

---

# Marketing Updates

October 21, 2019

# Marketing Updates



## Social Media Content Creation/Distribution

Social content is continually being produced and managed across Facebook, Twitter, LinkedIn and Instagram.



## Blog Content – News/Announcements

A blog has launched on [uniquemckinney.com](http://uniquemckinney.com), with original content/news/stories being produced by our professional copywriters.



## Email Marketing

We have begun using marketing automation to send out professionally designed emails. We have several being built for targeted campaigns.



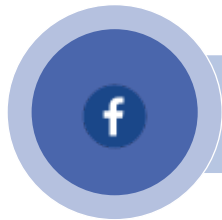
## Website Updates/SEO

The website has officially moved over to [uniquemckinney.com](http://uniquemckinney.com) and updates have been made on design and content. SEO work continues.

# Social Channel Update



## FACEBOOK



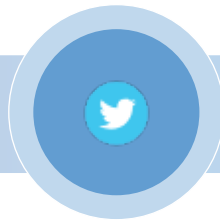
**+23%**

JULY: 348

AUGUST: 384

SEPTEMBER: 428

## TWITTER



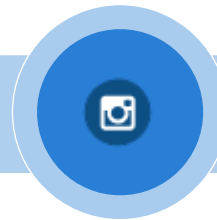
**+8%**

JULY: 271

AUGUST: 282

SEPTEMBER: 292

## INSTAGRAM



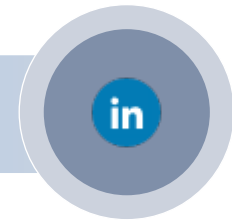
**+29%**

JULY: 214

AUGUST: 258

SEPTEMBER: 275

## LINKEDIN



**+58%**

JULY: 50

AUGUST: 73

SEPTEMBER: 79

# Website



The website transition is complete

Website has been submitted to Google Webmaster and Bing Webmaster. It is in the final stages of the foundation of search engine optimization completed.

