

QUARTERLY UPDATE



Marketing & Advertising Experts

WYLIE ECONOMIC
DEVELOPMENT

LAST 90
DAYS



DINESHOPPLAY
TEXAS

DATA

Impressions 212.66K↓

191.9K↓
Facebook

20.21K↓
Instagram

294↓
YouTube

255↓
TikTok



What a treat right in Historic Downtown Wylie! Ballard ...

[More](#) [Reuse content](#) [View](#)



Nov 12, 2025
5:12 PM



64.79k



Have you been over to the newest Torchys!? Torchys's Tacos -...

[More](#) [Reuse content](#) [View](#)



Oct 20, 2025
7:37 AM



25.98k



Tucked in to Historic Downtown Wylie is Just JAZ Boutique ...

[More](#) [Reuse content](#) [View](#)



Jan 12, 2026
1:48 PM



2.48k

ACTIONS TAKEN TO BUSINESS PAGES

2,248

PROJECT HIGHLIGHTS



SOCIAL MEDIA RESCUE

Let's Eat!

SPRING 2026 Class Schedule

Registration Opens - 3/2

Deadline - 3/26

Winners Announced - 3/27

Classroom Classes - 4/6, 4/13, 4/20

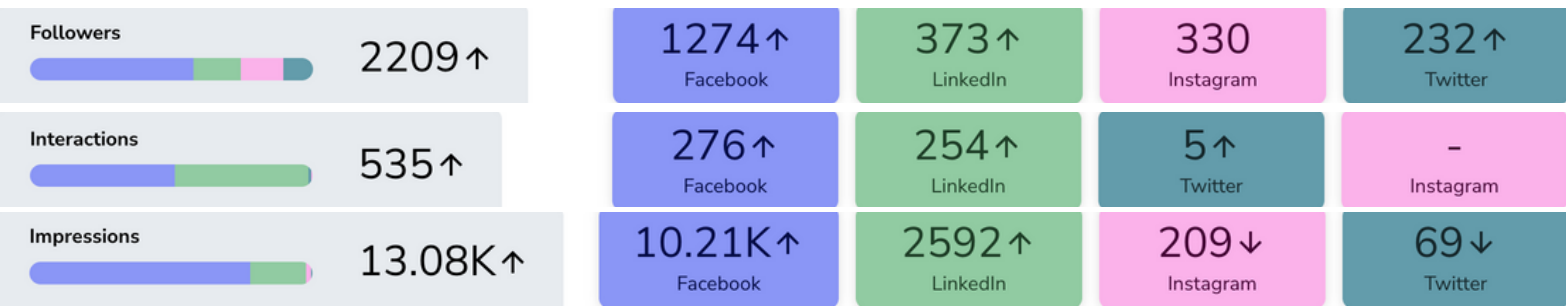
1 on 1 Consults - 4/27



SOCIAL MEDIA

SOCIAL MEDIA ORGANIC

EDC



Discover Wylie



Historic Downtown Wylie



SOCIAL MEDIA

Social Media Ads

Paid Ad Campaign Results

Campaign ↑↓	Results ↑↓ ▾	Reach ↑↓ ▾	Impressions ↑↓ ▾	Cost per result ↑↓ ▾	Amount spent ↑↓ ▾
HDW Engage	1,325 Follows or likes	13,933	33,568	\$0.19 Per Follow or like	\$247.48
Holiday Events	1,955 Post engagements	13,065	31,833	\$0.08 Per Post Engage...	\$159.74
Boo Promo	744 Event Responses	14,699	34,624	\$0.18 Per Event Response	\$132.24

Planning

Continue Building HDW Pages
Promote Upcoming Downtown Events

GRINCH

Grinch Holiday Campaign

Impressions

115.72K↑

Interactions

4289

Followers

2636↑

95.72K↑

Facebook

10.84K↑

Instagram

9160

TikTok

3398

Facebook

509

Instagram

382

TikTok

1999↑

Facebook
















373↑

TikTok

264↑

Instagram

Numbers do not include the exposure when businesses posted to their pages directly.

	Network	Date	Type	Impressions ? ↓
 Well.. I guess the Grinch is out of the bag.. ... More Reuse content View		Nov 10, 2025 11:09 AM		26.1k
 Well I suppose just like it started it ends with Wylie Police ... More Reuse content View		Dec 17, 2025 10:02 AM		5.44k
 I still can't believe it myself. I AM THAT GOOD!... More Reuse content View		Nov 19, 2025 10:04 AM		4.44k
 Wasn't feeling the GREEN anymore so stopped by Hair ... More Reuse content View		Dec 2, 2025 10:03 AM		2.97k
 Another one of my favorite stops for gift stealing.. GIFTING! ... More Reuse content View		Dec 11, 2025 10:03 AM		2.96k