



2020

ANNUAL REPORT

WEDNESDAY, FEBRUARY 3, 2021

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 in 2020!

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

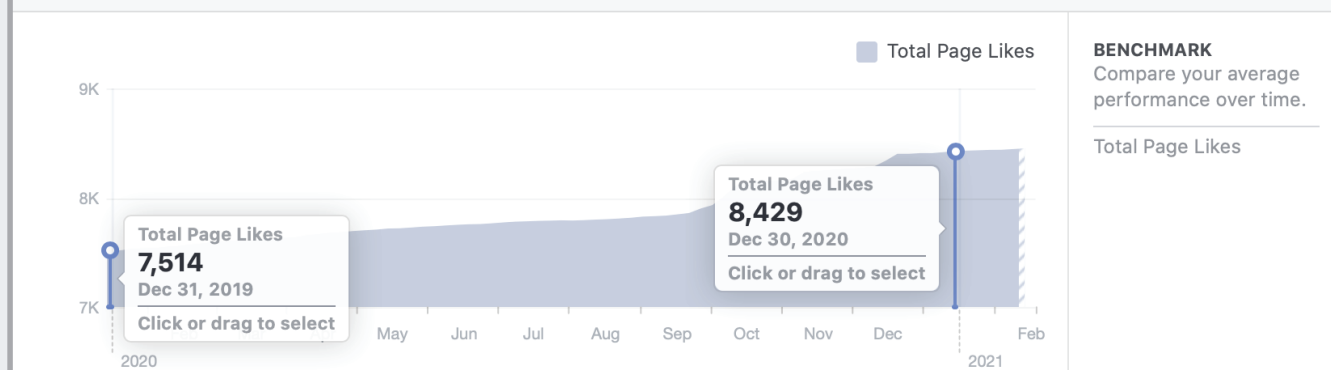


FACEBOOK INSIGHTS

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!

2020 FOLLOWER GROWTH

Total Page Likes: 8,452 (FEBRUARY 2ND)



CURRENT FACEBOOK FANS: 8,452 (2/2/21)

FACEBOOK FANS ON 1/8/20: 7,523

ESTIMATED GROWTH BY MONTH

	2019	2020		2019	2020
JAN	43	46	JUL	47	15
FEB	45	51	AUG	69	48
MAR	36	51	SEP	56	303
APR	35	50	OCT	41	95
MAY	32	34	NOV	18	94
JUN	58	29	DEC	55	89

ESTIMATED GROWTH BY YEAR

DEC 31, 2019 - DEC 30, 2020

The page grew from
7,514 likes to
8,429 likes!

{ Total estimated
likes this year: 915 }

2018 - 2019 GROWTH: 598 LIKES

TOP POSTS ON FACEBOOK IN 2020


1

11/25/20

Ameristar GIVEAWAY!

Clinton Chamber of Commerce
Published by Carrie Chennault [?] · September 25, 2020 · 🌟

We have an AMAZING GIVEAWAY for our Facebook friends thanks to Ameristar Casino Hotel Vicksburg! Enter to win an Overnight Stay & Dinner at Ameristar - includes a one night stay, plus dinner at Bourbon's Steakhouse or the Heritage Restaurant (a \$350 value)! To enter, share this post and comment below who you'd take with you if you won! We will pick a winner on Friday, October 2nd.



GIVEAWAY!

25,855
People Reached

2,507
Engagements

Boost Again

Boosted on Sep 28, 2020
By Carrie Chennault

Completed

People Reached	1.6K	Post Engagement	152
----------------	------	-----------------	-----

View Results

176

281 Comments 428 Shares

REACH:
25,855

Reactions: 1328
Comments: 505
Shares: 459

2

12/4/20

Christmas Parade Virtual Info

Clinton Chamber of Commerce is with Cydney Farr Fedric.
Published by Clay Mansell [?] · December 4, 2020 · 🌟

Important Parade Update!!

Based on the recent recommendations from health officials, we are going virtual only and asking all spectators to watch online on the [City of Clinton \(Government\)](#) facebook page. Please do not line the streets. Also, we are asking that all parade participants stay in their bubble. Cheerleaders that practice together, stay in your area, dancers stay in your area with people from your dance company, etc. We hope to have some special online treats for our viewing audience you will not want to miss!! Finally, we 100% realize there was no right answer. We appreciate your support of the parade and the Clinton Chamber of Commerce.



VIRTUAL ONLY

20,456
People Reached

4,465
Engagements

Boost Unavailable

REACH:
20,456

Reactions: 700
Comments: 224
Shares: 130

3

11/13/20

Remington Lott Holiday Happening 2020

Clinton Chamber of Commerce
Published by Carrie Chennault [?] · November 13, 2020 · 🌟

We're so happy to have [Remington-Lott Farms](#) on our Holiday Happening map again this year! Remington-Lott Farms is a family owned business located in Canton, Mississippi, that offers dry-aged beef in Gluckstadt, Flowood, Clinton, and Ridgeland! Make plans to stop by THIS SUNDAY, November 15th and shop their great selection of premium free-range beef and pork, milk, and more! Gift certificates also available - a great gift idea!

