

APRIL - JUNE 2022

Q2 REPORT



SPEAK LOUD
MEDIA

WYLIE ECONOMIC
DEVELOPMENT

THE CONTENT

TASTE OF WYLIE

MONDAY MAY 2ND





THE NUMBERS

73K ENGAGED USERS

18K ACTIONS TAKE ON POSTS

2.2 MILLION MINUTES WATCHED

TOP PERFORMERS



Speak Loud Media

Published by DJ Shirley · April 1 ·

Two Part! #1 - I cannot believe that is what they are bu
Does anyone know about this????!!? #wylie #wylietx
#2 Have you been to [New York Pizza & Pints - Wylie](#) t
their soft opening and I went and checked it out!



11,376
People reached

3,092
Engagements

New Business



Speak Loud Media

Published by DJ Shirley · April 12 ·

I have a surprise! I also need your help! Wylie's very own
[Gourmet Popcorn](#) is now on shelves at [Kroger](#) in Wylie :
Kroger's around DFW.. I want to wipe the shelves out! W
and go buy a few bags! [NextGen Dallas GO TEXAN Wyl](#)
[Development Corporation](#)



7,191
People reached

918
Engagements

Growing Business



Speak Loud Media

Published by DJ Shirley · April 28 ·

Tons of fun stuff to do over the next week here in Wylie!
Don't miss out - tickets are limited for pedal car and Tast
Pedal Car Info & Registration: <https://bit.ly/3OExmCh>
Taste of Wylie Tickets: www.wylietexas.gov/taste
Small Business Week: <https://wylieedc.com/Ishopwylie>



FACEBOOK.COM

7,200
People reached

579
Engagements

Event Promo

STRATEGY FOR GROWTH

Reaching Nearby Communities

Going into this next quarter the effort will be to continue to grow the reach outside of Wylie. We have a strong following in and around the city to drive traffic to events, revenue to new businesses / growing businesses but, looking forward we want to expand that to nearby and neighboring areas. While continuing to encourage our local residents to #shoplocal and getting them excited about new things we want to attract NEW revenue into the city. A plan is in place and underway to expand our posts reach beyond Wylie and the immediate area which will result in increased revenue for Wylie businesses and increased attendance at local events from nearby communities.