



Junior League of Kansas City, Missouri (JLKCMO) Marketing Statistics

JLKC.org Website

- 100K Total site visits
- 64K Total Unique Views
- 560K Total Page Views
- Average of 5.5 pages viewed per session
- Average of 3 minutes and 26 sec spent on the site per visit

JLKCMO Communication Vehicles

- Six publications delivered to over 1434 members annually
- 24 bi-monthly email "eBlast" communications sent out to 1400 members

Social Media Stats: **All Social media sites were ramping up.*

- 356 Facebook Fans
- 1542 Facebook Holiday Mart Fans
- 129 Facebook Hooked on Books Fans
- 136 LinkedIn Private Members
- 695 Twitter JLKCMO Followers
- 816 Twitter JLKCMO that Follow others
- 110 Twitter Holiday Mart Followers
- 211 Twitter Holiday Mart that Follow others

Holiday Mart 2009 Stats

- Print Advertising & Publication Coverage:
 - 50K Holiday Mart Post cards distributed around the greater Kansas City area
 - Over 18 different publications covered the Holiday Mart (4 Ink, 1 FYI/Food, 2 Preview, 2 Spaces, 1 Her Life, 1 M Magazine, 2 Post It Ads, 2 A&E, 1 Independent, 1 435 Mag, 1 KC Mag and more...)
- TV Coverage:
 - 25 TV spots 30 minutes of coverage 710K audience value of \$10,169 with Publicity Value of \$30,501.
 - 3 of the 4 major TV stations did a live remote, all 4 reported on the event
- Radio Coverage:
 - Mix 93.3 and Star 102 radio sponsors with primetime on-air live interviews and radio talent live remote from Holiday Mart
- Internet Coverage:
 - Over 10 websites covered the Holiday Mart (including but not limited to Trip Advisor, Aboutus KC, 435 South Magazine video online, KC Magazine, Her Life Magazine, Soap Opera blog spots, OPCC Website, kansascity.com, Momtomomkc.com and more...)
- Social Media:
 - 100K Facebook ad impressions.
 - 1491 Facebook Holiday Mart Fans
 - 110 Twitter Holiday Mart Followers
 - 211 Twitter Holiday Mart that Follow others
- Other Creative Marketing
 - Holiday Mart billboard, Eastbound I-435 & Lamar
 - Plaza Art Fair Holiday Mart Booth promotion with 300+ traffic
 - Benefactor-Promotional Booklet with advertisements
 - Media Swag Bag given to over 50 Media partners promoting retailers, sponsors & the event
 - VIP Swag Bag given to over 150 VIP Holiday Mart attendees
 - JLKC.org website was featured on every marketing piece with over 100,000 reach