



McKinney Economic Development Corporation

2025-2026 Marketing Strategy

**Campaigns, Content Creation,
Digital Initiatives, Social Media and more**

Prepared for

MEDC Board & Staff

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Manifesto

Our motivation and purpose

“Nothing sticks in your head better than a story. Stories can express the most complicated ideas in the most digestible ways.”

Sam Balter, Sr. Marketing Manager of HubSpot

McKinney is a place filled with growth, innovation, action, and family values. Our dynamic culture of business owners are creating a community marked by a unique drive for creativity and leadership.

The next season of marketing initiatives for the MEDC will be driven by telling the stories of what is taking place in McKinney, and broadcasting the vision of what's possible here. From small startups and tech companies like Contraforce, to our large employers like Raytheon and Independent Financial, the stories of why people continuously choose to do business in McKinney are worth telling well and broadcasting to our audiences.

We will tell stories using a variety of mediums, and as the world of digital marketing and social media continues to change and evolve, we will grow and shift with it.

This plan will be a hybrid of a plan and strategy - we will outline some overview and strategy along with the deliverables and executable projects. We'll highlight some content "pillars" and core initiatives that will drive our content and create our focus for the year to come and beyond.

Targeted Industries:

- Start-Ups
- Company Office Headquarters
- Financial Services
- Advanced Manufacturers
- Mixed-Use Development
- Technology

Targeted "Avatar":

- Site Selectors
- Realtors
- Founders (startups)
- Business Developers
- Company CEO or/and leadership (Decision Makers)

McKinney will be positioned as the new face of technology and the perfect home for Start-ups and entrepreneurship. Mature enough to only provide assistance and incentives to targeted industries. Simultaneously the MEDC will be positioned as a rich and trustworthy source of information and consulting when choosing the correct location for their client's new headquarters and expansions.

**“Marketing’s job is never done. It’s about perpetual motion.
We must continue to innovate every day.”**

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2022 AT&T Byron Nelson

**“Business has only two functions-
marketing and innovation.”**

MILAN KUNDERA

Goals

Our Targets

Positioning in the Market

- Position McKinney as the new hub for technology
- Continue and expand our current efforts

Create and Launch Podcast

- Audio and Video Formats - concurrently grow YouTube Channel
- The podcast will serve as a content marketing machine, and create opportunities for cross channel content

Create and Launch 5 Digital Campaigns

- Branded, specific, and targeted campaigns
- Utilize digital advertising

Grow Organic Social Media

- Establish a constant flow of content and news on our social media channels
- Increase following and reach on Instagram, Facebook, LinkedIn

Increase leads through organic and paid media

- Create value-based landing pages to drive downloads and capture leads
- Leverage our existing website

Our Campaigns

These are the main “branded” digital campaigns that will drive our organic and paid efforts.

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”

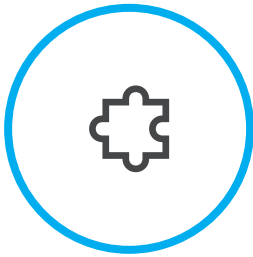
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Choose McKinney: Industry Focused

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

Our Pillars

Our content strategy will be anchored in 6 main deliverables, or “pillars”.



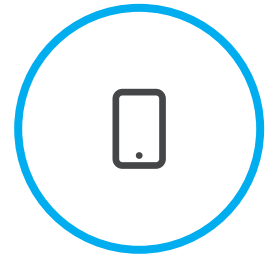
MultiChannel Podcast

Our core offering will be a monthly podcast, pending title “McKinney Momentum”. This video audio podcast will be interviews with local leadership, business owners, and thought leaders who call McKinney Home



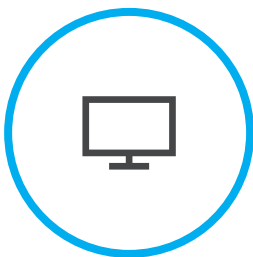
Landing Pages

We will create 6 different industry focused landing pages on our existing site that will drive traffic and receive leads. Our pages will offer value-add content to collect data and capture warm market contacts.



