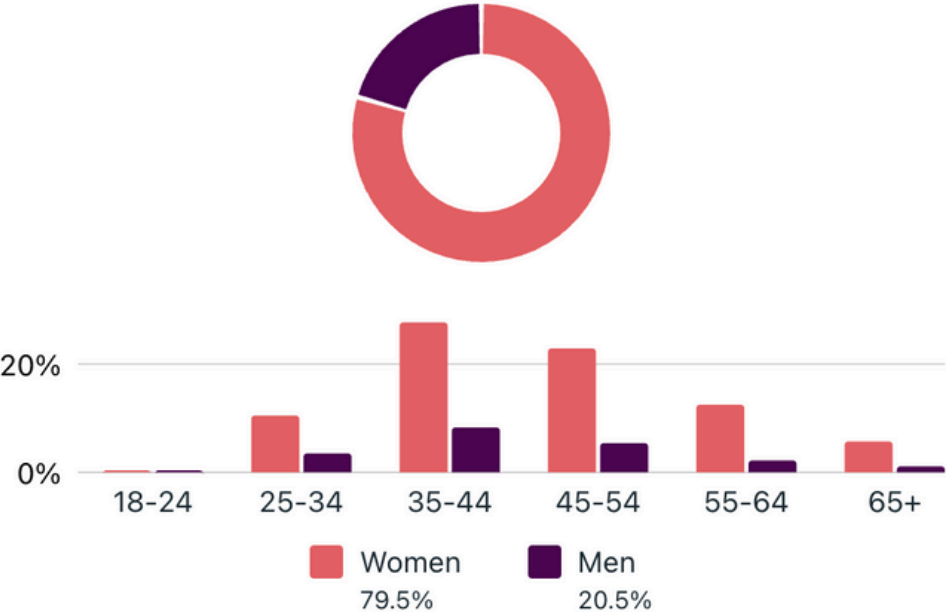


QUARTERLY UPDATE



Marketing & Advertising Experts

WYLIE ECONOMIC
DEVELOPMENT



APR-JUNE

DSPT DATA

2024

UNIQUE IMPRESSIONS

243,065

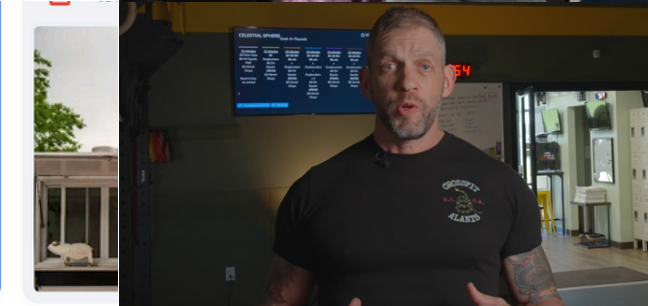
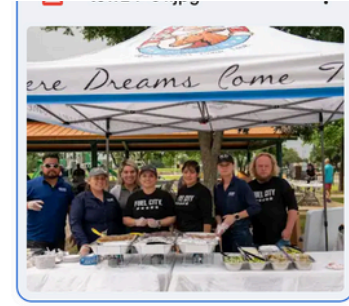
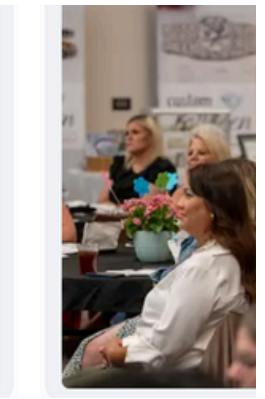
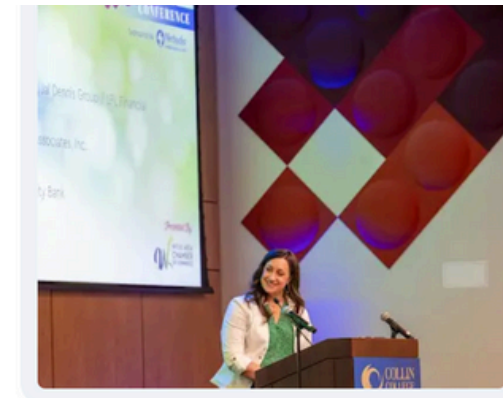
AVERAGE PEOPLE REACHED PER MONTH

81K

ACTIONS TAKEN TO BUSINESS PAGES

8900

TOP UPDATES



EXECUTED:

**WEE Expo Promotion
WEE Video Interviews
Bluegrass Photo Coverage
WEDC Social Media Takeover
DSPT New Single Video Format Success**

