



Marketing Report: March 2023

Participation in Marketing/Networking & Community Events

- Shakespeare McKinney (promo grant)
- Farmers Market (promo grant)
- McKinney Community Concerts: Beach Boys show (promo grant)
- McKinney Christian Academy Boots & Pearls Gala
- Main Street Merchants meeting
- Chestnut Square Farm-to-Table Dinner (promo grant)
- Arts in Bloom (promo grant)
- Chamber Quarterly Lunch
- Spirit of Volunteerism Awards
- Community Connections Fair

Website Analytics

The number of website visits remains nearly double from a couple months back. March spikes correlate with social media posts about Ashlee’s Garden at the Flour Mill, TUPPS, Collin County History Museum, McKinney Roots and Empty Bowls. 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 (78) and the MEDC website (10). This month we also had referrals from the SBG St. Patrick’s Beer Walk landing page.

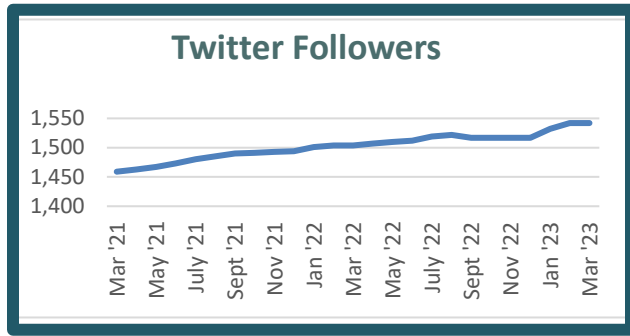
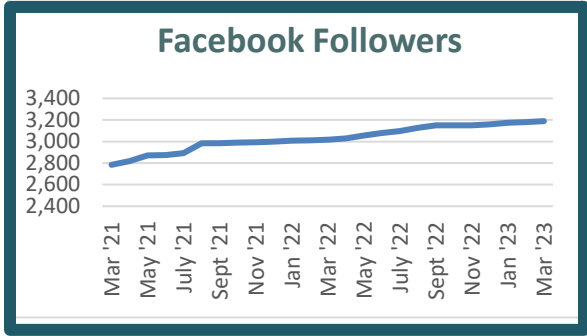


Referrals	
City website	78
MEDC website	10
St Patrick's SBG page	2

The number of website visitors using mobile devices continues to grow at a slow but constant pace.

Mobile Traffic	Users	Percent of Total
Desktop	394	65.60%
Mobile	204	33.90%
Tablet	4	0.70%

Social Media: Facebook and Twitter



Facebook followship has increased slightly for the last couple of months. For Facebook, the top performing posts for February were related to MillHouse, Open House, St. Patrick’s Beer Walk, McKinney Repertory Theatre and Black History College MegaFest.

<p>McKinney Community ... Thu 3/30/2023 2:14 pm PDT</p> <p>Spring is the season for outdoor events, and Ashlee's Garden at McKinney Flour Mill is the perfect sp...</p> <p>Total Engagements 220</p> <p>Reactions 55</p> <p>Comments 9</p> <p>Shares 2</p> <p>Post Link Clicks 11</p> <p>Other Post Clicks 143</p>	<p>McKinney Community ... Mon 3/6/2023 7:40 am PST</p> <p>We're excited to see all the progress at the new TUPPS Brewery and Entertainment Destination in East...</p> <p>Total Engagements 20</p> <p>Reactions 7</p> <p>Comments 1</p> <p>Shares 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 12</p>	<p>McKinney Community ... Wed 3/1/2023 8:13 am PST</p> <p>MCDC is excited for this new exhibit co Museum. And we are proud to partner Promotional and Community Events gr</p> <p>New 'Created in Collin' exhibit ...</p> <p>Total Engagements 20</p> <p>Reactions 10</p> <p>Comments 0</p> <p>Shares 1</p> <p>Post Link Clicks 5</p> <p>Other Post Clicks 4</p>	<p>McKinney Community ... Wed 3/1/2023 11:17 am PST</p> <p>We love seeing all the lettuce! MCDC is proud to have partnered with McKinney Roots through funding of...</p> <p>Total Engagements 19</p> <p>Reactions 6</p> <p>Comments 2</p> <p>Shares 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 11</p>	<p>McKinney Community ... Wed 3/22/2023 2:49 pm PDT</p> <p>Shakespeare McKinney is this Saturday Don't miss out on this full day of family fun -- stage performances, roaming...</p> <p>Total Engagements 15</p> <p>Reactions 1</p> <p>Comments 0</p> <p>Shares 1</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 12</p>
<p>McKinney Community ... Fri 3/17/2023 7:37 am PDT</p> <p>Total Engagements 14</p> <p>Reactions 1</p> <p>Comments 2</p> <p>Shares 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 11</p>	<p>McKinney Community ... Tue 3/7/2023 8:20 am PST</p> <p>Tickets are on sales now for Empty Bowls McKinney, May 4. Join St. Peter's Episcopal Church - McKinney and...</p> <p>Total Engagements 14</p> <p>Reactions 7</p> <p>Comments 0</p> <p>Shares 2</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 5</p>	<p>McKinney Community ... Tue 3/21/2023 1:12 pm PDT</p> <p>We can't wait to see your finished bowl! Mary Barnes-Tilley! Empty Bowls McKinney is a wonderful event to rai...</p> <p>Total Engagements 12</p> <p>Reactions 6</p> <p>Comments 0</p> <p>Shares 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 6</p>	<p>McKinney Community ... Tue 3/21/2023 1:25 pm PDT</p> <p>McKinney has it all this Spring... music, shopping, dining and entertainment! https://www.texasmonthly.com/sponso</p> <p>Spring in McKinney Features M...</p> <p>Total Engagements 10</p> <p>Reactions 4</p> <p>Comments 0</p> <p>Shares 0</p> <p>Post Link Clicks 5</p> <p>Other Post Clicks 1</p>	<p>McKinney Community ... Wed 3/22/2023 10:27 am PDT</p> <p>Here's your chance for a sneak peek at some of this year's creations for Empty Bowls McKinney! Hope you'll join us...</p> <p>Total Engagements 8</p> <p>Reactions 5</p> <p>Comments 1</p> <p>Shares 0</p> <p>Post Link Clicks —</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 March with most fan reactions regarding posts about Ashlee’s Garden at the Flour Mill, Arts in Bloom, Shakespeare McKinney, and The Garden Show.

Post Date	Total Engagements	Likes	@Replies	Retweets	Post Link Clicks	Other Post Clicks	Other Engagements
Thu 3/30/2023 8:57 pm UTC	4	1	0	1	0	2	0
Mon 3/27/2023 7:44 pm UTC	3	2	0	0	1	0	0
Wed 3/22/2023 9:49 pm UTC	3	0	0	1	0	2	0
Tue 3/21/2023 8:25 pm UTC	3	0	0	0	3	0	0
Sun 3/19/2023 2:56 pm UTC	3	2	0	0	0	1	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.

