

Harbour Jet Skis

Quarterly Strategy

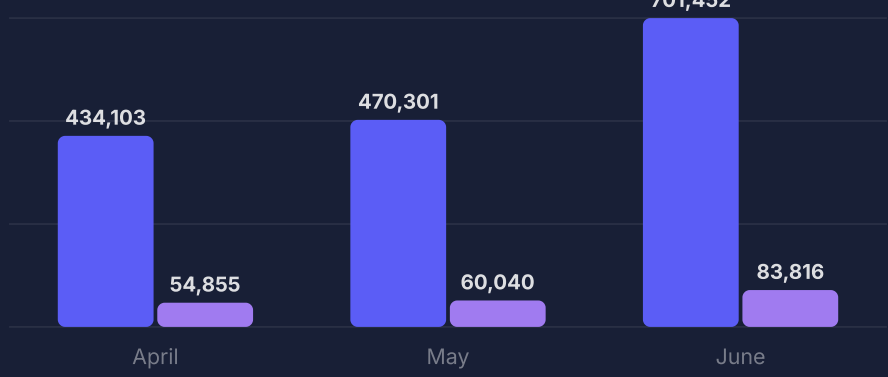
April to June 2026



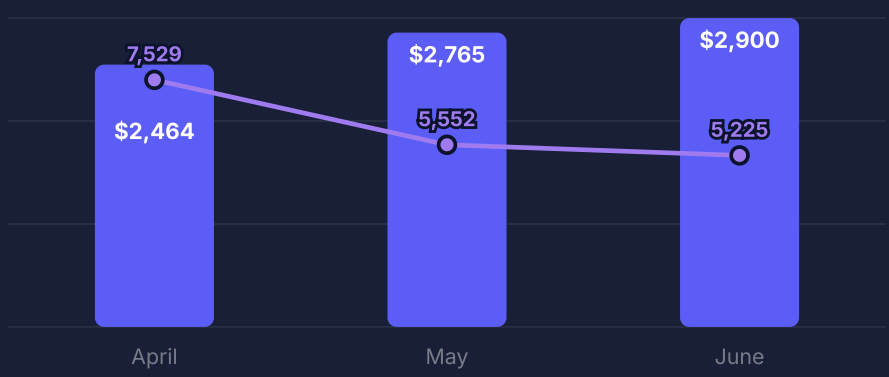
QUARTER AT A GLANCE

QUARTER AT A GLANCE	APRIL	MAY	JUNE	QUARTER
Facebook views	434,103	470,301	701,452	1,605,856
Facebook new followers	18	15	83	116
Instagram views	54,855	60,040	83,816	198,711
Meta Ads spend	\$2,464.15	\$2,764.99	\$2,900.43	\$8,129.57
Meta Ads link clicks	7,529	5,552	5,225	18,306
Organic clicks	2,845	2,382	2,128	7,355
Search impressions (demand)	187,429	169,936	154,207	511,572
Organic users	2,978	2,592	2,396	7,966

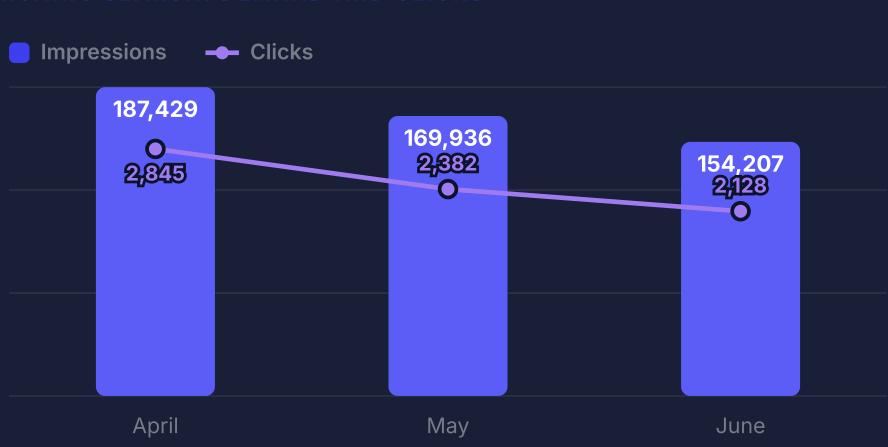
SOCIAL REACH (VIEWS)



