

Spring 2025

ISSUES

Digital Marketing Report



Report outline

- SMART goals
- Report 1: 1/27-2/23
- Report 2: 2/24-3/23
- Report 3: 3/24-4/18
- SMART Goal Review
- Overall Budget Recap
- Recommendations

SMART Goals



2%

Increase Instagram followers by 2% by April 18.



15

Gain 15 new podcast followers by April 18.



200

Acquire 200 active users to the /newsletter/ page by April 18.

Updated Smart Goals as of March 17



2.8%

Increase Instagram
followers by 2.8% by
April 18



20

Gain 20 new podcast
followers by April 18



487

Acquire 487 Active
Users to /Newsletter by
April 18

Jan. 27 - Feb. 23, 2025

ISSUES

Digital Marketing Report

<https://issues.org/>

Website Performance

From Google Analytics 4

Jan. 27 - Feb. 23, 2025

The top visited page during this time period was <https://issues.org/> with 6,018 Views.

Total Views

63,438

↑ Up 4.1% compared to previous period

Active Users

37,244

↑ Up 6.6% compared to previous period

Avg. time on page

1.28

↓ Down 3.7% compared to previous period

Website Performance

Top traffic sources - Jan. 27 - Feb. 23, 2025

1. Organic Search
2. Direct
3. Referral
4. Email
5. Organic Social

@ISSUESINST & ISSUES in Science and Technology

Social Media Performance

Instagram

Jan. 27 - Feb. 23, 2025

- Jan. 27: 645 followers
- Feb. 23: 657 followers
- 1.86% increase 



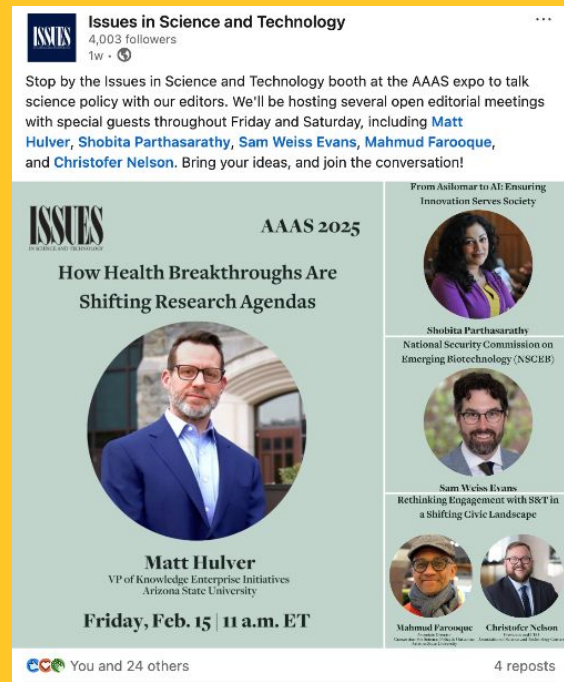
Top performing post

- Likes: 14
- Reach: 157
- Accounts engaged: 18

LinkedIn

Jan. 27 - Feb. 23, 2025

- Jan. 27: 3,872 followers
- Feb. 23: 4,003 followers
- 3.4% Increase ↑



Top performing post

- Likes: 25
- Impressions: 655
- Shares: 4

Ongoing Transformation Podcast Follower Growth

Linkedin Traffic Ad Campaign

General Podcast Promo Campaign

Linkedin Ad Performance

The campaign ran from: 2/10/25 – 2/20/25

Budget:

- Spent: \$277

Ad Results:

- Clicks: 322
- Impressions: 27,153
- Reach: 14,774
- CTR: 1.19%

Results from GA4:

- Views: 436
- Active users: 322

Objective Results:

- Led to a 14 growth in followers from the campaign



Takeaways

LinkedIn Ad Campaign

- Ads that feature information in graphic form may perform better **as videos/animations** rather than as still images.
- Moving forward, focusing ad dollars on Reddit platforms would ensure **higher reach** for less cost over LinkedIn. LinkedIn produced less traffic but at a higher cost per link click.
- Narrowing the career to include the top 5 performing categories (Engineering, Education, Operations, Information Technology, and Business Development) may yield a higher click through rate and be a better use of ad dollars. The job function category the ads were placed in were spread too widely which could have been a factor of a smaller click through rate.