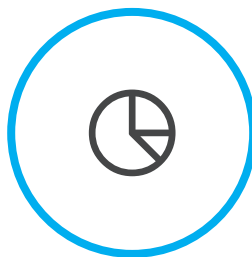
Video Content

Video highlights showcase our community, and make emotional connections with decision makers in a deeper way than



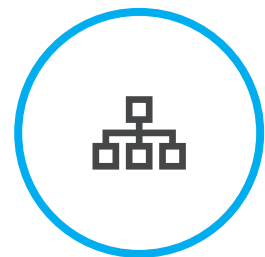
“Spotlight” Interviews

From interviews at local businesses like the Tupps new location, to interviews with Peter in the car “Cruisin’ with McKinney”, video content will be a strong core offering



Email Marketing

We will maintain our current lists with regular newsletters, as well as offer opt-in campaigns with a value add download to encourage sign ups.



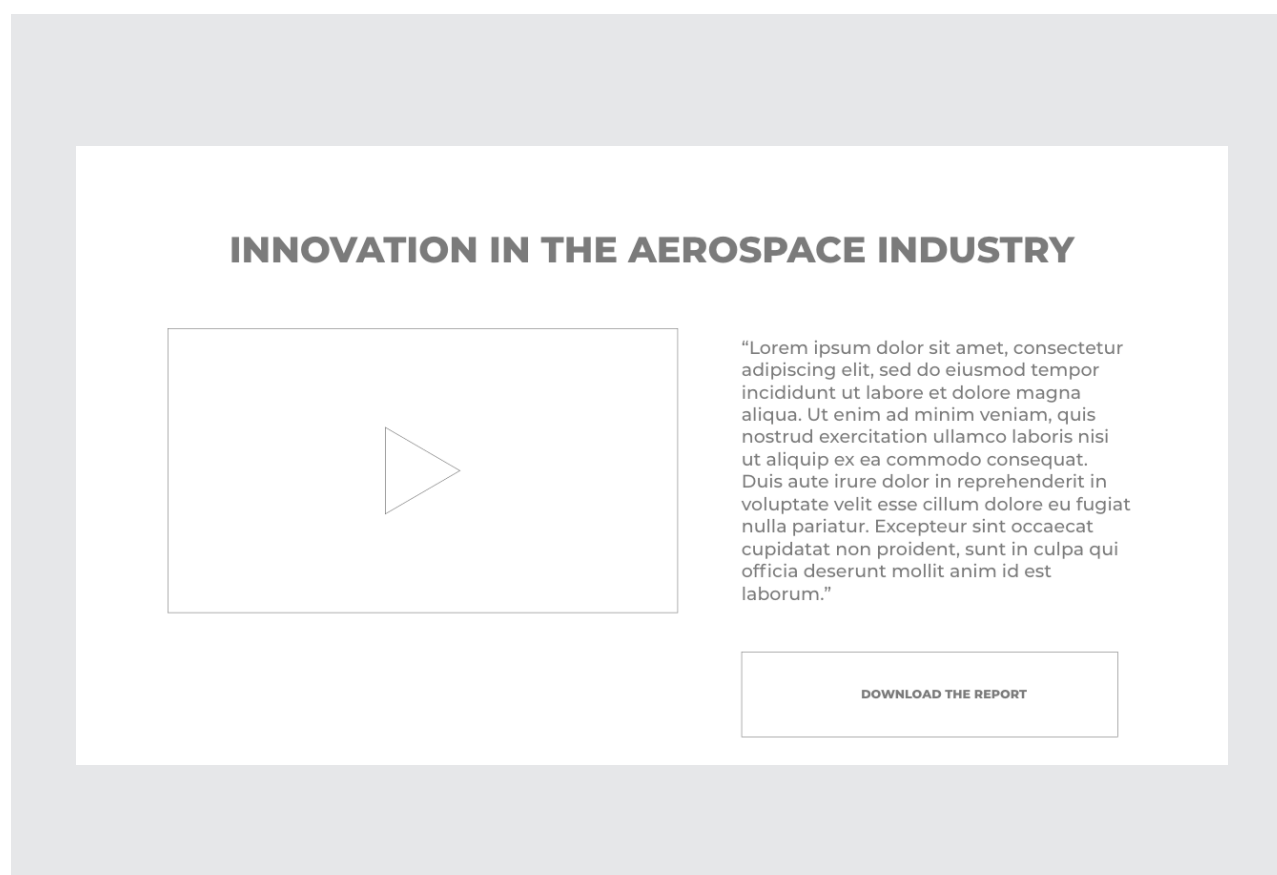
City Collaborations

We will partner with Visit McKinney, Downtown McKinney, and the City of McKinney Communications teams to create and promote high quality content that features various locations and lifestyles around McKinney.

Web Development

Landing Page Examples

A lead generation landing page captures your website visitors' contact information. Its aim? Collecting leads' details to engage them by providing them with value and ultimately converting them into customers when they're ready.



Challenge

We need a way to capture specific leads in targeted industries. While our website is great, the homepage is too broad. Our targeted digital efforts need a place to capture the attention of a specific industry focus.

Solution

Very niche, specific content with a short video and visual graphics, optimized for mobile and offering valuable downloadable content in exchange for emails.

Metrics to Track

Number of downloads compared to number of page visits, sources of traffic, time on the page, devices used, and locations of visits.

Why Podcast?



- 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.

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.

60 SEC VIDEO - INSTAGRAM

60 SEC VIDEO - TIKTOK

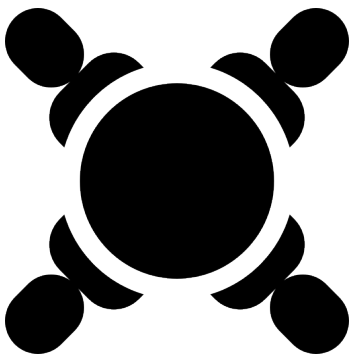
3 MIN VIDEO - FACEBOOK

**20-30
MINUTE
PODCAST
EPISODE**

FULL VIDEO ON YOUTUBE

