

QUARTERLY UPDATE

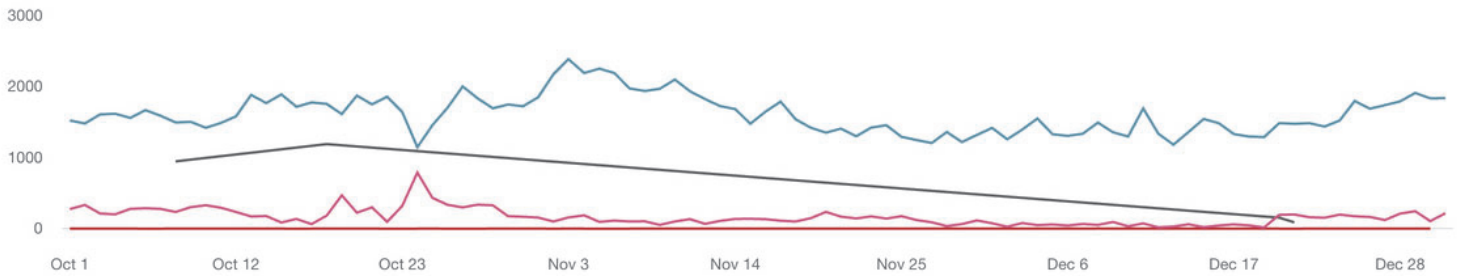


LAST 12 MONTHS



DINESHOPPLAY
TEXAS

DATA



ACTIONS TAKEN TO BUSINESS PAGES

15,010

NEW FOR 2025

BLOG

QUARTERLY BLOG ADDED TO DSPT
SITE RECAPPING THE LOCATIONS
VISITED IN THE LAST 90 DAYS

PROJECT HIGHLIGHTS



EXECUTED:

Sip & Shop
LLW Podcast Gift Guide & Page Restoration
Boo on Ballard
DW Follower Campaign On Going
DW Gift Guide Campaign
Holiday Shop Local Campaign
Drone Video and Photos Event
Increase reach of LLW podcast organic and reels
Continuing EDC Social Ramp Up
SMR Fall 2024 Class
Christmas Parade & Tree Lighting

COMING SOON:

Adding Second LLW Episode Monthly
Spring SMR Session
Historic Downtown Campaigns
SMR Class @ HM Early Spring

EDC Social Media Numbers

Following



Impressions



Increased following, increased impressions.

Our goal is to continue to work with the EDC to have relevant regular content to post 2-3 times per week.

Currently there are gaps in consistency. As we continue to gather insight the frequency will increase which will reflect in the following and impressions.