

San Marcos Convention and Visitor Bureau

Advertising and Marketing Overview

Our marketing message is primarily delivered through digital ads and social media content served to people whose on-line behaviors and interests match our target audiences. The way marketing is delivered has changed dramatically in the last decade. Digital advertising has a far greater reach than print and is the most cost-effective way to reach targeted visitors. Less than 10% of our marketing budget is spent on print advertising.

Since we have a split-second to catch a potential visitor's attention, we use eye-catching photos and videos to break through all the on-line noise and entice them to click on our ad. The click-thru directs them to content on our website built specifically for that ad to tell more of the story about relevant attractions and events in San Marcos.

We market attractions and events together to present a multiple day experience package to visitors to encourage overnight stays. Our website presents all lodging that collects city Hotel Occupancy Tax. Though there is a way to book hotels through our site, we have found most use it to research options and then reserve accommodations through their favorite loyalty rewards app.

Here is a breakdown of target audiences and what interests are focused on each season. All audiences are located primarily in Texas plus the touch states of Louisiana and Oklahoma.

FALL

- **Shoppers:** skews female, often with children at home. Ages 35-64, household income \$75K+. Interests include outlet shopping, downtown shop/dine, arts & culture activities.
- **Outdoor Adventurers:** singles and couples, often without children at home. Ages 25-54, Household income \$45K+. Interests include urban trail hikers, kayaking/SUP, breweries/craft beer, outdoor art/murals, travels with dog.

LATE WINTER/EARLY SPRING

- **Families:** singles and couples, with children at home. Ages 30-59, Household income \$75K+. Interests include nature educational activities/attractions, urban trail hikers, river recreation.
- **Arts & Culture Enthusiasts:** singles and couples, often without children at home. Ages 25-54, Household income \$45K+. Interests include live music, art markets, public art/murals, craft breweries, travels with dog.

LATE SPRING/SUMMER

- **Outdoor Adventurers:** singles and couples, often without children at home. Ages 25-54, Household income \$45K+. Interests include urban trail hikers, live music, breweries/craft beer, outdoor art/murals, travels with dog.
- **Families:** singles and couples, with children at home. Ages 30-59, Household income \$75K+. Interests include nature educational activities/attractions, outdoor art/murals, river recreation, family-friendly outdoor events.

Below are examples of digital, native article and video ads we have used.

Please click on the image to view the content:

FALL



[Why San Marcos is the Best for Family Getaways](#)

Outdoor adventure, educational attractions, and family-friendly fun. San Marcos is perfect for a family getaway.

SPRING



[Let Your Pup Plan Your Next Adventure](#)

From hiking the hills to a dip in our river, and lots of food and craft brew in between, San Marcos is a doggie must-do.

Please click on the image to view the content:



Please click on the words to view the video:

[DOWNTOWN](#)

[CRAFT BEER](#)

[DOG FRIENDLY](#)

[ART](#)

[OUTLETS](#)

[ATTRACTIONS](#)

[LIVE MUSIC](#)

[OUTDOORS](#)

[MEET](#)

Examples of print event ads.



Start your SMTXperience!

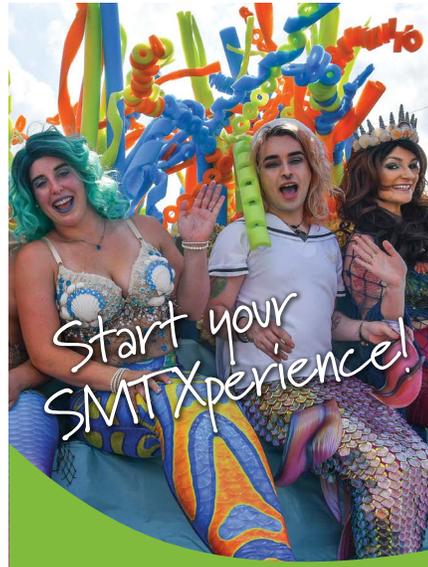
San Marcos, Texas is a groove. An experience. We'll have your summer rockin' in no time. Find more events at VisitSMTX.com

Thursdays thru August 8 • Summer in the Park Concert Series •
Grab your friends, chairs and favorite refreshments to enjoy excellent Texas musicians like Terri Hendrix, Joe Ely, Two Tons of Steel and more!

August 23-24 • SMfest • Plan to attend this all inclusive free music festival in downtown San Marcos spanning two days at 10 local venues.


VisitSMTX.com
 @TourSanMarcos 512.393.5930

SANMARCOS



Start your SMTXperience!

San Marcos, TX is a groove. An experience. Where you can soak in some murals, music, mermaids and more. With quirky shops, breweries and farm fresh eats in our hip little downtown square, you'll definitely want to stay a while. Check out these upcoming events and plan your trip at VisitSMTX.com.

SEPTEMBER 7: SMTX PRIDE PARADE AND FESTIVAL
SEPTEMBER 20: MERMAID SOCIETY BALL
SEPTEMBER 21: MERMAID PROMENADE & AQUA FAIRE


VisitSMTX.com | 512.393.5930

SANMARCOS



#SMTXperience

San Marcos is a groove. An experience. With art markets, pop-up galleries, and studio shows galore — you're sure to find gifts as unique as those you are shopping for.

December 1 • DuBois Pop-up Gallery:
Enjoy wine, hors d'oeuvres and fine local art.

December 8 • Art Squared Art Market:
Artisan booths and music on the downtown lawn.

December 15 • Eye of the Dog Studio Sale:
This eclectic setting is the place to find quirky gifts.

And there's more — visit TourSanMarcos.com!


TourSanMarcos.com | 512.393.5930

SANMARCOS



Start your SMTXperience!

San Marcos, TX is a groove. An experience. Where our vibrant culture moves you with its colorful beat. You'll genuinely be enchanted by experiences that delight you. With quirky shops, breweries and farm fresh eats in our hip little downtown square, you'll definitely want to stay a while. Plan your visit at TourSanMarcos.com.

NOVEMBER 19-20: SACRED SPRINGS POWWOW


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SANMARCOS



Start your SMTXperience!

San Marcos, TX is a groove. A way of living. Where you can lace up your shoes and hit the roads or the trails when the mood strikes. With scenic roadways and greenbelts that wind through town and up hill country paths, you can hit your perfect stride. Plan your run this year in San Marcos at VisitSMTX.com.

PLAN FOR THESE UPCOMING RACES:

- JULY 14, 2019: Don't Tread on My Tri
- SEPTEMBER 2019: Spring Lake Tri
- OCTOBER 5, 2019: BoMF Bigfoot Trail Race
- OCTOBER 12, 2019: Pink Heals Glow Run 5K
- DECEMBER 14, 2019: Jingle Bell Run 5K
- JANUARY 19, 2020: Purgatory Trail Run
- FEBRUARY 9, 2020: San Marcos Half Marathon
- APRIL 19, 2020: Texas State Sprint Tri
- APRIL 25, 2020: Dash 4 Donuts 4 Mile
- JULY 12, 2020: Don't Tread on My Tri


VisitSMTX.com

SANMARCOS