CONTENT MARKETING ROI

Katie Cook
Director of Digital Marketing
Austin CVB
## CONTENT MARKETING FOCUS

### Austin CVB Editorial Calendar

<table>
<thead>
<tr>
<th>Title</th>
<th>First Quarter</th>
<th>Second Quarter</th>
<th>Third Quarter</th>
<th>Fourth Quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Theme</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sports, Music &amp; Outdoor</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Major Events</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ACL 10/9-11, 10/10-12</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Austin Celtic Festival 10/18-19</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Austin Film Festival 10/22-30</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Texas Book Festival 10/25-26</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Formula 1 Grand Prix 10/30-11/2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>LEI: Fall Fun in Austin</strong></td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>LEI: Moreno Road</strong></td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>LEI: Shopping in Austin</strong></td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BLOG: Monthly Staff Picks</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BLOG: Monthly Events</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BLOG: Keeping Local at ACL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BLOG: How to Survive ACL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BLOG: Rainer Tatsu-Ya</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BLOG: No. 3 Brew Bus</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BLOG: HITS Endurance Holidays</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BLOG: QBA Greg Asterinen</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BLOG: Local &amp; Live Fail</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BLOG: Retail Roundup</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BLOG: Sports Classic</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BLOG: Austin Fun Fact</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BLOG: Fire &amp; Theatre Roundup</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BLOG: Fall in Austin</strong></td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Promo/Spotlight</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Promo/Sweeps</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
WHAT ARE OUR GOALS?
AWARENESS & WEBSITE TRAFFIC

'Tis the Season: Top 5 Festive Things to Do in Austin

You'll be cozy, jolly in no time with these festive, only-in-Austin activities! From ice skating to holiday recent shopping, add these ideas to your checklist of things to do in Austin this holiday season.

1. See the Lights
Kick off the holiday season by heading over to Austin’s favorite holiday destination, the Trail of Lights at Zilker Park. December 7th-21st. There you can stroll over a mile of lights, fun food and entertainment. Many at the neighborhood holiday displays on 31st Street, or head to Allandale’s 13 Days of Christmas at Great Owl.

2. Ice Skate and Sip Hot Chocolate
Lace up those skates and take a spin at Ole Miss Barton Creek Resort & Spa’s Holiday Lights & Ice, an annual tradition featuring a 3,000-square-foot ice rink, more than 20,000 twinkling lights and delicious seasonal treats. Or enjoy the season at the Place at Whole Foods Market, where ice skating, music and hot cocoa come together for a joyful celebration.

3. Watch Holiday Cinema Classics
What would the holidays be without all those memorable classic films? To celebrate the season, Alamo Drafthouse presents its annual holiday series of must-see cinematic hits, playing throughout the month of December. This year, the lineup includes films such as Elf, National Lampoon’s Christmas Vacation, A Christmas Story and Love Actually.

4. Holiday Shopping
From ice skating to holiday record shopping, add these ideas to your checklist of things to do in Austin this holiday season.

5. Holiday Activities
Don’t forget to check out the holiday activities on offer in Austin, such as the Austin Holiday Market, which features over 200 vendors selling unique holiday gifts.

Visit Austin, Texas
Published by Katie Cook (9) | December 2, 2014 | Edited (9)
Check out our Top 5 Festive Things to do in Austin and start exploring!

Iconic Film Locations: Dazed and Confused

Austin is a busy city when it comes to film production. In the last 40 years there have been more than 250 television and film productions.

We got inspired by different iconic locations all the time, but the one that comes up the most is Richard Linklater’s 1993 classic Dazed and Confused. Here are a couple of our favorite locations from the film that just happen to be nice lunch and dinner spots too!

Silkies Switch BBQ & Brew
6610 N Lamar Blvd, Austin, TX 78752
(512) 330-9199

Silkies Switch BBQ & Brew is one of Austin’s best food spots. Silkies offers up my favorite brisket—couldn’t put it in words how delicious the meat is and the sides are amazing too.

Prior to the business being a BBQ joint, the Hotel Crown Shopping Center hot spot was the location used for the Emporium in Dazed and Confused. The Emporium is famous for a number of scenes, most notably Matthew McConaughey cool as can be in screen debut and the dumping of a couple of gallons of paint over the then no-so-famous Ben Affleck.

Top Notch Hamburgers
7525 Burnet Rd, Austin, TX 78757
(512) 402-2181

Top Notch Drive-In is an Austin institution. If you are not craving for burgers on a Friday night, accept no substitutes. Like its twin in west (or vice versa), Top Notch was the location used for scenes at the beginning of the film where all the characters drive through before their big night out. The brilliant comedic bits filmed at the Top Notch, the structure of the era to Fifties into the 1970s film as well as the characters are driving!

If you want to learn more, check out Made in Austin to learn more about iconic films in the area!

What you hear is true.

This story was posted December 9th by Katie Cook on the Emerson website for Emerson Studios.
ENGAGEMENT

Time Inc: Biscuits & Jam partnership

• Custom content video series featuring Austin-based local musicians
• Supported by full-page print, digital and mobile ad units in Southern Living and Food + Wine
Get an inside glimpse into where local musicians hang, eat, sing and collaborate.

8 Barbecue Joints to Try
Area chefs have spent lifetimes perfecting this smoky, spicy craft. Sink your teeth into these Austin faves.

Front Row: Free Summer Concerts
Grab your friends, head outside and enjoy tunes at these free summer shows.

LOCAL ARTISTS DISH ON AUSTIN

Watch these inspiring artist interviews:

Jamestown Revival at Silos Bbq
Why Austin is unique to the South, the scope on the best Tex-Mex and barbecue, food trucks to hit and more.

Shakey Grays at Lamberts Downtown Barbecue
What goes into killer brisket, fonce quesos, the Austin songwriting and thoughts on open-mindedness.
CONVERSIONS

Enewsletters

AMPLIFY YOUR INBOX.

GET THE BEST OF THE LIVE MUSIC CAPITAL OF THE WORLD® DELIVERED TO YOUR INBOX WITH OUR ENEWSLETTER. SIGN UP NOW
Enewsletter program:

**AUSTIN INSIDER // AUGUST 2015**

**BEST OF AUSTIN MURALS**

Bold, funny and diverse, AUSTIN’s vibrant mural scene illustrates the city’s quirky side to a tee. Take a walking tour and absorb the best of AUSTIN’s street art.

**SEE ‘EM ALL**
Late March through early fall, Austin welcomes nearly 1.5 million balls under the Congress Avenue Bridge. Here’s how to see ‘em all.

**5 MINUTES WITH A LOCAL**
Volker Creek Boathouse Events Manager Elizabeth Webb takes summer adventures on and off the water.

**HILL COUNTRY FOOD TRUCK FESTIVAL**

**GET TO KNOW AUSTIN’S DISTRICTS**

Get insider info on the hottest stages and menus around town and find out where to send attendees for chic shopping, club hopping and spots to sip.

**MUSIC SCENES FOR ATTENDEES**

Looking for real must-hit Austin live music for your attendees to enjoy in their off-time? We’ve got you covered.

**GIVE BACK, FEEL GOOD**

A bounty of community outreach programs are on tap for groups looking to make the most of their time in Austin.
Katie Cook
kcook@austintexas.org
@katiecook