

Q4 & ANNUAL REPORT



Marketing & Advertising Experts

WYLIE ECONOMIC
DEVELOPMENT

THE CONTENT



Mo' Bettahs - Sachse, TX

Let's Dine

1:03

DINESHUTPLA TEXAS

hs Sachse!

2.8K views

The South - Wylie, TX

Let's Dine

1:19

DINESHUTPLA TEXAS

the development on the

1:19

DINESHUTPLA TEXAS

The Blend on Ballard - Wylie, TX

Let's Shop

1:31

DINESHUTPLA TEXAS

POPSHELF - Wylie, TX

Let's Shop

1:46

DINESHUTPLA TEXAS

Bluegrass on Ballard

2:01

Texas! 🇺🇸👑👑 Don't miss out on

🎁 Just checked out the newest #PopShelf in Wylie, Texas, and the...
7 weeks ago · 5.5K views

Bluegrass on Ballard Bluegrass on Ballard Car Show was a GREAT time...
14 weeks ago · 355 views

Wylie

for lunch and sample a...
from local restaurants

Olde City Park
ts - WylieTexas.gov/Taste

1:30

TACO JOINT NOW OPEN!

FREE TACOS

2588

1:52

👍❤️👍 8

WYLIE

DJ SHIRLEY

WES DORSEY

THE MANLY SALON

1:03

DINESHUTPLA TEXAS

1:00

Live Love Wylie
September 29 at 2:54 PM · 🌐

It's Texas and we're headed into fall, you know what that means.. FRIDAY NIGHT LIGHTS! Wylie has a massive Crosstown Showdown going on now and

🔧 Get Groomed in Style at Tune Up! 🔧

📍 Wylie, Texas! ✨🌟 Don't miss out on
The Blend on Ballard! 🛍️ Trendy...

12 weeks ago · 13.7K views

👍❤️ 83

Q4

THE DATA

22-23

1200	PODCAST DOWNLOADS	3823
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309,172	UNIQUE MPRESSIONS	1,323,836
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103K	AVERAGE PEOPLE REACHED PER MONTH	110K
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6K	ACTIONS TAKEN TO BUSINESS PAGES	30K
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TOP PERFORMERS

SOCIAL MEDIA RESCUE



ie, Texas! 🌟🌟 Don't miss our Blend on Ballard! 🛍️ Trendy...
ks ago · 13.7K views
83



ey North Texas foodies! 🌟 Ge...
y to the newest restaurant in...
ks ago · 10.2K views
66



S WHAT?! Fuel City let us b...
enes yesterday at their new...
ks ago · 10.1K views
82



st checked out the newest
Shelf in Wylie, Texas, and the...
ks ago · 5.5K views
7



ity! Here it is! Creekside Fine...
e in Wylie Texas in no time! I...
ks ago · 4.3K views
55



over to check out Country...
afe in Wylie, Texas! After...
ks ago · 3.3K views
22



THE BUZZ

"Thank you for featuring us, not sure how you make it around like you do but we are glad you do!"

"Great video, looks delicious. We will be by this weekend!"

"Customers are coming in talking about the video! They thought we did it, WELL IT'S WORKING.. Thank You!"

"Thank for getting the word out, we are blessed to be in a city that supports small business!"

"Didn't know they were open now, heading there tonight!"

NOTEWORTHY

Let's Eat!



Three classes and nine businesses have completed SMR and four more are running currently. Feedback and results have been incredible. Participants have seen significant increase in their social media reach and engagement implementing the plan they learned in SMR in Small Business Week panel was well attended over 30 small business owners in the room learning!



Podcast continues to grow in popularity. We are strategically planning guest for the next six months currently



SMR team hosted a special one night class during small business week. The event had 50+ registered business owners and over 30 attendees. The feedback was exceptional and the event will be built upon in 2024.



DINESHOPPLAY
TEXAS

Dine Shop Play Texas efforts for Wylie over the next year will focus on furthering the reach of our effort. Under the original scope we executed four videos. There was only organic sharing efforts. We have tested promoting the content via paid ads with exceptional results. The plan moving forward will be to shift to 3 videos per month aligning with the three themes (dine, shop, play) and providing paid ads service in lieu of the fourth video. We would like to discuss increasing the ad spend budget available for these efforts.



We plan to increase the frequency of the podcast and begin to feature more small businesses. This effort will be to tell their story and connect the community to these businesses in a deeper way



SMR has evolved with every class and we continue to make improvements as we progress. This current class is made up of five businesses, making it a larger class. We have also added a focus on individual consulting with the businesses. We also plan to expand on our one off class schedule to include paid ads, graphic design and content creation.