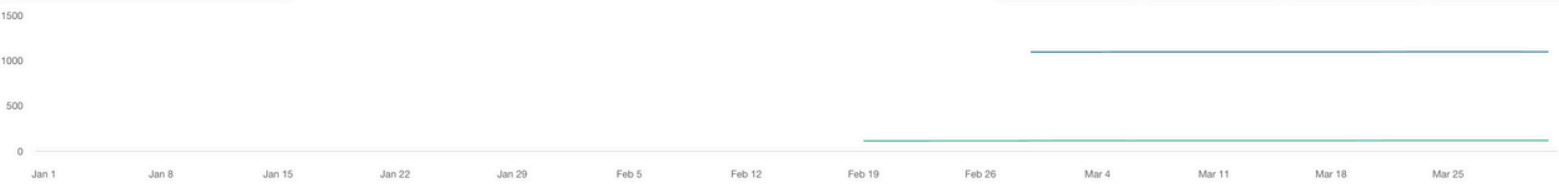
COMING SOON:

**LIVE LOVE WYLIE New Podcast Format & Production
Discover Wylie Ad Campaigns
Rodeo Coverage
Social Media Rescue Fall 2024
Holiday Promotion Grinch Rollout**

SOCIAL MEDIA

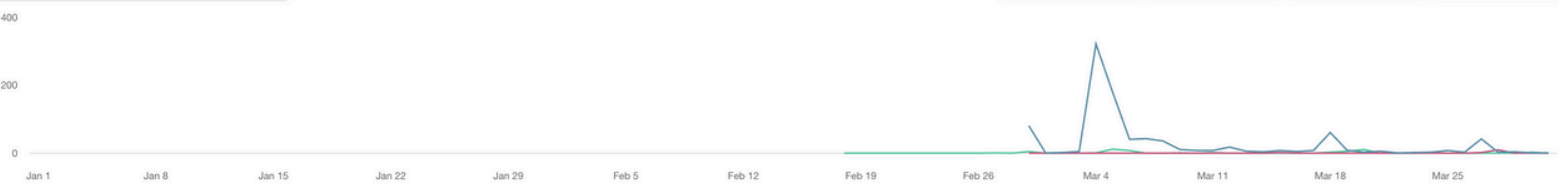
JAN - MAR VS APR - JUNE EDC Social Media Compare

Followers 1223



1101 Facebook, 122 LinkedIn, - Instagram, - Twitter

Impressions 1002



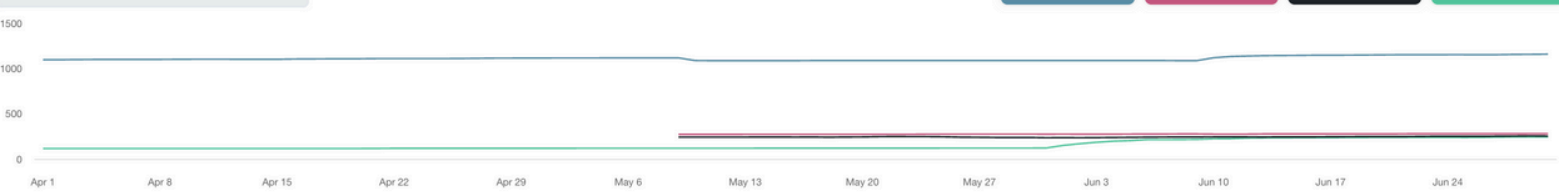
933 Facebook, 55 LinkedIn, 14 Instagram, 0 Twitter

Interactions 8↓

8↓ Facebook, 0 Instagram, 0 Twitter, 0 LinkedIn

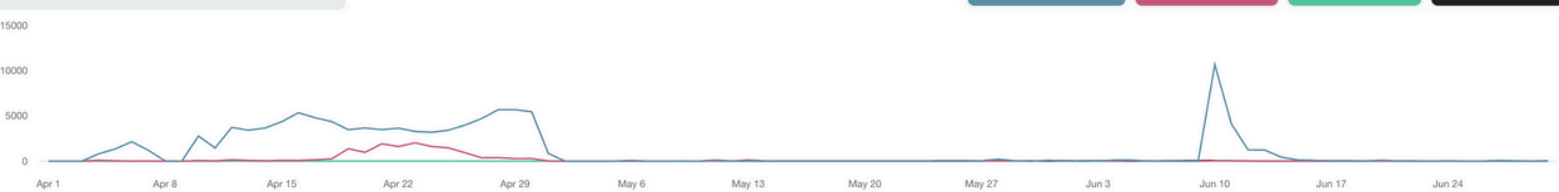
30 Total Posts Compared to 1

Followers 1958↑



1164↑ Facebook, 285 Instagram, 259 Twitter, 250↑ LinkedIn

Impressions 126.83K↑



109.89K↑ Facebook, 15.28K↑ Instagram, 1419↑ LinkedIn, 247 Twitter

Interactions 6400↑

6196↑ Facebook, 150 LinkedIn, 42 Instagram, 12 Twitter