Ongoing Transformation Podcast Follower Growth

Spotify Traffic Ad Campaign

General Podcast Campaign

Spotify Ad Performance

The campaign ran from: 2/11/25 – 2/21/25

Budget:

- Spent: \$250

Ad Results:

- Clicks: 69
- Impressions: 29,056
- Reach: 16,412
- CTR: .237%

Objective Results:

- Led to a 14 follower growth in followers for the campaign.



Takeaways

Spotify Ad Campaign

- Ads that feature information in AI form may perform better than using a voice actor because the voice can be customized thoroughly and sounds more like an Ad. It's more enticing due to the fact that a good tone draws more listeners in and since it's highly modifiable we can make it match the tone of our script.
- Moving forward, keep focusing ad dollars on Spotify ads as it led to a 21 follower growth in followers for the campaign.
- Tweaking the ad's copy/ coming up with a more creative approach could potentially lead to higher reach and compel more people to click on the ad once it plays. Current ad copy did well and could be used as a starting point for future Spotify ad campaigns.

ISSUES Newsletter Promotion

Active Reddit Traffic Ad Campaign

General Newsletter Promo Feb 2025

Reddit Ad Performance

The campaign is running from: 2/19 – 3/1 (reporting period 2/19-2-23)

Budget:

- Spent: \$306

Ad Results:

- Clicks: 217
- Impressions: 91,813
- Reach: 85,056
- CTR: 0.236%

Results from GA4:

- Views: 0
- Active users: 192

Objective Results:

- Led to a 192 active user growth in the /newsletter page from the campaign.

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issues.org

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Takeaways

Reddit Ad Campaign

- Reddit Ad's yielded a much higher impression amount which was 91,813 impressions for less as compared to other platforms from LinkedIn
- Moving forward, keep focusing ad dollars on Reddit ads as it led to a 192 active user growth in the /newsletter page for the campaign.
- For next month we will use reddit to run a podcast promotion campaign to drive more users to The Ongoing Transformation podcast as reddit has a low CPC for ads

Budget Recap

Budget Recap

Jan.27-Feb.23 Budget Summary

- LinkedIn Traffic Ad Campaign:
\$277 was spent
- Spotify Traffic Ad Campaign:
\$250 was spent
- Active Reddit Traffic Ad
Campaign: **\$306 planned to
spend in total**

Semester budget:

\$2500

Total budget

spent:\$830

Remaining total

budget: \$1670

Next steps

Next steps

Instagram ISSUES article spotlight

- Post Organic content regarding a recent ISSUES article published on their website (Draft Graphics already created).

Spotify Campaign #2

- Create Spotify podcast ad campaign for The Ongoing Transformation

Reddit Campaign #2

- Create Reddit campaign for podcast

Newsletter Campaign #2

- Create Newsletter campaign on Reddit because of its high impressions for its CPC

Feb. 24 - March 23, 2025

ISSUES

Digital Marketing Report

<https://issues.org/>

Website Performance

From Google Analytics 4

Feb. 24 - Mar. 23, 2025

The top visited page during this time period was the <https://issues.org/> homepage with 5,815 Views.

