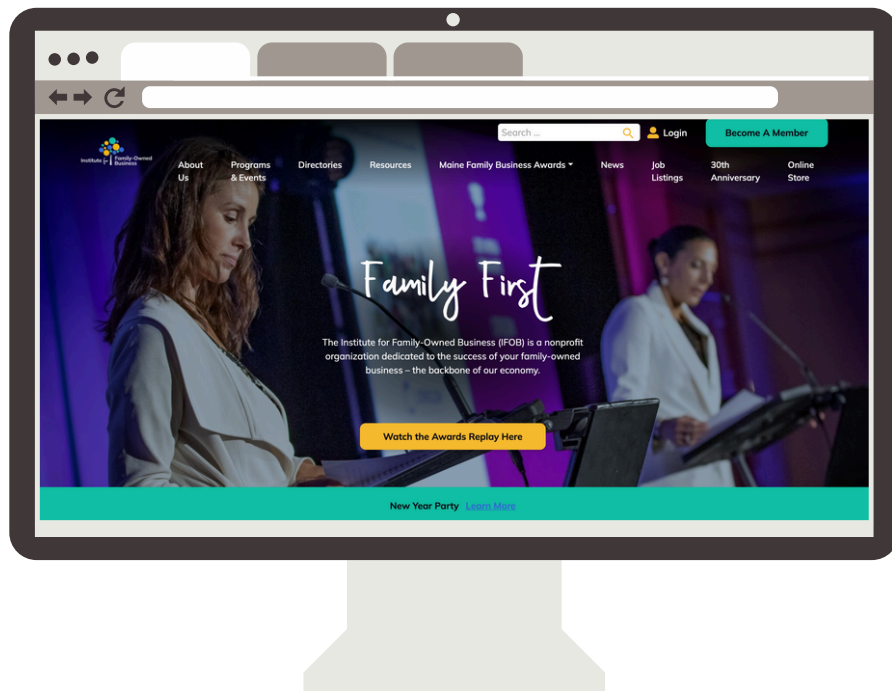


Institute for Family-Owned Business 2024

Metrics Overview



Website Visitors 2024



www.fambusiness.org

- Total Visitors: 16,919
 - Direct: 8,040
 - Google: 6,087
 - Bing: 650
 - LinkedIn Paid: 629
 - Other sources include Facebook, email, and partner campaigns.
- Engagement Rate: 55.48%
- Average Time on Site: 3 minutes and 17 seconds

Social Media Followers

DEMOGRAPHICS: 67.70% WOMEN, 32.30% MEN



LinkedIn: 1,090 followers



Facebook: 2,242 followers



Instagram: 254 followers



YouTube: 42 subscribers

Maine Family Business Award Video Views (2024)

- 30th Anniversary Video: 52 views
- Highlights Video: 18 views
- Finalists Video: 26 views
- Full Show: 152 views
- Guest Speaker Video: 9 views
- Combined Award Winner Videos: 136 views (across 7 videos)
- **Combined total views for award videos: Nearly 400!**

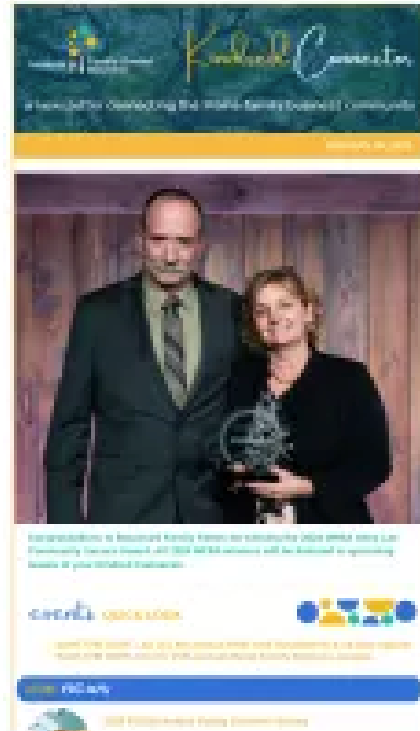


In partnership with MEMIC
MFBA
20 MAINE FAMILY
24 BUSINESS AWARDS


Institute for Family-Owned
Business

Constant Contact Email Communications

- Over 3,500 subscribers
- Average 46% open rate
 - 97% Desktop - 3% mobile
 - 99% Desktop clicks - 1% mobile
- Kindred Connector our community newsletter goes out every 2-weeks, contains member news, events, job openings, etc., IFOB news, events and other good to know resources
- Event emails go out a month to a few weeks before an event, promotes a single event
- Follow-up emails to programs go out within a few days after an event and holds resources and the program recording



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