META ADS: SPEND AND LINK CLICKS



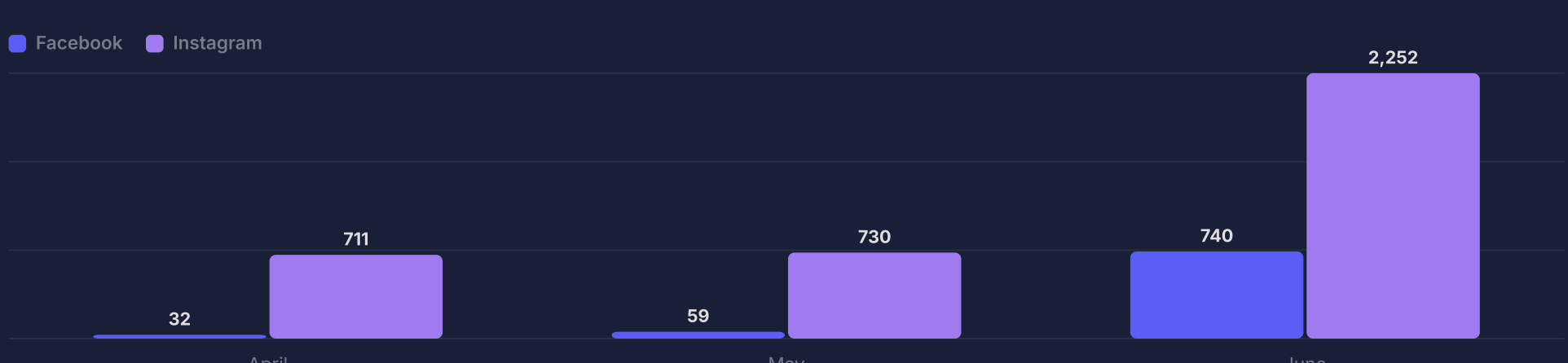
ORGANIC SEARCH: DEMAND AND CLICKS



COST PER CLICK



SOCIAL INTERACTIONS



WHERE FRIDAY'S JET SKIS STANDS

Social engagement surged on the EOFY push while paid efficiency and organic search both declined.

INSTAGRAM INTERACTIONS IN JUNE

2,252

711 in April → 2,252 in June

Working for you

META ADS CLICK-THROUGH RATE

0.66%

1.23% in April → 0.66% in June

Working against you

MONTHLY ORGANIC SEARCH CLICKS

2,128

2,845 in April → 2,128 in June

Working against you

BIGGEST STRENGTH

- **EOFY content drove record social reach.** June delivered 701,452 Facebook views and 740 interactions, plus 83 new followers, the quarter's best month by a wide margin. Instagram reach rose from 54,855 to 83,816 views across the quarter.

BIGGEST WEAKNESS

- **Paid and organic performance both eroded.** Meta Ads spend rose from \$2,464 to \$2,900 while link clicks fell from 7,529 to 5,225, halving CTR to 0.66%. Organic clicks dropped 25% to 2,128 as impressions fell to 154,207.

WHAT THE QUARTER PROVED

No actions were on the ledger this quarter; the monthly reports now set three each month.

WHAT WORKED

- **Organic social reach and engagement surged.** Facebook views rose from 434,103 in April to 701,452 in June, with interactions up from 32 to 740.
- **Instagram engagement tripled across the quarter.** Instagram interactions climbed from 711 in April to 2,252 in June on 83,816 views.
- **Page one keyword hold maintained.** Five of six tracked keywords held page one all quarter at 41% share of voice, above Bay Sea-Doo's 32%.

