

Facts and Figures December 2016

We have 184 Members of varying degrees. A large majority of this number includes those who have attended our networking events and were involved with either of the Business Shows. We recently ran a campaign to increase basic directory listings, which was successful for two reasons, the take-up and that it has highlighted an improvement area for the website. We are looking forward to a positive impact of the number of true members. Improving this will enable us to perfect our offering enabling us to promote and support the HD8 area.

We have a Mailing List of over 1400, to which we regularly send emails informing of meet up networking events and less regularly of events and activities in the area. This is an area which we need to improve. There are two ways we plan to do this, firstly to encourage our 'members' more fervently to contribute content to be shared, as well as us improve our ability to segment and target communications. So please look out for surveys and request to help you receive only emails which are relevant to you.

In the last year www.HD8network.co.uk received nearly 8000 visits, from just over 6000 users and received just under 16,000 page views.

Last month there were 680 sessions. In October, when we held this year's Business Show there were 916 sessions and we saw heightened traffic on the website since May, when we announced that we were organising the show. We also saw a large number of visitors in November last year when we launched the new website and membership options.

Nov 2016	Oct	Sept	Aug	July	June	May	April	March	Feb	Jan	Dec	Nov 2015
680	916	894	703	722	982	659	531	600	270	444	463	871

The top 5 pages viewed in the last year include the

- Home Page
- Directory
- Events Calendar
- Business Show
- Membership information

The sign up form for the events calendar and details for monthly meet ups and about us page were also in the top 10. Another page featured here was the review of Jelly Beans in Springfield Mills, which received 405 page views.





Facebook referred 1286 page views to the website in the last year, Twitter 517 and LinkedIn 54 page views. This demonstrates our use of Social Media promoting the organisations and the activities in the area. It is thought with use of better technical set up the measurement of referral traffic can quickly and painlessly be more accurate, recording precisely where the referral traffic has come from.

The HD8 Network Page on Facebook has nearly 1200 Likes and reached 758 people last week (26th November – 2nd December 2016) with 90 Post engagements.

The Facebook Group has 475 members. There are also now a range of other Facebook Groups with more targeted focuses, many have just been set up in the last few months and had little to no promotion or activity, for instance HD8 Sports, HD8 Social, HD8 Services.

Whereas two groups, set up for personal reasons, have since had organic growth over the past few years. They are parent and child focused groups and they have become trusted and respected communities to either trade advice or goods. HD8 Babies has 592 members and HD8 Toddlers has 148.

We have 2357 followers on our HD8 Network handle on Twitter and are following 2177. Our tweets earn 24.9k impressions in the last 28 days. On average we earn 3 link clicks, 2 retweets and 2 likes per day.

We also have two other Twitter handles, HD8BusinessShow which has 365 followers and is following 203, whereas HD8hour has 425 Followers and is Following 281. Both of these are not currently active. HD8 Business Show handle is used around the time of the Business Show and HD8 Hour is not currently running due to lack of engagement and a more suitable time is being considered.

The LinkedIn Group has 154 members and the Company Page has 57 Followers, both of these areas are admittedly currently totally underutilised.

Information correct as of 3rd December 2016

Background info on the HD8 Network

The HD8 Network was first created in April 2013, initially on Social Media.

In July 2013 the HD8 Network offered a physical offline networking opportunity with the monthly Meet Up events and a website was started later in the year.

The HD8 Network undertook a rebranding exercise in the summer of 2015, held the first HD8 Business Show in the August and the launched the new website and membership packages in November of 2015.

Further improvements have been made to the website since which is planned to be part of a continuous improvement strategy.

