

Marketing Department Report for City Council

November 2021

By Owen Tiner

Facebook Statistics: Statistics for the month of November 2021 showed yet another large increase in engagement from posts ranging from staff birthdays (3K), to Halloween announcements (11K), to the the Veterans day parade and program (21K). The high school band's run to the state competition (and subsequent championship), Kacey Musgraves surprise lunch for the band, senior day, and football team's playoff run all received large engagement as well. The Mineola, TX page and the Nature preserve pages still have the most reach, followed by Main Street and Farmers Market pages. Iron The Historical Museum page has seen a bit more traffic this month

Twitter: Gaining followers and post engagements. @txmineola

Marketing Opportunities:

- *County Line Magazine / Geddie Publishing* - Signed new agreement for 2022. We'll have 1/2 page ad every 2 months. I also continued to work on photos for an upcoming coffee table book featuring North East Texas cities. Mineola will have 4 pages emphasizing history and nature
- *Texas Farm and Home Magazine* – December issue ad sent to highlight Christmas activities
- *Tourtexas.com*– [Tourtexas.com/destinations/mineola](https://www.tourtexas.com/destinations/mineola) has the three pages up and our brochures. Leads from potential tourists are sent weekly and I have been making secondary contact through USPS mail and compiling email addresses.
- *Wood County Now* - We are continuing our partnership with Wood County Now. It has proven to be most beneficial especially on the social media side of things.
- The Iron Horse Car Show was a huge success and we have plans for another next fall and for it to be much bigger!
- Met with the North East Texas Tourism Council in Palestine Nov. 18 to discuss future events and also the North East Texas Tour guide and map.

Ongoing:

- Updating of City website continues as needed. Removing outdated info, refreshing pages and using time to study and proof all pages for errors and inaccuracies in general. Publishing required state and local mandated information when directed. Assisting staff when and where needed with projects and programs and updating the calendar

Meetings Attended:

City Council meeting – October 25

Department Head Meeting - November 16

Met virtually with Adam Peacock of Placer again on November 9 about his software and how it will help focus marketing efforts □

Marketing Advisory Board - November 3

Kiwanis - November 2

Wood County Airport Luncheon - October 29

Flint and Steel - October 28

Met virtually with EDO about Economic Development Software - Nov 15

Served lunch to the State Champion Sound of the Swarm courtesy of Kacey Musgraves on November 8

All Parades, Send-offs and ceremonies and programs

Met with Mineola PD and Mineola ISD PD about promoting Blue Santa - November 12