821 E Northside Dr • Clinton
[#HereInClinton](#) [#ShopLocalClinton](#) [#ClintonDYK](#)



6,096
People Reached

474
Engagements

Boost Again

REACH:
6,096

Reactions: 129
Comments: 15
Shares: 19

TOP POST OF 2020 - AMERISTAR GIVEAWAY

AMERISTAR CASINO ★ HOTEL



BIG shout-out to Ameristar for the incredible giveaway they allowed us to post on our page! This post helped us gain 300+ likes in September - a push we really needed to keep our #1 Chamber spot. It reached over 25.8K people and over 25K people engaged in this giveaway through comments, shares, and "likes."

Because this giveaway did so well, we are launching a 4th Friday Giveaway in 2020, starting in February! These giveaways will help us get more likes/followers, overall reach & on the page.



We will do a nine 4th Friday Giveaways in 2020 (February - October). If your business is interested in participating in a giveaway, we'd love to talk! This is a great opportunity to get extra exposure for your business, while helping Chamber!

The value of your giveaway item/service must equal at least \$50. We will be sending an email to our Chamber members to ask for participants & will select the best giveaway offers.



TWITTER INSIGHTS

JAN 2020 SUMMARY <div>Tweets 36</div> <div>Tweet impressions 13.4K</div> <div>Profile visits 77</div> <div>Mentions 14</div> <div>New followers 2</div>	MAY 2020 SUMMARY <div>Tweets 25</div> <div>Tweet impressions 7,057</div> <div>Profile visits 6</div> <div>Mentions 10</div> <div>New followers -21</div>	SEP 2020 SUMMARY <div>Tweets 21</div> <div>Tweet impressions 7,395</div> <div>Profile visits 26</div> <div>Mentions 2</div> <div>New followers 2</div>
FEB 2020 SUMMARY <div>Tweets 20</div> <div>Tweet impressions 6,818</div> <div>Profile visits 19</div> <div>Mentions 1</div> <div>New followers -5</div>	JUN 2020 SUMMARY <div>Tweets 24</div> <div>Tweet impressions 8,093</div> <div>Profile visits 53</div> <div>Mentions 2</div> <div>New followers -7</div>	OCT 2020 SUMMARY <div>Tweets 28</div> <div>Tweet impressions 9,147</div> <div>Profile visits 28</div> <div>Mentions 2</div> <div>New followers 4</div>
MAR 2020 SUMMARY <div>Tweets 33</div> <div>Tweet impressions 10.2K</div> <div>Profile visits 64</div> <div>Mentions 5</div> <div>New followers 4</div>	JUL 2020 SUMMARY <div>Tweets 24</div> <div>Tweet impressions 11.6K</div> <div>Profile visits 118</div> <div>Mentions 3</div> <div>New followers 28</div>	NOV 2020 SUMMARY <div>Tweets 36</div> <div>Tweet impressions 11.2K</div> <div>Profile visits 38</div> <div>Mentions 1</div> <div>New followers 0</div>
APR 2020 SUMMARY <div>Tweets 36</div> <div>Tweet impressions 8,800</div> <div>Profile visits 39</div> <div>Mentions 14</div> <div>New followers -1</div>	AUG 2020 SUMMARY <div>Tweets 18</div> <div>Tweet impressions 11.2K</div> <div>Profile visits 95</div> <div>Mentions 3</div> <div>New followers 13</div>	DEC 2020 SUMMARY <div>Tweets 19</div> <div>Tweet impressions 5,727</div> <div>Profile visits 73</div> <div>Mentions 6</div> <div>New followers 4</div>

CURRENT TWITTER FOLLOWERS: 2,133 (2/2/21)

