



Marketing Report: January 2023

Participation in Marketing/Networking & Community Events

- Cotton Groves Playground Build
- District 121 Open House
- Main Street Merchants Meeting
- Rotary Foundation Presentation
- Volunteer McKinney Community Leaders Meeting
- Black History Month Events (lectures, 70's Soul Train)

Website Analytics

The number of website visits nearly doubled for January, but some of this may be due to a new system our platform is using for calculations. We will use future months' data to determine if this reflects a true spike. January spikes correlate with social media posts about Quality of Life Award, Neathery Estate, Black History Month and Office Open House. Top page visits in January were the Home Page and Grants Page. Most visitors connected directly; however, we saw some traffic directed from City Website, MEDC Website, USA Funding, Texas Grant Watch and USA grants.

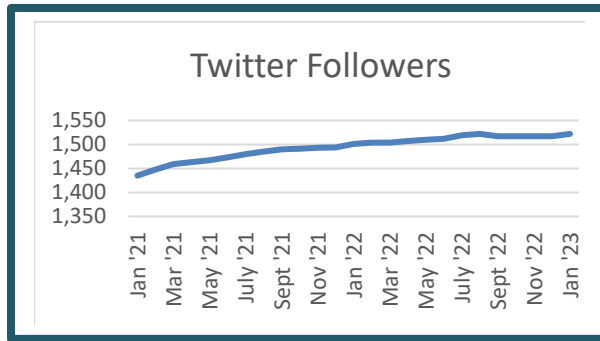
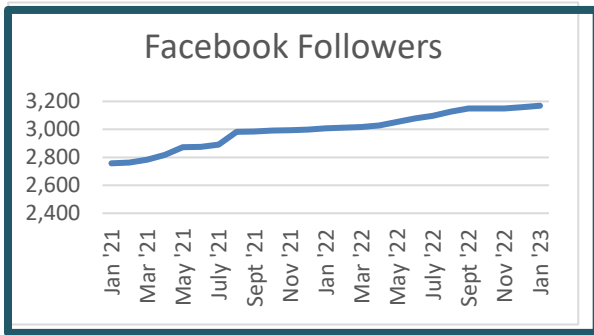


Referrals		
City Website		57
MEDC Website		12
Web Platform		5
USA Funding		3
Texas Grant Watch		2
USA Grants		2

The number of website visitors using mobile devices continues to grow at a slow but constant pace, and we've seen an increase of just over 20% since the website redesign.

Mobile Traffic	Users	Percent of Total
Desktop	351	63.50%
Mobile	210	38.00%
Tablet	6	1.10%

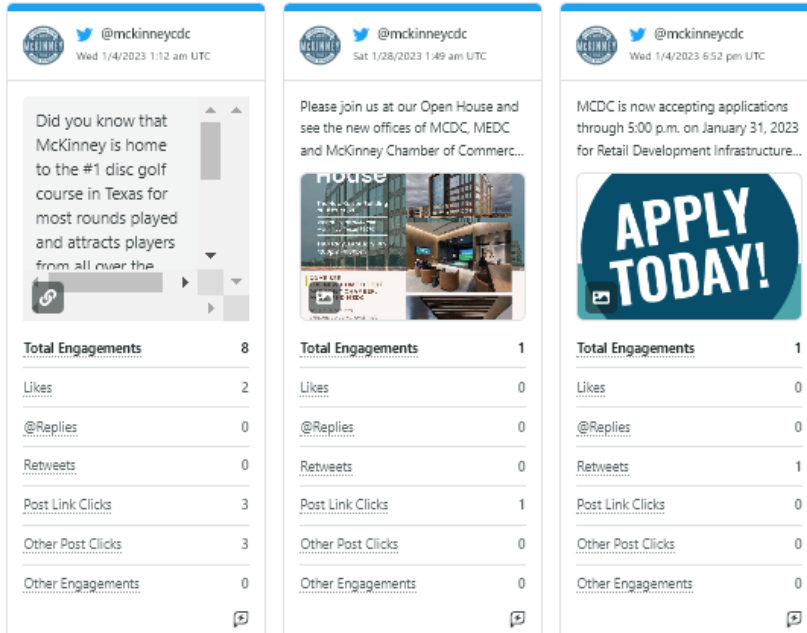
Social Media: Facebook and Twitter



Facebook followship has increased slightly for the last couple of months. For **Facebook**, the top performing posts for January were related to Quality of Life Award nominations, MLK Day, McKinney’s disc golf courses, and a shared article about The Neathery Estate. Impressions were nearly triple this month, mostly related to Quality of Life Awards and MLK Day posts.

