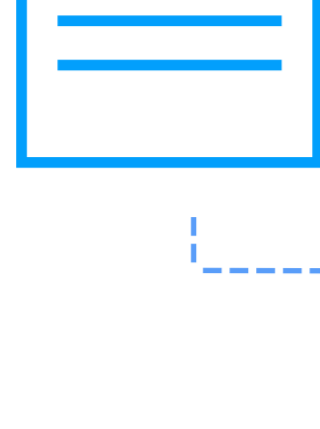


DIGITALMARKETER YEAR IN REVIEW

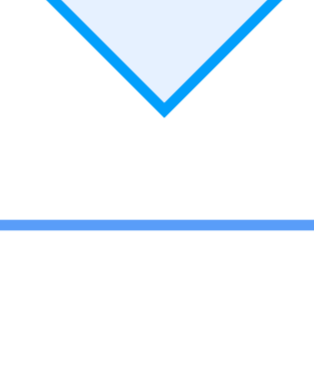
We say this every year, but that's because it's true! 2020 was really our best year ever. And that's because we got to spend our days doing what we love: helping to train the best marketers in the world. That's YOU!

Because we love what we do so much, we decided to compile a list of our favorite (and some of your favorite) accomplishments of the last year. And we look forward to another year of helping you grow your business!

CUSTOMER CARE



12,645
SUPPORT TICKETS RESOLVED



80%
AVERAGE CUSTOMER SATISFACTION SCORE

EMAIL

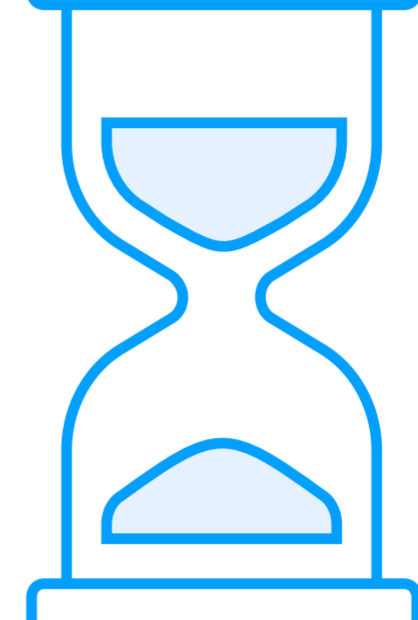


OUR HIGHEST RELATIONAL MAIL (IE, MEMBER CONTENT REMINDERS) HAS A 45.61% OPEN RATE WITH THE SUBJECT LINE:

“ [CONTACT NAME] THANK YOU”

OUR HIGHEST CLICKED PROMO MAIL SUBJECT LINE, WITH A 44.24% OPEN RATE

“1 MORE HOUR?”

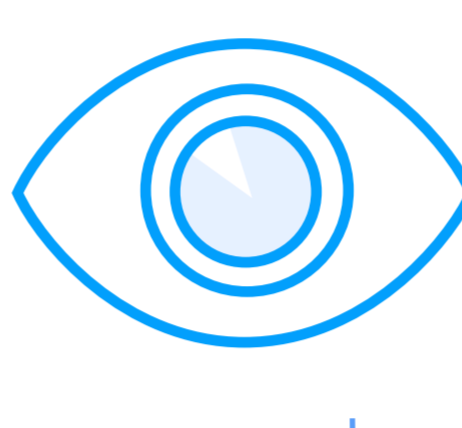


WHAT HAPPENED IN THE BLOG



BLOG POSTS PUBLISHED

163



1,638,971
TOTAL VIEWS/VISITS



MOST VIEWED BLOG POST

What is Digital Marketing?

OUR WONDERFUL COMMUNITY

We loved having you as a member of our DM Community this year! Here's how you and your fellow DMers spent 2020 in Engage:



4,868

TOTAL POSTS



33,949

TOTAL COMMENTS



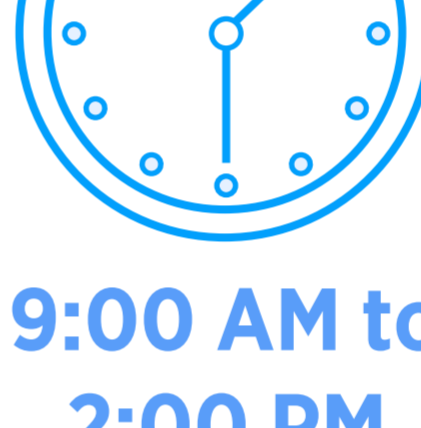
6.97

AVG. # OF COMMENTS PER POST



Tuesdays & Wednesdays

MOST ACTIVE DAYS



9:00 AM to 2:00 PM

MOST ACTIVE TIME

PODCASTS



4,542

MINUTES OF CONTENT



109

NEW EPISODES



1,557,017

TOTAL DOWNLOADS



12,751

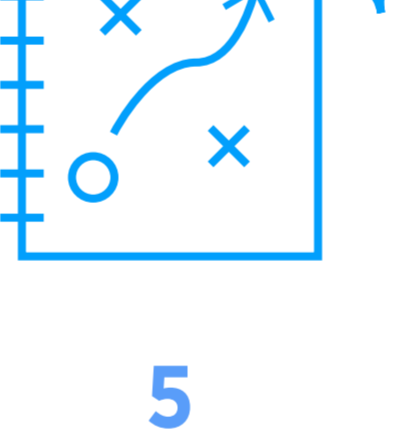
LARGEST NUMBER OF DOWNLOADS IN ONE DAY

WE CREATED SOME NEW PRODUCTS



2

NEW CERTS



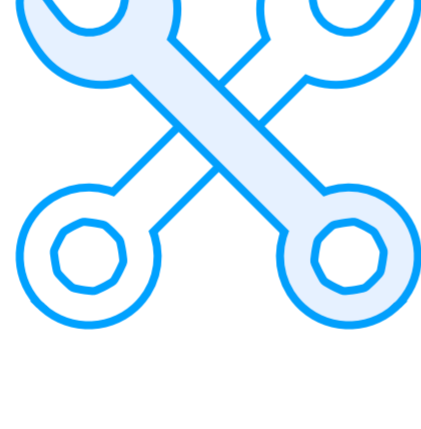
5

ALL NEW PLAYBOOKS



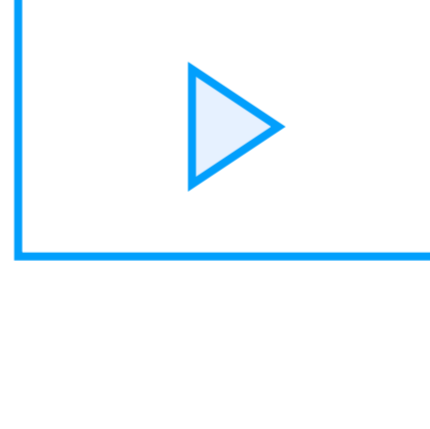
24

UPDATED PLAYBOOKS



12

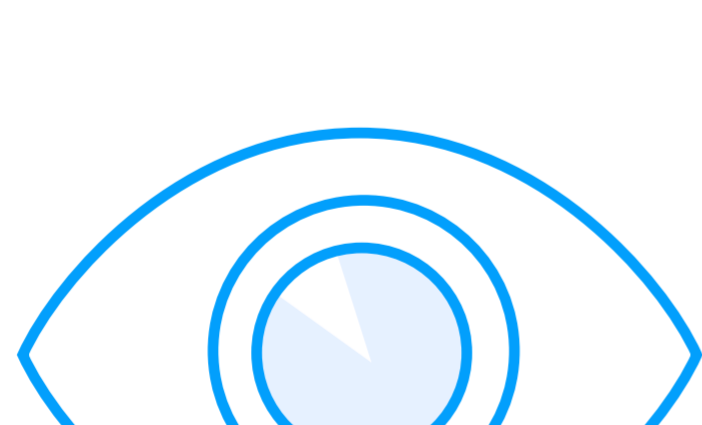
NEW WORKSHOPS



11

CERTIFIED PARTNER TRAINING DAYS

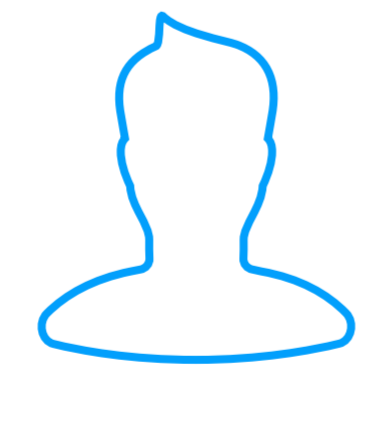
SOCIAL



TOTAL IMPRESSIONS ON FACEBOOK, INSTAGRAM, LINKEDIN, AND TWITTER

185,321,945

(UP 221% FROM 2019)



714,153

TOTAL AUDIENCE (UP 19% FROM 2019)



