

April - October 2023 Communication Summary

October 18, 2023 – VCA General Meeting

Newsletters



Newsletters

26 newsletters from April 1 to September 30, 2023

You can review past newsletters on VCA website under NEWS

<https://www.thevillagenotl.org/copy-of-newsletter-2022>

We have an excellent open rate. 83% of newsletters sent are opened by recipients. This is a consistent number from past years. Thank you!

April

- 4 newsletters
- 2023 VCA AGM announcement, supporting documents, By-law Revisions, Summary, Powerpoints & reminders
- Sunset Social, architectural codes, lost dog, Easter Partners

April - October 2023 Communication Summary

October 18, 2023 – VCA General Meeting

May

- 5 newsletters
- Sunset Social invite and reminders
- Car theft in The Village and home safety reminders
- Loyalty Partners, Join the Conversation reminder

June

- 3 newsletters
- 25th Anniversary of The Village celebration & History of The Village
- Car theft in The Village
- Update from Adam Hawley
- Loyalty Partners

July

- 5 newsletters
- 25th Anniversary reminder
- Golf Tournament announcement & registration
- Kids' Day at the Market

August

- 5 Newsletters
- Golf Day announcements
- Conservation work in the Ravine, Construction update
- Lights in The Village, Loyalty Partners
- Scam email warning

September

- 3 newsletters
- Golf tournament results & photo gallery
- Newark food drive, Loyalty Partners
- Announcement of October General Meeting
- Alzheimer's event at Medical Centre, Winery event at NOTL Museum

April - October 2023 Communication Summary

October 18, 2023 – VCA General Meeting

Website – www.thevillagenotl.org



Web Traffic

Visitors to the website are increasing and monthly variations reflect the number of newsletters with links to the site and activity in The Village.

This summary of each month shows the number of visitors, the number of pages viewed, the top viewed pages and the number of newsletters.

April 2023

- 717 Pages Viewed
- 371 Visitors
- AGM page, Home Page, Sunset Social
- 5 Newsletters

May 2023

- 559 Pages Viewed
- 326 Visitors
- Sunset Social, Home Page, Loyalty Partners
- 5 Newsletters

June 2023

- 537 Pages Viewed
- 346 Visitors

April - October 2023 Communication Summary

October 18, 2023 – VCA General Meeting

- Sunset Social, Village History, 25th Anniversary of Village, Home Page
- 3 Newsletters

July 2023

- 697 Pages Viewed
- 397 Visitors
- Golf Tournament, Village History, 25th Anniversary, Home Page
- 5 Newsletters

August 2023

- 549 Pages Viewed
- 362 Visitors
- Golf Tournament, Village Lighting, Loyalty Partners, Architectural Codes
- 5 Newsletters

September 2023

- 348 Pages Viewed
- 257 Visitors
- Golf Gallery, Home Page, Future Development
- 3 Newsletters

Web Traffic Summary 2022-2023 year-to-date

Pages Viewed April to September 2023 = 4628

Number of Visitors April to September 2023 = 2733

- **Increase of approximately 60% over previous year**

Average of 771 pages per month

- **Increase of approximately 60% over previous year**