



## **Prepared by the Foley Marketing Department**

**Reporting Period:** January 1 – March 31, 2025

**Date of Report:** April 11, 2025

## **Executive Summary**

During the second quarter of 2024-2025 public relations and media coverage for the city remain strong. Press releases are routinely shared across multiple outlets, including print and television, with a total audience of over six million for the quarter. Several ads in annual publications that appear both in print and online came out in January.

Facebook metrics indicate that the follower growth rate is up for both the city and tourism pages. Website use was mixed, with page views up for VisitFoley.com and down for CityofFoley.org.

Events for the quarter included the Foley Snowbird Coffee and Midday Melodies. All events were well attended.

## **ADVERTISING**

### **Coast360 Guide**

- 3/8 page ad - \$3,975
- Circulation: 150,000
- Distribution: 200+ locations in Gulf Shores, Orange Beach, Fort Morgan, Foley and Perdido Key. Locations include hotels, condos, rental companies, attractions, restaurants and welcome centers.

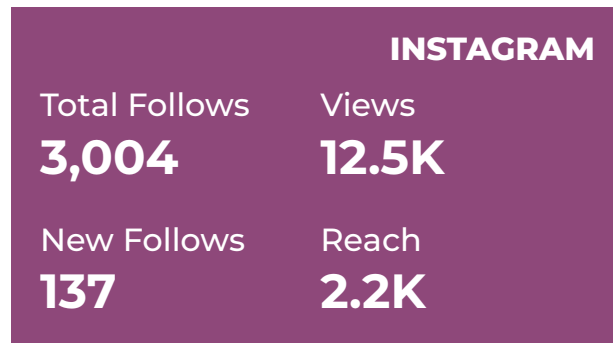
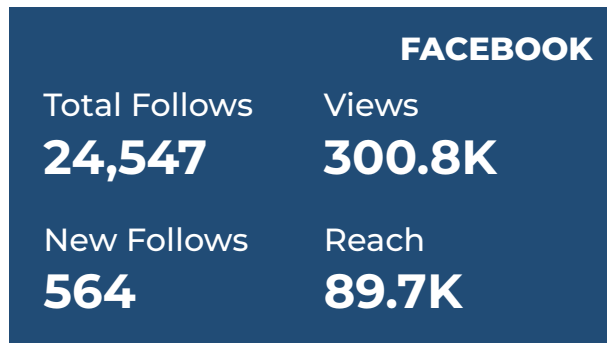
### **Coast360 Concierge Guide**

- 3/8 page ad - \$1,020
- Circulation: 13,000
- Distribution: 25+ lodging partners
- Locations include Spectrum Resorts, Beachball Properties, Wharf Rental Management, The Lodge at Gulf State Park, Comfort Inn & Suites and Courtyard by Marriott.

### **Alabama Vacation Guide**

- editorial ad - \$2,500
- Circulation: 200,000
- Online distribution: 284,327 page views
- Distributed at state and local welcome centers

