

July – October 2013

MARKETING UPDATE



Online Marketing

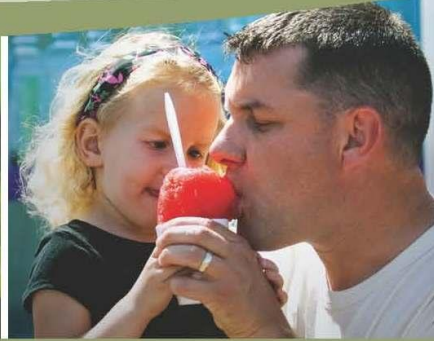
- Monitor pages for Horseshoe Park on tourism sites (TripAdvisor, Yelp, etc.)
- Promote the Town on sites including:
 - Town Facebook – 2,906 followers **(+9%)**
 - HPEC Facebook – 2,372 followers **(+8%)**
 - Twitter – 1,096 followers **(+12%)**
 - Pinterest (new) – 95 followers
 - Instagram (new) – 41 followers
 - Town website – 91,001 views



Partnership Marketing

- Signage for partner events including:
 - San Tan Youth Football
 - Barney Family Sports Complex Registration
 - QCPAC 10th Anniversary
 - AZ Soccer Club
 - Schnepf Pumpkin & Chili Party
- Postings on Facebook & Twitter for all submitted partner events
- Town calendar lists for all submitted partner events

TOWN OF QUEEN CREEK ARIZONA



Find yourself surrounded by beautiful mountain views and small-town friendliness as you enjoy shopping, dining and unique entertainment opportunities, including experiences at Horseshoe Park & Equestrian Centre, Queen Creek Performing Arts Center, Barney Family Sports Complex, Schnepf Farms, Queen Creek Olive Mill and Old Town Queen Creek Shopping & Dining District.

QueenCreek.org

CONVENIENCE OF THE CITY, COMFORT OF THE COUNTRY



TOWN OF QUEEN CREEK ARIZONA



Horseshoe Park & Equestrian Centre
Queen Creek Performing Arts Center
Barney Family Sports Complex
Schnepf Farms • Queen Creek Olive Mill
Old Town Shopping & Dining District

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**CONVENIENCE OF THE CITY,
COMFORT OF THE COUNTRY**



Upcoming Projects

- Experience Queen Creek mobile application
 - Designed by ASU Innovation Lab
 - Students presenting on Nov. 20
 - Live in January 2014
- Map It
 - Interactive shopping & dining map
 - Free basic package available to all local businesses
 - Opportunity to upgrade packages to enhance advertising
 - Businesses/organizations/individuals can post events (Fundraisers, garage sales, etc.)
 - Live in January 2014



25th Anniversary

- Currently creating calendar of campaigns/events
 - Design new QC flag contest
 - Special anniversary logo
 - Good Samaritan quarterly ceremonial
 - Historical “board” on Pinterest
 - Social media campaigns (including intro of new “#LoveTheQC” hashtag)
 - Openings of Dog Park/Splash Pad/Harkins groundbreaking/road improvements

Questions?