FULL AUDIO SYNDICATED

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.



Show Branding



Assets and Channels

What we use to reach people and why

Meta

- Instagram and Facebook. Engage with audience, create valuable short form videos and enaging photography
- Organic and paid social media efforts

Youtube

- Host long form and short form videos - company spotlights, podcast, interviews, and more
- Organic and paid advertising

ZoomInfo

- website tracker and B2B marketing tool
- tracks web visitors and implements ai chatbot into our homepage

Active Campaign

- First class email marketing and automation software for our newseletters and more
- Automate email workflows, grow email lists, capture leads, and accelerate our marketing database growth.

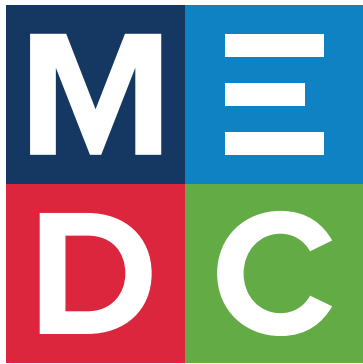
Linked In

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Special Events

MEDC recognizes that often, relationships and connections with stakeholders and organizations are best maintained through events and social gatherings. As part of our purpose in positioning the City of McKinney as a premier business, residential, and quality of life destination, special events have become an integral part of that process.

MEDC participates and hosts numerous events throughout the year designed to keep our organization at the forefront of business owners' minds and maintain relationships with those who already call McKinney home. Some of these events include Tech N' Trucks, Round Table Forums, Local Sponsorships, and the AT&T Byron Nelson. Our goal over the next three years is to continue to expand on those events, while dialing in on the purpose and experience of each one. We will identify standardization procedures, ways to provide feedback, and define the goals in curating these moments for our community. This work is essential in our strategic plan to create a positive impact on the future of McKinney.



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