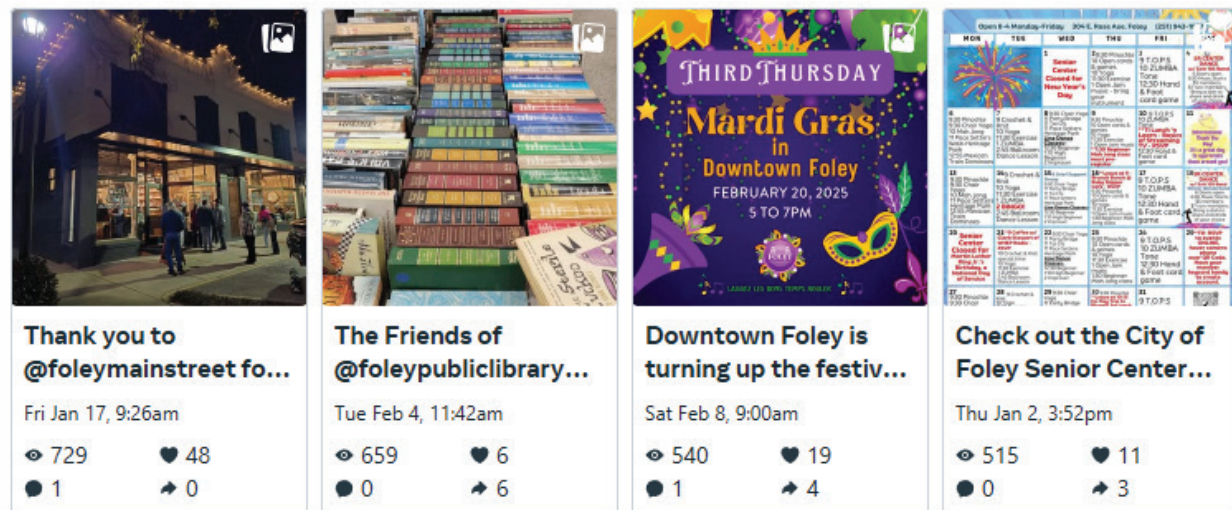
# VISIT FOLEY ALABAMA Meta Insights



## Top Performing Facebook Posts



## Top Performing Instagram Posts



## Key insights

- Posts related to events and that tag other active entities tend to have better performance on both of the meta platforms.
- Follower growth rate is up 11.2% (Facebook) and 71.3% (Instagram) over previous quarter.

# CITY OF FOLEY Meta Insights

**FACEBOOK**

Total Follows	Views
<b>13,055</b>	<b>1.4Mil</b>
New Follows	Reach
<b>904</b>	<b>323.2K</b>

**INSTAGRAM**

Total Follows	Views
<b>1,263</b>	<b>15.9K</b>
New Follows	Reach
<b>321</b>	<b>2K</b>

## Top Performing Facebook Posts



**More than 10,000 gently used books an...**

Wed Jan 29, 11:02am

👁 186.6K    ❤️ 792

👤 238    ➦ 289

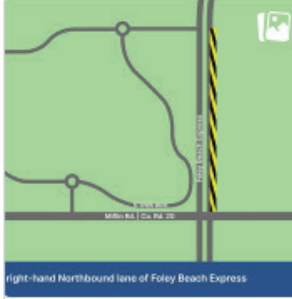


**Foley residents can receive a free tree an...**

Sat Feb 15, 8:00am

👁 100.3K    ❤️ 324

👤 41    ➦ 76



**Starting Monday, Feb. 3 at 7 a.m., the right-...**

Fri Jan 31, 12:19pm

👁 99.9K    ❤️ 173

👤 52    ➦ 138




**The city of Foley is hiring for several...**

Mon Mar 3, 6:00am

👁 95.7K    ❤️ 148

👤 51    ➦ 141

## Top Performing Instagram Posts



**Foley is in the Top 10 among the fastest...**

Thu Jan 9, 11:31am

👁 880    ❤️ 30

👤 1    ➦ 7




**Congratulations to our Best of Balwin 2025...**

Fri Feb 21, 9:09am

👁 573    ❤️ 29

👤 1    ➦ 4



**Foley's municipal airport opened its...**

Wed Mar 26, 12:16pm

👁 403    ❤️ 19

👤 0    ➦ 1



**Foley is making plans to prepare for the...**

Mon Mar 17, 11:11am

👁 403    ❤️ 45

👤 0    ➦ 11

## Key insights

- Views were up 172% over last quarter as well as reach at 163%.
- Follower growth rate is up 227% (Facebook) and 41.4% (Instagram) over previous quarter.

## VISITFOLEY.COM Website Analytics

USERS	
Users	Sessions
<b>15,586</b>	<b>18,985</b>
Page Views	Engagement
<b>61,503</b>	<b>90.21%</b>

ACQUISITION (how users found our page)	
Organic Search	Organic Social
<b>12,398</b>	<b>714</b>
Direct	Referral
<b>5,282</b>	<b>509</b>

### Key insights

- Page views are up 41% compared to last year. Contrasting to number of users which is down 25%.
- Events remains the top accessed page aside from the home page. Notable pages in the top 10 include events listings for Mardi Gras Parade and Alabama Slammer Festival, venue page for Heritage Park and the attraction page for Holmes Medical Museum.

