

Marketing Report: June 2023

Participation in Marketing/Networking & Community Events (since June 22 Board Meeting)

- Bonnie Wenk Clean-up
- Parks concerts
- Good Morning America!!
- Main Street Merchants
- Night Markets in Downtown
- H-E-B ribbon-cutting and tour

Website Analytics

The number of website visits remains nearly double from last year. May spikes correlate with social media posts about Downtown, SBG Beer Walk, TUPPS, Juneteenth, and grant cycles. Top page visits in June were Grants and Community Impact. Most visitors connected directly. We continue to see referrals from the City of McKinney and the MEDC websites, and in June, we saw visitors from Grant Watch and McKinney Chamber.

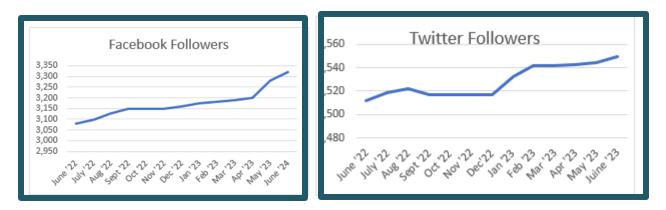


Referrals	
McKinneyTexas.org	60
UniqueMcKinney.com	10
grantwatch.com	3
cp-design.civicplus.com	2
mckinneychamber.com	2

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

Mobile Traffic	Users	Percent of Total
Desktop	553	75.80%
Mobile	174	23.80%
Tablet	4	0.50%

Social Media: Facebook and Twitter



Facebook followship has increased significant over the last two months with a total of over 100 new followers! For **Facebook**, the top performing posts for June include Bonnie Wenk park clean up, Habitat's 100th home, parks, HEB, Downtown, SBG Beer Walk, and The Courts.

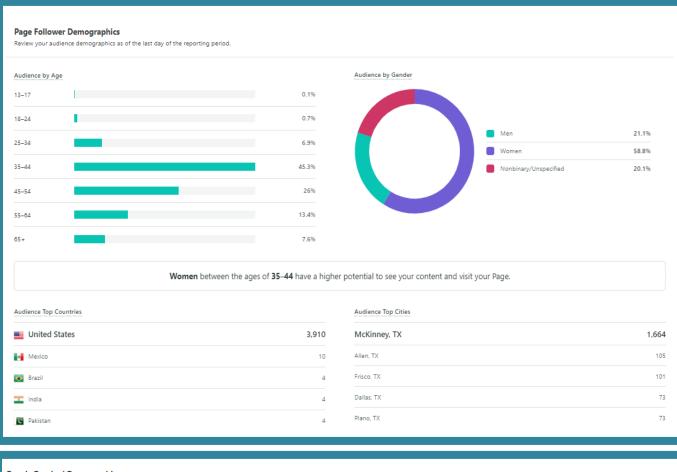
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This is what service to your community looks like! Thanks MCDC Board and staff for kicking off your Saturday		MCDC Board Chair Angela Richardson-Woods and Board Member David Riche joined Mayor		Great morning for a ride on McKinney trails. McKinney Parks and Recreation		Opening soon in McKinney! H-E-B!!!!		Today we celebrate Habitat for Humanity - Collin County's 100th home in McKinney. Over the years,	
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Twitter remains a much smaller audience with just over 1,500 followers but still growing slowly. Engagement remains much lower than for Facebook but was slightly above average for the month of June. Top posts were related to restaurants (a share from Visit McKinney), Juneteenth, Murder on the Orient Express, pools and splash pads, and application cycles.

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Looking for ways to b the heat? Check out these McKinney eater		https://t.co/qEBXqs0dUQ		Mark your calendar now for Repertory Theatre's product Murder on the Orient Expres	tion of	Happening NOW at Finch Pa the whole family and come o celebrate! Details	-	Pools are open for th summer, and McKinn pools rank among the	ey
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@Replies	0	@Replies	0	@ Replies	0	@ Replies	0	@ Replies	0
Retweets	0	Retweets	0	Retweets	0	Retweets	0	Retweets	0
Post Link Clicks	з	Post Link Clicks	1	Post Link Clicks	_	Post Link Clicks	2	Post Link Clicks	2
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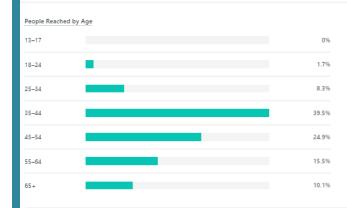
Facebook Demographics

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



People Reached Demographics

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







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

People Reached Top Countries	Daily Average	People Reached Top Cities	Daily Average
United States	301.27	McKinney, TX	156.21
India	0.8	Allen, TX	9.17
Nigeria	0.67	Frisco, TX	7.59
🔛 United Kingdom	0.37	Melissa, TX	6.38
Mexico	0.3	Plano, TX	5.76