

# Chicago**History**Museum

## MARKETING ROUND-UP June–September 2017

A publication of the External Relations Division

June–  
August

### History Happy Hour

In order to increase attendance for our Tuesday late nights, we have started offering a monthly History Happy Hour. Each month features rotating beverage partners and unique explorations of the Museum.

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

#### Top Press Mentions

[Why it's 'cool' to be at a museum after hours](#)

**Chicago Tribune**

7/14/17

History Happy Hour highlighted in a feature piece about Museum's late night programs.

[21 of Our Favorite Events This Week](#)

**Chicagoist**

6/19/17

History Happy Hour, June, highlighted in week's best events.

[13 of Our Favorite Events This Week](#)

**Chicagoist**

8/14/17

History Happy Hour, August, highlighted in week's best events.

June  
12

## Remembering Governor 'Big Jim' Thompson

CHM hosted an evening that was spent recalling the legacy and impact of one of Illinois' most popular and successful governors.

### Top Press Mentions

[Museums Team up for Reflection on Former Gov. James Thompson](#)

**US News & World Report**

5/23/17

A feature on The Abraham Lincoln Presidential Library and the Chicago History Museum's program to celebrate Gov. Jim Thompson.

['Big' Jim Thompson To Be Celebrated At History Museum](#)

**DNAinfo**

6/12/17

Feature article on the Museum's celebration of Gov. 'Big Jim' Thompson."

July  
4th

## 58th Annual Fourth of July Celebration

CHM hosted its 58th annual Fourth of July celebration featuring a keynote oration by Cook County state's attorney Kimberly Foxx, patriotic musical performances, a reading of the Declaration of Independence, and a children's costume parade led by the World's Tallest Uncle Sam.

### Top Press Mentions

[Chicago History Museum's 58th Annual July 4 Celebration](#)

**CBS Chicago**

7/4/17

Full event coverage of the Museum's 58th annual Fourth of July celebration.

[July Fourth in Chicago: Fireworks, food and fun](#)

**ABC-7**

7/4/17

The Museum's celebration included in a roundup of the day's best events.

[Kim Foxx To Give Keynote At History Museum's 4th Celebration](#)

**DNAinfo**

7/3/17

Feature article on the Museum's Fourth of July celebration.

[Fourth of July Events That Sparkle & Shine](#)

**RedTricycle**

5/13/17

The Museum's celebration takes the lead in a list of the holiday's best events.

August  
11-13

# Chicago Hot Dog Fest

On August 11-13, CHM held it's 5th annual Chicago Hot Dog Fest. This year we welcomed a total of 32,670 visitors, an estimated 3,000 increase from 2016. We also raised a total of \$67,000 in gate donations a \$29,000 increase from 2016.

## Advertising

Most of our event advertising was placed through our media sponsors - TimeOut Chicago, Intersection, Univision, iHeart Media, 93XRT, XSport and RedEye and included outdoor, print and digital placements.



## Social Media

We created several boosted and sponsored posts bases on demographic information. We created a social media tool kit to send to sponsors and vendors with suggestions on post and hashtags to use on their pages to promote Hot Dog Fest.

We also came up with a social media contest in which our Facebook followers were asked to name our new hot dog mascot.



## Top Press Mentions

[Chicago Hot Dog Fest Celebrates Iconic Food](#)

**NBC-5 Chicago**

9/13/17

NBC 5's Lisa Chavarria visits the Fest for five morning segments live on the Fest grounds.

[Roz Varon's Weekender Report](#)

**ABC-7 Chicago**

8/11/17

Roz Varon broadcasts live from the Chicago Hot Dog Fest.

[Take a bite out of history at the Chicago Hot Dog Fest](#)

**ABC-7 Chicago**

8/6/17

Petra Slinkard visits the ABC-7 studio for a morning segment on the Chicago Hot Dog Fest.

[Chow Down at Lincoln Park's Chicago Hot Dog Fest](#)

**Fox-32 Chicago**

8/9/17

Russell Lewis visits the Fox-32 studio for a segment on the Chicago Hot Dog Fest.

**August  
11–13**

## **Chicago Hot Dog Fest continued...**

### **Top Press Mentions**

[Chicago Hot Dog Fest](#)

**WCIU 'The Jam'**

8/8/17

Hosts of 'The Jam' race to top a Chicago-style hot dog in a segment on the Chicago Hot Dog Fest.

[Fests! Parades! Horse racing!](#)

**Crain's Chicago Business**

8/9/17

Crain's highlights the Chicago Hot Dog Fest's regional offerings.

[Chicago Hot Dog Fest is coming: Have you spoken to your kids about ketchup?](#)

**Chicago Parent**

7/25/17

Chicago Parent invites families to participate in the Chicago Hot Dog Fest.

[A hot dog with ketchup is delicious—even in Chicago](#)

**Chicago Reader**

8/9/17

The Chicago Reader defends ketchup in a piece that highlights the Chicago Hot Dog Fest.

[Ten Things to Do This Week in Chicago](#)

**Chicago Magazine**

8/9/17

The Chicago Hot Dog Fest highlighted as a favorite event of the week.

[10 Things to Do This Weekend: Aug. 10-13](#)

**WTTW Chicago Tonight**

8/9/17

The Chicago Hot Dog Fest highlighted as a favorite event of the week.

# 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 its “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 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.

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

## Search Engine Ranking

