

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

Marketing Committee Meeting

August 21, 2014

The McKinney Convention & Visitors Bureau Marketing committee met for a meeting at the MCVB Conference Room at 200 W. Virginia Street, McKinney Texas on August 21, 2014 at 8:05 a.m.

Attendees: Board Member Carrie Alfieri

Staff: Executive Director Dee-dee Guerra and Communications Manager Beth Shumate

The Marketing Committee Meeting was called to order at 8:05 a.m.

Items of Discussion:

Advertising/Marketing/Media- No discussion

- Created/submitted materials (photos and text):
 - Dallas Child Magazine (photos)
 - Louisiana Life Magazine (text)
 - Natural Awakenings North Texas (photos)
 - Convention South (listing information for their online directory)
- Published two new blog entries, all of which were shared by McKinney Bubblelife News
- Created graphics/submitted new ads for:
 - TSAE Buyers Guide
 - Louisiana Life Magazine
 - Courier-Gazette: Collin County Guide publication

Meetings/Photos Representing MCVB- No discussion

Took photos at the following events/venues to post as Facebook photo albums:

- RWB Parade
- 4th of July Car Show
- Bonnie Wenk Park photos

SOCIAL MEDIA TRACKING- No discussion this was sent to committee before meeting.

- **Facebook tracking- July 2014**

NOTE: Our numbers will be quite different than last month, as we did two paid campaigns to grow our reach:

1. 7/2 – Did a \$20 campaign for a post promoting our blog about Munzee. It actually cost \$14.79 and we reached 3,642 additional people for a total of \$0.22 per post engagement.
2. 7/17 - We did a two-day FB campaign costing \$33 and got 299 new fans from this with a total reach of 6,087 and a cost per page like of \$0.11.

We decided to do this second campaign the day after we had a completely organic /unpaid VERY successful post that engaged more than 60,000 people and had 319 shares: McKinney being named #1 place for newlyweds. Two days before that, we had our second most active post when we posted about Sauce closing and reopening as Harvest – got 1006 engaged readers with 22 shares.(We decided to strike while the iron was hot and promote the page for a couple days.)

- “Likes”: 3211 (373 new likes)
- 28 Day Engaged Users: 117,680
- 28 Day Total Daily Reach: 302,010
- 28 Day Total Impressions: 3,710,132
- 28 Day Organic Reach: 50,325

EXTRA ANALYTICS THIS MONTH – due to two paid posts

- 28 Day Total Consumers: 103,408
- 28 Day Organic Impressions: 803,190
- 28 Day Organic Reach: 50,325
- 28 Day Paid Impressions: 173,069
- Daily Paid Reach: 10,710 - (The actual number of people reached on the 4 days in our paid campaigns)
- 28 Day Paid Reach: 150,795 – (The spread of those reached in the paid campaign days)
- 28 Day Viral Reach: 1,055,424
- 28 Day Viral Impressions: 2,342,311
- 28 Day Total Reach: 1,327,907

Twitter tracking:

- Followers: 2620 (47 new ones)
- Tweets: 3909

Blog Views on WordPress:

- Lifetime reads: 19,604
- July Reads: 472

YELP Page Views in July:

- 11 views
- 5 website visits
- ROI: \$1650
- **Last 12 Months:** 146 views/44 website visits/ROI: \$14,520
- **Last 24 Months:** 196 Views/63 web visits/ \$20,790
(These will float slightly, based on visits within the past months being considered. Don't be surprised if the numbers go down a little from one month to the next, then shoot back up.)

Google+ Page

- 6 followers
- 549 Views

YouTube Channel

July: 40

Lifetime: 602 views

JULY 2014 WEBSITE ANALYTIC: No discussion this was sent to committee before meeting.

- **Total Website visits: 3163**
- **Page Views: 10,769**
- **Unique Visitors: 2774**
- **Total Lifetime Website visits: 52,887**
- **Total Lifetime Page Views: 189,320**
- **Total Lifetime Unique Visitors: 44,400**

Country Breakdown

United States	2,978
Brazil	31
United Kingdom	23
Germany	22
Australia	15
Canada	15
Netherlands	9
Italy	5
New Zealand	5
Philippines	5

State Breakdown

Texas	2,125
California	139

Oklahoma	69
Illinois	43
New York	41
Florida	33
Kansas	32
Louisiana	30
Michigan	29
Minnesota	27

City Breakdown

McKinney	716
Dallas	204
Plano	135
Frisco	97
Allen	85
Houston	70
Richardson	51
Grapevine	49
Waco	40
Fort Worth	37

TOP 25 PAGES *(thought the board might like to see what people are looking at on our website):*

Calendar	768
Explore	599
Munzee Blog	367
McKinney Events	195
Stay	186
Visitors Guide	182
Shopping	174
Hotels & Motels	160
Dining	154
Dining & Nightlife	137
Weddings & Recep.	135
New Bus. Blog	131
Unique Venues	118
Shopping	108
Tours	106
Uniquely McKinney	104
Stay & Eat	98
About McKinney	95
All Dining Options	89
Staff Directory	88
Unique Venues	79
Hotels & Motels	74
Photo Gallery	74

July 2014 Media Coverage: No discussion this was sent to committee before meeting.

Courier-Gazette (Published online version of MCVB Weekend Update)

- (Online) Ad Value: \$400
- PR Value: \$1200
- Impressions: 12,346

Texas Meetings+Events Magazine – Feature on The Sanctuary in Adriatica

- Ad value: \$4500
- PR Value: \$13,500
- Print Subscribers: 10,000
- Online Impressions: 21,000

TOTAL Media Value for July 2014: No discussion this was sent to committee before meeting.

TOTAL AD VALUE (Print and online): **\$4900**

TOTAL PR VALUE: **\$14,700**

TOTAL Impressions: **43,346**

The meeting adjourned at 8:20 a.m.

Sharon Dill

Marketing Committee Chair