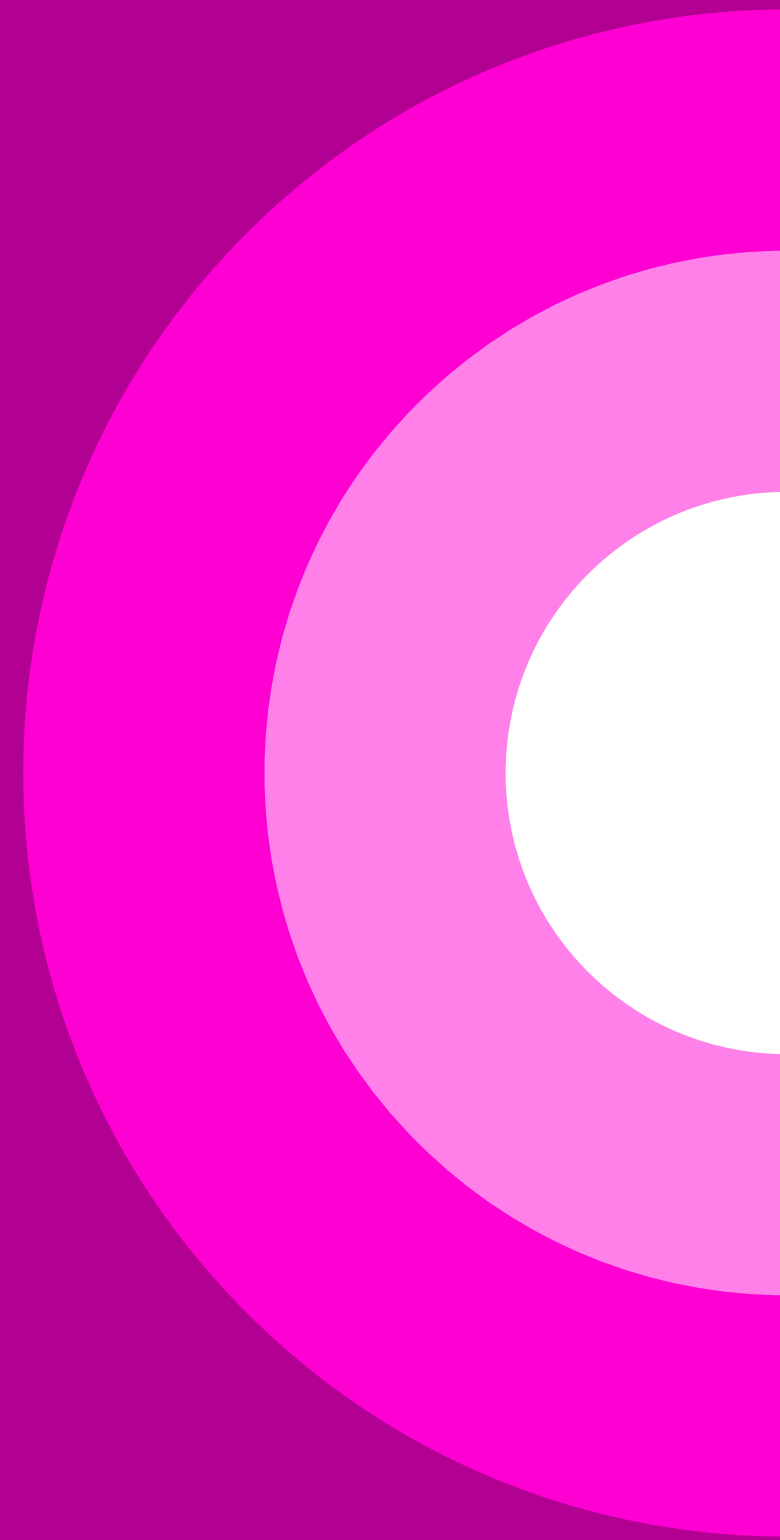


MARKETING ONE-STOP-SHOP

CAROLYN CONNOLLY | 03.06.26



ABOUT ME

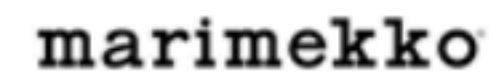
CAROLYN CONNOLLY | CHIEF MARKETING OFFICER

My team leads the marketing strategies that amplify Austin PBS as an organization that informs, entertains, and connects communities across Central Texas and beyond.

As the nonprofit's first Chief Marketing Officer, my focus has been on growing and elevating Austin PBS Originals, including the longest-running music television series *Austin City Limits*, *Overheard with Evan Smith*, *Central Texas Gardener*, *Taco Mafia*, *Austin Insight*, *Decibel* and more. We work to engage both local and national audiences while building brand awareness and long-term support through membership for the organization.



MY DNA



LETS GET TO IT

FIRST

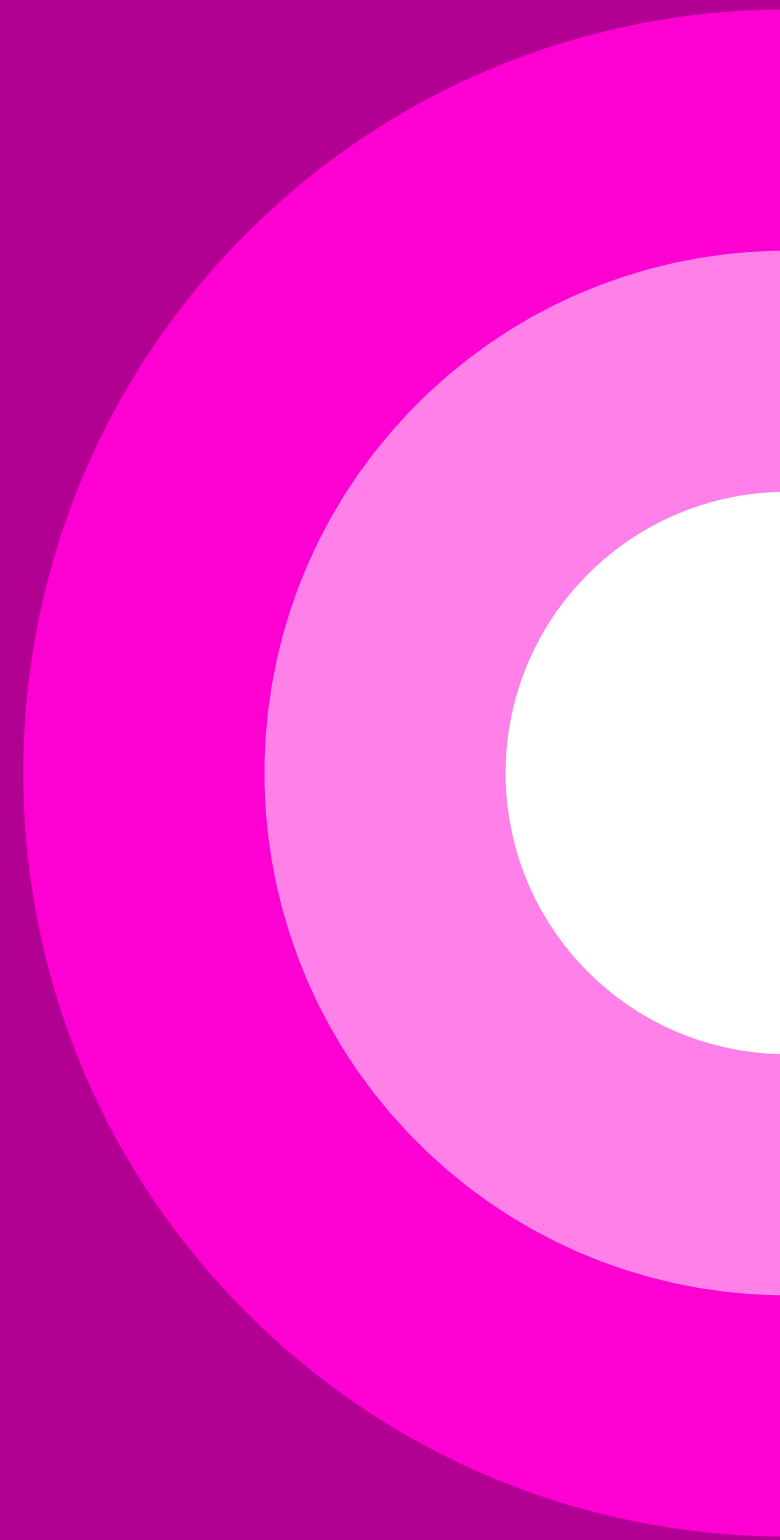
Flip the narrative on the role of marketing