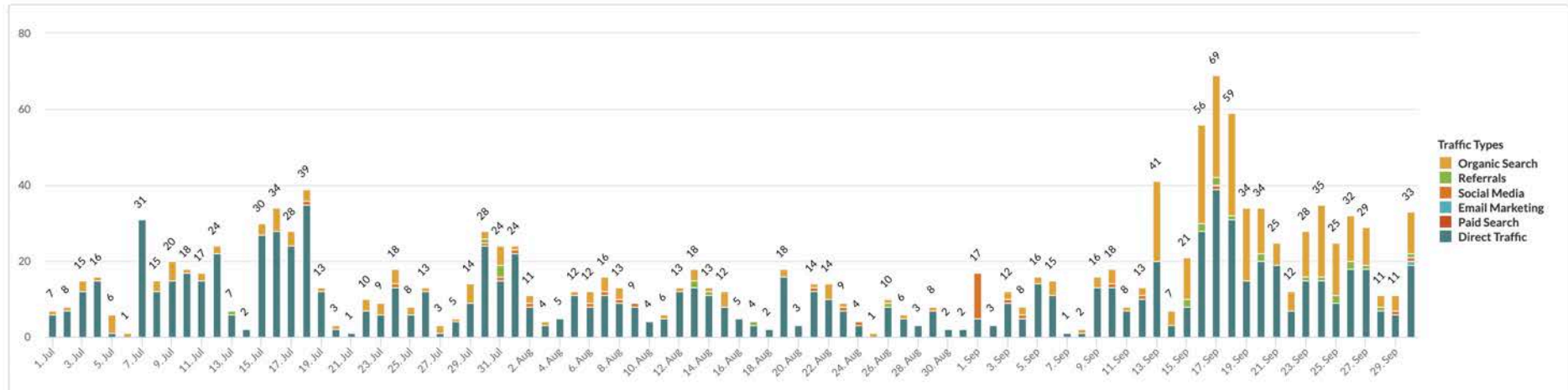
# Website Traffic



CENTIPEDE™  
DIGITAL

## Traffic Over Time

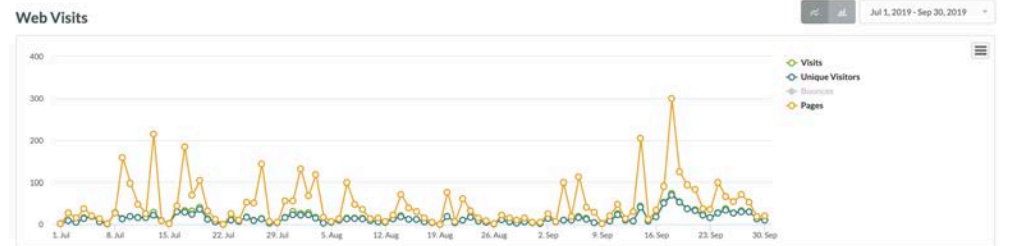
Day Week Month



**Traffic Types**  
 Organic Search  
 Referrals  
 Social Media  
 Email Marketing  
 Paid Search  
 Direct Traffic

Source	Visits	%
Organic Search	372	26
Google	332	23
Bing	20	1
Yahoo!	10	1
Ask.com	1	0
Other	9	1
Referrals	28	2
www.mckinneytexas.org	3	0
www.mckinneycdc.com	3	0
com.google.android.googlequicksearchbox	2	0
super-seo-guru.com	2	0
www.mckinneychamber.com	2	0
www.lzito.com	1	0
junipersquare.lightning.force.com	1	0
www.mckinneycdc.org	1	0
app.zoominfo.com	1	0
www.zoominfo.com	1	0
Social Media	32	2
Facebook	15	1
Twitter	10	1
Instagram	4	0
LinkedIn	3	0
Other	0	0

59% Source Rate 1,362 Total Visitors 1,470 Total Visits 4,426 Total Page Impressions 3.0 Avg Page Views 13.9 Avg Minutes On Site SITE STATS



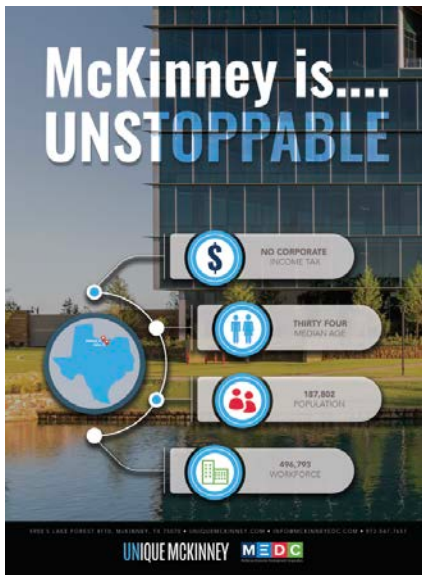
**Top Referrers** [View All](#)

1	www.google.com	54.41%
2	uniquemckinney.com	28.12%
3	www.bing.com	2.83%
4	m.facebook.com	2.33%
5	www.uniquemckinney.com	1.50%

**Top Entrance Pages** [View All](#)

1	home page	63.08%
2	/board-and-agendas/	4.84%
3	/leadership/	4.36%
4	/97/Major-Employers	3.13%
5	/quality-of-life/	1.91%

# Marketing



**McKinney is... UNSTOPPABLE**

- NO CORPORATE INCOME TAX
- THIRTY FOUR MEDIAN AGE
- 187,802 POPULATION
- 496,795 WORKFORCE

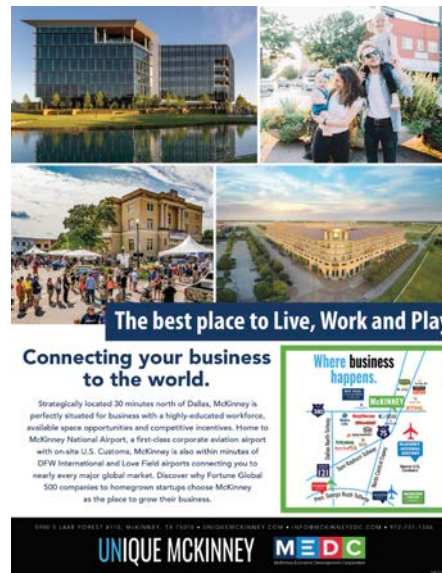
UNIQUE MCKINNEY MEDC



**WHY MCKINNEY?**  
The best place to Live, Work, Play

- #1 PLACE TO LIVE
- 187,802 POPULATION
- 496,795 WORKFORCE
- 200 +/- acres
- 327% ECONOMIC GROWTH
- 2.8M RSF
- \$1,161 MEDIAN HOME PRICE
- THIRTY FOUR MEDIAN AGE
- \$327,946 MEDIAN HOME PRICE
- SECOND LARGEST CITY

