

JAN.- MAR. 2022

Q1 REPORT



SPEAK LOUD
— MEDIA —

WYLLIE, TX
ECONOMIC DEVELOPMENT CORPORATION

THE CONTENT



beef a...
See more
49
11.5K
People reached
8K
3-Second Video V
View
Like
Up Next
We currently do





THE NUMBERS

92K ENGAGED USERS

16K ACTIONS TAKE ON POSTS

1.9 MILLION MINUTES WATCHED

RESULTS

ARE WE HELPING?

There really aren't words to properly express the amount of gratitude José and I have for this incredible gift to our business. It wasn't until after we sold the last piece of bread from our afternoon batch today that we had 5 minutes available to watch it ourselves (and we had to pause twice bc customers were quite literally beating down the door 🤪).

We had increased production today and we sold out even faster. Nearly a third of our customers specifically mentioned your video. Most of the rest mentioned "social media" or "all the posts". Tons of folks said that they tried it when someone brought some to share and they had to come get more immediately.

You guys have given a rolling snowball an enormous kick in the pants that is already yielding exponential returns. We're honored, thankful, humbled, and just so freaking happy.

Not to mention the just incredible quality level of your editing and production. Absolutely blown away.

'Thank you' doesn't scratch the surface, but, truly, thank you.

The video is great! Thank you! We had calls coming in the day you posted it asking our hours and an uptick in social inquiries ALREADY and it has been 2 days! Thank you for spotlighting us.

I cant thank you enough for the video you did. I was not expecting it to reach the amount of people it did. We have tons of people walking in telling us they saw "our" video!

REACTIONS



Yessy Hines
We've been meaning to check this place out, thanks for the "intro"



Jimmy Sobol
This is great! We will visit them this weekend!



Dan Fetsch
Great video. That made me hungry for some Frankies!



Kim Prater Epperly
Serious Pizza Downtown Dallas has larger slices but I will give this a shot



Mundo Dominguez
Thanks bro, loading up tomorrow on that



Dan Stufft
This video just enticed me to send one of my crew to pick some up...



OPPORTUNITIES FOR GROWTH

- INCREASE PAID AD SPEND - DOUBLE OR TRIPLE REACH
- INTEGRATE WITH DISCOVER WYLIE FB / YOUTUBE
- EXPAND PAGE PRESENCE (PLANO, ALLEN, MCKINNEY)
- CREATE MORE CONTENT - CURRENTLY 4 PER MONTH
- INTRODUCE ADDITIONAL MEDIA FORMS AND OUTLETS

