

ChicagoHistoryMuseum

MARKETING ROUND-UP April–June 2017

A publication of the External Relations Division

APR 7 | Spies, Traitors & Saboteurs



CHM opened our latest exhibition on April 7, 2017. Spies, Traitors, and Saboteurs: Fear and Freedom in America provides historical perspective on nine major events when the nation felt threatened by those within its borders.

Advertising

We developed an advertising campaign focused around the concept: “How do we strike a balance between security and liberty?”. Our main outlets were large bus kings on the CTA, Chicago Tribune’s Museum Guide, in TimeOut’s digital publications, and in Chicago Life Magazine.

Email

We targeted segments of our email distribution lists based on interests, as well as reaching out to partner organizations whose audience base matched our target markets. [REDACTED]

Social Media

We also deployed several different versions of sponsored posts based on demographic information, interests and specific locations in order to tailor our messages to targeted audiences. [REDACTED]

Top Press Mentions

[What Shows and Exhibitions to See This Spring](#)

Michigan Avenue Magazine

2/17/17

Spies featured in Michigan Avenue’s spring culture preview.

[Hot time in the city: Top events this week](#)

Crain’s Chicago Business

3/29/17

Exhibition opening and Evening of Intrigue featured as a top event for the week.

[Spies, pinball wizards, solar eclipses and medieval artifacts](#)

Crain’s Chicago Business

3/10/17

Spies selected as lead story in Crain’s ‘Spring Culture Preview.’

[Exhibit on U.S. spies and traitors hopes to speak to present day](#)

Chicago Tribune

4/19/17

A feature story on the Museum’s newest exhibition.

May
13 & 14

ChicaGO24

On May13-14, CHM hosted it's annual ChicaGO24 event where visitors can walk, ride, bike and run on more than 24 expert-led tours around Chicago's neighborhood. This year we offered over [REDACTED]

Email

We targeted segments of our email distribution lists based on interest in active lifestyles, history, Chicago, and programming as well as reaching out to partner organizations .

Social Media

We deployed several different versions of sponsored posts and boosted events based on demographic information, interest in history, active lifestyles, education, art, and specific neighborhoods.

Top Press Mentions

[16 Of Our Favorite Events In Chicago This Weekend](#)

Chicagoist

5/12/17

Chicagoist names ChicaGO24 as a favorite event of the week.



[LP Weekend: Voices For Choices, Farmers Market, Zoo Food Trucks, Tours](#)

DNAinfo

5/12/17

ChicaGO24 tours highlighted in Lincoln Park Weekend report.

MAY
15

Designer of Excellence Award: Carolina Herrera

Top Press Mentions

[Chicago History Museum to Honor Designer Carolina Herrera](#)

US News & World Report

5/7/17

Feature story looks at award presented by the Costume Council of the Chicago History Museum.

[Chicago History Museum to honor designer Carolina Herrera](#)

St. Louis Post Dispatch

5/7/17

Feature story looks at award presented by the Costume Council of the Chicago History Museum.

[Here's What Carolina Herrera Thinks of Chicago Women](#)

Chicago Magazine

5/12/17

News of the Costume Council of the Chicago History Museum's event ran as a lead story in Chicago Mag-

[Chicago History Museum to honor designer Carolina Herrera](#)

Herald & Review

5/7/17

Feature story looks at award presented by the Costume Council of the Chicago History Museum.

**MAY
20**

OUT at CHM: Newtown to Boystown to Lakeview



OUT at CHM, the Museum’s annual three-event series exploring LGBTQ issues, concluded its fourteenth year of programming. The final installment of the series was held at the Center on Halsted and titled, “From New Town to Boystown to Lakeview”.

Email

We targeted segments of our email distribution lists based on previous attendance to OUT events, the OUT committee and interest in the OUT exhibition and programming. We also distributed email marketing through Windy City Times and the Alphawood Gallery.



Social Media

We deployed several different versions of sponsored posts and boosted events based on demographic information, and interests in specific bars, LGBT activism and awareness, art, and AIDS awareness,.



