



2019

ANNUAL REPORT

THURSDAY, JANUARY 9, 2020

CLINTON
CHAMBER OF
COMMERCE



MANSELL MEDIA

Full Service Ad Agency

105 E. Main Street • Clinton, MS
www.MansellMedia.net



MARKETING OVERVIEW

Our goal is to see the Clinton Chamber of Commerce grow and succeed. There are many avenues of marketing that we have taken to spread the word about the Clinton Chamber. Below is an overview of the many things Mansell Media does to help the CCC grow!

FACEBOOK MARKETING

- Daily Posts
- Sharing relatable content from other Facebook pages
- Interaction with Facebook users through messages & comments
- Event Pages & Ticket Sales
- Promote Members and Sponsors
- Program Awareness (Leadership Clinton, Clinton Youth Leadership)
- Boost content to increase reach and followers

TWITTER

- Updated 5-7 times per week
- Retweet related content from other Twitter users
- Respond to messages and replies

INSTAGRAM

- Updated 5-7 times per week
- Respond to messages and replies

PINTEREST

- Updated weekly by pinning relatable content to boards

SPECIAL GRAPHICS

- Custom graphics created as needed
 - Cover Photos, event page graphics, IG (square) graphics, holiday messages, etc.

EVENT PHOTOGRAPHY

- Ribbon Cuttings & Ground Breakings
- Luncheons
- Headshots
- Leadership Group Photos



FACEBOOK INSIGHTS

With Facebook being the reigning platform in the social media world, it would be crazy not to take full advantage of it. Facebook is one of the best, and most cost efficient ways to market the Clinton Chamber of Commerce, and the results have paid off year after year!

2019 FOLLOWER GROWTH

Total Page Likes as of Today: 7,523 (JANUARY 8TH)



CURRENT FACEBOOK FANS: 7,523 (1/8/20)

ESTIMATED GROWTH BY MONTH

2019

JAN	43	JUL	47
FEB	45	AUG	69
MAR	36	SEP	56
APR	35	OCT	41
MAY	32	NOV	18
JUN	58	DEC	55

ESTIMATED GROWTH BY YEAR

DEC 30, 2018 - DEC 30, 2019

The page grew from
6915 likes to
7513 likes!

{ Total estimated
likes this year: 598 }

TOP POSTS ON FACEBOOK IN 2019

1

4/15/19

Promoting:
Clinton Christian Academy



Clinton Chamber of Commerce
April 15, 2019 · 🌟

BIG NEWS! We are excited to celebrate the Groundbreaking for Clinton Christian Academy's Athletic and Performing Arts Center, TOMORROW, 4/16 at 1:00pm! We hope you can join us at 101 W. Northside Dr. in the morning.

CCA ... Forward in Faith



The CCA Athletic and Performing Arts Center will insure the continuance of CCA's positive school culture. We invite you to join us as we strive to follow God's lead in this endeavor!

6,738

People Reached

1,253

Engagements

Boost Post



132

18 Comments 36 Shares

REACH:
6,738

Reactions: 132
Comments: 18
Shares: 36

2

11/1/19

Promoting:
Remington-Lott Farms



Clinton Chamber of Commerce
November 1, 2019 · 🌟

Meet the ladies from Remington-Lott Farms Clinton location! Remington-Lott Farms is a local, family owned business that offers premium free-range beef and pork. All of their angus-based beef is raised on their farm in Madison County, has no added hormones or preservatives, and is dry-aged to perfection! We are so excited to have them as a stop during Holiday Happening, on Sunday, November 10th!

Pictured:

Patti McFarlin Mathews, Sales Executive

Laura Marie Campbell, Manager

Laura White, Assistant Manager

Addison and Aubree, Mini Remi's ❤️



6,238

People Reached

536

Engagements

Boost Again



76

3 Comments 20 Shares

REACH:
6,238

Reactions: 76
Comments: 3
Shares: 20

3

12/5/19

Promoting:
Arrow Nutrition



Clinton Chamber of Commerce
December 5, 2019 · 🌟

DRAWING CLOSED

It's that time of year! Our 12 Days of Christmas Giveaways start today. For Day #1, we have a \$50 Arrow Nutrition gift card and stainless steel tumbler in the drawing! Enter to win by following these steps:

1. Comment under this post and tell us what your favorite Christmas carol is this year

2. Share this post!

We'll pick a winner from Facebook or Instagram tomorrow, when we announce the next giveaway!



6,045

People Reached

534

Engagements

Boost Post



67

109 Comments 90 Shares

REACH:
6,045

Reactions: 67
Comments: 109
Shares: 90

HOW DO WE COMPARE?

JAN 2018	JAN 2019	JAN 2020	Chamber of Commerce
6,222	6,924	7,523	Clinton Chamber of Commerce
4,977	5,723	6,808	Pearl Chamber of Commerce
3,970	4,590	6,469	Rankin County Chamber of Commerce
3,702	4,248	5,273	Flowood Chamber of Commerce
2,846	3,611	4,345	Madison the City Chamber of Commerce
1,972	2,254	3,195	Vicksburg-Warren Chamber of Commerce
2,777	2,936	3,093	Greater Jackson Chamber
2,284	2,664	3,011	Madison Co. Chamber of Commerce
728	1,653	2,526	Raymond Chamber of Commerce
1,711	1,997	2,211	Ridgeland Chamber of Commerce

STILL #1 FOR AREA CHAMBERS!