SECOND

Methods that drive problem-solving

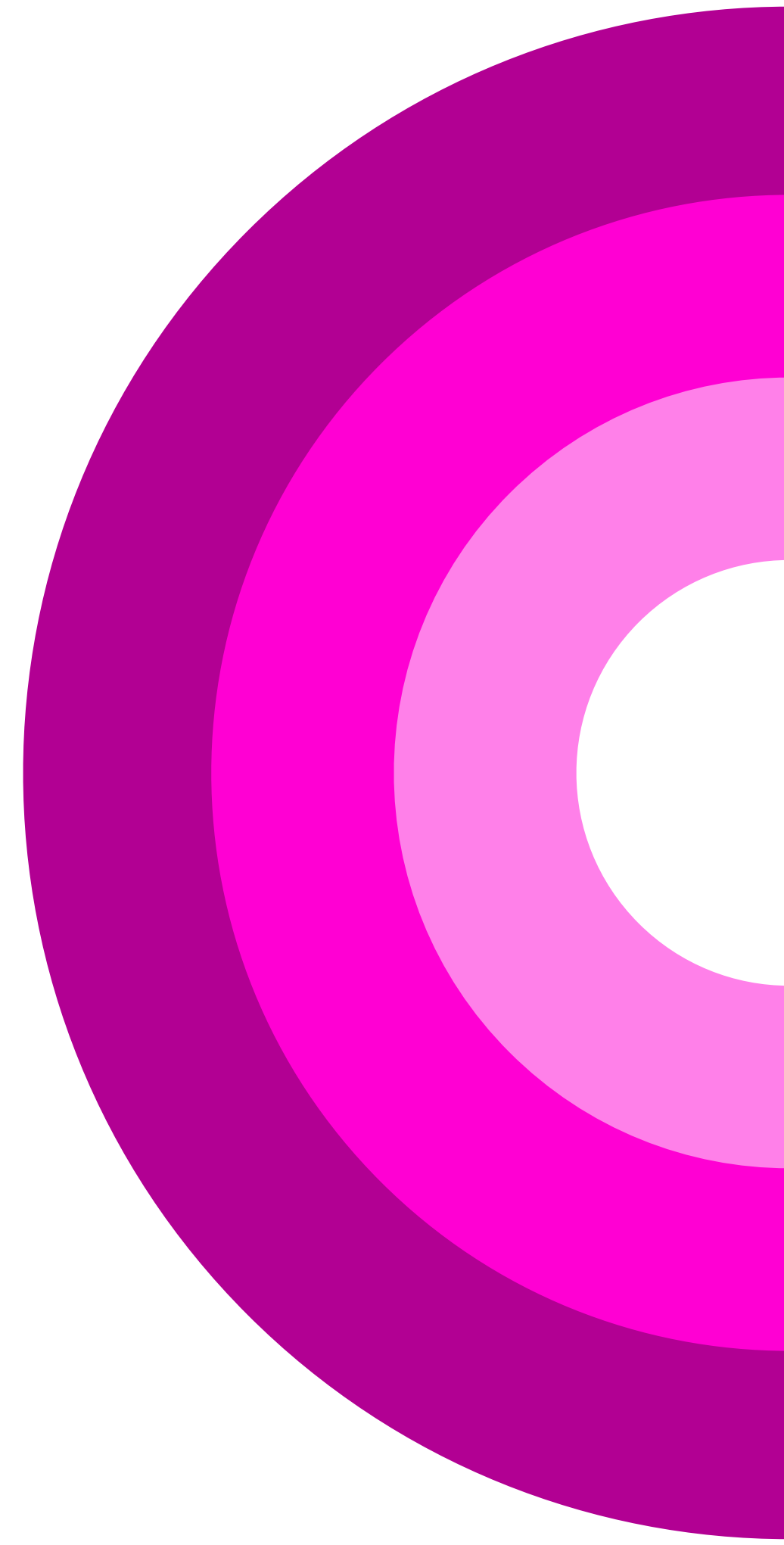
AND LASTLY,

How to empower your teams to create magic



FIRST

**MARKETERS ARE
PROBLEM-SOLVERS...**



NOT

- Asset creators
- Admin and sales support
- Band-aids
- Fluff

Graphic Design Request Form

Name

First Name

Last Name

E-mail

ex: myname@example.com

example@example.com

Phone Number

(000) 000-0000

Date Submitted

MM-DD-YYYY

Date Needed

MM-DD-YYYY

Date

Lead Program Staff

First Name

Last Name

Purpose

What are the primary goals of this product?

Design Product

☐ Flyer

☐ Brochure (trifold)

☐ Post Card

☐ Other

WE ARE

- Strategic
- Though-provoking
- Audience-driven
- Growth-minded

Start small

Rework your intake forms. Lead with the important questions and *make those mandatory*. Production-oriented questions can come at the end:

1. What is the Business Challenge or Objective are you trying to solve?
2. What are the Goals?
 1. Primary Goal
 2. Secondary Goal
3. Who is the targeted Audience?
4. What is your budget?

Once submitted, schedule a 30 min intake meeting to align on strategy before execution.

These small shifts can meaningfully change how marketing is perceived in your organization, positioning it as a strategic partner that drives measurable value.

