

MEDC Marketing Update



Highlighting Two Strategic Initiatives

Outbound Digital Campaigns

1

Why McKinney

(Safety and Schools, Quality of Life) Smart Assets.com labeled McKinney as the #2 safest city to live in america. We will leverage that into an ad campaign targeting some not-so-safe areas of the country like LA, Chicago, New York.

2

Meet McKinney

(Company Spotlight) We will run some creative video campaigns telling the stories of thriving companies in McKinney.

3

Know McKinney - Did You Know?

(Educational - Econ Dev 101)This will be a primarily organic campaign, intended to educate the public on what EDC's do. Infographics, stylish graphics, and informative content will drive this campaign

4

Work in McKinney

Workforce and recruiting campaign to attract talented employees:
"Let's Talk Talent"

5

Choose McKinney: Industry Focused

We will develop 5 or 6 industry focused campaigns to target specific industries per our strategic planning initiatives.

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YOUR NEW CAREER AWAITS

The city of McKinney is full of outstanding job opportunities. Regardless of your skillset, there is something for everyone in our diverse, growing community.

CHECK OUT THESE MCKINNEY-BASED COMPANIES THAT ARE CURRENTLY RECRUITING NEW TALENT.



EXPAND YOUR JOB SEARCH

Click the link below to begin a free, personalized job search. From career matching to resume creation, WorkInTexas.com provides an array of resources to help you find a fantastic job in McKinney.



“IF YOU’RE OUT OF WORK AND NOT GOING TO [WORKINTEXAS.COM](#) TO GET BACK IN THE JOB MARKET, YOU’RE DOING IT WRONG.”
— JEFFERY B.

[Explore Job Opportunities](#)

4

Work in McKinney

Workforce and recruiting campaign to attract talented employees: “Le’ts Talk Talent”

Multi-Channel EDC Podcast

Why Podcast?

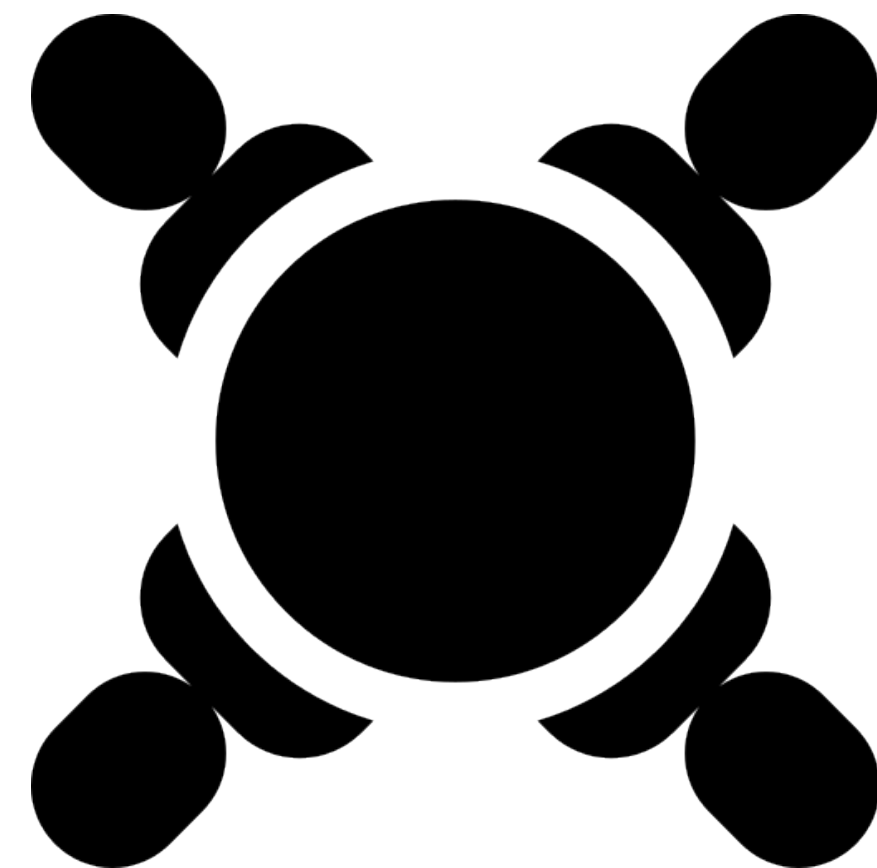


62% of podcast listeners say they'd be more likely to share podcasts with friends if they were able to share one short segment or highlight of it, rather than an entire episode.



- Crazy fact: more Americans listened to podcasts every week than went to church in 2020. To be specific; that's 24% vs 23%.
- Podcasts are incredibly popular but they're set to surge in popularity further. Especially considering how much brands are investing in the medium. One great example is Spotify. They're leaning heavily on podcasting which is encouraging adoption/usage of podcasts in general. It also provides an additional platform to get your podcast heard.
- 38% of people listen to podcasts monthly while 26% of people listen to podcasts weekly.
- A podcast will provide a variety of content, to be used across networks and platforms.

Podcast Branding & Formatting Examples



- Each episode will be round-table interview style, hosted by a different project manager each time in rotation. This will provide a variety for the viewer, as well as emphasize the team-driven environment at the MEDC
- The Marketing manager will produce each episode. Down the road we may outsource editing and post production but initially everything can be done in house to establish the content.
- Episodes will be recorded in batches, 2-3 at a time to ensure we have a back log of current episodes ready to release.
- Guests will include city leadership, local company owners, Chamber staff, nonprofits, and similar.