TWITTER INSIGHTS

JAN 2019 SUMMARY

Tweets
31

Tweet impressions
11K

JUL 2019 SUMMARY

Tweets
23

Tweet impressions
11.8K

FEB 2019 SUMMARY

Tweets
27

Tweet impressions
9,118

AUG 2019 SUMMARY

Tweets
19

Tweet impressions
8,051

MAR 2019 SUMMARY

Tweets
21

Tweet impressions
7,946

SEP 2019 SUMMARY

Tweets
29

Tweet impressions
8,178

APR 2019 SUMMARY

Tweets
26

Tweet impressions
10.6K

OCT 2019 SUMMARY

Tweets
30

Tweet impressions
9,338

MAY 2019 SUMMARY

Tweets
27

Tweet impressions
9,883

NOV 2019 SUMMARY

Tweets
28

Tweet impressions
9,154

JUN 2019 SUMMARY

Tweets
23

Tweet impressions
9,832

DEC 2019 SUMMARY

Tweets
23

Tweet impressions
8,702

CURRENT TWITTER FOLLOWERS: **2,963** (1/8/20)

TOP TWEETS FOR 2019

1

APRIL 2019
2,756 IMPRESSIONS
(MS Braves Bogo Promo)

2

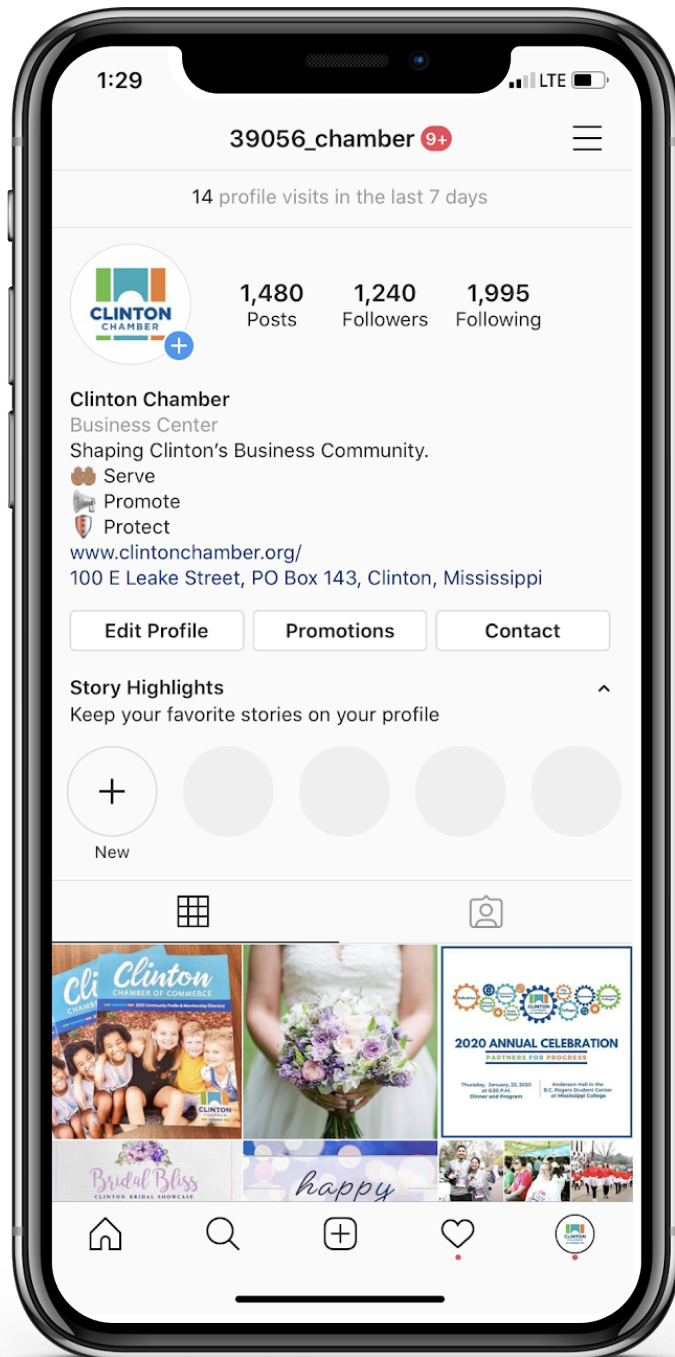
JULY 2019
1,447 IMPRESSIONS
(RBR Night at MS Braves)

3

FEBRUARY 2019
882 IMPRESSIONS
(CCYL Promo to Sign-up)



INSTAGRAM INSIGHTS



2019 GROWTH

2018

FOLLOWERS: 789

FOLLOWING: 1,000

2019

FOLLOWERS: 1,240

FOLLOWING: 1,995

TOTAL GROWTH:

FOLLOWERS: 451

FOLLOWING: 995

2018 TOTAL GROWTH:

240 FOLLOWERS

IT'S ESTIMATEED THAT INSTAGRAM WILL REACH
112.5 MILLION U.S. USERS IN 2020!

75.3% OF U.S. BUSINESSES WILL USE INSTAGRAM

CHAMBER AND SOCIAL MEDIA

WE NEED YOUR HELP TO PUSH OUR MESSAGE OUT!

LIKE US ON FACEBOOK & FOLLOW
US ON TWITTER, INSTAGRAM & PINTEREST!

FACEBOOK:

www.Facebook.com/CantonChamberOfCommerce
(or search for the Canton Chamber of Commerce)

TWITTER:

search for @39056_Chamber

PINTEREST:

www.Pinterest.com/39056Chamber/
(or search for the Canton Chamber of Commerce)

INSTAGRAM:

search for @39056_chamber