

MLK Day Marketing Plan

Overview

The Atlanta History Center will promote the MLK Day celebration through distribution of a press release to both national local media outlets On Sunday, January 9, 2022. The AHC will also reserve radio ad space for the 2 weeks prior to the event. Listings will be taken out with local media, including Atlanta Journal-Constitution, Discover Atlanta, WABE, and online travel blogs these listing will be posted for the week of the event. The event will be further promoted through social media influencers and paid ads on google. Through these advertising channels The AHC will be able to reach its four main target audiences of families with children between the ages of 5-19 these families may have children would enjoy the children's activities. While the parents may enjoy going to the book talks. College students ages 20-30 these students may have an interest in the Civil Rights movement or could be taking classes on it. These students may enjoy the book talks as well as some of the other activities, Individuals interested in African American History this group could enjoy the book talks as well as some of the other activities and exhibits that the Center has to offer, and Senior citizens this group could enjoy going to the book talks as well as the other exhibits that the center has to offer.

Marketing.

Owned Marketing:

Home page feature

December 1,2022- January-17th 2022

Organic social media.

Total of 5 post. 2 the week before and 3 the week of.

Paid marketing:

Influencer marketing

1-2 influencers starting the week before through the event.

Radio and streaming

3 paid spots during the weeks before and of the event.

Digital adds.

3 Paid adds on google to start at the beginning of December an run until the day of the event.

Marketing	Price	Date
Digital ads	3,000	12/1/21-1/17/22
Radio ads	2,000	1/9/22-1/17/22
Influencers	2,000	1/9/22-1/17/22

Home page feature	2,000	12/1/21-1/17/22
Organic social media	free	12/27/21- 1/17/22

Press Release

The Atlanta History Center Presents Martin Luther King Jr. Day

Atlanta, Georgia – The Atlanta History Center will present Martin Luther King Jr. Day, taking place on the History Center’s Buck head campus on 16th and 17th of January 2022, and featuring activities for all ages as well as talks and demonstration for older audiences

The Atlanta History is proud to bring Martin Luther King Jr. Day to the Atlanta History Center for the first time in person since the pandemic started a year ago. Martin Luther King Jr. Day will feature Storytime for Toddlers, Author Talks, Educational simulations such as augmented freedom rides, and much more.

“Dr. King’s legacy is one that is relevant and timely,” Says President & CEO, Sheffield Hale, “The focus of our yearly program is to honor the man himself, but also to explore the broader Civil Rights Movement, to learn how ordinary people made enormous changes to our country, and be inspired to think about how we can all apply those lessons to our everyday lives.”

COVID-19 policies will be in place for the in-person event, and capacity will be limited. A small number of same-day passes will be available at the door, but advanced registration is strongly

encouraged to guarantee admission. Guests will not be admitted without either an advanced registration or same day pass. Parking will be available on site. Along with the in person event the history center will be hosting a virtual experience for those who do not wish to attend in person.

For more information about the day's events, please contact Claire Haley at chaley@atlantahistorycenter.com or (404) 814-4129.

Information about the Atlanta History Center

Founded in 1926, the Atlanta History Center is an all-inclusive, 33-acre destination featuring the Atlanta History Museum, one of the nation's largest history museums, including Cyclorama: The Big Picture experience; three historic houses—the 1920s Swan House, the 1860s Smith Farm, and the 1830s Wood Cabin; Goizueta Gardens; Kenan Research Center; the Grand Overlook event space; a museum shop; Souper Jenny café; and BRASH coffee shop. In addition, the Atlanta History Center owns and operates Atlanta History Center Midtown, which includes the Margaret Mitchell House. Atlanta History Center Midtown remains closed due to COVID-19.

For more information, visit [AtlantaHistoryCenter.com](https://atlantahistorycenter.com).

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