Marketing Brief Form Template

Project Information

Project Title

Project Description

Project Objectives

Objective

+

Target Audience

Audience

+

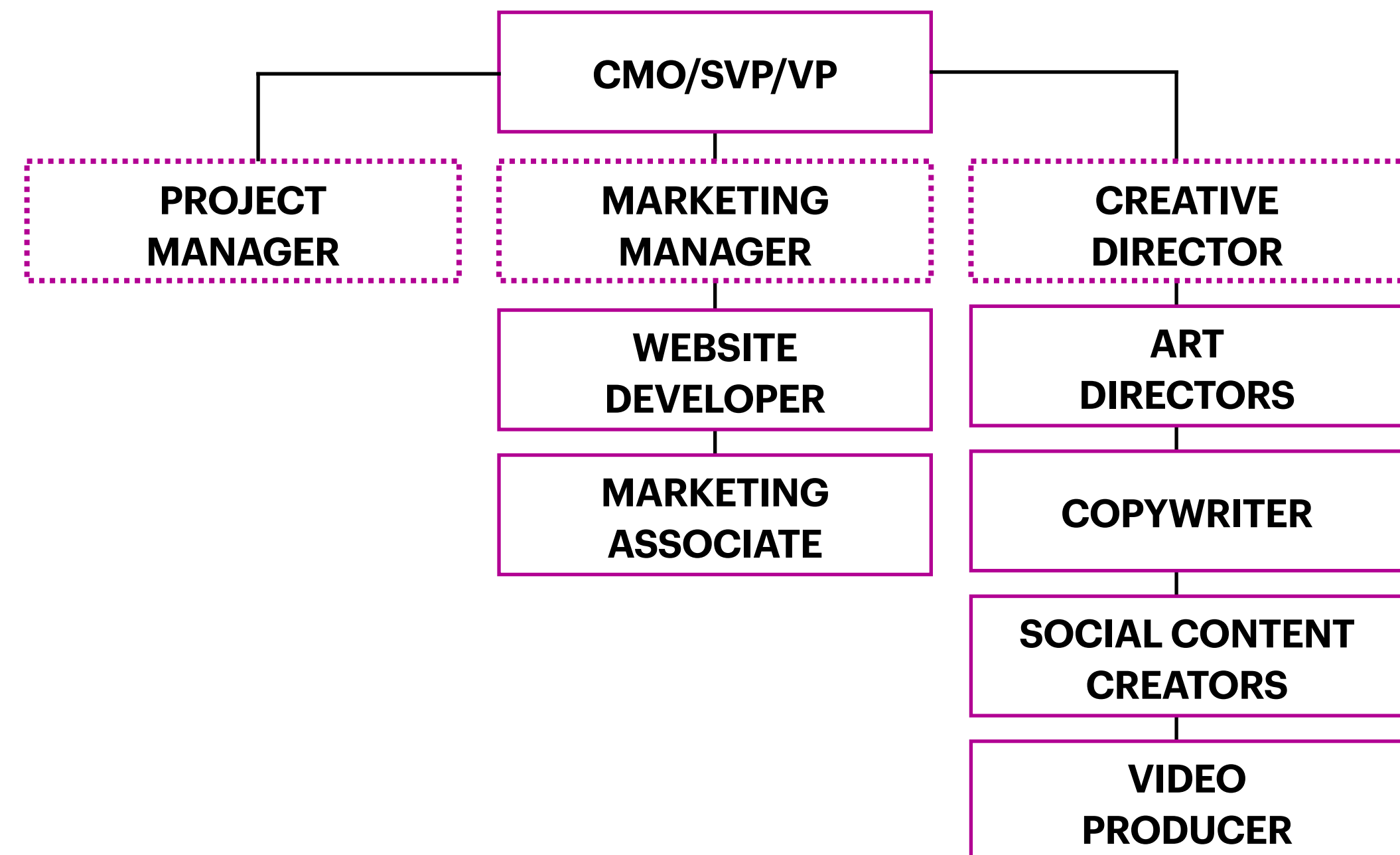
Budget Overview

Budget

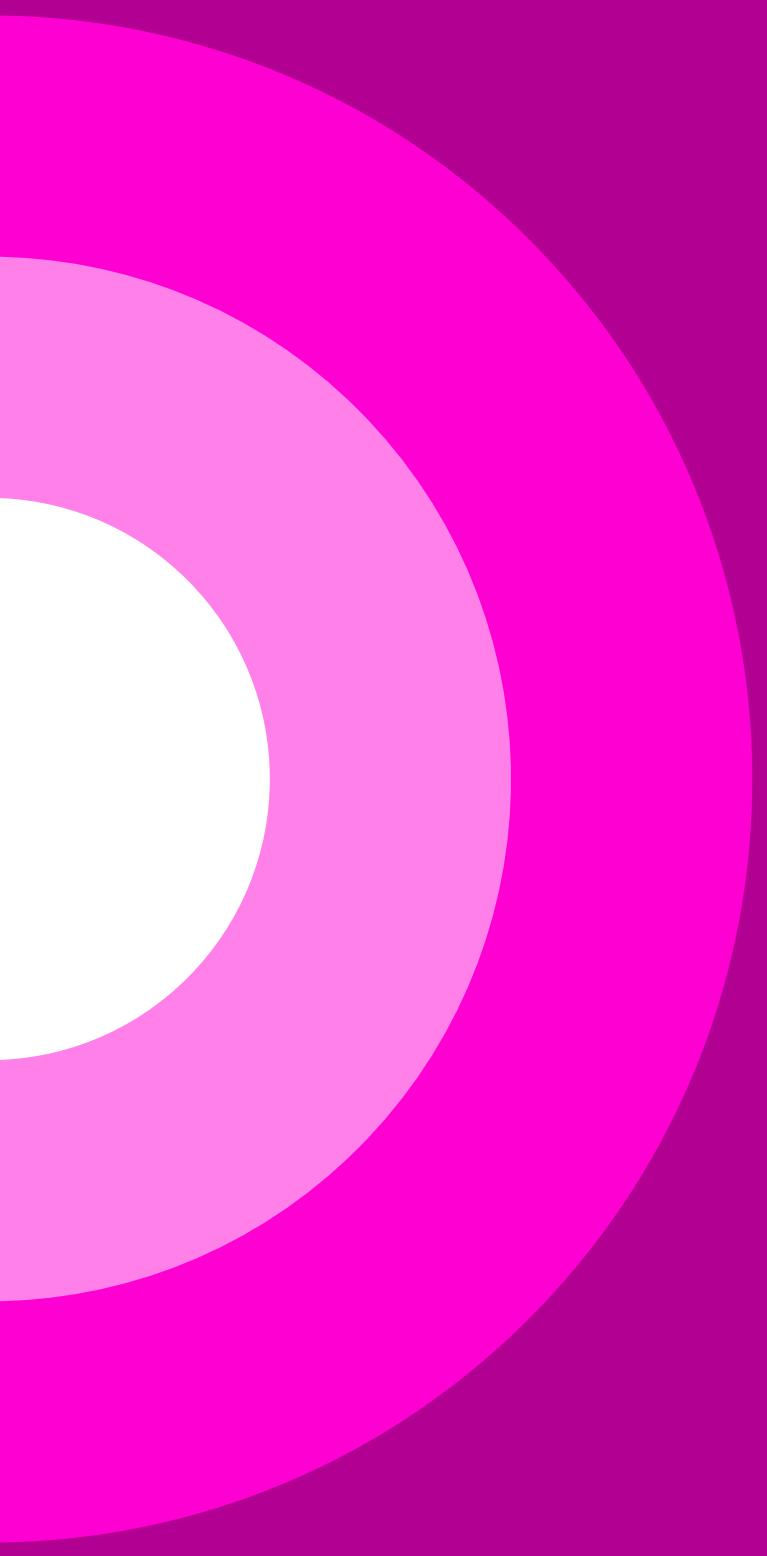
+

OVERTIME

Focus on rebuilding your teams to ensure you have the right roles to support this approach. Don't worry, this can take longer than you'd like but its worth it...



WHY IT WORKS



Original request:

***“I JUST NEED A
GRAPHIC FOR AN
EMAIL...”***

Our solution:

***AN OMNICHANNEL
CAMPAIGN THAT DROVE
+114% INCREASE IN
REVENUE***

Q P

Watch your favorite PBS shows anytime, anywhere with
Austin PBS

Austin City Limits
Download the app today

finding your roots
Download the app today

ALL CREATURES GREAT & SMALL
Download the app today

DECIBEL
Download the app today

77
Download the app today

SPECIAL THANKS TO OUR
ABC, GIANT NOISE, RED

SUPPORT ALSO PROVIDED BY
LORD



2024 TICKET



WHAT'S THE BIG DEAL?

It's an online raffle and for just \$25 you could win an entire year's worth of prizes — all while supporting public television in Central Texas!

[BUY TICKETS](#)



YOUR CHANCE TO WIN BIG IN 2025!

For just \$25.00 you can win passes to NINE of Austin's best live events and festivals in 2025

Buy your raffle ticket now for a chance to WIN PASSES TO:

Austin PBS
PRESENTS



AUSTIN
CITY
LIMITS



TexasMonthly
BBQ FEST
2025



AUSTIN
CITY
LIMITS
MUSIC FEST



Photo by Scott Newton

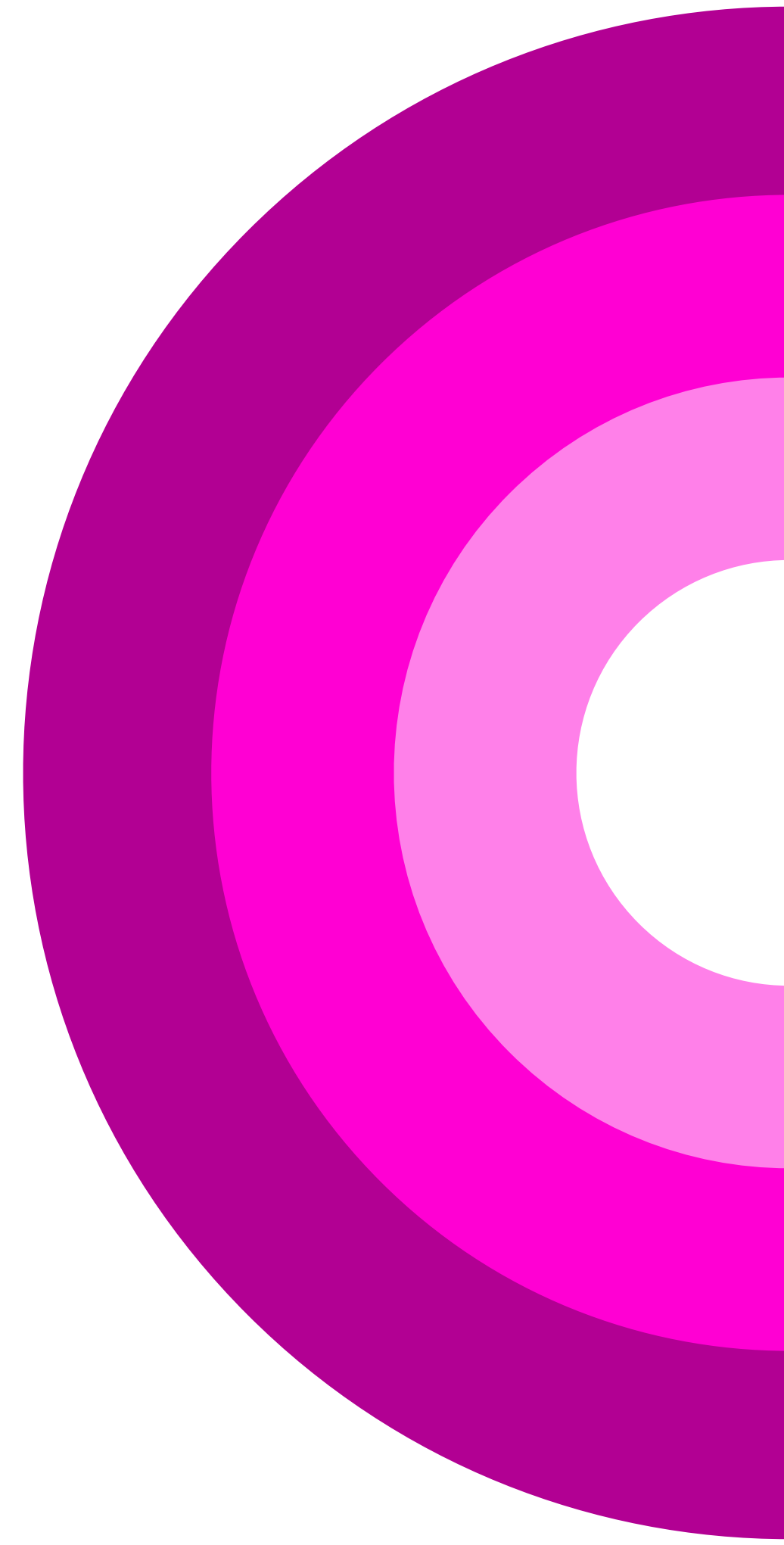


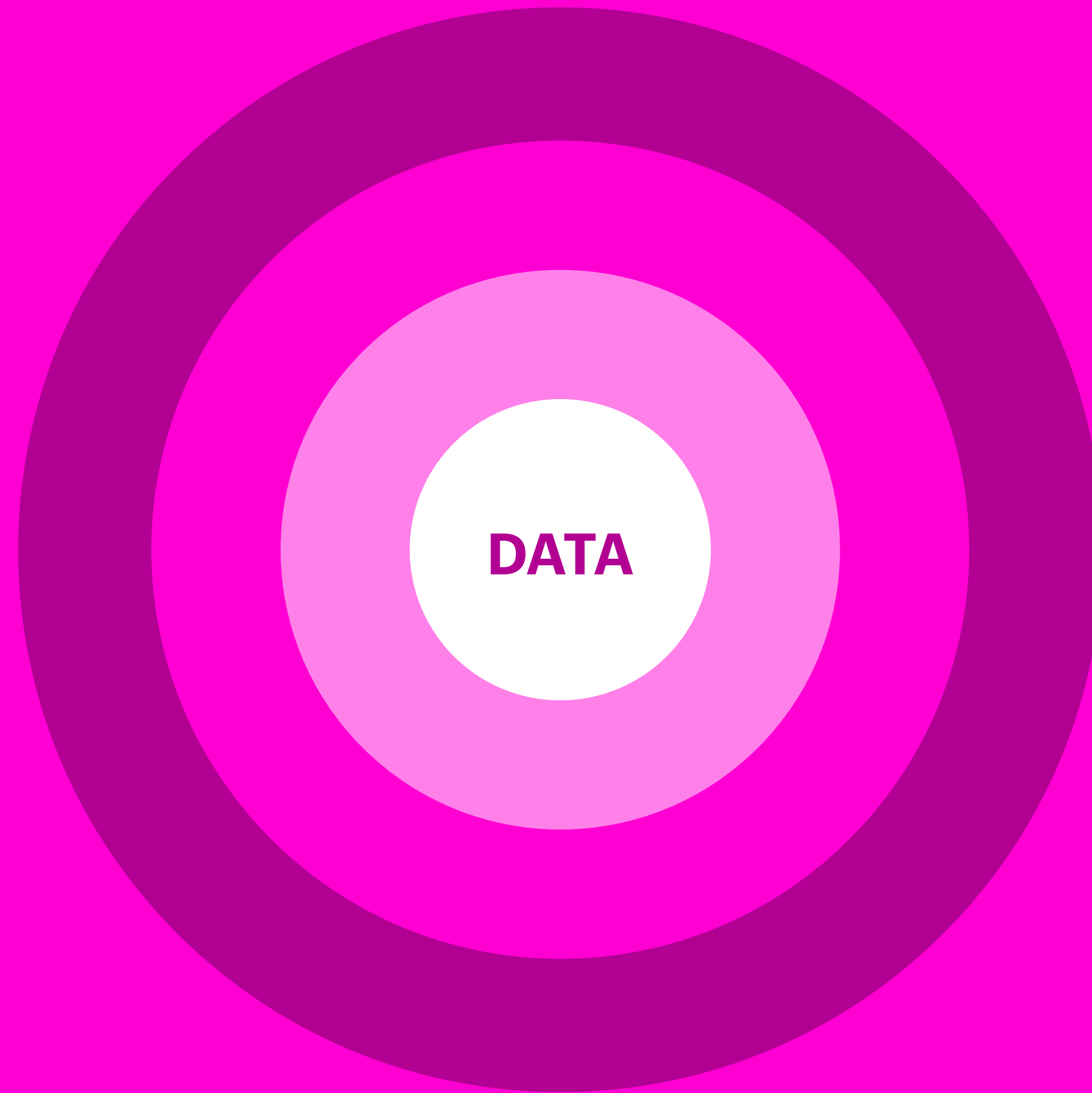
2025 IS ABOUT TO BE A PRETTY BIG DEAL

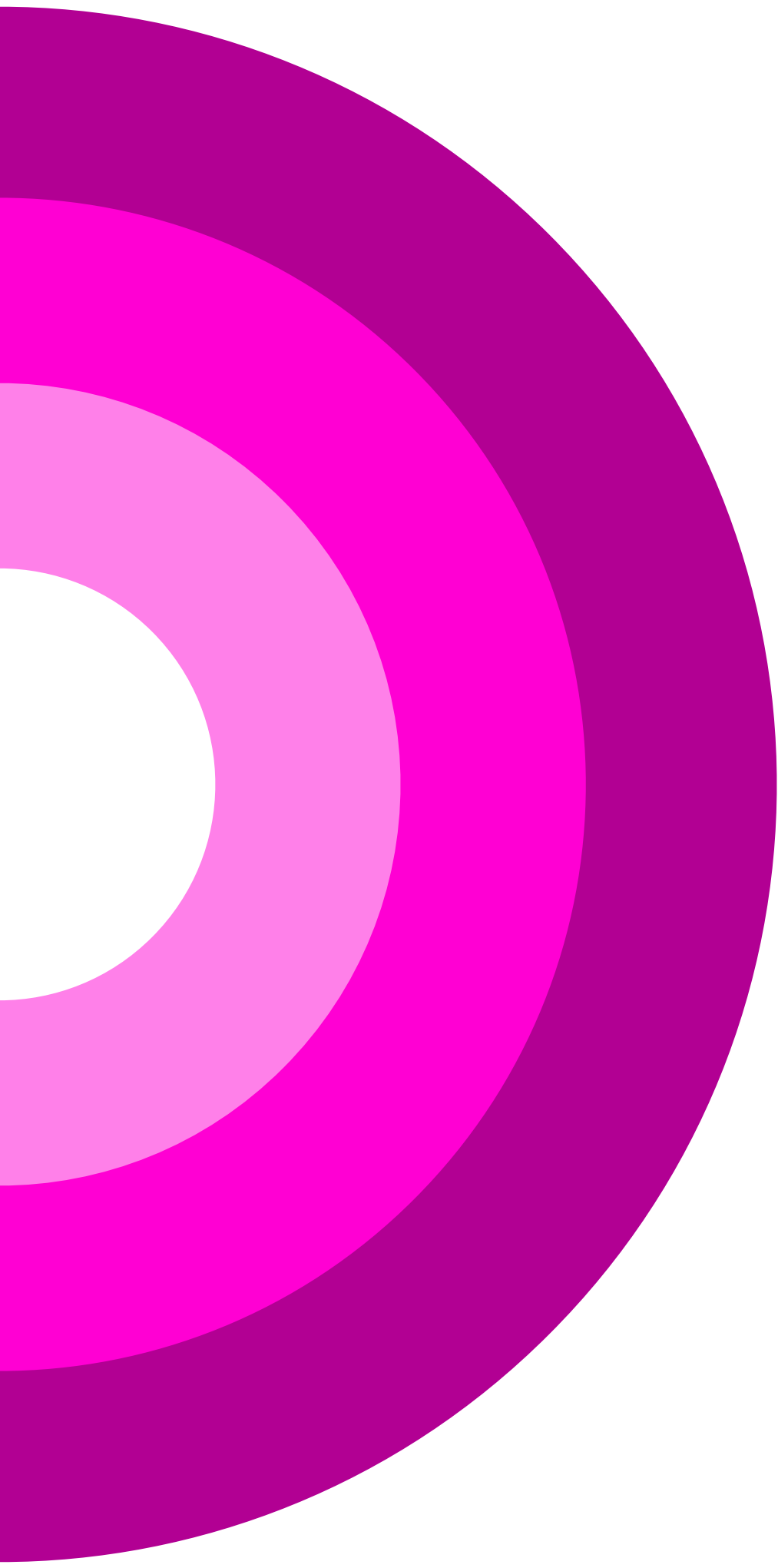


SECOND

WHAT DRIVES PROBLEM-SOLVING?





