



## Marketing Report: July 2023

### Participation in Marketing/Networking & Community Events

(since July 27 Board Meeting)

- Farmers Market and Night Markets
- Main Street Merchants
- Chamber Development Update
- SBG Sips of Summer

### Website Analytics

The number of website visits remains nearly double from last year. May spikes correlate with Good Morning America, HEB and DCI. Top page visits in July 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 July, we saw visitors from Grant Watch and Wikipedia.

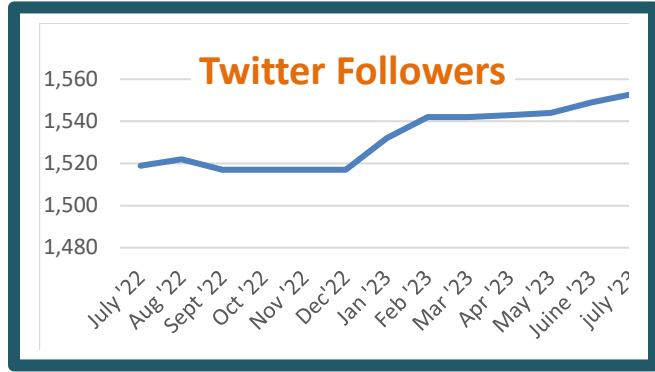
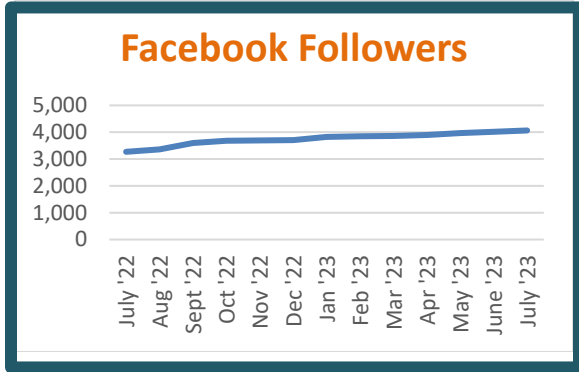


Referrals	
City Website	52
MEDC Website	17
Wikipedia	2
Grantwatch	2
Texas Grantwatch	2

The number of website visitors using mobile devices has increased slightly over the last couple of months.

Mobile Traffic	Users	Percent of Total
Desktop	328	66.70%
Mobile	161	32.70%
Tablet	4	0.80%

# Social Media: Facebook and Twitter



Facebook followship continues to increase, and we now have over 4,000 followers! For Facebook, the top performing posts for July were related to Good Morning America, HEB, DCI and the indoor tennis courts.

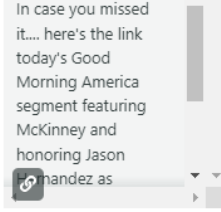
Post Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Thu 7/6/2023 6:32 am PDT	581	124	7	7	—	443
Thu 7/6/2023 6:32 am PDT	578	123	7	7	—	441
Thu 7/6/2023 7:10 am PDT	559	153	18	14	211	163
Tue 7/18/2023 3:30 pm PDT	265	48	5	2	—	210
Wed 7/19/2023 3:36 am PDT	244	42	3	1	—	198

Post Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Wed 7/5/2023 11:25 am PDT	170	7	0	1	71	91
Thu 7/20/2023 9:58 am PDT	146	73	6	2	—	65
Sun 7/2/2023 5:44 pm PDT	59	16	2	4	—	37
Mon 7/24/2023 7:48 pm PDT	55	8	0	2	3	42
Fri 7/28/2023 10:14 am PDT	47	8	2	1	—	36

**Twitter** remains a much smaller audience with just over 1,550 followers but still growing slowly. Engagement remains much lower than for Facebook but was slightly above average for the month of July. Top posts were related to Good Morning American, DCI, Downtown and H2O Back to School Backpack Drive.

