

# Impressions Report

*Unmatched Brand Exposure. Proven Engagement. Strategic Growth.*

## Profile: 2026 Sponsors



## Period: August 24-27, 2025

The 2025 National Service Coordinator Conference was held in National Harbor, MD. Attendees ranked the conference a **4.4** out of 5 on content and **97%** reported having at least 3 valuable takeaways they can use in their work. **96%** said they would recommend attending conference to a colleague.

## Key Insights: Metrics That Matter



## Top Performing Content Across Platforms: April – August 2025

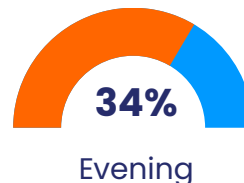
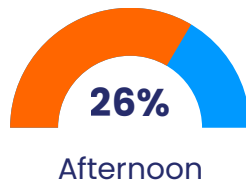
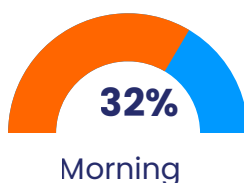
Post : **THAT'S A WRAP ON #AASC25!**



Post: **REGISTRATION IS OPEN!**



## Peak Engagement Time:



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## Facebook: Engagement

- **36** sponsor-branded posts
- Average Views: **1,834 per post**
- Average Impressions: **973 per post**
- Average Interactions: **35 per post**
- Performance Growth Compared to 2024:
  - 📈 **+567% in views**
  - 📈 **+430% in reach (nearly 5,000)**

💡 What this means for sponsors:  
This wasn't just exposure — it was strategic audience engagement, showcasing your brand.

## LinkedIn: Engagement

- **34** professionally crafted posts
- Average Impressions per post: **537**
- Engagement Rate: Averaged **45% (industry average: ~6%)**
- Engagement Range: **3.78% – 69%**
- Performance Growth Compared to 2023:
  - 📈 **+79% in impressions**
  - 🔄 **+350% in reposts**

🔥 All growth was 100% organic — meaning no paid ads, just highly engaging and well-placed content.

## Email Marketing: Targeted, Trusted, & Opened

From April through August **34** separate emails were sent featuring sponsorship branding.

- Targeted Member Open Rate (Avg): **67.5%**
- All-Member Open Rate (Avg): **58.6%**
- Highest Open Rate: **100%**
- Lowest Open Rate: **24%**
- Top Engaged Segment: **Conference Attendees**

✉️ Email remains one of the most powerful tools for sponsor exposure — and your brand could be front and center in every send.

## Final Thoughts: An Investment You Can't Afford To Miss!

Sponsoring the **2026 National Service Coordinator Conference** in Austin isn't just an opportunity — it's a strategic investment in community visibility, professional alignment, and real-world connections. With demonstrated attendee engagement and high satisfaction rates, sponsors will find themselves well-positioned to make a lasting impact.