

Feb. 24 - March. 23, 2025

ISSUES

Digital Marketing Report

Report outline

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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

<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 6,018 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

1.28



Up 37.5% 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

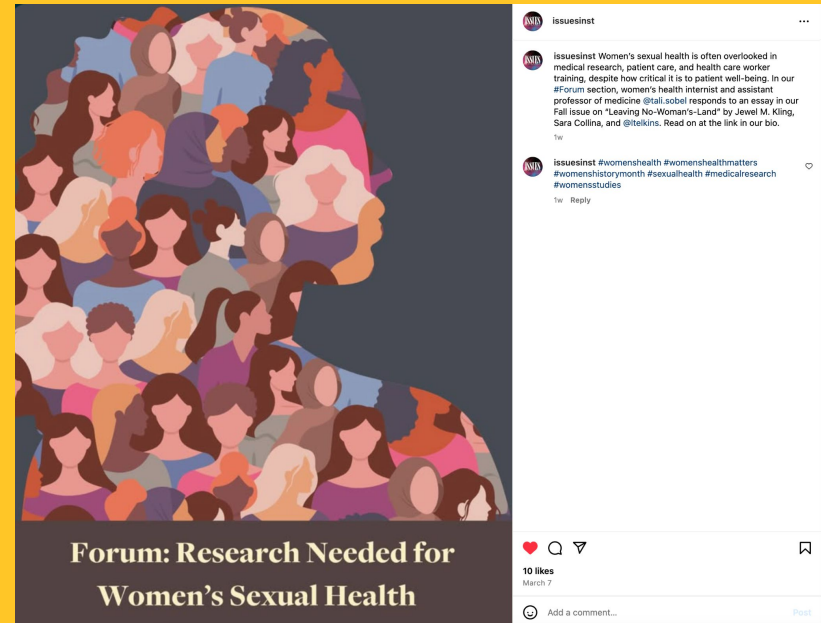
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Social Media Performance

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

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:

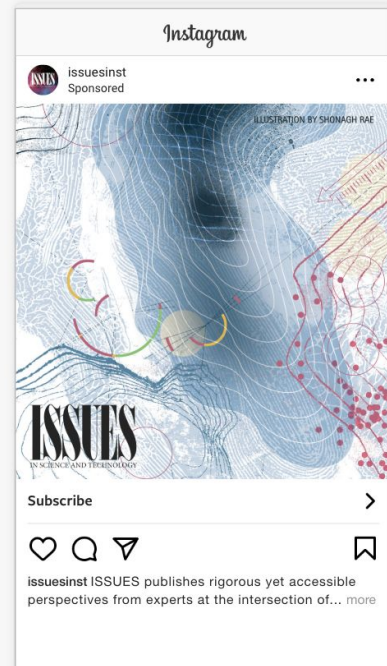
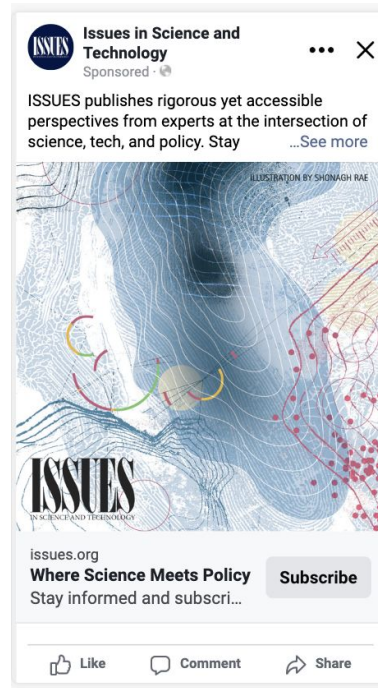
- Clicks: 189
- Impressions: 49,992
- Reach: 36,328
- CTR: 0.38%

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:

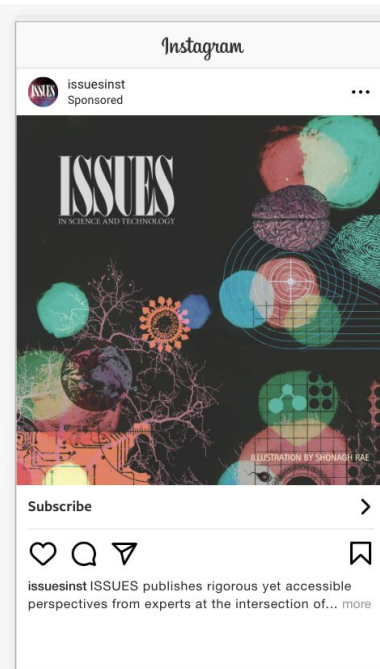
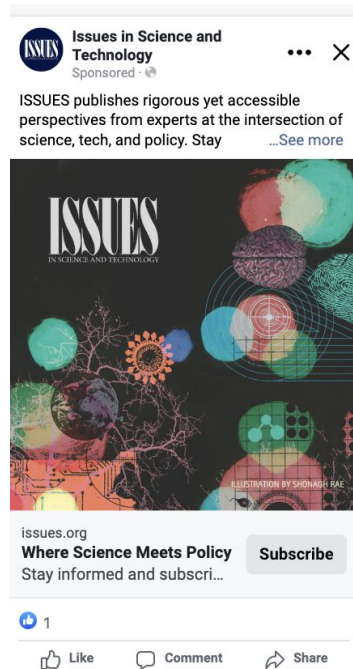
- Clicks: 186
- Impressions: 57,892
- Reach: 41,304
- CTR: 0.32%

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 Ad's 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's 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:\$873

Remaining total
budget: \$1100

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.

Thank you

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