Total Views

61,336

↓ Down 3.3% compared to previous period

Active Users

34,924

↓ Down 6.23% compared to previous period

Avg. time on page

1.35

↑ Up 5.5% compared to previous period

Website Performance

Top traffic sources - Feb. 24- Mar. 23, 2025

1. Organic Search
2. Direct
3. Referral
4. Email
5. Unassigned

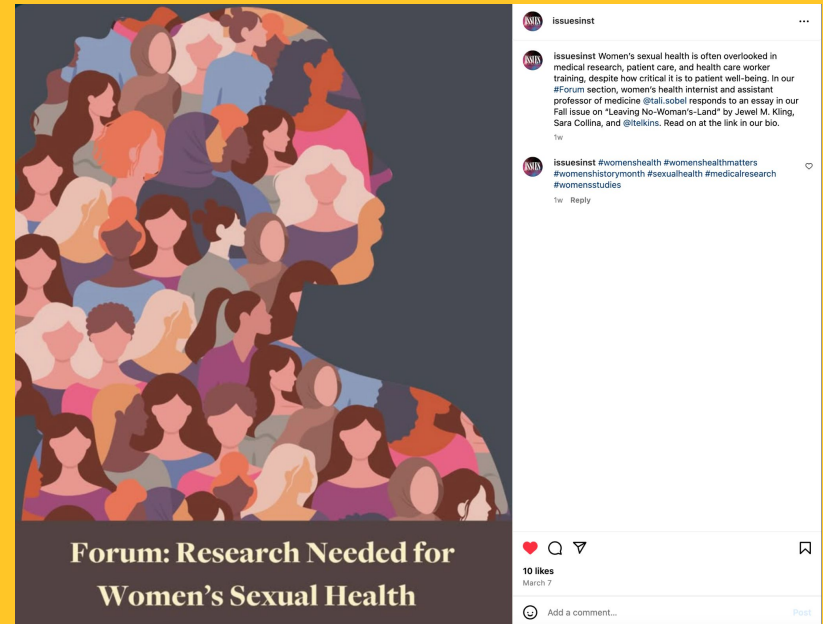
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Social Media Performance

Instagram

Feb. 24 - March 23, 2025

- **Feb. 24:** 657 followers
- **March 23:** 665 followers
- 1.22 % increase 

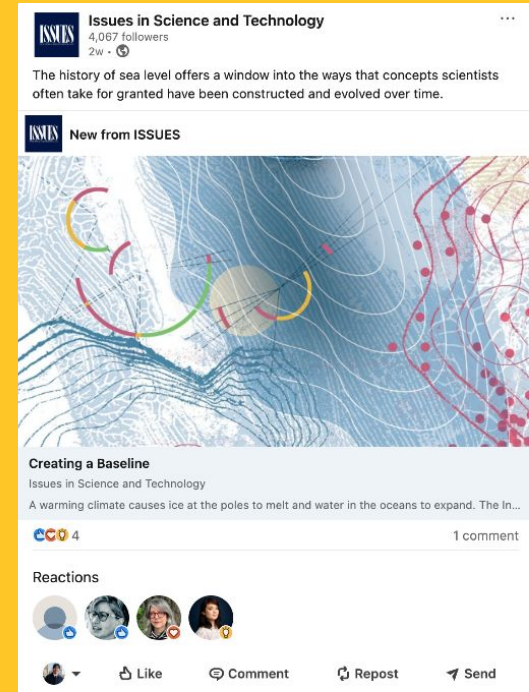


- Views: 115
- Likes: 10
- Reach: 83
- Accounts engaged: 12

LinkedIn

Feb. 24 - March 23, 2025

- **Feb. 24:** 4,003 followers
- **March 23:** 4,067 followers
- 1.60 % increase 



- Article views: 901
- Likes: 4
- Reach: 127
- Impressions: 156

ISSUES Newsletter Promotion

Meta Traffic Ad Campaign

Newsletter Promo Campaign

Meta A/B Total Ad Performance

Campaign Run Date: 3/19/25 – 3/26/25

Reporting Period: 3/19/25-3/23/25

Budget:

- Spent: \$267

Ad Results:

- Clicks: 375
- Impressions: 107,884
- Reach: 76,112
- CTR: 0.35%

Results from GA4:

- Views: 0
- Active users: 88

Objective Results:

- Gained 88 active users to /newsletter page



Newsletter Promo Campaign

Meta A/B Ad Performance - Glacier

Campaign Run Date: 3/19/25 – 3/26/25

Reporting Period: 3/19/25-3/23/25

Budget:

- Spent: \$267

Ad Results:

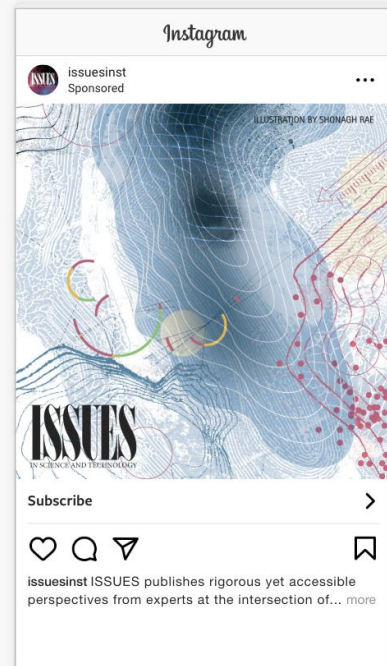
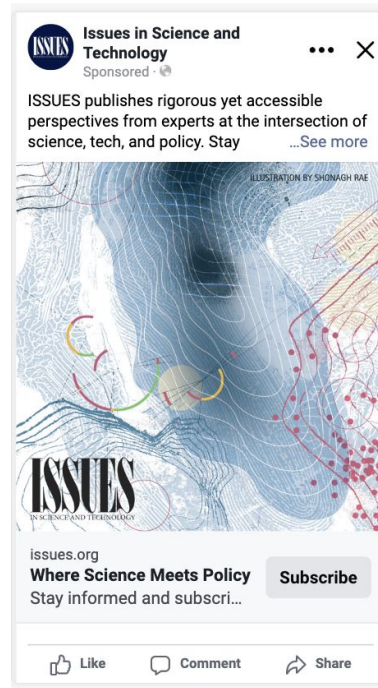
- Clicks: 189
- Impressions: 49,992
- Reach: 36,328
- CTR: 0.38%

Results from GA4:

- Views: 0
- Active users: 41

Objective Results:

- Gained 41 active users to the /newsletter page



Newsletter Promo Campaign

Meta A/B Ad Performance - Abstract

Campaign Run Date: 3/19/25 – 3/26/25

Reporting Period: 3/19/25-3/23/25

Budget:

- Spent: \$267

Ad Results:

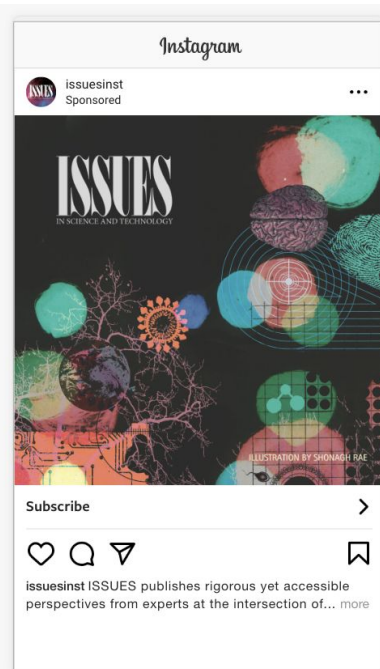
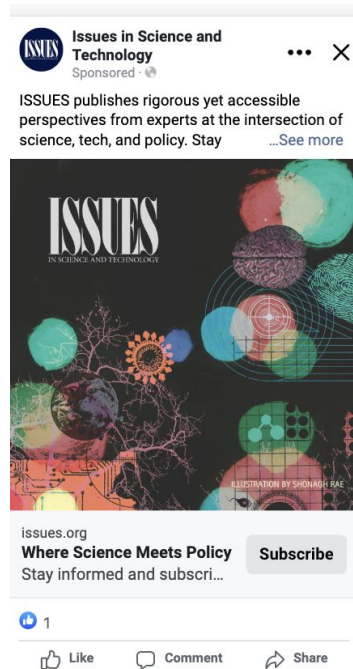
- Clicks: 186
- Impressions: 57,892
- Reach: 41,304
- CTR: 0.32%

Results from GA4:

- Views: 0
- Active users: 47

Objective Results:

- Gained 47 active users to the /newsletter page



Takeaways

Meta Ad Campaign

- The ad that had a white graphic performed better than the darker graphic due to the fact that it was simple and had less going on as compared to the darker graphic which had a lot of elements
- Moving forward, focusing on having a more contrasting variable to have better results, such as using a graphic and then a graphic with a person.

