

ESB-MACC Marketing Report September 4, 2019
Olivia Tamzarian, Outreach & Marketing Coordinator

Marketing Updates for Viva Mexico:

- Paid Facebook ad for Viva Mexico, already has 111 marked “Going” and 804 “Interested”
- Targeted Email campaign to promote Viva México sent on 8/29 to 8,853 subscribers
- Posted on online calendars: [Do512](#), [Austin Chronicle](#), [Austin 360](#), Eventbrite, etc
- Press Release went out to City of Austin Press Contacts on Aug 27
- Printed flyers and posters distributed around Austin 9/3 - 9/13

Outreach Updates Viva Mexico:

Viva Mexico information distributed at the following events:

8/16/19	Metz Elementary Back to School Bash. Reached at least 20 families in 78702.
8/25/19	Roy Lozano's Ballet, Zilker Hillside Theater. Distributed 50 flyers before the rain!
8/25/19	Hot Sauce Festival, Fiesta Gardens. Reached 200+ families from 78702.
8/31/19	Camino's Teen Leadership Meeting, assisted with marketing their portion of the Viva Mexico festival, which are the hands-on art activities in Black Box Theater.
9/4/19	Thinkery's Community Night Spotlight: Latino/Latinx Heritage. Expecting 500+ attendees. Other organizations: Mexic-Arte, Latinitas, Buen Samaritano, Univision
9/9/19	Concierge Conference, will promote the event for tourist bureau contacts.
9/10/19	Interview with KOOP Radio at 1:00pm for Community Pilot Show.
9/13/19	Presentation about Frida & Viva Mexico at Friday Friday, Symphony Square, 7pm.

Marketing & Outreach for Day of the Dead:

- Altar application form currently on Austin Veteran's Arts Festival website and MACC website
- Paid Advertisement in Austin Kid's Directory (page 37)
- [National Guild for Community Art Education](#) will host their annual conference in Austin from Oct 31- Nov 2. The ESB-MAVC will host the conference for a site visit at our event on Nov 2.
- Day of the Dead Event on Facebook currently has 53 marked “Going” and 584 “Interested”

General Marketing Initiatives:

- Larger directional signs, new format to better serve the public. (11x14 instead of 8x11)
- Marketing assistant Florentino Diaz will start soon, develop the MACC Instagram account
- New Outreach Tent, increased branding using our signature color scheme of purple.
- Purchased Tripod for doing live video recording at the MACC, more stable live videos
- Large-scale digital screen display research; meeting with Ernesto Garza and Daniel De Leon from Visual Innovations Company, Austin. They create custom displays for large structures.