

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

Marketing Committee Meeting

September 18, 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 September 18, 2014 at 8:05 a.m.

Attendees: Committee Chair Sharon Dill and 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:

I. Advertising/Marketing/Media- No discussion

- Created/submitted materials (photos and text):
 - Submitted itineraries/writer names to DFWATC for Oct. media FAM trip
 - Submitted list of events to Aimbridge Director of Sales
 - Update DFWATC Guide and website information for McKinney
 - Submitted various quality of life/event photos to Money Magazine
 - Submitted Towne Lake photos to Dallas Child Magazine
 - Winter event listings (Dec.-Feb.) for Texas Events Calendar
 - Updated Meeting Planners Guide files for website
- Published two new blog entries – both were shared on Bubblelife News
 - Story of McKinney Bigfoot
 - September Fun in McKinney
- Created graphics/submitted new ads for:
 - Tea in Texas fall ad
 - Toyota PowerPoint for MEDC
 - TourTexas.com banner ad for e-newsletter
 - Texas Highways ad - November 2014

II. Meetings/Photos Representing MCVB- No Discussion

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

- Toyota Week-Long Visit – took photos on McKinney Day
- Created Bigfoot Facebook photo album

- Farmers Market

III. SOCIAL MEDIA TRACKING- No Discussion

Facebook tracking- August 2014

- “Likes”: 3271 (60 new likes)
- 28 Day Engaged Users: Not Available
- 28 Day Total Daily Reach: Not Available
- 28 Day Total Impressions: Not Available
- 28 Day Organic Reach: Not Available

Twitter tracking:

- Followers: 2677 (57 new ones)
- Tweets: 3973

Blog Views on WordPress:

- Lifetime reads: 20,066
- August Reads: 462

YELP Page Views in August:

- 10 views
- 2 website visits
- ROI: \$660
- **Last 24 Months:** 206 Views/65 web visits/ \$21,450

Google+ Page

- 10 followers
- 609 Views

YouTube Channel

August: 64

Lifetime: 670 views

AUGUST 2014 WEBSITE ANALYTICS

- **Total Website visits: 2324**
- **Page Views: 8407**
- **Unique Visitors: 2050**
- **Total Lifetime Website visits: 55,211**
- **Total Lifetime Page Views: 197,727**
- **Total Lifetime Unique Visitors: 46,450**

Country Breakdown

United States	2,210
Brazil	37
Canada	11
United Kingdom	9
Germany	7
Italy	7
India	5

Philippines	4
Bangladesh	3
Greece	3

State Breakdown

Texas	1,585
California	117
Oklahoma	49
Illinois	38
Wisconsin	33
Virginia	25
Louisiana	23
New York	22
Florida	21
Georgia	19

City Breakdown

McKinney	538
Dallas	168
Plano	98
Frisco	70
Allen	61
Houston	47
Fort Worth	42
Irving	32
Richardson	28
Carrollton	26

TOP 25 PAGES:

Calendar	685
Explore	502
Events	204
Visitors Guide	190
Shopping	137
Stay	122
Dining & Nightlife	119
Dining	109
Unique Venues	104
Weddings & Recep	102
About McKinney	93
Hotels & Motels	91
Staff Directory	81
Tours	78
All Dining Options	73
Stay & Eat	72
Uniquely McKinney	70
Unique Venues	70

Shopping	67
Photo Gallery	65

- IV. **August 2014 Media Coverage:** Director Alfieri asked what staff was doing to attract Travel Writers to the area. E.D. Guerra stated that we were partnering with DFWATC on a Media Travel Writer Blitz and were waiting to hear if McKinney was one of the cities on the Tour or we got selected as a post City tour. We also had bought into Meltwater a company that has a database with Travel Writer information. Since City Communications is considering dropping Meltwater, we did not renew our contract with them until we know who they decide to use so that we can receive a discounted rate.

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

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

TOTALS Media Values August 2014:

TOTAL AD VALUE (Print and online): **\$400**

TOTAL PR VALUE: **\$1200**

TOTAL Impressions: **12,346**

The Marketing Committee Meeting was adjourned at 8:30 a.m.

Sharon Dill
MCVB Marketing Committee Chair