

Visit McKinney Fall Campaign Recap & Highlights

Michelle Hancock, The Social Scribe, LLC



Overview



Included in this report:

- Influencer Marketing
 - Goals
 - Overview
 - Notable Comments
 - Impact
- Future program recommendations

Influencer Marketing

PROGRAM GOALS

- Increase brand awareness by leveraging influencers to create content that inspires consumers to visit McKinney and take advantage of all the fun things to do in McKinney.
- Drive positive online conversation and audience engagement around McKinney, TX
- Increase social media following through an Instagram giveaway.
- Encourage followers to stay overnight at any of the McKinney lodging options.



Fall in Love with McKinney Influencer Campaigns

Activation

- 3 Campaigns (Romantic, Foodie and Girlfriends Getaway)
- 7 Influencers
- 7 Instagram Feed Ticket Giveaways
- 4 Instagram Reels
- Instagram stories from all

Influencer Profile

- Local Micro-Influencers on Instagram ages 28+
- Their audience includes food enthusiasts, shoppers, fun seekers, and travelers.
- Followers ranged from 4K - 106K
- Diverse across Gender, Race & Ethnicity.

Partnerships

- Partnered with The Grand McKinney to give away overnight stays to two winners.
- Gave away Downtown Dollars to winners to shop in Downtown McKinney.

Takeaways

- Influencer marketing is a cost-effective approach to inform the public about all the things to do and places to stay in McKinney. The giveaway expanded Visit McKinney's reach attracting new followers.

Top Performers

@DallasDiscovered
@MySuiteTastyLife
@DallasPartyof2

Instagram Reels

THE SOCIAL
SCRIBE LLC



Notable Comments



McKinney! Who knew?!

Romantic Getaway

@ThatTexasCouple



"I want to go to the speakeasy!"

McKinney Foodie Experience

@DallasintheKnow



"I would love to win this! I am obsessed with McKinney!"

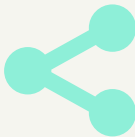



Girlfriends Getaway

@TexasTraveling
Tribe

Influencer Recap

THE SOCIAL
SCRIBE LLC

Impact

			
Influencers	Impressions	Engagements	Reach
7	71,825	60,582	64,607

Future Program Recommendations

Recommendations

- Create a TikTok influencer campaign.
- Host a FAM Media tour to showcase McKinney as a travel destination.
- Hire influencers to take over the Visit McKinney Instagram accounts for the day of the event or for a behind-the-scenes look.
- Boost influencer content to reach targeted audiences.

Get Social With Us



I'd love to
work with you again.

Phone Number

972-215-8870

Email Address

michelle@thesocialscribe.com

Website

www.thesocialscribe.com