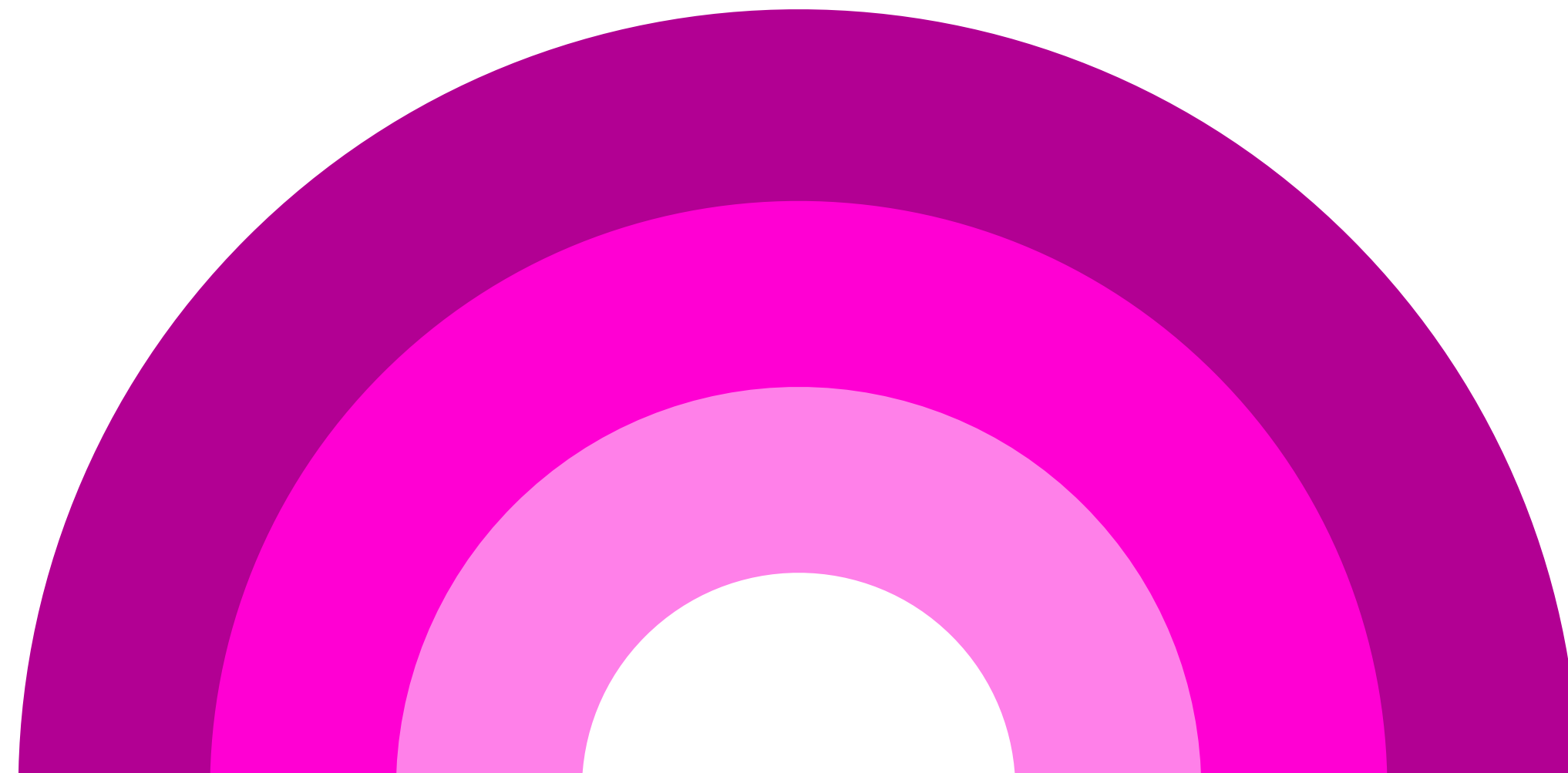


WHAT I KNOW

DATA DRIVES CREATIVITY & BUSINESS GROWTH

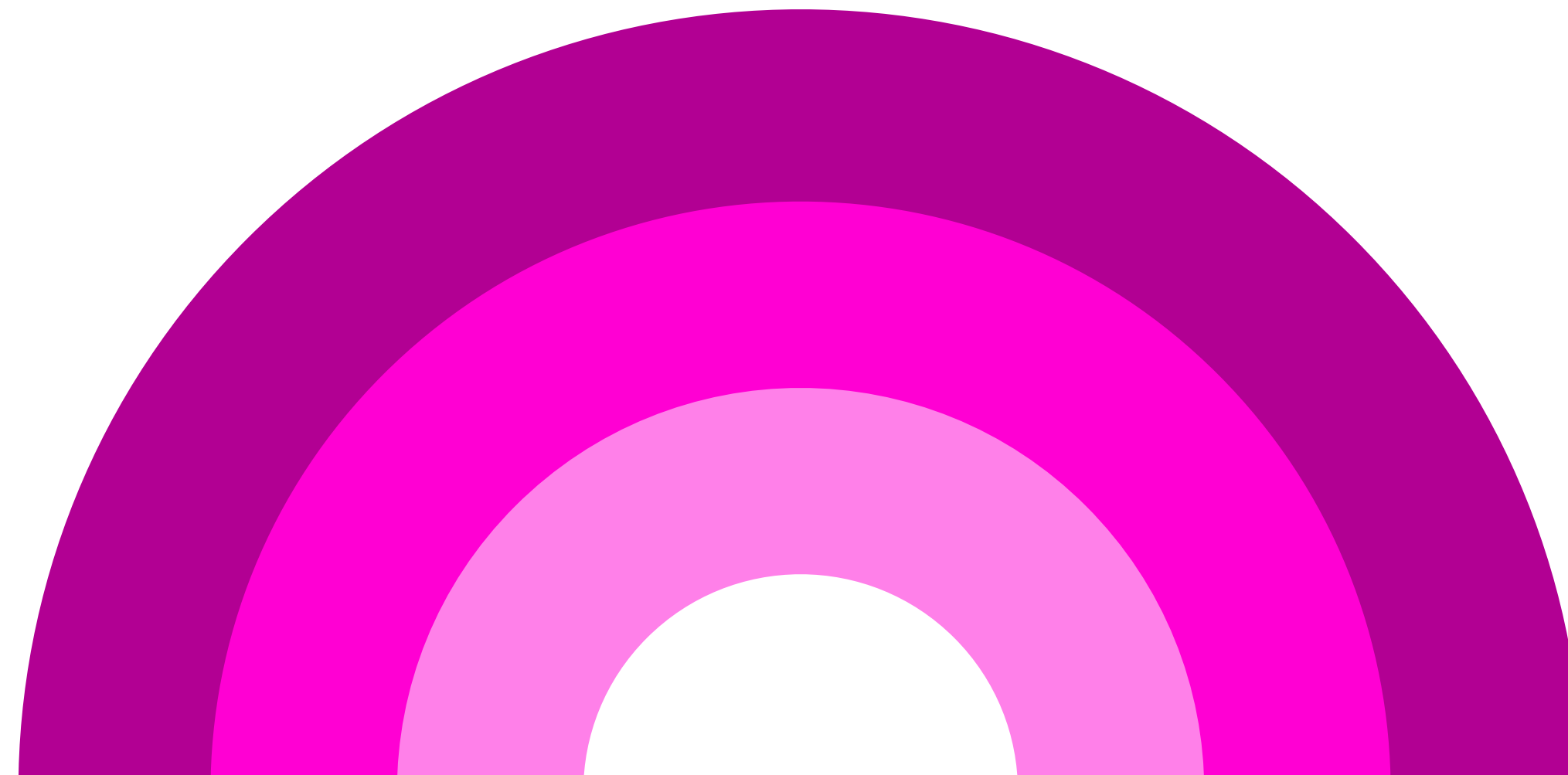
WHAT I ALSO KNOW

**FOR MOST OF US, OUR DATA IS
DISPARATE AND DECENTRALIZED.**



DON'T LET THAT INTIMIDATE YOU.

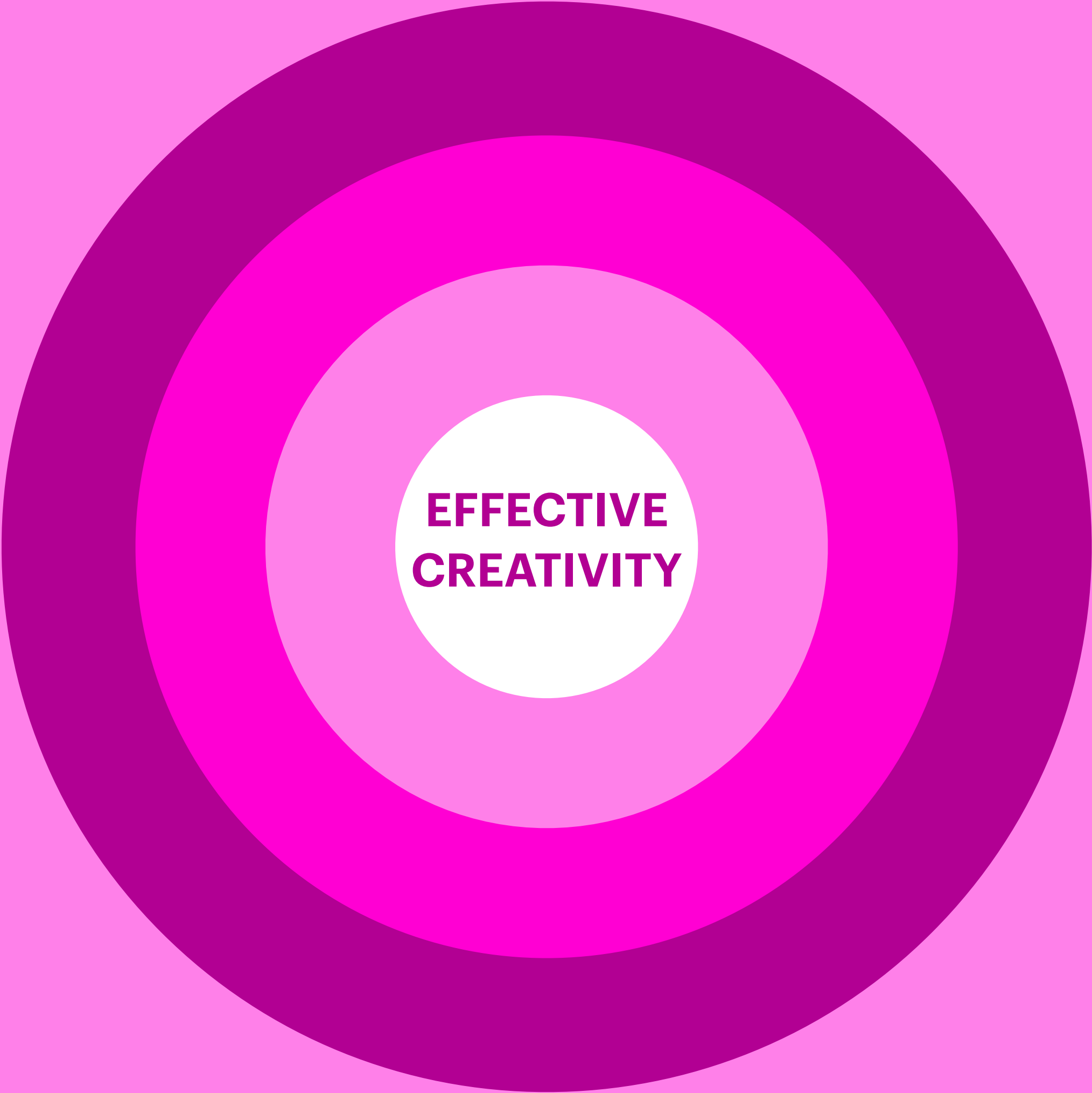
**DATA ENABLES MORE CREATIVE
RISK, ALLOWS FOR SMARTER
CHOICES & PROVES OUT THE VALUE**



**CHANGE IS
CONSTANT**

START SMALL. GET SCRAPPY.