**@mckinneycdc**  
Thu 7/6/2023 3:53 pm UTC


In case you missed it... here's the link today's Good Morning America segment featuring McKinney and honoring Jason Hernandez as



Total Engagements	32
Likes	3
@Replies	0
Retweets	2
Post Link Clicks	22
Other Post Clicks	5
Other Engagements	0

**@mckinneycdc**  
Wed 7/19/2023 10:36 am UTC

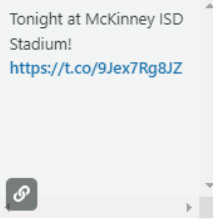
McKinney H-E-B opens at 6 AM TODAY! Their partners and department managers are ready to welcome you...



Total Engagements	18
Likes	2
@Replies	0
Retweets	1
Post Link Clicks	1
Other Post Clicks	14
Other Engagements	0

**@mckinneycdc**  
Tue 7/25/2023 6:20 pm UTC


Tonight at McKinney ISD Stadium!  
<https://t.co/9Jex7Rg8JZ>



Total Engagements	11
Likes	0
@Replies	0
Retweets	0
Post Link Clicks	5
Other Post Clicks	6
Other Engagements	0

**@mckinneycdc**  
Fri 7/28/2023 5:14 pm UTC


Come out and celebrate the opening of McKinney's beautiful new indoor tennis courts. Ribbon-cutting...



Total Engagements	9
Likes	0
@Replies	0
Retweets	1
Post Link Clicks	—
Other Post Clicks	8
Other Engagements	0

**@mckinneycdc**  
Sat 7/22/2023 9:53 pm UTC

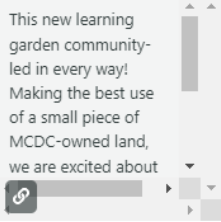
One week from today. Historic Downtown McKinney sidewalk sale. Might be hot but the sales will be...



Total Engagements	9
Likes	1
@Replies	0
Retweets	0
Post Link Clicks	—
Other Post Clicks	8
Other Engagements	0

**@mckinneycdc**  
Mon 7/31/2023 1:24 am UTC


This new learning garden community-led in every way! Making the best use of a small piece of MCDC-owned land, we are excited about



Total Engagements	8
Likes	1
@Replies	0
Retweets	0
Post Link Clicks	6
Other Post Clicks	1
Other Engagements	0

**@mckinneycdc**  
Sat 7/29/2023 1:10 pm UTC


1:00 PM TODAY at Fitzhugh Park! Fun activities for all. Plus, students at Malvern, Caldwell, Finch and Webb...



Total Engagements	5
Likes	0
@Replies	0
Retweets	0
Post Link Clicks	—
Other Post Clicks	5
Other Engagements	0

**@mckinneycdc**  
Mon 7/31/2023 3:53 pm UTC

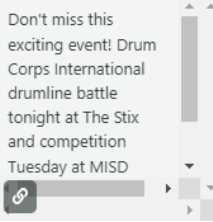
Join us at the new Night Market in Downtown McKinney. This weekly summer block party hosts local artis...



Total Engagements	4
Likes	0
@Replies	0
Retweets	0
Post Link Clicks	—
Other Post Clicks	4
Other Engagements	0

**@mckinneycdc**  
Mon 7/24/2023 6:10 pm UTC


Don't miss this exciting event! Drum Corps International drumline battle tonight at The Stix and competition Tuesday at MISD



Total Engagements	4
Likes	0
@Replies	0
Retweets	0
Post Link Clicks	4
Other Post Clicks	0
Other Engagements	0