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION  
UNIQUEMCKINNEY.COM • INFO@MCKINNEYEDC.COM • 972.547.7651



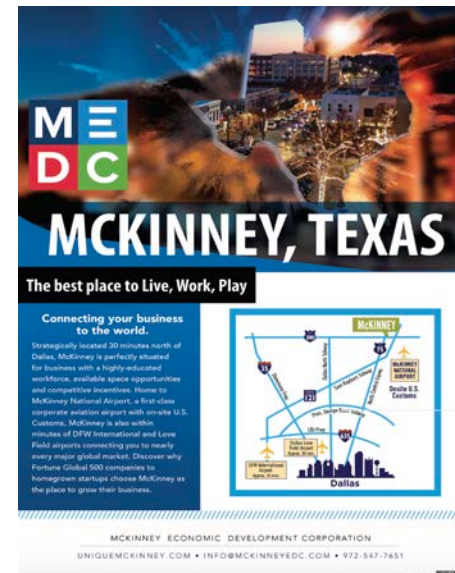
**The best place to Live, Work and Play**

**Connecting your business to the world.**

Strategically located 30 minutes north of Dallas, McKinney is perfectly situated for business with a highly-educated workforce, available space opportunities and competitive incentives. Home to McKinney National Airport, a first-class corporate aviation airport with on-site U.S. Customs, McKinney is also within minutes of DFW International and Love Field airports connecting you to nearly every major global market. Discover why Fortune Global 500 companies to homegrown startups choose McKinney as the place to grow their business.

**Where business happens.**

UNIQUE MCKINNEY MEDC



**MCKINNEY, TEXAS**  
The best place to Live, Work, Play

Connecting your business to the world.

Strategically located 30 minutes north of Dallas, McKinney is perfectly situated for business with a highly-educated workforce, available space opportunities and competitive incentives. Home to McKinney National Airport, a first-class corporate aviation airport with on-site U.S. Customs, McKinney is also within minutes of DFW International and Love Field airports connecting you to nearly every major global market. Discover why Fortune Global 500 companies to homegrown startups choose McKinney as the place to grow their business.

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION  
UNIQUEMCKINNEY.COM • INFO@MCKINNEYEDC.COM • 972.547.7651



- Continuing to design brand right content.
- Content is being used for print publications or sales material.
- Assets have call tracking numbers in order to measure ROI.



# Email Update

## UNIQUE MCKINNEY

McKinney Economic Development Corporation  
Quarterly Update

Q3, 2019 - 09/30/2019



### Raytheon Announces 200K RSF Expansion in McKinney

Raytheon is expanding its footprint, with plans for an additional 500 high-tech jobs and \$120M in capital investment. Construction is expected to be finished by late 2020. The company currently employs around 3,000 people in McKinney. The University of North Texas Economic Research Group performed a study, commissioned by Raytheon, and found that the company contributed \$4.8 billion to the state economy. We are very proud to be a partner with Raytheon and we look forward to the continued partnership.

[LEARN MORE!](#)



...tyle destination for shopping, craft culture, live music, and ...  
...derway. Construction of the mixed-use development began ...  
...ie to 42K RSF of restaurant and retail space paired with 25K ...  
...loment is also home to 286 units of multifamily housing ...  
...art of Hub 121. The development is centered around a ...  
...pace complete with a pavilion for entertainment and live ...  
...ome to SRS Distribution's new national headquarters.

[LEARN MORE!](#)

### Quarterly Development Update Email Launch

The MEDC finalized and launched a targeted quarterly development update newsletter to the professional site selector network of contacts that were gathered through staff. The update contained several large announcements such as Raytheon, Hub 121, and SRS HQ. The next launch is scheduled in January 2020 and staff will also be developing a broker newsletter at that time as well.

- Targeted Site Selectors
- 144 Sent Messages
- 116 Delivered Messages
- 17.2% open rate

Advanced Training Scheduled For October to ensure all MEDC employees can fully utilize the system and all of its features.



### SRS Distribution Constructing New National Headquarters

Construction has begun on the brand new 100K RSF, SRS Distribution national headquarters building, located in the Hub 121 development. The four-story building will sit on 4.2 acres of land at the corner of Alma and 121. MEDC is proud partner with SRS Distribution to expand their footprint in McKinney. SRS is a local McKinney based company that chose to build their new headquarter building

# Targeted Ad Campaigns



Coming Soon- Hyper-Targeted National Ad Campaigns





# Content & Collaboration