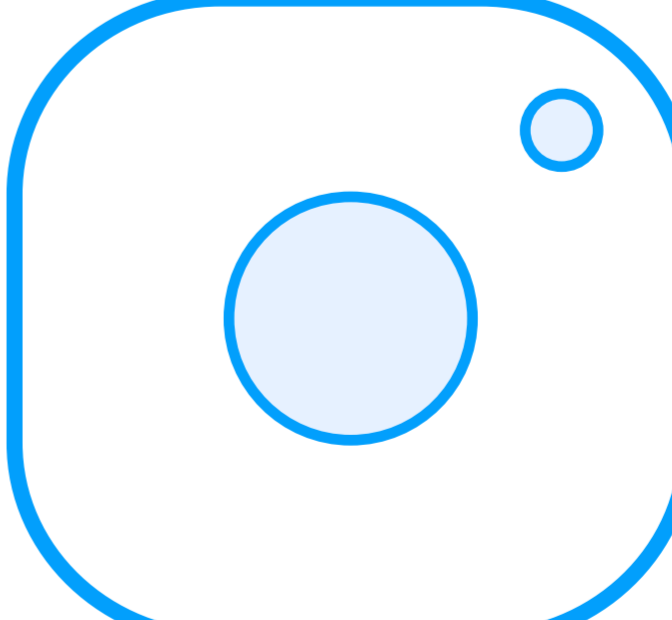
3,929,420

TOTAL ENGAGEMENTS ON THOSE CHANNELS (UP 64% FROM 2019)

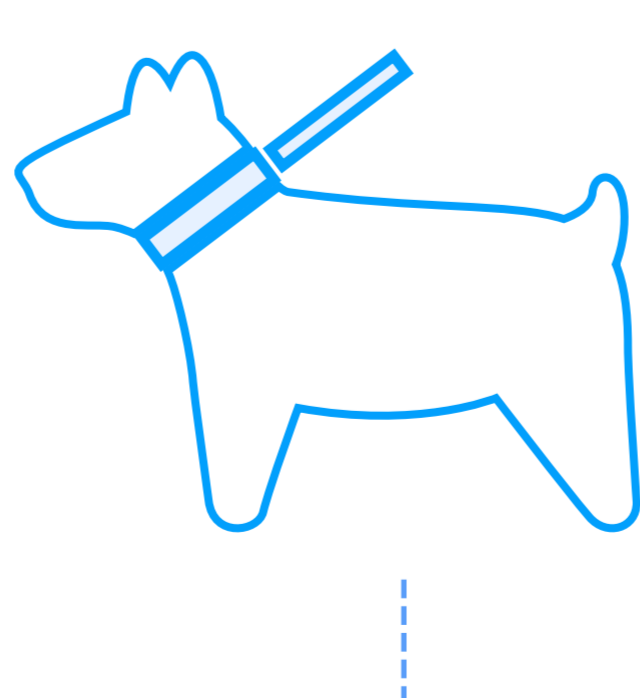
TOP INSTAGRAM POST BY ENGAGEMENTS

4 Content Marketing Tools to Use

(6,624 TOTAL ENGAGEMENTS)



18 Million
FACEBOOK VIDEO VIEWS



MOST VIEWED VIDEO ON FACEBOOK

International Pet Day

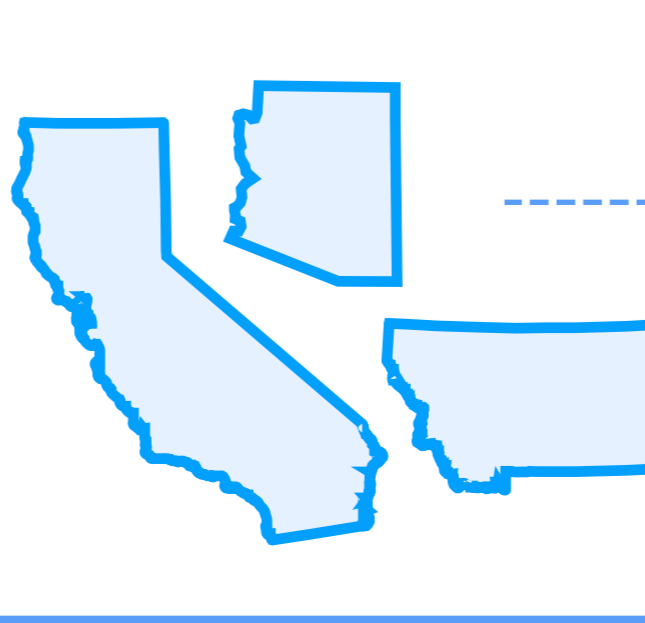
(57,685 VIEWS)

PEOPLE AND CULTURE



7

NEW DIGITALMARKETER HIRES



IN

3

NEW STATES (yay remote-first!)