

UPSES MARKETING 2023 ANNUAL REPORT:

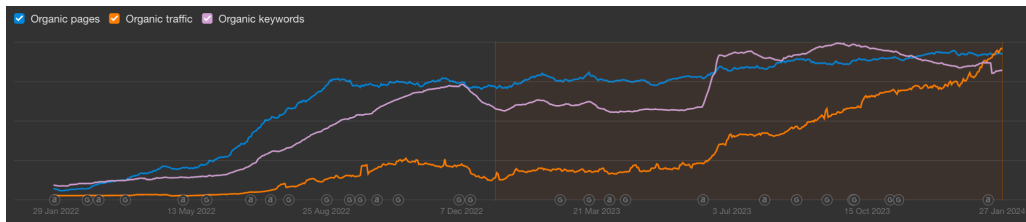
Chairperson: Ashley Barandiaran

Co-Chairperson: Karinna Feliciano

Our sole focus of 2023 was to strengthen our online presence. Our Digital Marketing agency, [AlgoWithYou](#), has helped us improve communication within our community and allowed us to expand our reach on various online platforms. Back end search engine optimization has continued to drive sales and revenue for UPSES and The Portuguese Market (**Please see SEO report from our marketing agency**).

Working as a team, our goal was organizing and leveraging communication, strategizing, and expanding our reach within the community on a weekly basis.

2023 Marketing Achievements:



Online Impact:

- Grew audience, improved online presence for both upses.com and shop.upses.com
 - upses.com - there were 11k new users to the site in 2023 and 50.9k total impressions compared to only 16.1k impressions in 2022.
 - (Total impressions is how many times a user saw a link to your site in search results.)
 - shop.upses.com - in 2023, there were a total of 36,819 online store sessions that resulted in an 83% increase from 2022.
- Strengthened social media accounts through weekly posts
- Expanded to new platforms
- Weekly event promotion

Website Upgrade:

- In December 2023, we hired an advanced web developer to optimize the speed and abilities of our webpage which users have been very happy with.
- In addition, PayPal has been set up for Donations and was added to our webpage for user convenience. upses.com/donations/givewp-donation-form/
- Improved site speed and capabilities for upses.com both on mobile and desktop

Fundraising Success:

- In April we started our launch with Eventbrite (self- service ticketing platform) for our Fundraisers which has cut time and allowed new community members to learn about our facility and join in on our events.
- Increased community participation and awareness through new online landing pages, weekly email blasts, and social media posts

Community Engagement:

- Promoted events through new website landing pages, social media posts and weekly email blasts
- In August, At the Padres Portuguese heritage night we had a marketing table which connected us with many people interested in the Portuguese community and event. There we shared about bingo, Hall rentals, The Portuguese Market, social civic clubs, scholarships, Portuguese American dancers. Upcoming events (which were Festa Da Lapa and Cork & Brew).

Exciting times ahead as we continue to strengthen our online presence, build valuable partnerships, and create engaging experiences for our community!

Respectfully submitted,

Ashley Barandiaran

Marketing Chairperson