28 day summary with change over previous period

Tweets
18 ↑20.0%



Tweet impressions
23.4K ↑272.5%



Profile visits
255 ↑222.8%

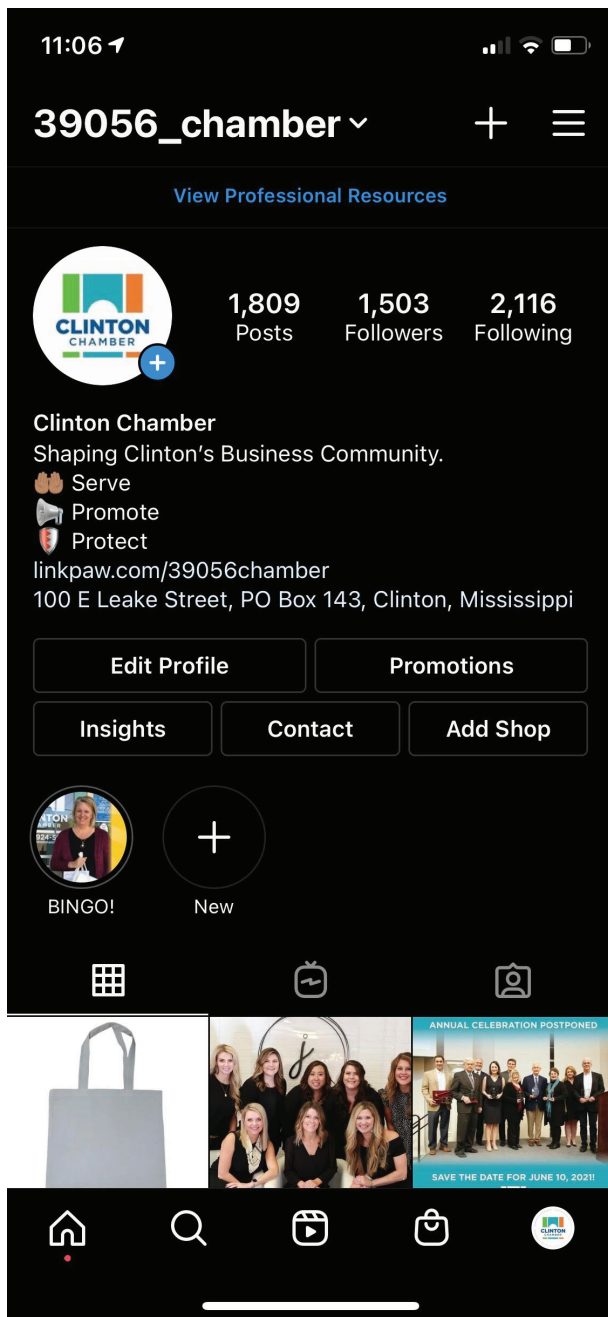


Mentions
12 ↑71.4%





INSTAGRAM INSIGHTS



INSTA GROWTH

2018

FOLLOWERS: 789

FOLLOWING: 1,000

2019

FOLLOWERS: 1,240

FOLLOWING: 1,995

2020

FOLLOWERS: 1,503

FOLLOWING: 2,116

2020 GROWTH:

FOLLOWERS: 263

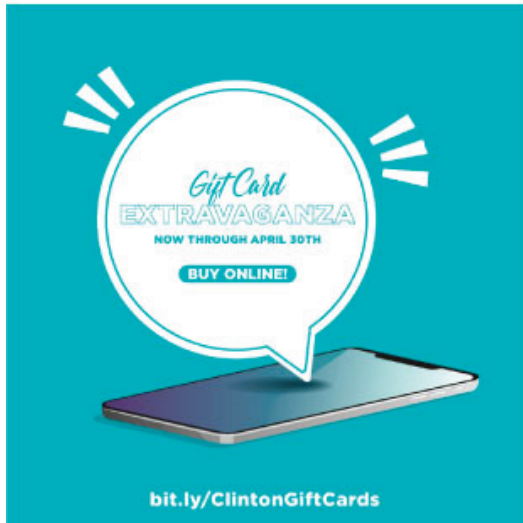
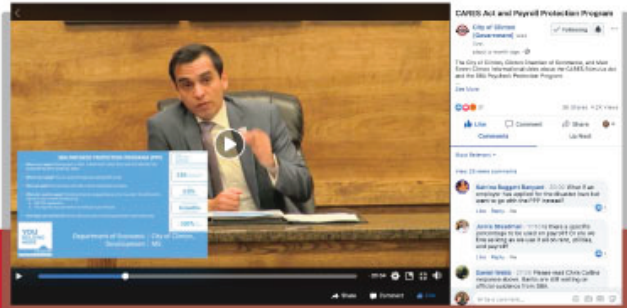
FOLLOWING: 121

IT'S ESTIMATED THAT INSTAGRAM WILL REACH
909.8 MILLION U.S. USERS IN 2021

COVID RESPONSE RECAP



LIVE STREAM WITH THE CITY OF CLINTON & MAIN STREET CLINTON



In need of Health Insurance due to the COVID-19 pandemic? If you answered "Yes," visit www.healthykidsms.org

NEWS OPINION ARTS MUSIC CALENDAR LIFE+STYLE FOOD+DRINK SPORTS

Clinton Chamber Serving as Local Admin for National ServiceIndustry.Tips Initiative

COVID-19 COVERAGE

BREAKING

#COVID_19 IN MISSISSIPPI

JFPMS/COVID19

See our archive of continuing coverage of COVID-19 in Jackson and Central Mississippi. We're actively updating these threads: [Event Cancellations](#) and [Curbside Restaurant Service](#).

