



Marketing Report: April 2023

Participation in Marketing/Networking & Community Events

- McKinney Christian Academy Gala
- Chestnut Square Farm to Table Dinner (promo grant)
- Arts in Bloom (promo grant)
- Hugs Gala
- Community Connections Fair
- Quarterly Chamber Lunch
- McKinney Community Concerts (promo grant)
- Spirit of Volunteerism Awards
- Farmers Market (promo grant)
- Public input meetings for airport and Downtown development
- Main Street Merchants meeting

Website Analytics

The number of website visits remains nearly double from a couple months back. April spikes correlate with social media posts about Byron Nelson, Empty Bowls, TUPPS, Arts in Bloom, and District 121. Top page visits in March were the Home, Grants and Community Impact. Most visitors connected directly, but we continue to see a good number of referrals from the City of McKinney website (60) and the MEDC website (18). This month we also had referrals from the grant recipient webpages including Collin County Master Gardeners, Habitat for Humanity and Cotton Groves.

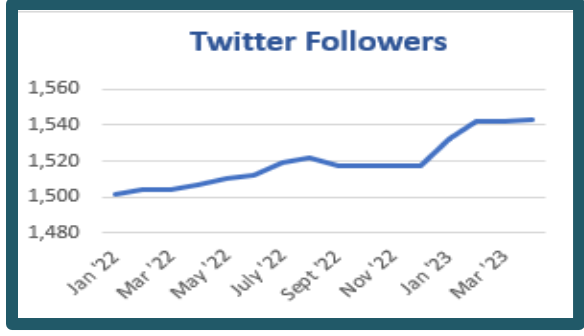


Referrals	
City Website	60
MEDC Website	18
CC Master Gardeners	1
Habitat Website	1
Cotton Groves Website	1

The number of website visitors using mobile devices has been constant for the last couple of months.

Mobile Traffic	Users	Percent of Total
Desktop	259	66.90%
Mobile	126	32.60%
Tablet	2	0.50%





Social Media: Facebook and Twitter



Facebook followship has increased slightly for the last couple of months. For Facebook, the top performing posts for April include Byron Nelson, Empty Bowls, TUPPS, Arts in Bloom, District 121, MillHouse Mural Fest and ManeGait LIVE.

<p>Exciting to see all the progress at TUPPS Brewery!</p> <p>Total Engagements 632</p> <p>Reactions 17</p> <p>Comments 0</p> <p>Shares 12</p> <p>Post Link Clicks 412</p> <p>Other Post Clicks 191</p>	<p>We are excited to see all the progress at District 121! Restaurants soon to come include Bob's Steak and Chop...</p> <p>Total Engagements 328</p> <p>Reactions 88</p> <p>Comments 7</p> <p>Shares 5</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 228</p>	<p>The 2023 AT&T Byron Nelson tournament is just a few weeks away - May 11-14 at TPC Craig Ranch in...</p> <p>Total Engagements 71</p> <p>Reactions 10</p> <p>Comments 1</p> <p>Shares 3</p> <p>Post Link Clicks 9</p> <p>Other Post Clicks 48</p>	<p>Mary Barnes-Tilley, MCDC Board Member... we love your bowl!</p> <p>Total Engagements 26</p> <p>Reactions 9</p> <p>Comments 2</p> <p>Shares 0</p> <p>Post Link Clicks 3</p> <p>Other Post Clicks 12</p>	<p>TEXAS 27. MUSIC REVOLUTION</p> <p>JUNE 24-3</p> <p>SHANE SMITH & THE SAINTS CHARLIE ROBISON ROBERT EARL KEEN</p> <p>Total Engagements 24</p> <p>Reactions 7</p> <p>Comments 0</p> <p>Shares 0</p> <p>Post Link Clicks 2</p> <p>Other Post Clicks 15</p>
<p>It was another perfect weekend in Dow https://starlocalmedia.com/mckinneyct/downtown-mckinney-for-annual-spring...</p> <p>Total Engagements 14</p> <p>Reactions 9</p> <p>Comments 0</p> <p>Shares 0</p> <p>Post Link Clicks 5</p> <p>Other Post Clicks 0</p>	<p>Mark your calendars for McKinney Arts in Bloom -- April 14-16 -- in Downtown McKinney! (Funded...</p> <p>Total Engagements 14</p> <p>Reactions 8</p> <p>Comments 0</p> <p>Shares 2</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 4</p>	<p>Just TWO WEEKS to go until the 2023 AT&T Byron Nelson in McKinney! Don't miss out on the excitement! G...</p> <p>Total Engagements 13</p> <p>Reactions 10</p> <p>Comments 0</p> <p>Shares 2</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 0</p>	<p>Funded through an MCDC grant, this year's MillHouse MuralFest is set for June 3-4. 15 muralists will create...</p> <p>Total Engagements 13</p> <p>Reactions 10</p> <p>Comments 0</p> <p>Shares 1</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 2</p>	<p>This Saturday -- Rain or Shine!</p> <p>Total Engagements 10</p> <p>Reactions 3</p> <p>Comments 0</p> <p>Shares 0</p> <p>Post Link Clicks 5</p> <p>Other Post Clicks 2</p>

Twitter is a smaller audience with just over 1,500 followers that is growing slowly. Engagement remains much lower than for Facebook but was slightly above average for the month of April. Top posts were related to Byron Nelson, Community Connection Fair, District 121 and Arts in Bloom.