Ongoing Transformation Podcast Follower Growth

Spotify Streams Ad Campaign

General Podcast Campaign

Spotify Ad Performance

Campaign Run Date: 3/19/25-3/28/25

Reporting Period: 3/19/25-3/23/25

Budget:

- Spent: \$300

Ad Results:

- Clicks: 30
- Impressions: 14,595
- Reach: 10,335
- CTR: 0.21%

Objective Results:

- Gained 3 followers



Takeaways

Spotify Ad Campaign

- Moving forward, narrowing target audience demographics to monthly holidays and focusing ads towards episodes which involve said holidays would grow followers due to popularity
- Keep focusing ad dollars on Spotify ads, as it led to 3 new followers and in past months has always garnered a steady follower growth
- Changing graphics/canvas for Spotify ads in the future could attract more engagement and podcast followers

ISSUES Newsletter Promotion

Reddit Traffic Ad Campaign

General Newsletter Promo Feb 2025

Reddit Ad Performance

Campaign Run Time: 2/19/25-3/1/25

Budget:

- Spent: \$306

Ad Results:

- Clicks: 502
- Impressions: 205,837
- Reach: 184,192
- CTR: 0.244%

Results from GA4:

- Views: 0
- Active users: 385

Objective Results:

- 385 active user increase in the /newsletter page



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Takeaways

Reddit Ad Campaign

- Reddit Ads yielded a much higher impression amount which was 205,837 impressions for less as compared to other platforms like LinkedIn
- Moving forward, keep focusing ad dollars on Reddit ads as it led to a 385 active user growth in the /newsletter page for the campaign which is our most successful newsletter campaign.
- For next month we will use reddit to run a newsletter promotion campaign to target science communities/science fiction reddit to drive more users to the /newsletter page as reddit has a low CPC for ads.

Budget Recap

Budget Recap

Feb. 24 - March. 23, 2025 Budget Summary

- Facebook A/B Test Ad Campaign: **\$267 was spent**
- Women's History Month Spotify Streams Ad Campaign: **\$300 was spent**
- Reddit Traffic Ad Campaign: **\$306**

Semester budget:
\$2500

Total budget
spent: \$564.72

Remaining total
budget: \$1,105.28

Next steps

Next steps

Instagram ISSUES sneak peek

- Post Organic content regarding an upcoming ISSUES article for Spring issue

Google Ads Campaign

- Create Google Ad campaign promoting The Ongoing Transformation Podcast

Reddit Campaign #2

- Create Reddit campaign for newsletter because of its high impressions for its CPC
- Make the ad date range longer and include a larger budget.

March 24 - April 18, 2025

ISSUES

Digital Marketing Report

ISSUES in Science and Technology

Website Performance

From Google Analytics 4

March 24 - April 18, 2025

The top visited page during this time period was the <https://issues.org/> homepage with 4,671 Views.

Total Views

58,913

 Down 4% compared to previous period

Active Users

36,581

 Up 4.7% compared to previous period

Avg. time on page

1.61

 Down 19.3% compared to previous period

Website Performance

Top traffic sources - March 24 - April 18, 2025

1. Organic Search
2. Direct
3. Email
4. Organic Social
5. Referral

@issuesinst

Social media overview

Instagram

March 24 - April 18, 2025

- **March 24:** 661 followers
- **April 18:** 680 followers
- 2.9% increase 



Top performing post

- Views: 452
- Likes: 23
- Reach: 366
- Accounts engaged: 24

Instagram

March 24 - April 18, 2025

- **March 24:** 661 followers
- **April 18:** 680 followers
- 2.9% increase ↑



- Views: 179
- Likes: 18
- Reach: 131
- Accounts engaged: 19

ISSUES Newsletter Promotion

Meta Traffic Ad Campaign

Newsletter Promo Campaign

Meta A/B Total Ad Performance

Campaign Run Date: 3/19/25 – 3/26/25

Budget:

