

Marketing Budget: Medium Community marketing budget (\$20,000 - \$100,000)

Submission Category: Online Media

Organization: Abilene Convention & Visitors Bureau

Who worked on this Project: Julie Roller Weeks

Was it handled internally or externally: Both - website design (Allegro Creative), photography (David Mayes)

Integrated Components or Type: Website

Project Description: Known as the Little Town of Mansions, the Abilene CVB partnered with the Heritage Homes Association to take its research online. Before this website, people could only learn about Abilene's historic homes by picking up one of a few limited copies of the L

Project Results: Since its launch in July, the website has been viewed nearly 2,000 times, with an average time on the site of 6 minutes and 14 pages. Next, the CVB will focus on a social media campaign sharing each home's photos and linking them to the website.

Summary: Focusing on marketing Abilene's existing, lesser-known attractions, the Abilene CVB launched the LittleTownofMansions.com website celebrating the community's historic homes and preserving the Heritage Homes Association's research for future generations.

Web Link: www.LittleTownofMansions.com

Additional:

Comments: Convincing a group of veteran historical researchers to take their research online was no small feat. The site's popularity shows them we can add the rest of their research files to each home's listing. ;)