Post Content	Total Engagements	Likes	@Replies	Retweets	Post Link Clicks	Other Post Clicks	Other Engagements
<p>@mckinneycdc Thu 4/6/2023 4:30 pm UTC</p> <p>The 2023 AT&T Byron Nelson tournament is just a few weeks away - May 11-14 at TPC Craig Ranch in...</p> 	5	2	0	1	2	0	0
<p>@mckinneycdc Wed 4/19/2023 6:06 pm UTC</p> <p>https://t.co/Xb0e6GqseT</p> 	4	2	0	1	1	0	0
<p>@mckinneycdc Tue 4/18/2023 10:50 pm UTC</p> <p>It was another perfect weekend in Downtown McKinney! https://t.co/FW6PGYPXMI</p>	3	1	0	0	1	1	0
<p>@mckinneycdc Mon 4/24/2023 3:45 pm UTC</p> <p>District 121 is moving along! Soon to open -- Bob's Steak and Chop House, Mi Cocina, 400 Gradi and Zero Gradi...</p> 	2	0	0	0	—	2	0
<p>@mckinneycdc Thu 4/27/2023 4:23 pm UTC</p> <p>Just TWO WEEKS to go until the 2023 AT&T Byron Nelson in McKinney! Don't miss out on the excitement! G...</p> 	1	1	0	0	0	0	0

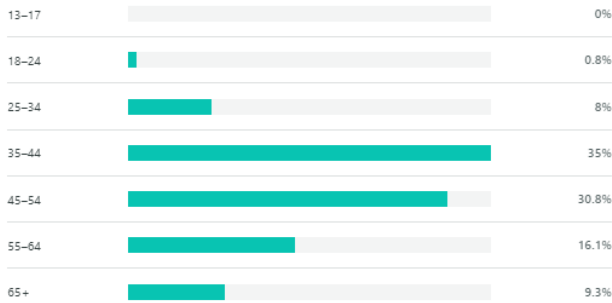
Facebook Demographics

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

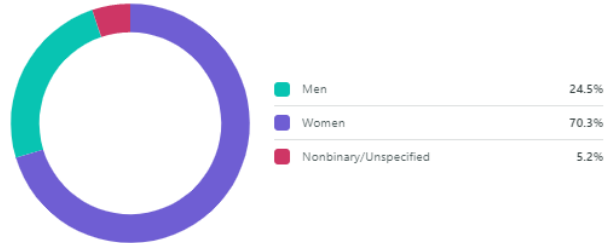
Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age



Audience by Gender



Women between the ages of **35-44** have a higher potential to see your content and visit your Page.

Audience Top Countries

Country	Count
United States	3,144
Mexico	10
India	4
Brazil	3
Colombia	2

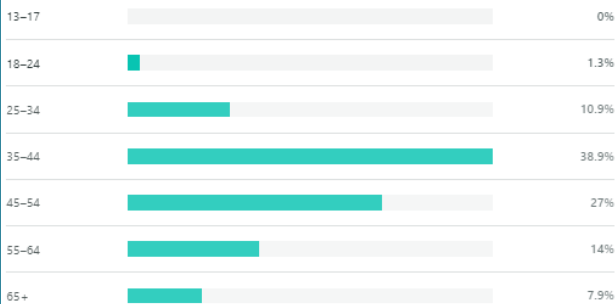
Audience Top Cities

City	Count
McKinney, TX	1,614
Frisco, TX	88
Allen, TX	87
Plano, TX	73
Prosper, TX	68

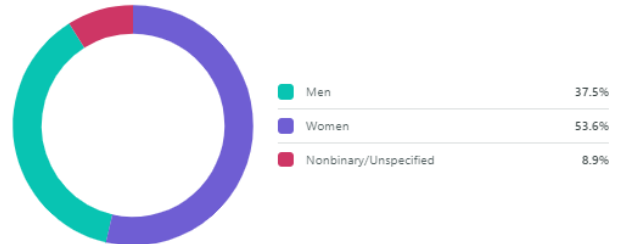
People Reached Demographics

Review the average daily user demographics of the people reached during the reporting period.

People Reached by Age



People Reached by Gender



Women between the ages of **35-44** have a higher potential to see your content and visit your Page.

People Reached Top Countries

Country	Daily Average
United States	603.78
United Kingdom	0.44
India	0.37
Philippines	0.37
Germany	0.26

People Reached Top Cities

City	Daily Average
McKinney, TX	261.81
Allen, TX	25.38
Frisco, TX	22.85
Plano, TX	20.81
Dallas, TX	16.58