 30)

Impressions  
9,778 ▲ 297%  
vs previous period (2,460)



Last Month (Jun 1 - 30)

New Followers



Last Month (Jun 1 - 30)

New Posts

8  
▼ 11% vs previous period (9)

Last Month (Jun 1 - 30)

Activity Overview

Metrics	Value	vs prev
Profile Visits	63	<span>▼ 21%</span>
Reach	7,316	<span>▲ 358%</span>
Impressions	9,778	<span>▲ 297%</span>
Likes	190	<span>▲ 32%</span>
Comments	1	0%

All Time (Jul 8 - 9)

Total Followers

1,699

# Organic Social



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Play to win.



## 8/1 – August Events

August brings exciting community events: Farmers Markets with unique goods and fresh produce, La Veta Village Tournament with live music and wine tastings, Ecstatic Dance sessions, and a live performance by Tom Munch. The Huerfano County Fair is back from August 7th through the 11th! Join us for a month of celebration and community! ✨

<https://spanishpeakscountry.com/spc-events/month/2024-08/>

#AugustInSpanishPeaks

#SpanishPeaksCountry



## 8/7 – Huerfano County Fair Opening Day

🎯🌽 Exciting news, Huerfano County!  
The Huerfano County Fair starts today  
and runs until August 11th!

Join us for a celebration of community spirit with an exciting array of activities for all ages. From classic games to mouth-watering fair food, there's something for everyone to enjoy. Don't miss our livestock shows, arts and crafts exhibits, and live entertainment that will keep you dancing all night long.

Mark your calendars, grab your family and friends, and come out for a weekend of unforgettable fun and festivities!



<http://huerfanofair.com/index.html>

#SpanishPeaksCountry

#HuerfanoCountyFair





## 8/10 – Huerfano County Fair Closing Tomorrow

The Huerfano County Fair ends tomorrow, so make sure to come out and join us for the final day of festivities! 🎯 There's still plenty of fun to be had, from thrilling games to delicious food and amazing livestock shows.

We want to extend a heartfelt thank you to our sponsors, San Isabel Electric Association ⚡, Basin Electric Power Cooperative, and The First National Bank in Trinidad, for making this year's fair an incredible success. Your support helps keep our community traditions alive and thriving.

See you at the fair!

<http://huerfanofair.com/index.html>

#SpanishPeaksCountry

#HuerfanoCountyFair





## 8/14 – Farmers Markets

Explore the vibrant farmers markets in La Veta, Cuchara, Walsenburg, and Gardner! Each market brings together local vendors offering fresh produce, artisanal goods, and handmade crafts. In La Veta, enjoy the lively atmosphere with live music and tasty treats. Cuchara's market provides a quaint, charming experience surrounded by the beauty of nature. Walsenburg's market is a bustling hub for fresh finds and unique items, perfect for food enthusiasts and treasure seekers alike. Don't miss Gardner's down-to-earth market, where you'll find a delightful array of local fare and friendly faces. Support our local farmers and artisans while enjoying #SpanishPeakCountry 's rich community spirit. 🌽🥒🍷

#ShopLocal #FarmersMarkets



## 8/20 – Last Summer Getaway

As the summer draws to a close, there's still time to create unforgettable memories in Spanish Peaks Country! Embrace the beauty of our scenic landscapes, and discover the rich local culture that makes our region unique. Whether you're exploring hidden trails, savoring local cuisine at charming cafes, or joining in on community events, there's always something new to experience. Take advantage of the last days of summer and plan your getaway today. #SpanishPeaksCountry is calling you back to some place new!



#LastSummerGetaway

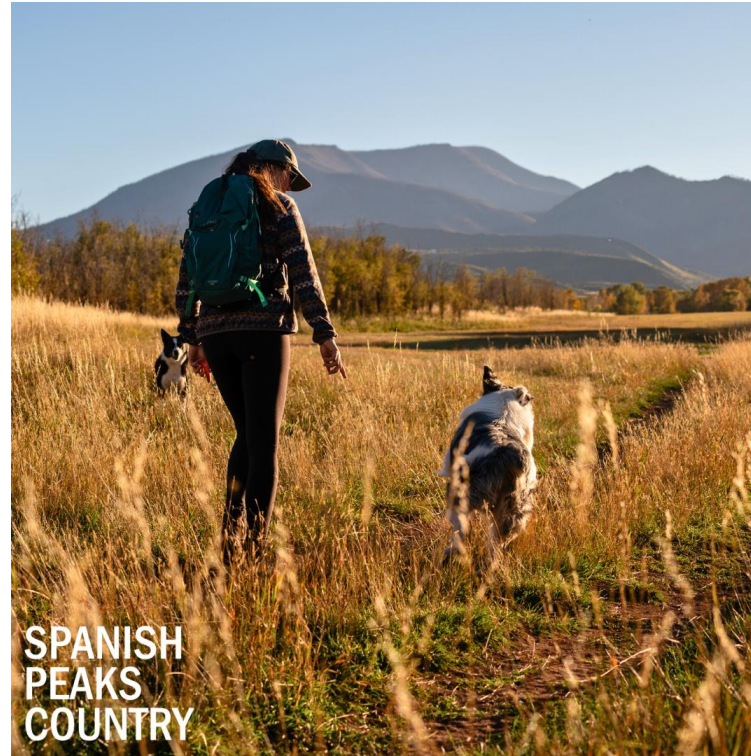




## 8/23 – Hiking and Fishing Highlights

Discover the best hiking and fishing spots in Spanish Peaks Country! Enjoy trails for all levels, from the majestic Wahatoya Trail to the leisurely Cuchara Valley. Fishing enthusiasts can cast their lines at Bear Lake and Lathrop State Park. #SpanishPeaksCountry offers unforgettable adventures in every season! 🏠 🐟

#HikingAdventures #FishingSpots



## 8/26 – Newsletter Sign-up

Don't miss out on all the amazing events, delicious local produce, and vibrant community activities happening in Spanish Peaks Country! By signing up for our newsletter, you'll receive the latest updates and can join our growing community of passionate locals and visitors who love to stay informed and connected. 🌄 ✨

<https://spanishpeakscountry.com/newsletter-signup/>

#SpanishPeaksCountry #Newsletter





## 8/29 – Share Why You Love SPC

We want to hear from you! Share why you love visiting Spanish Peaks Country and what makes it your favorite destination. Whether it's the stunning trails, peaceful fishing spots, charming local shops, or the delicious dining experiences, let us know what keeps you coming back! Your passion for this beautiful area can inspire others to explore and find their own adventures here. Let's celebrate the beauty and charm of #SpanishPeaksCountry together!



#ShareYourStory



A dark blue background featuring a collage of various icons and images related to technology and business. These include hands typing on a laptop, a smartphone, a tablet, a bar chart, a network diagram, a Wi-Fi symbol, a location pin, a mail icon, a speech bubble, a magnifying glass, a pie chart, and a line graph. The icons are in various shades of blue and white, creating a textured, layered effect.

# THANK YOU

adpro  
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Play to win.