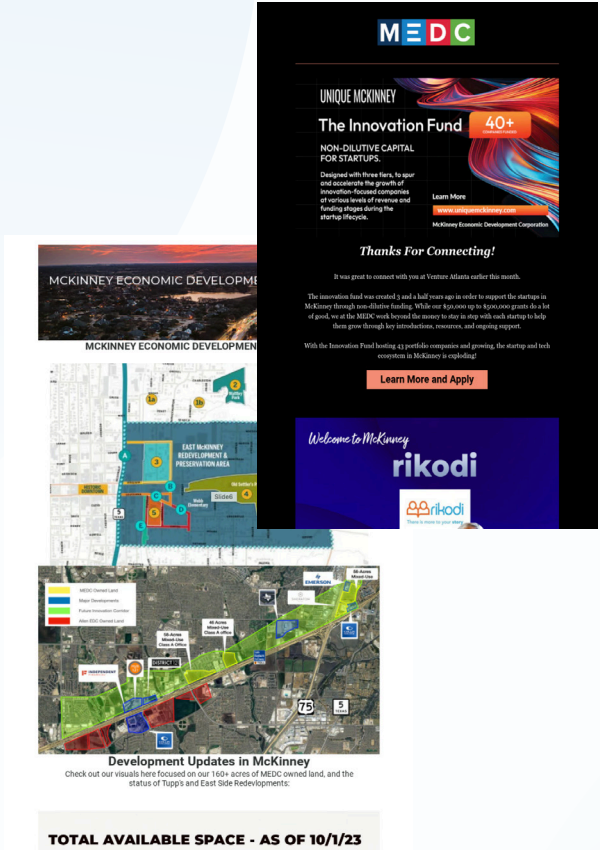
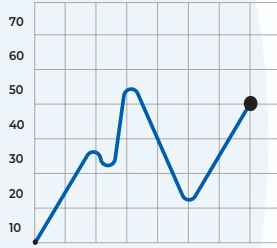


Marketing Numbers

By bringing marketing in-house, we have been able to hit our goals and streamline our initiatives and respond faster to the external conditions. We have been able to make significant forward progress in all our marketing initiatives and campaigns as well as reset our 2023 KPI's to more realistic and meaningful targets.

We launched our multi-channel podcast this year, and saw sustained growth across all social media networks.



Four targeted newsletters went out each quarter in 2023, as well as event follow up touchpoint emails. We reached a total of 3,718 active contacts, sent 12,027 emails, and maintained an average 38% open rate throughout the year - a rate far above industry standard.

2. Marketing

Refine and update uniform marketing campaigns, social media channels and website for the MEDC to clearly showcase the City of McKinney as a business and lifestyle destination and promote development opportunities.

KPI

KPI MET?

KPI 1: Launch a minimum of five (5) targeted marketing campaigns.

YES

KPI 2: Maintain a 30% open rate for all marketing automation campaigns.

YES

KPI 3: Launch at least four (4) targeted industry newsletters.

YES

KPI 4: Grow social media following by 5% annually across all platforms (LinkedIn, facebook, Instagram)

YES

KPI 5: Launch "McKinney Momentum" Podcast.

YES

Social Media Growth: LinkedIn grew by 33%, Facebook by 18%, Instagram by 13%. Our YouTube views went from 0 (dormant channel) to 4,161 in 2023.

2023 Targeted Campaigns: Regional Marketing, Geo-Targeting, Safe and Smart Cities, Collision Toronto digital marketing, Byron Nelson digital marketing.