KNOWING YOUR AUDIENCE
REMAINS THE MOST
RELIABLE ASSET TO
MARKETERS

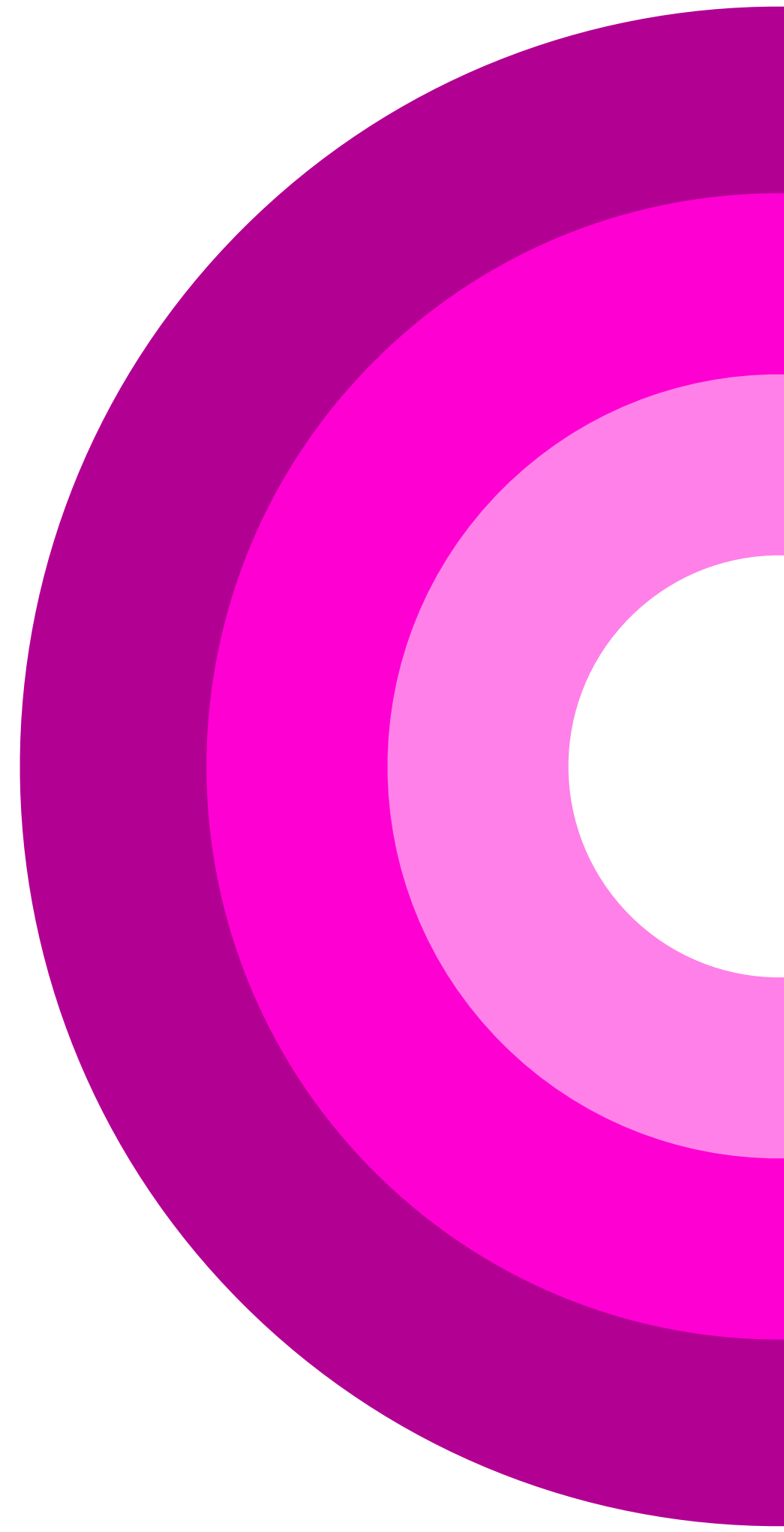


**EFFECTIVE
CREATIVITY**

DATA FUELS THE PRACTICE OF

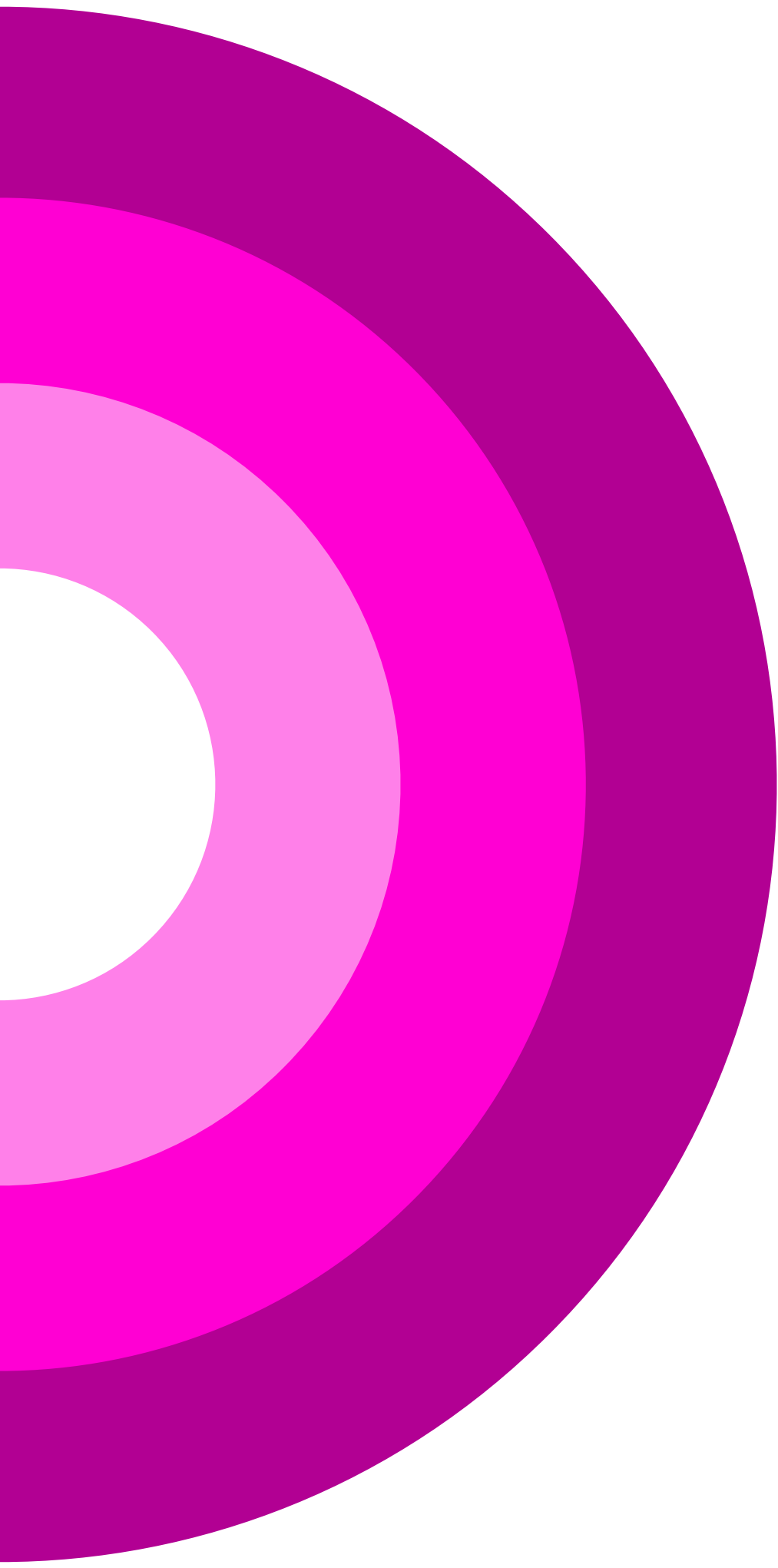
EFFECTIVE CREATIVITY

WORKING A PROBLEM + DATA + EXPERIMENTATION = VALIDATION & ITERATION