## CITYOFFOLEY.ORG Website Analytics

USERS	
Users	Sessions
<b>45,862</b>	<b>64,964</b>
Page Views	Engagement
<b>92,192</b>	<b>47.63%</b>

ACQUISITION (how users found our page)	
Organic Search	Organic Social
<b>21,083</b>	<b>8,495</b>
Direct	Referral
<b>11,618</b>	<b>1,737</b>

### Key insights

- Users, page views and sessions are down approximately 20% compared to last year. Mostly due to lower numbers in organic social click throughs.
- Top pages include Human Resources, Sanitation, Community Development and Senior Center.

## CITY OF FOLEY Email Newsletters

Monthly newsletters	Opens (avg)	Monthly audience
<b>3</b>	<b>48.9%</b>	<b>2,543</b>
Total emails sent	Clicks (avg)	
<b>7,606</b>	<b>47.63%</b>	

### Key insights

- Top clicks in newsletter are for Visit Foley event page.
- Audience size continues to grow slowly, averaging around 12 subscribers per month.



## MEDIA HIGHLIGHTS Top Stories

During the second quarter, the Marketing Department sent 49 press releases to local media outlets. These outlets included area television and radio stations, print publications and online media.

### January:

- The snow event, 41 mentions over two weeks
- New Foley Public Library groundbreaking, 23 mentions over two weeks
- A U-Haul report on Foley being one of the fastest growing cities in the country, 12 mentions

### February:

- Foley Armory Renovation plans, 10 mentions
- Foley Safe Room, 5 mentions
- Arbor Day, 17 mentions over three weeks.

### March:

- Recycling, 17 mentions over 3 weeks
- Heritage Park-Jessamine Street project, four mentions

### Total Audience:

January -- 2,052,091

February -- 1,514,555

March -- 2,499,502.

**Total audience for the quarter -- 6,066,148.**

## CITY OF FOLEY Events

**Foley Snowbird Coffee**, held annually since 2012. The goal of this event is to welcome winter guests and provide information about things to see and do in Foley. The event is organized by the city, in partnership with the South Baldwin Chamber of Commerce and Foley Main Street.

The event was held on Jan. 14, 2025 at the Foley Civic Center. About 700 guests visited during the three- hour event. Coffee and donuts were served, and welcome packets that included coupons for local businesses and area information were distributed to each guest. Attendees had the opportunity to participate in a

## CITY OF FOLEY Events (continued)

scavenger hunt in the downtown area if they desired. The 131 who participated in the scavenger hunt were eligible to win gift cards for local restaurants and/or gifts from local businesses.

Publicity for the event included: Social Media, a press release, a banner in the park, postcard invitations that were handed out at the welcome center and at area RV parks, as well as social media and the Visit Foley website. Publicity also included the city hall digital sign, signage in Heritage Park and ads on a Foley digital billboard and in the Mullet Wrapper.

Public feedback is overwhelmingly positive, with guests thanking us for the welcome bags and for hosting the event during the event itself. It is normal to see written comments at the bottom of the scavenger hunt sheets that say they had a lot of fun, thank you, and that they had found businesses that they liked that they would not have found without participating.

**Midday Melodies**, music provided during lunchtime in Heritage Park, held each Wednesday in March – 5, 12, 19 and 26, from 11 – 2. Organizers estimated 125 – 225 people attended each week. Facebook feedback –

Advertising included ads in the Mullet Wrapper and on a digital billboard, Facebook posts, a press release, a radio ad, an announcement to all city employees via email, and an ad on the digital sign at city hall.

Organizer Sara Harkins said that multiple times during various shows, she was personally thanked by patrons for hosting the event. They expressed their enjoyment of the event and mentioned they would be back.

From Facebook:

