

ESB-MACC Marketing Report October 4, 2019
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Marketing Summary for Viva Mexico:

The ¡Viva México! [Facebook Event](#) had 1,600 marked as “interested.” Actual attendance at Viva Mexico was approximately 1235. High attendance numbers were a result of:

- Good weather on the day of the event, no chance of rain
- Press Releases sent to news media on 8/27, 9/24, 9/12. [KXAN](#) Covered event.
- Two radio interviews on KOOP and an article by Nancy Flores in Todo Austin
- Advertisement in the Austin Chronicle (\$750)
- Co-promotion with Frida Friday ATX
- Co-promotion with performers, especially Ballet Folklórico of Austin
- Univision’s event was not on the same day, less competition with their annual event
- Unique, exciting line-up of performers & activities well conveyed through social media
- Targeted outreach promoting the event included:
 - July 11** Martin Middle School Community Night **(78702)**
 - Aug 16** Metz Elementary Back to School Night **(78702)**
 - Aug 24** Zilker Hillside Theater Roy Lozano’s Ballet Folklórico **(78746)**
 - Aug 25** Hot Sauce Festival at Fiesta Gardens **(78702)**
 - Sept 4** Hispanic Heritage Night at the Thinkery **(78723)**
 - Sept 13** Frida Friday ATX at Symphony Square **(78701)**

Marketing & Outreach for Day of the Dead:

- Altar Application Forms are on Austin Veteran’s Arts Festival website and MACC website under the “exhibitions” section <http://austintexas.gov/page/emma-s-barrientos-macc-exhibitions>
- [Event on Facebook](#) already has 2,300 marked as “interested”
- Upcoming outreach Events:
 - Sept 22** Outreach at “History of Chicanx Music” with Robert Ojeda, Liz Lopez
 - Sept 26** Meeting to propose ad campaign in Buena Suerte Newspaper
 - Sept. 27** News Segment [We Are Austin](#) promoting sugar skulls at Día de Muertos
 - Sept. 28** Mexican Consulate Ventanilla de Salud fair “[Ponle Ritmo a Tu Salud](#)”

General Marketing & Outreach Initiatives:

- Sept 25 Created a Marketing Guide for LAAP Program Participants to co-promote their events
- Oct 2 Will attend Texas Historical Commission’s “[Strategy and Implementation for Bilingual Resources at Museums](#)” by María del Carmen Barrios-Giordano, Museum Consultant