

McKinney Economic Development Corp. Marketing Overview

Marketing efforts 2014-2015

McKinney EDC has several advertising line items that you are familiar with in the budget that are related to marketing. This report should break down what elements we are focusing on at MEDC and the budget that we use for each. The following categories are as they are shown in the budget.



Retainer Fee/ Professional Services - \$120,000

Margulies Communications Group	\$50,000
Development Counsellors International	\$70,000

- Margulies Communications Group provides public relations and media consulting for MEDC. They draft press releases that are relevant to economic development and McKinney. David Margulies is the President of Margulies Communication and is often in contact directly with MEDC. Katherine Long is the account representative for MEDC and is in contact with the Director of Marketing at least 2-3 times per week. Katherine will draft press releases and take into account all of Cayti's input and often times, Katherine will work directly with the business that is related to the announcement. Cayti and Katherine work together throughout the process of creating press. The City of McKinney's marketing department is also involved in the press that MEDC creates, approving everything before it is distributed and providing input throughout the process. Margulies Communication will provide an update to the board at the meeting.
- Development Counsellors International provides MEDC with lead generation. DCI arranges meetings and introductions to site consultants and corporations that may be interested in relocating or expanding. DCI is able to provide us with a "warm introduction" and can give MEDC the opportunity to be included in projects that may already be far along in the process. Project Reshore is an example of this. Abby and Chad will provide a comprehensive overview of DCI.

Advertising/ PR/ Research - \$150,000

Advertising is an important part of economic development. MEDC has been creative with the advertising in the past year, changing the way we are approaching advertising and reaching site consultants.

- **Videos:** MEDC has several videos that are relevant to economic development in McKinney.
 - Why McKinney? (free- produced internally from marketing dept.)
 - Reach 765 views

McKinney Economic Development Corp.

Marketing Overview

- Geography of Views:
 - Texas – 593 (82%)
 - California – 24 (3.3%)
 - New York/New Jersey – 19 (1.6%)
 - Illinois – 11 (1.5%)
- Business Leaders Speak about McKinney’s assets (4 separate videos focusing on air travel, city leadership, education & why McKinney)
- Short aerial video produced externally
 - Reach 10,330 views
 - Geography of Views:
 - Texas – 6,589 (69%)
 - California – 616 (6.4%)
 - Florida – 187 (2 %)
 - Illinois – 146 (1.5%)
 - New York- 141 (1.5%)
- Long aerial video produced externally
- **Kiosks/ Billboard:** In 2014 MEDC participated in a kiosk ads throughout Dallas during NCAA
 - \$6,000- partnership with MEDC, MCVB, MCDC & City
 - Have budgeted for opportunities in 2015
- **Project Announcement E-blasts:** Updates when there are new projects, sent to database of more than 1,100
- **Print Advertising:** Select advertisements in magazines and newspapers
 - DFW Real Estate
 - Site Selection Magazine
 - D Magazine
 - NTX Magazine
 - Dallas Regional Chamber- ED Guide
 - Dallas Morning News
 - McKinney Chamber of Commerce
- **Social Media:** While use of social media is free, we frequently do advertise on Facebook and LinkedIn to expand our reach. The results can be significant.
 - Facebook: 1,016 “likes” with some posts reaching thousands of people (when paid for “boost”)
 - Facebook boosts are very inexpensive—usually between \$5-\$15 for boosting posts
 - LinkedIn: 63 followers (newly created in the last 6 months). LinkedIn is what is commonly used by site consultants to stay up-to-date with current events.
 - LinkedIn ads run between \$15-\$20 per boost and can be drilled down to reach specific targets, i.e. people with certain titles (CEO, Site Consultant, etc) and the industry that they work in. LinkedIn is a powerful tool that MEDC is working to utilize to full capabilities
 - Twitter: 243 followers
 - I do not advertise on Twitter
- **Website:**
 - Between 550-635 unique visitors per month

McKinney Economic Development Corp. Marketing Overview

- Website is kept up-to-date with new media on the homepage
- Facebook & LinkedIn posts are linked to our website often, bringing in more traffic
- **AdWords Campaign:**
 - An AdWords Campaign is an ad campaign within an AdWords account. A campaign is usually composed of several ad groups. Each ad group serves different ad texts based on the type of keyword a user may type into Google's search engine.
 - Usually are the first 2 lines that show up on your Google searches (have yellow "ad" sign next to it)
 - MEDC started the AdWords campaign in Q1 2013. Initially, the results boosted traffic to the website by more than 500 per month- however, most people would get to the website and immediately leave MEDC's website because it was not what they were looking for.
 - In Q2 2014, MEDC revamped the AdWords campaign to target the searches better and create a specific landing page for it. The AdWords campaign reaches roughly 400 clicks per month, who have been staying on our website longer. One lead has come from this campaign. This has increased traffic to website by roughly 100 per month.
 - MEDC's target market is very specific, so we do not anticipate that we will have thousands of views per month but do want to increase traffic to the website and reach the right people. The AdWords campaign reaches people that use key words- you can see the ad verbiage below.

Ad	Description line 1	Description line 2	Clicks	Impressions	CTR	Avg. CPC	Avg. position
CA Taxes Too High?	Relief For Your Business.	Find it in Texas. Call Us Today.	213	67251	0.32%	5.5	2.4
Relocate Company To Texas	Business Friendly Environment.	Great Incentives. Learn More Today.	58	20168	0.29%	5.59	2.5
Top Business Incentives	Grow With Texas. High Growth	State, Thriving Economy.	55	28864	0.19%	6.2	3
Texas Wants Your Business	Find Economic Growth. Tax Relief.	Smart Business Environment.	16	3946	0.41%	5.61	2.3
Had Enough of CA Taxes?	Relocate Your Company To Texas.	Best City for Business in the State	15	11153	0.13%	6.55	3
Quality Workforce in TX	Strong Economy, Room For Expansion,	Skilled Workforce & Low Taxes in TX	10	3803	0.26%	5.52	2.3
Best State For Business	Low Taxes, Great Incentives,	Business Friendly Environment.	10	2536	0.39%	4.68	2.3
Business Tax Breaks	CA Taxes Too High? Find Relief And	Incentives in Texas. Learn More.	6	3041	0.20%	6.07	2.1
Totals			383	140762	0.27%	5.65	2.6

- **Research:**
 - Esri- Business Analyst: Research tool that can give information about demographics quickly. MEDC shared this use with McKinney's GIS department.
 - Xceligent- This is on MEDC's website and gives anyone on our website the opportunity to search for available properties. This tool is important for site consultants, businesses, and real estate agents to quickly search McKinney's inventory
 - Salesforce: MEDC is planning to purchase salesforce for staff to utilize to track projects
- **Trade Shows:**
 - NTCAR, TexasOne exhibitions, Dallas Builders Show
- **Photography:**
 - MEDC occasionally does pay for professional photos to be taken of buildings, properties, etc.

Airport Marketing - \$62,000

- **Print Advertising**
 - Dallas Morning News (2014) to advertise the Wright Amendment

McKinney Economic Development Corp. Marketing Overview

- Billboards to advertise the Wright Amendment and #1 FBO in America
- E-blast on FBO focused newsletter- Aviation Broadcast (270,000 viewers)
- McKinney Magazine
- **Trade Shows**
 - NBAA trade shows
 - October/ February annually
 - Dallas show in September
- **Airport Events**
 - Airfield Honorary Naming
 - FBO Grand Opening
 - Planned events: hangar groundbreaking (will occur in 2015) & Wright Amendment

Promotional Items - \$18,000

- **Executive Gifts:** Portfolios, passport holders, battery chargers, jotters, etc.
- **Give-Aways:** Mugs, sticky notes, car chargers, pens, etc.
- **Event Give Aways:** Golf tees, koozies, divots, etc
- **Board/Staff Pomo:** Shirts, folios
- **Miscellaneous:** Gift baskets

Printed Material - \$15,000

We use this budget for all print materials that are ordered related to MEDC. This includes MEDC Maps, business cards, annual reports, etc. This is not a comprehensive list of expenses but does cover the major expected expenses for FY 14-15 to give you a sense of the print materials

	FY 2013-2014 Actual	FY 2013-2015 Total Budgeted	Notes
Why McKinney Brochure	\$470	\$500	
Community Profile	\$288	\$1,000 (Toyota Events)	
Annual Report	\$6,900	\$3,500	2014 was the 20 th Anniversary Report
Maps		\$7,250	MEDC Maps (only ordered every other year). This includes design & printing
Business Cards	\$200	\$600	Designed new cards
Misc.		\$3,000	

Community Relations - \$10,000

- Used for community relations events that MEDC participates in. This budget is not used often—last year the 20th Anniversary event used this budget in addition to community events.

McKinney Economic Development Corp. Marketing Overview

Travel & Promotional - \$35,000

Travel and promotional budget includes all domestic travel. This includes missions and meetings with prospects that are seriously considering relocating.

International Marketing - \$109,000

International Marketing budget is used for international travel and for expenses in hosting foreign dignitaries.

Advertising: \$30,000

Travel/Training: \$65,000