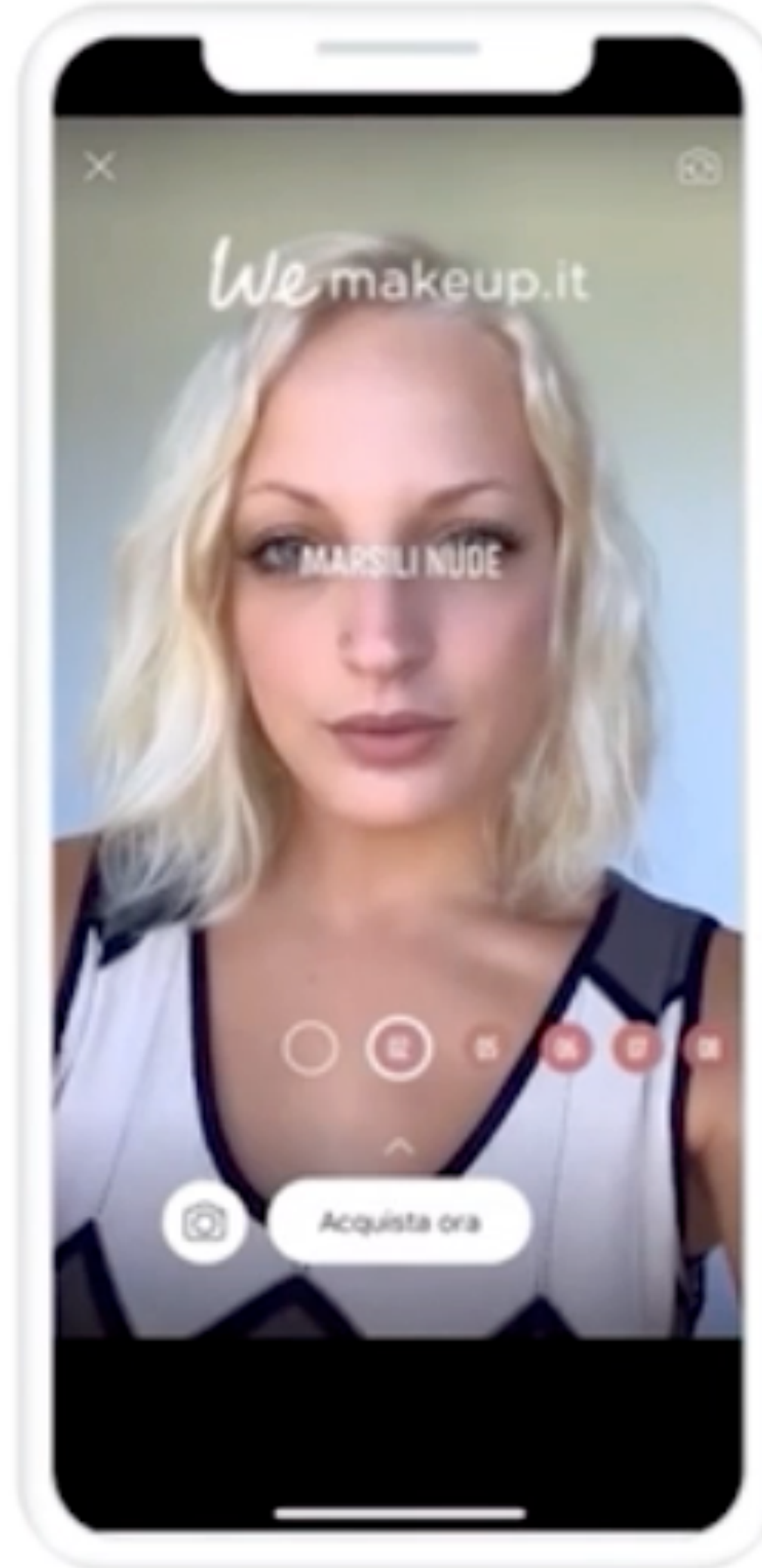
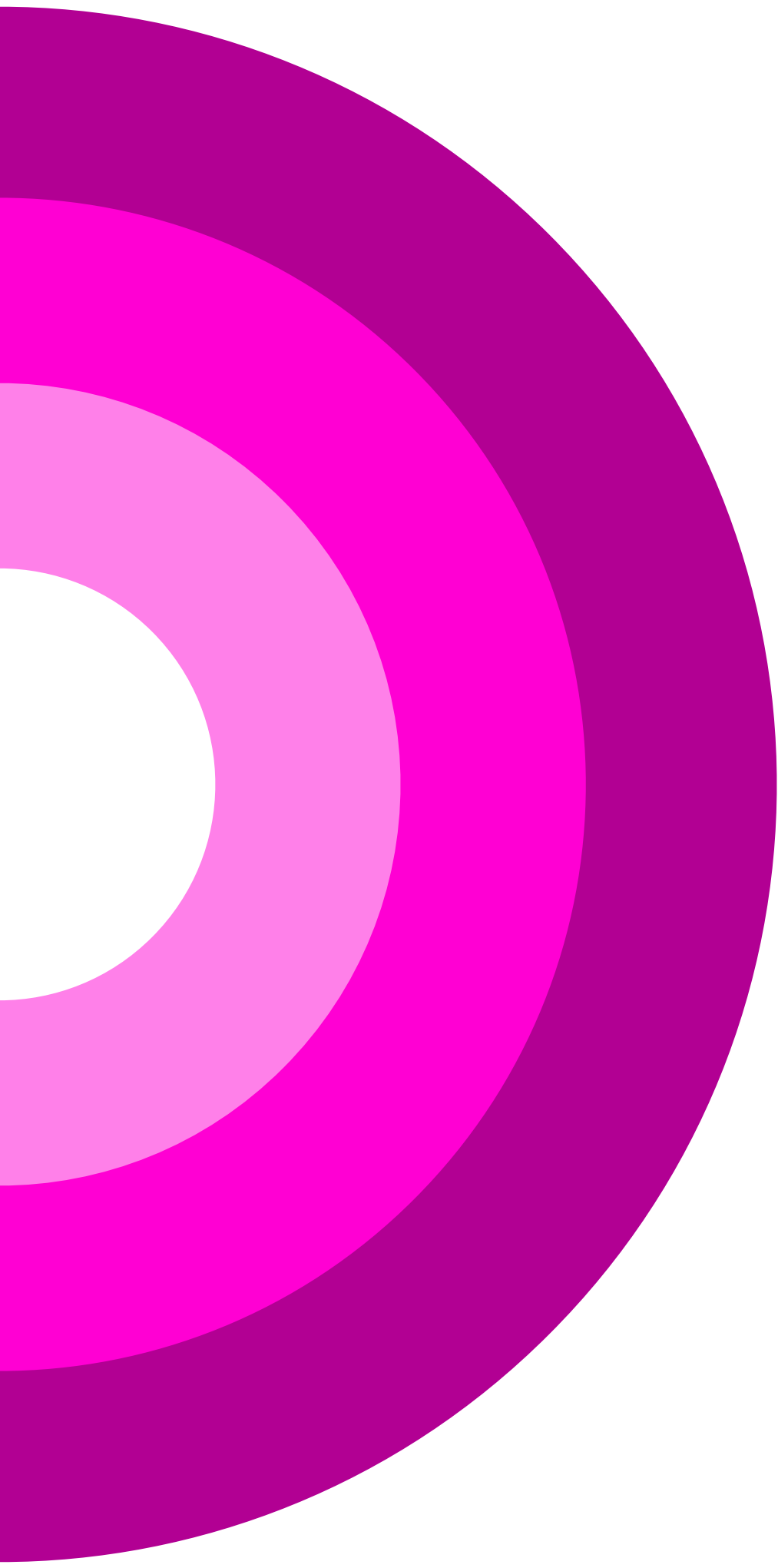
**EFFECTIVE CREATIVITY—THE KIND THAT DRIVES
GROWTH AND BUSINESS PERFORMANCE—COMES FROM
“WORKING THE PROBLEM” AND HAVING IN PLACE
DISCIPLINED MANAGEMENT PRACTICES THAT CAN
FOSTER SPARKS OF INSIGHT AND THEN SHEPHERDING
THEM INTO TANGIBLE BUSINESS OUTCOMES.**

