

Publicity Report at 11 January 2026

Newsletter

A newsletter was produced on 16 December after the final tournament before Christmas. This received 272 unique visitors. Just over half of the emails sent out clicked on the link.

Emails

This is working well. No change from last report.

Timing

Website hits are well down on the previous 30 days and slightly down on the previous time period last year. This is likely to be because of the different timing of the tournaments this year. Also likely that everyone rests from thinking about bowls over the festive season.

Facebook

Due to the time period this is well down. The top posts were Central Otago team announcements prior to Christmas.