**@mckinneycdc**  
Thu 7/27/2023 9:00 pm UTC

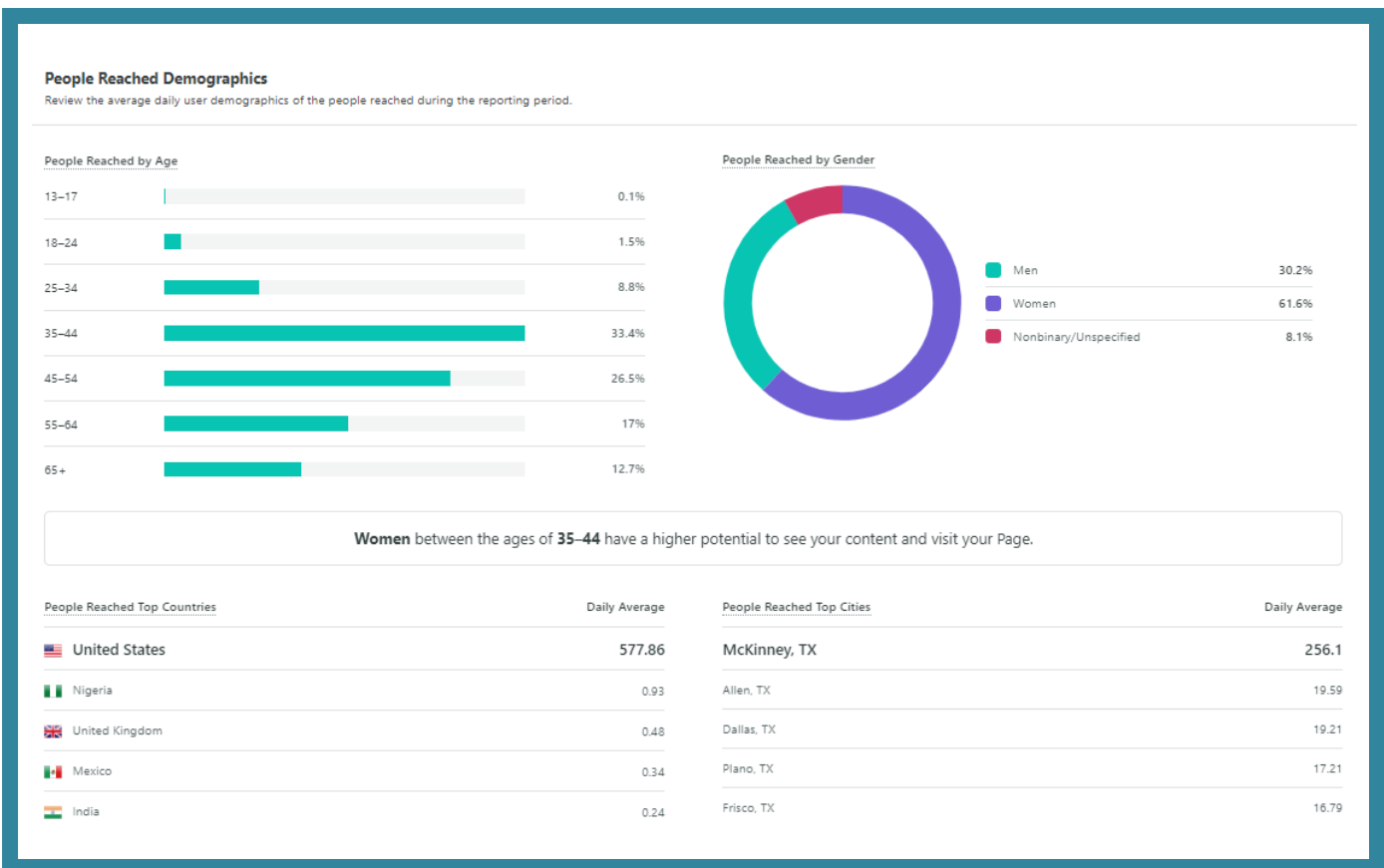
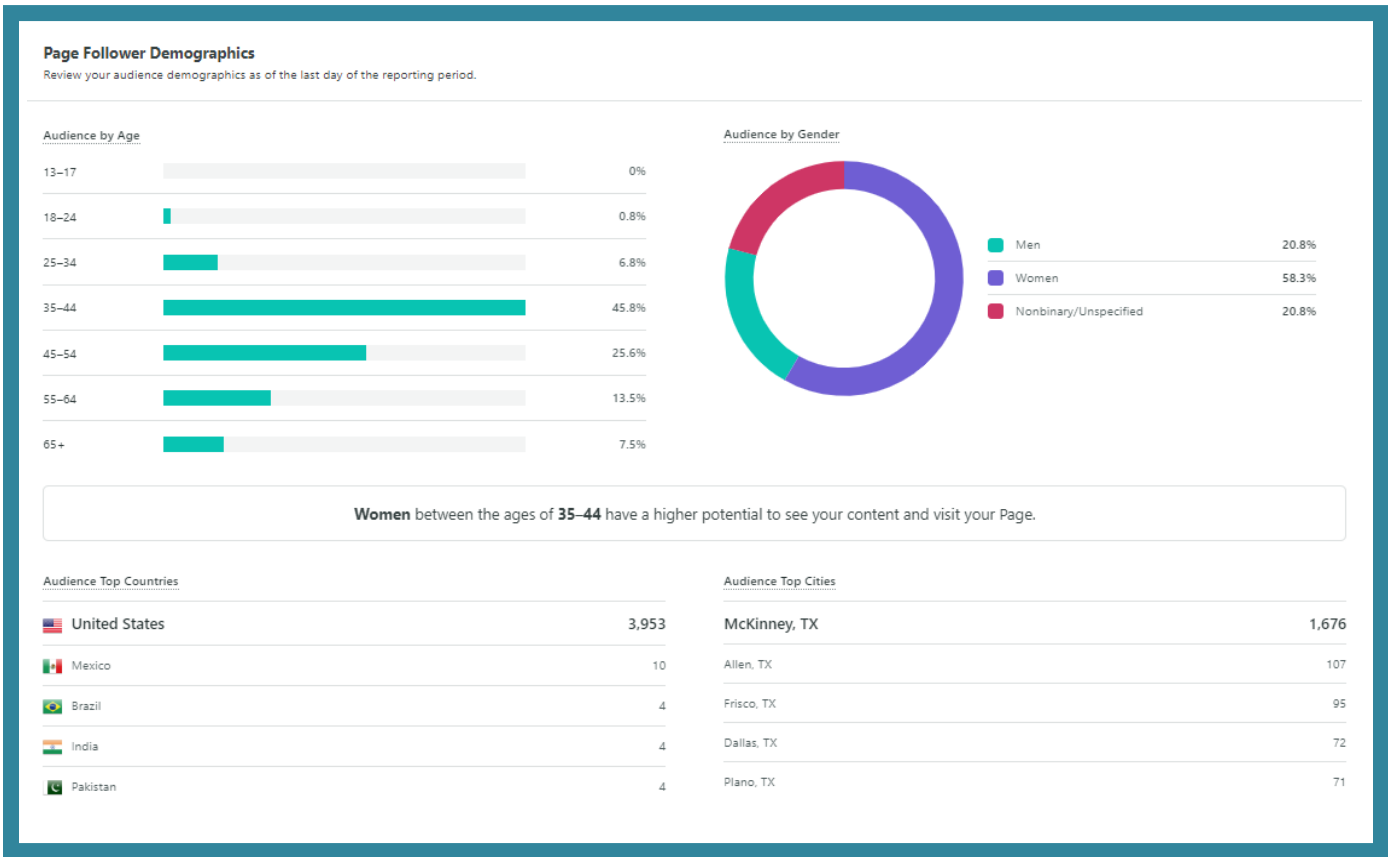
Join our friends at Hands to Offer for their Back to School event this Saturday at 1:00 PM at Fitzhugh Park...



Total Engagements	3
Likes	1
@Replies	0
Retweets	1
Post Link Clicks	—
Other Post Clicks	1
Other Engagements	0

# Facebook Demographics

Our Facebook audience demographic is primarily located in McKinney, with 2/3 being female. Our top two age demographics for followers is 35-44 and 45-54.



The following engagement information is a new report. Interestingly, though our top age followship is 55 and under, those more engaged in our content are 55-64.