- Spent: \$267

Ad Results:

- Clicks: 591
- Impressions: 166,019
- Reach: 108,616
- CTR: 0.36%

Results from GA4:

- Views: 0
- Active users: 131

Objective Results:

- Gained 131 active users to /newsletter page



Newsletter Promo Campaign

Meta A/B Ad Performance - Glacier

Campaign Run Date: 3/19/25 – 3/26/25

Budget:

- Spent: \$267

Ad Results:

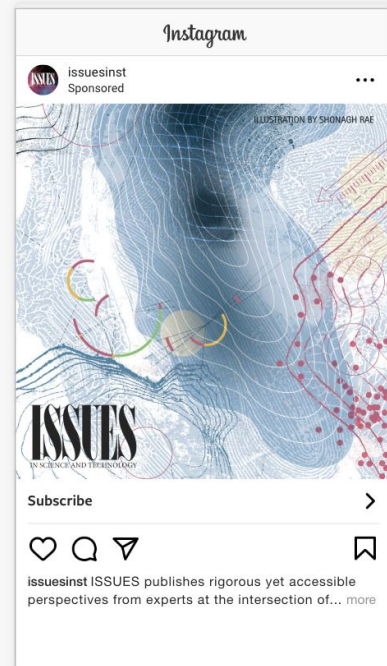
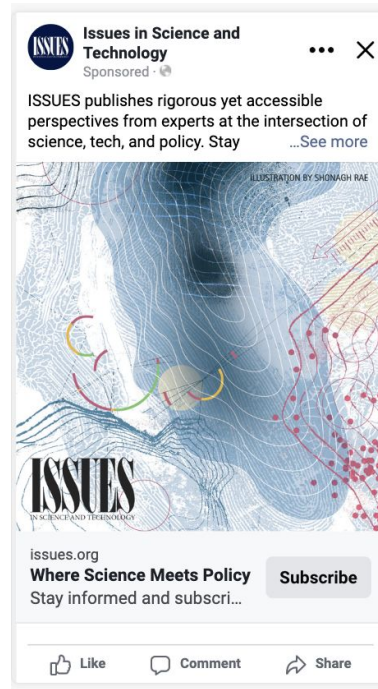
- Clicks: 298
- Impressions: 78,714
- Reach: 50,623
- CTR: 0.38%

Results from GA4:

- Views: 0
- Active users: 62

Objective Results:

- Gained 62 active users to the /newsletter page



Newsletter Promo Campaign

Meta A/B Ad Performance - Abstract

Campaign Run Date: 3/19/25 – 3/26/25

Budget:

- Spent: \$267

Ad Results:

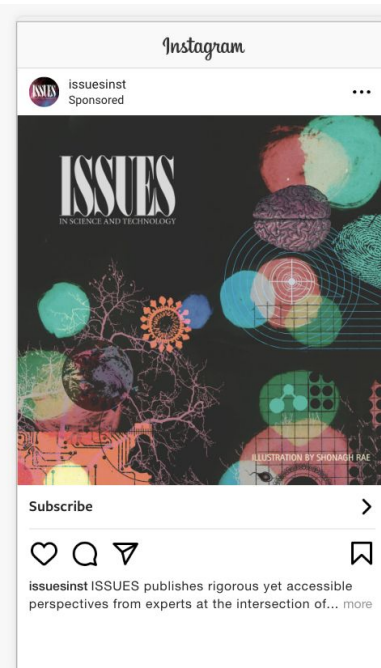
- Clicks: 293
- Impressions: 87,305
- Reach: 58,370
- CTR: 0.34%

Results from GA4:

- Views: 0
- Active users: 69

Objective Results:

- Gained 69 active users to the /newsletter page



Takeaways

Facebook Ad Campaign

- The ad that had a white graphic performed better than the darker graphic due to the fact that it was simple and had less going on as compared to the darker graphic which had a lot of elements
- Moving forward, focusing on having a more contrasting variable to have better results, such as using a graphic and then a graphic with a person.

