



## Marketing Report: September 2023

### Participation in Marketing/Networking & Community Events

(since September 28 Board Meeting)

- Promotional Grant Events: McKinney Philharmonic Concert, Dia de los Muertos, Wine & Music Festival, McKinney Repertory Theatre’s CLUE
- Boys & Girls Club Gala
- McKinney Education Foundation reception
- Chamber Best of McKinney Lunch
- Chamber Development Update on Transportation
- McKinney Young Professionals Cheers to Charity Event
- Community Health Clinic Event
- ManeGait Gala at the ‘Gait

### Website Analytics

The number of website visits remains nearly double from last year. August spikes correlate with McKinney Roots, Downtown Tastemakers, Tiny Doors, TUPPS, and Heard Museum. Top page visits in August 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 September, we also saw connections via the Dia de los Muertos page.

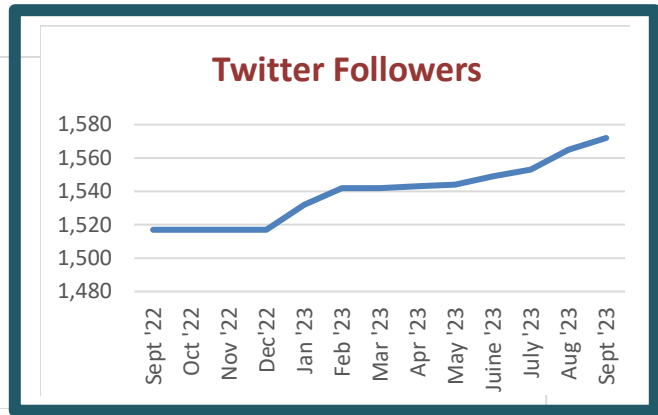
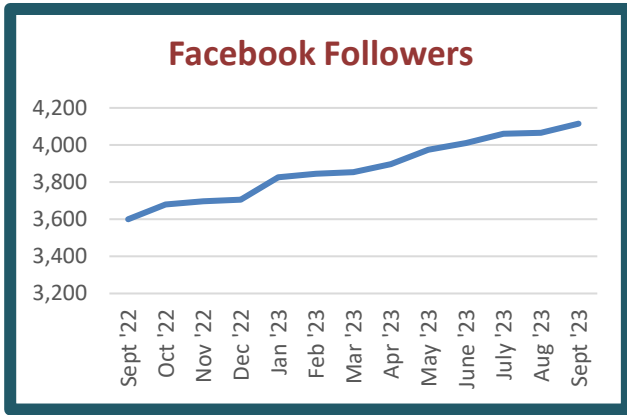


Referrals	
City Website	25
MEDC Website	15
Dia de los muertos site	2

The number of website visitors using mobile devices has remained constant over the last couple of months.

Mobile Traffic	Users	Percent of Total
Desktop	227	69.80%
Mobile	93	28.60%
Tablet	5	1.50%

# Social Media: Facebook and Twitter



Facebook followship continues to increase, adding 50 new followers in September alone! For Facebook, the top performing posts for September were related to McKinney Roots, Byron Nelson, TUPPS, Parade of Lights, Visit McKinney Re-opening, and Parks. The McKinney Roots post experienced engagement of 657, and that number is still growing.

McKinney Community ...  
Fri 9/29/2023 3:31 pm PDT

At the far northwest corner lies a little farm that serves our community in BIG ways. Today we celebrated with...

Total Engagements	657
Reactions	91
Comments	3
Shares	3
Post Link Clicks	10
Other Post Clicks	550

McKinney Community ...  
Tue 9/5/2023 9:13 am PDT

With a new title sponsor, The CJ Cup B1 TPC. Mark your calendars for April 29 - <https://starlocalmedia.com/mckinneycc>

Byron Nelson tournament retur...

Total Engagements	102
Reactions	15
Comments	0
Shares	2
Post Link Clicks	77
Other Post Clicks	8

McKinney Community ...  
Tue 9/5/2023 3:19 pm PDT

What's behind the fence? Here's a hint of what's happening with the new TUPPS site!

Total Engagements	91
Reactions	13
Comments	3
Shares	4
Post Link Clicks	—
Other Post Clicks	71

McKinney Community ...  
Sat 9/23/2023 7:55 pm PDT

<https://facebook.com/events/s/mckinnrotary-christmas-para/1401952127398693/>

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Total Engagements	46
Reactions	15
Comments	0
Shares	0
Post Link Clicks	16
Other Post Clicks	15

McKinney Community ...  
Wed 9/6/2023 10:59 am PDT

We can't wait to see the new McKinney Visitor Experience Center! Ribbon cutting and tours tomorrow!

You Are Invited!

