

## City Council Report: February 2025

### Social Media Performance (Last 30 Days)

#### Facebook:

1. Reach: 14,700 - The number of unique users who saw our content.
2. Views: 96,900 - Total number of video views.
3. Content Interaction: 1.2K - The total interactions with our content, including likes, comments, and shares.

#### Instagram:

1. Views: 30.4K - Total number of video views.
2. Reach: 15.1K - Unique users who saw our content. This includes 969 from followers and 14,103 from non-followers.
3. Content Interactions: 2.8K - Total engagement, including likes, comments, and shares.

#### Explanation:

- High reach and views signify our content is seen by a wide audience, essential for spreading information and building community awareness.
- Strong content interaction indicate that our content resonates well with the audience, prompting them to engage with it.
- Reaching a significant number of non-followers suggests our social media presence is growing and attracting new audiences.

#### Additional Marketing Efforts

##### Google Performance Max Ads:

- Leveraging Google's Performance Max Ads to maximize our reach across all Google properties.

YouTube Shorts:- Creating short, engaging videos to capture the attention of viewers on YouTube.

##### Billboards:

- Currently, 2 billboards are still running, providing high visibility for our campaigns.

##### Spring Campaign:

- The campaign is off to a strong start with various marketing efforts in place.

Chocolate Festival:- The festival on the square was a huge success. Local merchants performed exceptionally well, and our cross-promotion efforts led to maximum exposure and attraction.

Radio Spots:Spring radio spots are currently running to reach a broad audience.

Southern Living Magazine Feature: A feature article is being written by Kristy Christiansen, a freelance travel writer. She's working on highlighting the top 10-15 things to do in Glen Rose.

Kristy Christiansen: Freelance travel writer, working on an article for southernliving.com.

Previously wrote about Glen Rose in Country Roads Magazine.

Tour Texas.com:

- We have a comprehensive presence on TourTexas.com, including information, links, and pictures.

2025 Texas State Travel Guide:

- We have a 1/3 page vertical ad in the 2025 Texas State Travel Guide.

Texas Highways and Other Publications:

- Exploring opportunities in Texas Highways and other publications after consultation with the CVB advisory board.

2<sup>nd</sup> Saturday City Market Launch- to be discussed- at the writing of this, had not happened yet.

Spring Fling Music on the Square:

- Events booked include Hard Nights Day (Beatles tribute) with Paul Noyola opening on Friday night. Suede (Austin cover band) will perform on Saturday night.

Website Development:- After parting ways with our previous website builders, I have taken over all graphic design tasks, creating graphics for banners, marketing, and ads in-house. We are in the process of hiring a new website designer to create a user-friendly website.

Visitor's Information Booth Tent:

- Designed and created a new visitor's information booth tent to provide a welcoming and informative space for visitors.

Dallas Travel Show:

- On March 21st and 22nd, I will be presenting on Glen Rose at the Dallas Travel Show. All signage for the presentation has been designed and completed by me.

Summer Marketing Content:

- Working on summer content, including reels, videos, and photography, and collaborating with social media influencers where applicable.