WHAT DID NOT

- **No actions logged all quarter.** The ledger records zero actions for April to June, so every movement below was unmanaged rather than earned.
- **Paid efficiency fell while spend rose.** Meta spend grew from \$2,464.15 to \$2,900.43 while link clicks fell from 7,529 to 5,225 and CTR halved from 1.23% to 0.66%.
- **Organic traffic declined every month.** Organic clicks fell from 2,845 to 2,128 and impressions from 187,429 to 154,207, with position slipping from 9.4 to 10.5.

STOP DOING

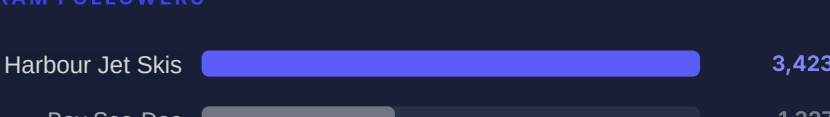
- **Stop funding low-yield remarketing.** Webstore Remarketing spent \$515.81 in May for 350 clicks and \$495.46 in June for 290, against 2,385 clicks for \$480.56 in April.
- **Stop running unmanaged micro-campaigns.** Fishing Accessories Sale burned \$82.64 for 5 clicks, confirming short one-month bursts are not worth the budget.

MARKET AND COMPETITORS

SHARE OF VOICE ON TRACKED KEYWORDS



INSTAGRAM FOLLOWERS



GOOGLE REVIEWS



WHAT THE MARKET DID

- **Share of voice held flat at 41%.** Harbour held 41% share of voice across all three months, with 5 of 6 tracked keywords on page 1. Bay Sea-Doo sits at 32%, a 9 point gap in our favour.
- **Organic visibility eroded through the quarter.** Organic clicks fell from 2,845 in April to 2,128 in June, a 25% decline, with impressions down from 187,429 to 154,207. Average position slipped from 9.4 to 10.5.
- **Social reach surged while paid efficiency fell.** June Facebook views hit 701,452 and Instagram interactions reached 2,252, well above April levels. Meta Ads CTR dropped from 1.23% to 0.66% despite spend rising to \$2,900.43.

THE MOVE THAT MATTERS

- 1 **Defend share of voice with organic content investment**
The 9 point lead over Bay Sea-Doo rests on only 6 tracked keywords, and falling organic clicks signal that position is weakening. Expand the tracked keyword set, then build content against the emerging queries already converting, including custom jet ski trailer and fishing jet ski.

THE PLAN FOR Q3 2026

Q3 2026: THE BETS, IN ORDER

1 Rebuild Meta ad creative for winter offers

Meta CTR fell from 1.23% in April to 0.66% in June while spend rose to \$2,900.43.

- Owner: Marketing lead
- Cost: Creative production within existing retainer
- Proof by quarter end: Meta CTR back above 1.00% at quarter end

2 Reset webstore remarketing audiences and budget

AFTER 1

Webstore Remarketing fell from 2,385 clicks in April to 290 clicks in June on similar spend.

- Owner: Marketing lead
- Cost: Audience rebuild plus \$500 monthly budget
- Proof by quarter end: Remarketing clicks above 1,000 per month

3 Publish pages for rising product queries

Organic clicks dropped from 2,845 in April to 2,128 in June as position slipped to 10.5.

- Owner: Marketing lead
- Cost: Four new landing pages
- Proof by quarter end: Organic clicks above 2,400 per month

4 Expand tracked keyword set beyond six terms

AFTER 3

Only 6 keywords are tracked and share of voice has held flat at 41% all quarter.

- Owner: Marketing lead
- Cost: Half day setup
- Proof by quarter end: 20 keywords tracked and share of voice above 45%

5 Convert June social spike into follower growth

June delivered 2,252 Instagram interactions and 740 Facebook interactions, the quarter's clear peak.

- Owner: Client
- Cost: Weekly content capture at the dealership
- Proof by quarter end: Instagram followers above 3,700 at quarter end

THE ONE METRIC TO WATCH WEEKLY

Meta Ads link click-through rate

CTR halved across the quarter and signals creative fatigue before spend is wasted.