**Grand RE-OPENING**

of the McKinney Visitor Experience Center & Shop  
Thursday, September 28th at 4:30 pm  
200 W. Virginia

Total Engagements	43
Reactions	22
Comments	3
Shares	1
Post Link Clicks	—
Other Post Clicks	17

McKinney Community ...  
Tue 9/5/2023 7:34 pm PDT

With new playgrounds and other special features, each park in McKinney is unique. By investing sale...

McKinney officials continue nei...

Total Engagements	34
Reactions	8
Comments	2
Shares	2
Post Link Clicks	12
Other Post Clicks	10

McKinney Community ...  
Wed 9/13/2023 3:29 pm PDT

McKinney Parks and Recreation has a great Fall line-up of Concerts at Bonnie Wenk Park! Check it out and...

Total Engagements	33
Reactions	6
Comments	0
Shares	0
Post Link Clicks	14
Other Post Clicks	13

McKinney Community ...  
Fri 9/1/2023 6:45 am PDT

Great things are coming to East McKinney! Come out today and support the soft opening of La...

Total Engagements	30
Reactions	17
Comments	0
Shares	1
Post Link Clicks	—
Other Post Clicks	12

McKinney Community ...  
Wed 9/27/2023 9:18 am PDT

McKinney Wine & Music Fest is just around the corner. Make plans now for October 14!

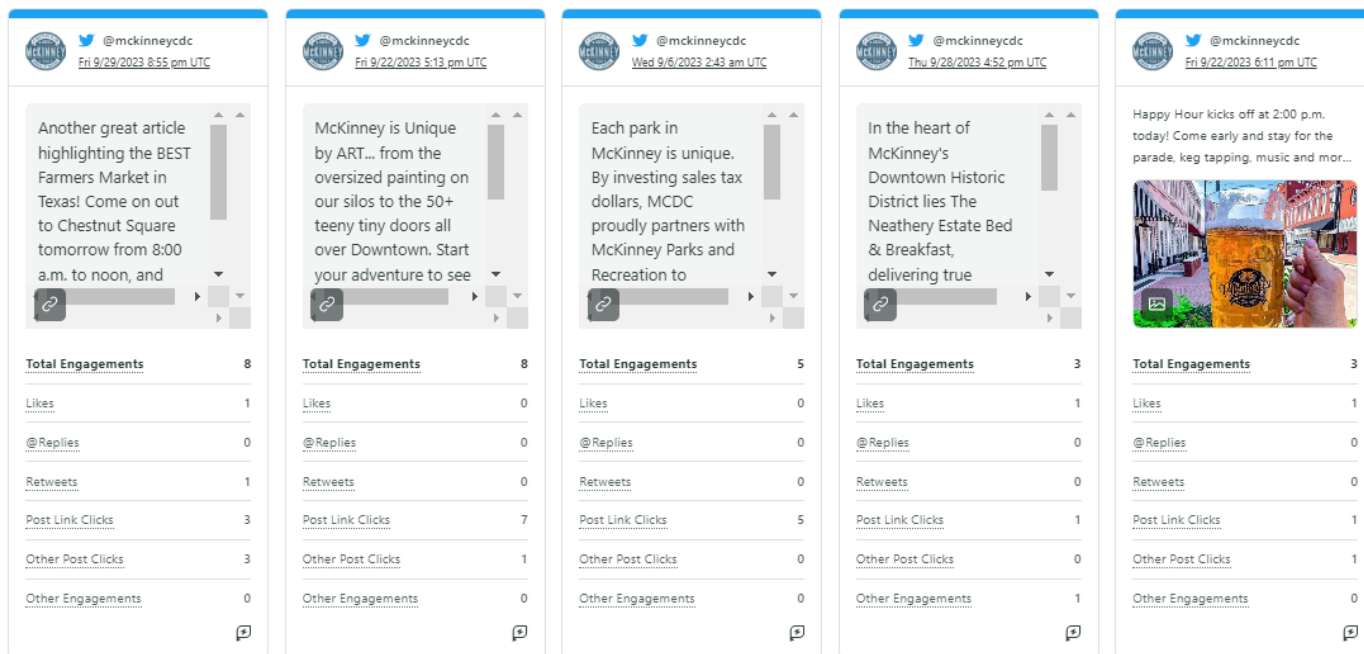
Total Engagements	21
Reactions	5
Comments	1
Shares	2
Post Link Clicks	1
Other Post Clicks	12

McKinney Community ...  
Thu 9/21/2023 10:51 am PDT

MCDC had a great afternoon yesterday celebrating Habitat for Humanity - Collin County's The Cott...

Total Engagements	14
Reactions	3
Comments	0
Shares	2
Post Link Clicks	—
Other Post Clicks	9

**Twitter** remains a much smaller audience with just over 1,570 followers and growing slowly. Engagement remains relatively low. Top posts were related to Chestnut Square, Tiny Doors, Teaching Garden, and Parks.



# 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.