“The Last Of Us” x Fungal Pathogens

Instagram Traffic Ad Campaign

“The Last of Us” x Fungal Pathogens

Instagram Traffic Ad Campaign

Campaign Run Date: 4/14/25 – 4/19/25

Reporting Period: 4/14/25-4/18/25

Budget:

- Spent: \$100

Ad Results:

- Clicks: 290
- Impressions: 22,713
- Reach: 19,236
- CTR: 1.28%

Results from GA4:

- Views: 304
- Active users: 277

Objective Results:

- Gained 277 active users to [/growing-threat-fungal-pathogens-desai-thompson/](#) page



Takeaways

Facebook Ad Campaign

- Ads that feature mention or pay homage to current events/pop culture tend to attract more users like *The Last of Us* for example.
- Moving forward, it would be wise to have more ads for featured articles as they attract more users and the promoted articles are more relevant with things going on in the world

Spring Issue Cover Promo

Instagram Traffic Ad Campaign

Spring Issue Cover Promo

Instagram Traffic Ad Campaign

Campaign Run Date: 4/16/25 – 4/22/25

Reporting Period: 4/16/25 - 4/18/25

Budget:

- Spent: \$100

Ad Results:

- Clicks: 26
- Impressions: 4,522
- Reach: 3,708
- CTR: .57%

*No results from GA4 because Subscription page on different platform



Takeaways

Instagram Traffic Ad Campaign

- Ads that feature the most recent *ISSUES* publication may perform better as it lets people know that it is now available.
- Moving forward, focusing ad dollars on Instagram posts promoting *ISSUES* current releases could drive up subscriptions to the physical print media.

The Ongoing Transformation Promo

Google Search Podcast Traffic Campaign

The Ongoing Transformation Promo

Google Search Podcast Traffic Campaign

Campaign Run Date: 4/16/25 – 4/22/25

Reporting Period: 4/16/25 - 4/18/25

Budget:

- Spent: \$500

Ad Results:

- Clicks: 90
- Impressions: 7,956
- CTR: 1.13%

Results from GA4:

- Views: 4
- Active users: 4

Objective Results:

- Gained 4 active users to /podcast/ page

Science Policy Podcast | Podcast for Scientists

| Scientific Research +8 more

www.issues.org/podcast

Listen to The Ongoing Transformation podcast
from Issues in Science and Technology....

Takeaways

Google Search Podcast Traffic Campaign

- We found that using the keyword, “Podcast topics”, had the highest impressions with a number of 6,884
- For the future, utilizing a higher budget and a longer campaign run time in order to reach a bigger audience and get more data

ISSUES Newsletter Promotion

Science Research Traffic Campaign

General Newsletter Promo Feb 2025

Reddit Ad Performance

Campaign Run Time: 4/2/25-4/11/25

Budget:

- Spent: \$400

Ad Results:

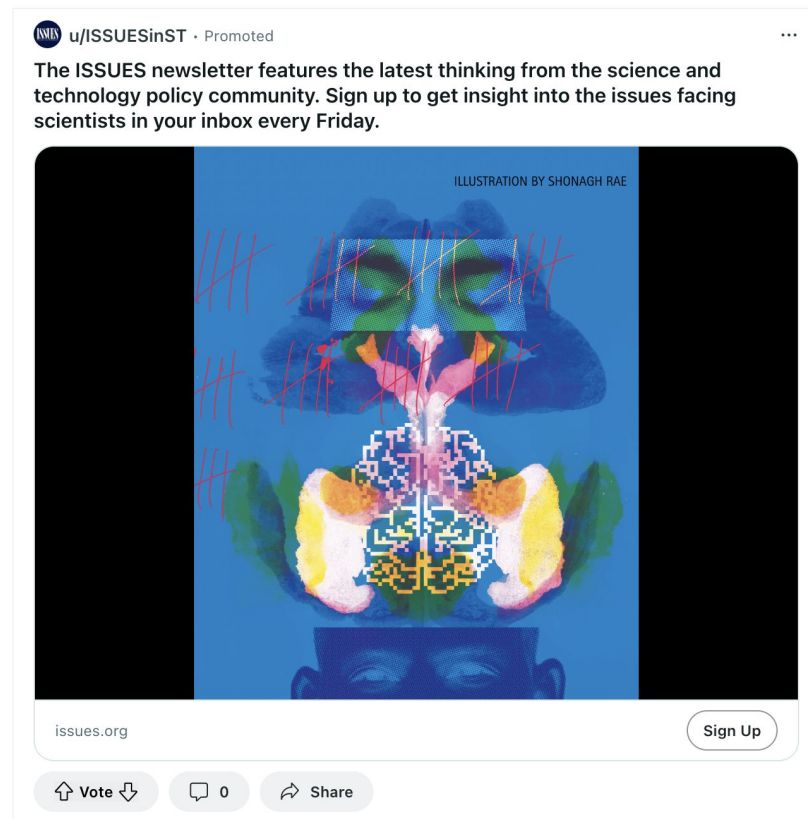
- Clicks: 3,783
- Impressions: 954,888
- Reach: 184,192
- CTR: 0.396%

Results from GA4:

- Views: 0
- Active users: 2,655

Objective Results:

- 2,655 active user increase in the /newsletter page



Takeaways

Reddit Ad Campaign

- Reddit Ads yielded a much higher impression amount which was 954,888 impressions for less as compared to other platforms like LinkedIn and Meta.
- Moving forward, keep focusing ad dollars on Reddit ads as it led to a 2,655 active user growth in the /newsletter page for the campaign which is our most successful newsletter campaign.
- Reddit Ad's is most effective when audiences are niched towards science research/education subreddits and interests.

Budget Recap

Budget Recap

March 24-April 18 Budget Summary

- Reddit Research Ad: **\$400 was spent**
- *The Last of Us* Ad: **\$100 was spent**
- Issues Spring cover Ad: **\$100 was spent**
- Google Search Ad: **\$500 was spent**

Semester budget:
\$2500

Total budget
spent: \$1,100

Remaining total
budget: \$5.28

SMART Goal Review

SMART Goals



2%

Increase Instagram followers by 2% by April 18.



15

Gain 15 new podcast followers by April 18.



200

Acquire 200 active users to the /newsletter/ page by April 18.

Updated Smart Goals as of March 17



2.8%

Increase Instagram
followers by 2.8% by
April 18



20

Gain 20 new podcast
followers by April 18



487

Acquire 487 Active
Users to /Newsletter by
April 18

SMART Goal Results

Goal #1 - Achieved

- Increased Instagram following by 5.7% in total; 645 followers to 682 followers for the semester
 - 37 follower gain

Goal #2 - Achieved

- Acquired 3,177 total active users to the /newsletter page for the semester

Goal #3 - Achieved

- Acquired 43 total Spotify followers for the semester.

Semester Budget Recap

Budget Recap

Spring 2025 Budget Summary

- Reporting period 1
 - \$830 spent
- Reporting period 2
 - \$564.72 spent
- Reporting period 3
 - \$1,100 spent

Semester budget:
\$2500

Total budget
spent: \$2,494.72

Remaining total
budget: \$5.28

Recommendations

Recommendations

Audience Engagement

- On Instagram, ISSUES should post once a week in order to keep followers engaged

Winning Platform

- For advertising, ISSUES should use Reddit ads, due to their ability to target very specific audiences through subreddits

Incorporate Storytelling

- For Instagram, ISSUES should continue to incorporate storytelling in their posts to help followers connect with articles mentioned in captions

Thank you

Cronkite Agency Digital Marketing



Cecilia Defino

Digital Marketing
Specialist



Angel Gastelum

Digital Marketing
Specialist

