



Marketing Report: September 2022

Participation in Marketing/Networking & Community Events

- Children’s Advocacy Center ribbon cutting
- McKinney Young Professionals event supporting AEYL
- Wine & Music Festival
- Dia de los Muertos
- Chamber’s Best of McKinney Awards
- Independent Financial Grand Opening
- McKinney Roots Ribbon-cutting
- ManeGait Gala
- Boys & Girls Club Gala

Website Analytics

The number of website visits has continued to be fairly constant. September spikes correlate with social media posts about Adriatica, Oktoberfest, Ghost Walk and Chestnut Square renovations. Top page visits in September were Home Page, Grants, About Us and Community Impact. Most visitors connected directly; however, we saw significant traffic via links from the City and MEDC websites and MCDC social media pages. Notably in August, we saw traffic from Community Lifeline, Dia de los Muertos and McKinney Rotary.

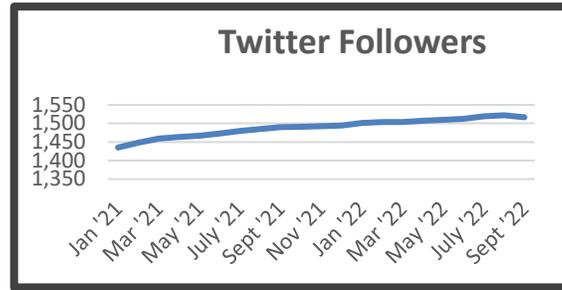
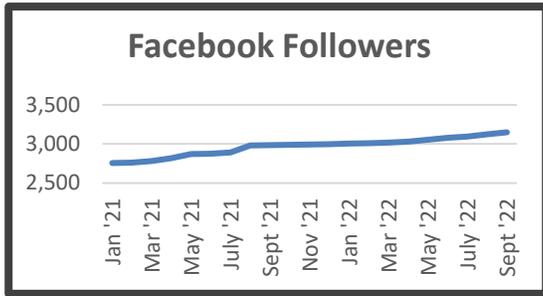


Top Referrers	
City website	50
MEDC website	9
Community Lifeline	1
Dia de los Muertos	1
McKinney Rotary	1
McKinney Chamber	1

The number of website visitors using mobile devices continues to grow at a slow but constant pace, and we’ve seen an increase of just over 20% since the website redesign. As a reminder, one of the goals of the redesign was to make the website more friendly on mobile devices.

Mobile Traffic	Users	Percent of Total
Desktop	216	65.26%
Mobile	112	33.84%
Tablet	3	0.91%

Social Media: Facebook and Twitter



For Facebook, the top performing posts for August were related to Hugs Greenhouse, Silo Art Project, Unique by Nature campaign and a post about McKinney Fire Department. High performing organic posts for Facebook are shown below.

Post Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Tue 9/6/2022 11:03 am PDT	90	33	1	5	45	6
Sat 9/24/2022 7:04 am PDT	30	11	2	0	1	16
Fri 9/30/2022 2:47 pm PDT	21	10	0	1	—	10
Wed 9/21/2022 9:27 am PDT	18	9	1	4	—	4
Thu 9/29/2022 10:21 am PDT	12	3	0	2	6	1

Twitter is a smaller audience with just over 1,500 followers. Engagement with our Twitter audience is significantly less than our Facebook audience. Top posts for September were related to 9/11 and Adriatica.

 @mckinneycdc
Sun 9/11/2022 3:17 pm UTC

<https://t.co/XXnQEyEu82>



Total Engagements	6
Likes	1
@Replies	0
Retweets	0
Post Link Clicks	2
Other Post Clicks	3
Other Engagements	0

 @mckinneycdc
Tue 9/6/2022 6:03 pm UTC

MCDC is excited to partner with Adriatica Master Association in the amphitheater and Village improvements



Total Engagements	5
Likes	0
@Replies	0
Retweets	1
Post Link Clicks	4
Other Post Clicks	0
Other Engagements	0

 @mckinneycdc
Mon 9/5/2022 2:50 pm UTC

<https://t.co/ZAOziulbp>



Total Engagements	4
Likes	0
@Replies	0
Retweets	0
Post Link Clicks	2
Other Post Clicks	2
Other Engagements	0

 @mckinneycdc
Thu 9/22/2022 4:40 pm UTC

What's your passion? Today is North Texas Giving Day. This year, more than 3,300 organizations covering varying...



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

 @mckinneycdc
Sat 9/17/2022 2:35 pm UTC

Check out these two exciting events happening TODAY! Both are funded through MCDC Promotional and...



Total Engagements	2
Likes	0
@Replies	0
Retweets	0
Post Link Clicks	—
Other Post Clicks	2
Other Engagements	0

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