<p>McKinney Community ... Thu 1/5/2023 9:25 am PST</p> <p>Do you know a McKinney resident or organization that is making life better i our community? Follow the link below:</p> <p>Total Engagements 76 Reactions 26 Comments 0 Shares 10 Post Link Clicks 16 Other Post Clicks 24</p>	<p>McKinney Community ... Wed 1/11/2023 1:30 pm PST</p> <p>Deadline for nominations is next week! you know a McKinney resident or organization that is making life better i</p> <p>Total Engagements 71 Reactions 10 Comments 0 Shares 0 Post Link Clicks 12 Other Post Clicks 49</p>	<p>McKinney Community ... Mon 1/16/2023 7:12 am PST</p> <p>"THE TIME IS ALWAYS RIGHT TO DO WHAT IS RIGHT." Martin Luther King Jr.</p> <p>Total Engagements 41 Reactions 33 Comments 0 Shares 3 Post Link Clicks — Other Post Clicks 5</p>	<p>McKinney Community ... Tue 1/3/2023 5:30 pm PST</p> <p>Did you know that McKinney is home to the #1 disc golf course in Texas for most rounds played! McKinney hosts...</p> <p>Discover McKinney - Disc Golf</p> <p>Total Engagements 15 Reactions 7 Comments 0 Shares 3 Post Link Clicks 4 Other Post Clicks 1</p>	<p>McKinney Community ... Fri 1/6/2023 11:21 am PST</p> <p>Thanks Community Impact for this great article on The Neathery Estate Bed and Breakfast in McKinney! The lodge is...</p> <p>The Neathery Estate Bed and B...</p> <p>Total Engagements 14 Reactions 6 Comments 0 Shares 0 Post Link Clicks 8 Other Post Clicks 0</p>
<p>McKinney Community ... Thu 1/5/2023 10:11 am PST</p> <p>Total Engagements 12 Reactions 2 Comments 0 Shares 0 Post Link Clicks — Other Post Clicks 10</p>	<p>McKinney Community ... Thu 1/26/2023 1:56 pm PST</p> <p>Today, the MCDC Board approved a promotional grant for some amazing Black History Month events. Proud to b</p> <p>Celebrate Diversity and Black H...</p> <p>Total Engagements 11 Reactions 3 Comments 0 Shares 1 Post Link Clicks 4 Other Post Clicks 3</p>	<p>McKinney Community ... Sat 1/7/2023 10:00 am PST</p> <p>How a national golf tourname...</p> <p>Total Engagements 11 Reactions 5 Comments 1 Shares 1 Post Link Clicks 2 Other Post Clicks 2</p>	<p>McKinney Community ... Fri 1/27/2023 5:49 pm PST</p> <p>Please join us at our Open House and see the new offices of MCDC, MEDC and McKinney Chamber of Commer...</p> <p>HOUSE</p> <p>Total Engagements 10 Reactions 4 Comments 0 Shares 1 Post Link Clicks 3 Other Post Clicks 2</p>	<p>McKinney Community ... Mon 1/9/2023 2:03 pm PST</p> <p>Need some wholesome laughs... Get your tickets today! Another production funded through a...</p> <p>Total Engagements 6 Reactions 4 Comments 0 Shares 0 Post Link Clicks — Other Post Clicks 2</p>

Twitter is a smaller audience with just over 1,500 followers that is growing slowly. Engagement was higher for the month of January with most fan reactions regarding a Parks post.



Our Facebook audience demographic is primarily located in McKinney, with 2/3 being female. Demographic analytics are not readily available for our Twitter account.