Top Press Mentions

[LGBTQ activists and a history of change explored in ‘From New Town to Boys Town to Lakeview’](#)

Chicago Tribune

5/17/17

Interview with Out at CHM committee member and Center on Halsted founder and Executive Director Modesto Tico Valle.

[The Reader’s Key Ingredient Cook-Off, Kerry James Marshall, and more things to do in Chicago this week](#)

Chicago Reader

5/15/17

Out at CHM program selected as a best event of the week.

[Center on Halsted, museum host ‘Boystown’ event](#)

Windy City Media Group

5/24/17

Feature story on the final Out at CHM event of the season.

[16 Of Our Favorite Events In Chicago This Week](#)

Chicagoist

3/3/17

5/15/17

Out at CHM selected as a favorite event.

MAY 20 | History Happy Hour

Email

We targeted segments of our email distribution lists based on age, location, interests



Social Media

We deployed several different versions of sponsored posts and boosted events based on demographic information, location, interests, education.



Top Press Mentions

[Chicago History Museum launches happy hour series](#)

Chicago Tribune

5/22/17

Feature story on History Happy Hour event.

[Chicago History Museum Kicks Off Monthly Happy Hour](#)

DNAinfo

5/23/17

Feature story on History Happy Hour event.

Digital Media Statistics

Overall SEO (Search Engine Optimization)

Search Engine Optimization is a methodology of strategies, tactics, and techniques used to increase the number of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine—some of the largest being Google, Bing, and Yahoo.

The industry-standard way of measuring how well a website is ranking or it's "strength" is called the SEO domain authority score. Score ranges are translated below.

1-20 | Poor: Domain may be fairly new, or it is not fundamentally sound

21-40 | Competitive: Website is starting to drive traffic, but needs advanced SEO practices

41-50 | Good: Site is receiving good traffic, but should increase blogging consistency

51-70 | Strong: Website is above average, optimized well and is highly recognized

71-80 | Outstanding: Site is on the top of most search engine page results

81-90 | Superior: Site has elite status authority

91-100 | Rare: Site has reached a staple name—Wikipedia, Twitter, Facebook—only a micro-fraction of all sites will ever reach this level.

the majority of traffic coming from organic search.

The term "organic" means traffic that comes to a website as a result of unpaid search results, so listings appear on search engine results pages because of their relevance to search terms, as opposed to their being advertisements.



General Museum Top Press Mentions

[Trove of Forgotten Steichen Photos Heads for Auction](#)

New York Times

5/16/17

Russell Lewis quoted in piece on photographer Edward Steichen.

[City's nightmare 40 feet below the city: A look back at the Great Chicago Flood](#)

WGN-TV

4/12/17

John Russick contributed to an in-depth feature story on the Chicago flood.

[Grave of H.H. Holmes, 'America's 1st serial killer,' to be exhumed amid rumors he escaped execution](#)

Fox News

5/5/17

John Russick quoted in piece on H.H. Holmes.

[Chicago's Second Settler Came From Detroit And Lived Large On Michigan Ave.](#)

DNAinfo

4/14/17

Joy Bivins provides historic background on Jean Baptiste Beaubien.

[Remembering the Great Chicago Flood 25 years later](#)

ABC-7

4/13/17

John Russick recalled the disaster for a feature segment on ABC-7.

[A WATERSHED MOMENT: 25TH ANNIVERSARY OF THE GREAT CHICAGO FLOOD](#)

Chicago Tribune

4/12/17

John Russick featured in anniversary story on the Great Chicago Flood that ran in the front page of the Tribune.

[Chicago's Horse Racing History Mired In Police Raids, Arrests And Death](#)

DNAinfo

5/22/17

Russell Lewis discusses Chicago's horse racing history.

[19 Things to Do When it Rains](#)

Michigan Avenue Magazine

4/7/17

Making Mainbocher: The First American Couturier featured as a rainy day activity.