

# QUARTERLY UPDATE



Marketing & Advertising Experts

**WYLIE** ECONOMIC  
DEVELOPMENT

# SAMPLE CONTENT



Dine Shop Play Texas

November 13, 2023 · 🌐

Sweet Tooth Engaged! WOW! If you have never tried anything from [Say It With Sugar Cake Shop](#) in Wylie... You are missing out! The FAMOUS sugar cookies are always fresh and ready to eat, they have cupcakes, macaroons, and LOOK at those custom cakes.. They have featured on TV cooking shows multiple times and we can tell why. Pop in and say hi and grab some treats, you won't be disappointed!



November 21, 2023 · 🌐  
Sometimes time is not on our side to get that workout in, [HOTWORX](#) is a new concept that just opened a new location in Wylie. It is an infrared fitness studio.. Hot Worx allows you to get a workout in and burn those calories in a fraction of the time. They have a free weight and machine weight area and then the different infrared sauna studios. Very cool and worth checking them out! Welcome to Wylie!



Boost this post to reach up to 860 more people if you spend \$42.

Boost post



Dine Shop Play Texas

October 19, 2023 · 🌐

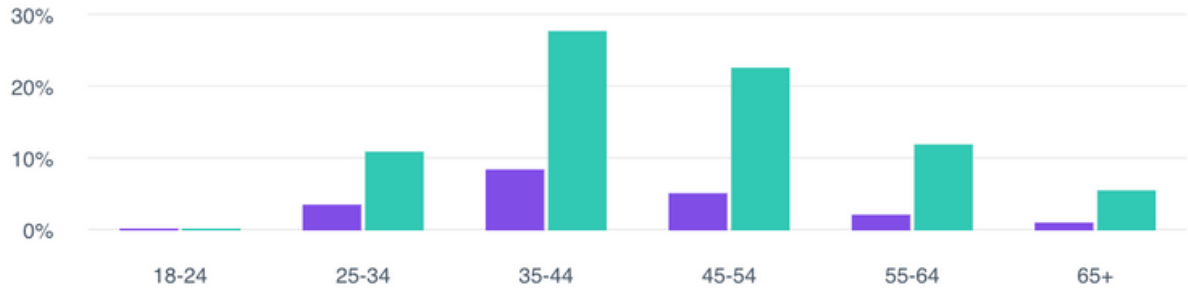
Calling all parents of littles! Have been over to check out [Just JAZ Boutique](#) in [Historic Downtown Wylie](#)? Take a peek inside and decide for yourself. Wall to wall options.. From bows and dresses to seasonal holiday fits.. This awesome local boutique offers some things you may not be able to find anywhere else. Go show them some love and get those kiddos looking right for this cooler weather and holiday season!



### Age and Gender

Men 20.70%

Women 79.30%



OCT-DEC

# THE DATA

2023

## PODCAST DOWNLOADS

750

## UNIQUE IMPRESSIONS

265,078

## AVERAGE PEOPLE REACHED PER MONTH

87K

## ACTIONS TAKEN TO BUSINESS PAGES

5K

# TOP PERFORMERS

# SOCIAL MEDIA RESCUE

e Shop Play Texas

ber 11, 2023 · 🌐

ne out! If you have not been to [Creekside Fine Grill](#) the new to roll into town in Wylie Texas, YOU SHOULD!

wn for lunch and tried ALL OF THE THINGS..

rm, Chicken Salad and even some Fish! ... [See more](#)



his post to reach up to 860 more people if you spend \$42.

e Shop Play Texas

ember 13, 2023 · 🌐

h Engaged! WOW! If you have never tried anything from [Sugar Shop](#) in Wylie... You are missing out! The FAMOUS sugar cakes and ready to eat, they have cupcakes, macaroons, and Lemon cakes.. They have featured on TV cooking shows multiple times. Tell why. Pop in and say hi and grab some treats, you won't be disappointed!



e Shop Play Texas

ober 19, 2023 · 🌐

parents of littles! Have been over to check out [Just JAZ Boutique](#) in Wylie? Take a peek inside and decide for yourself. From bows and dresses to seasonal holiday fits.. This awesome boutique offers some things you may not be able to find anywhere else. Love and get those kiddos looking right for this cooler weather season!



14

er 27, 2023 · Wylie · 🌐

!! [Shoemaker & Hardt Coffee and Country Store](#) located in Wylie HAS IT ALL! First off the coffee is TOP of the line! It's a MUST TRY.. TRINKETS to decor, mancave gifts, the vintage sea... One of their newest editions is the ice cream and it's DELICIOUS! We love small business, this one is fantastic!



post to reach up to 860 more people if you spend \$42.

ber 21, 2023 · 🌐

me is not on our side to get that workout in, [HOTWORX](#) just opened a new location in Wylie. It is an infrared fitness studio where you can get a workout in and burn those calories in a way that is safe. They have a free weight and machine weight area and there are also studios. Very cool and worth checking them out! Welcome!



post to reach up to 860 more people if you spend \$42.

**NOTEWORTHY**

*Let's Eat!*



## **Grinch Campaign**

**Much Larger Scale Over 2022**

**Increased Viewership**

**Increased Engagement**

**Increased Participation**

**More Info Included in DW Report**



## **2024 Plans**

**2 Business Owner Group Classes**

**Quarterly Special Event Trainings**

**Small Business Week Event**



## DINESHOPPLAY TEXAS

Dine Shop Play Texas efforts for Wylie over the next year will focus on short form content highlighting local businesses and events. We want to work on story and reel format video as the reach appears to be better. We would also like to discuss dedicated ad spend for the content. We are exploring furthering the connection with Discover Wylie and assisting in content creation for that outlet. We would also like to explore the opportunity to use geo fenced ad campaigns to drive sales and attendance to local businesses and events.



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 the these businesses in a deeper way