MCKINSEY

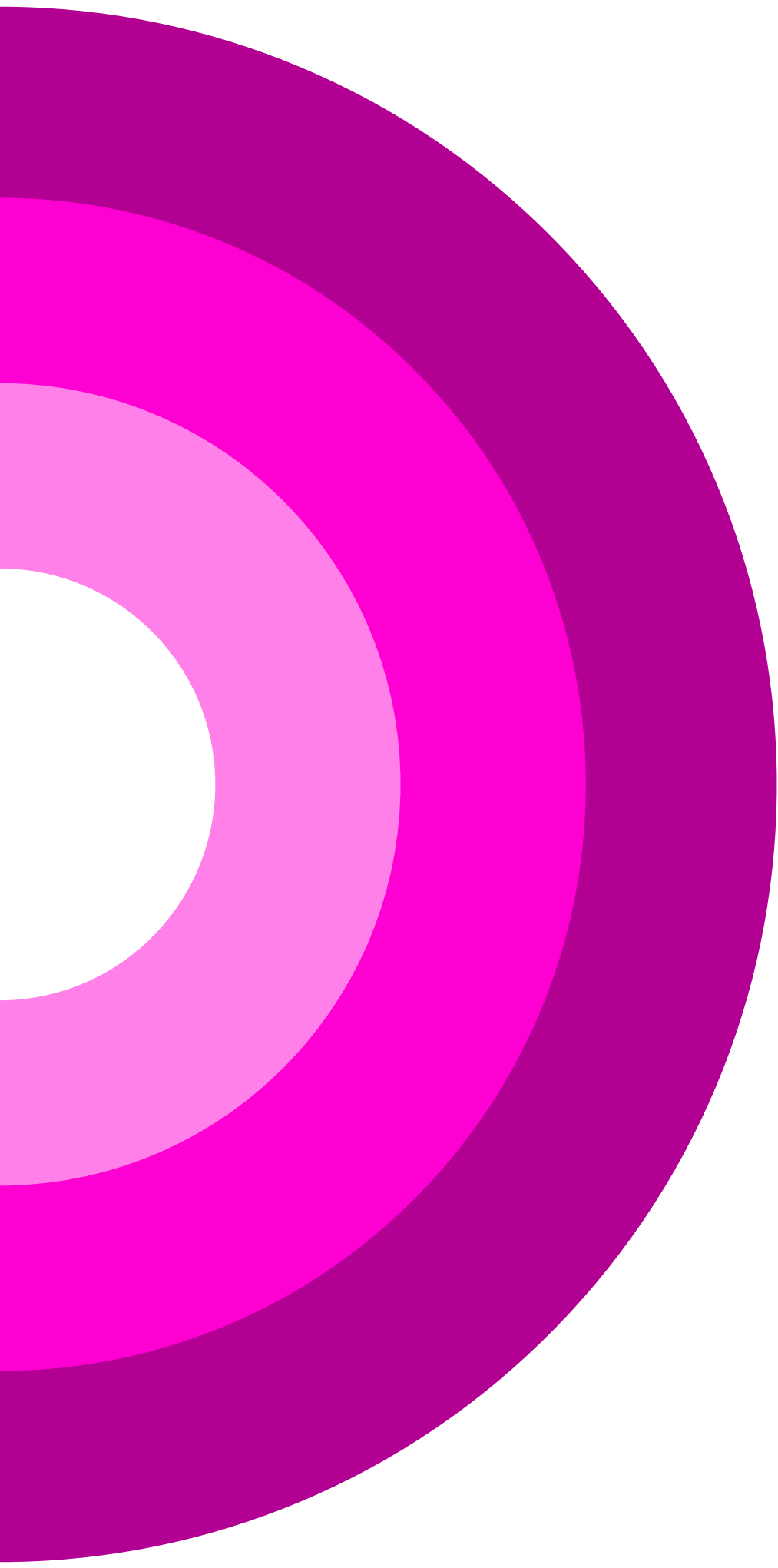


AS A PRACTICE, IT GIVES STRUCTURE FOR

**UNCOVERING OPPORTUNITIES
FROM A CHALLENGE**

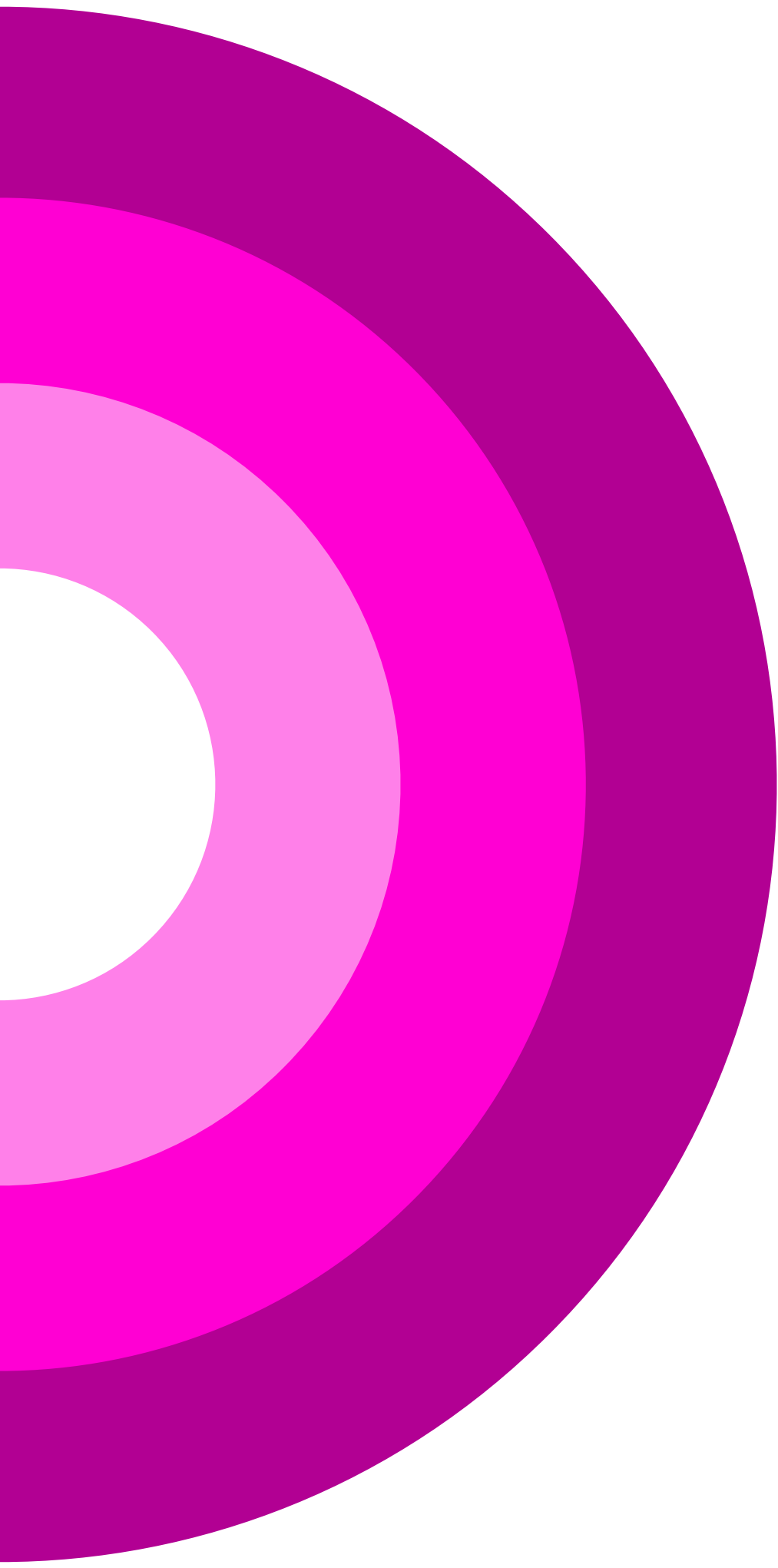


Problem: High return rates, low conversion rates

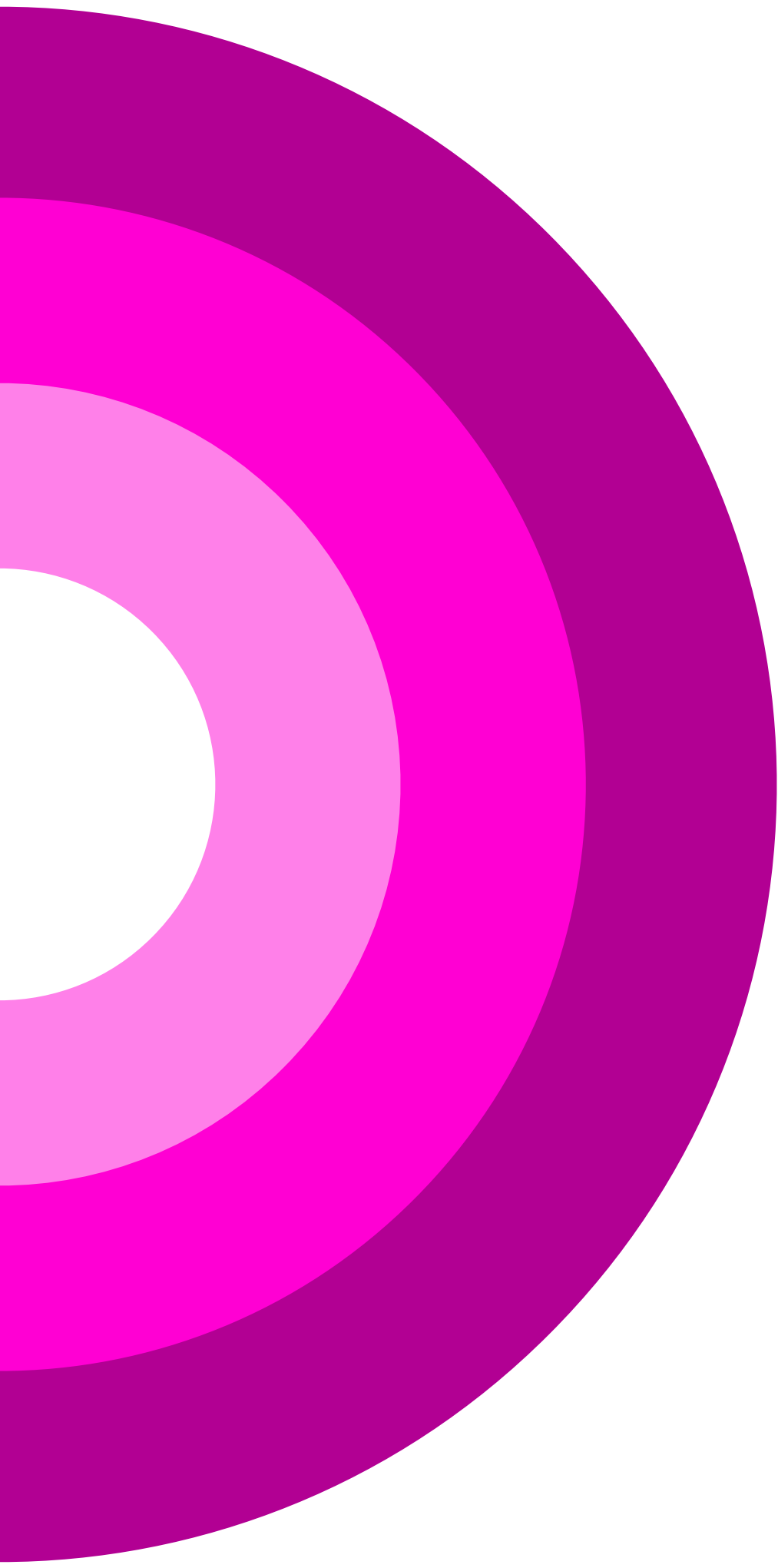


HELPS TEAMS

NAVIGATE AMBIGUITY

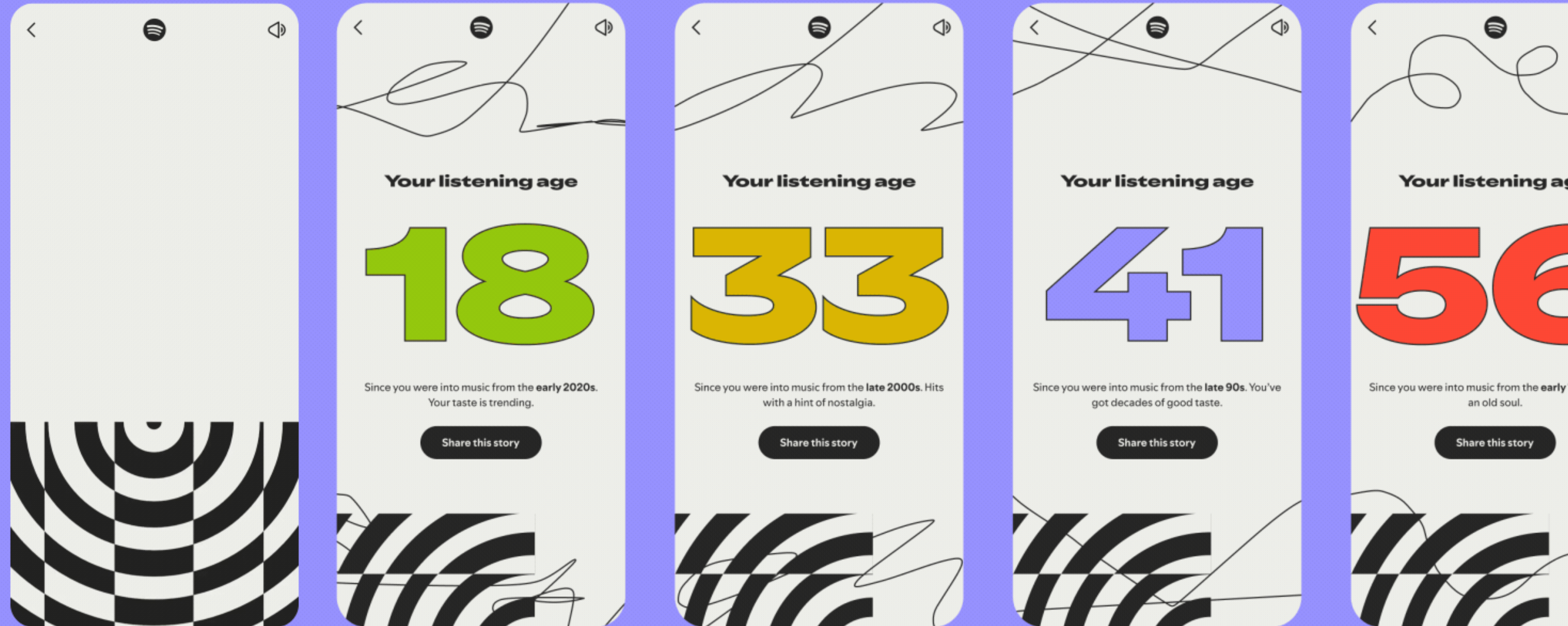
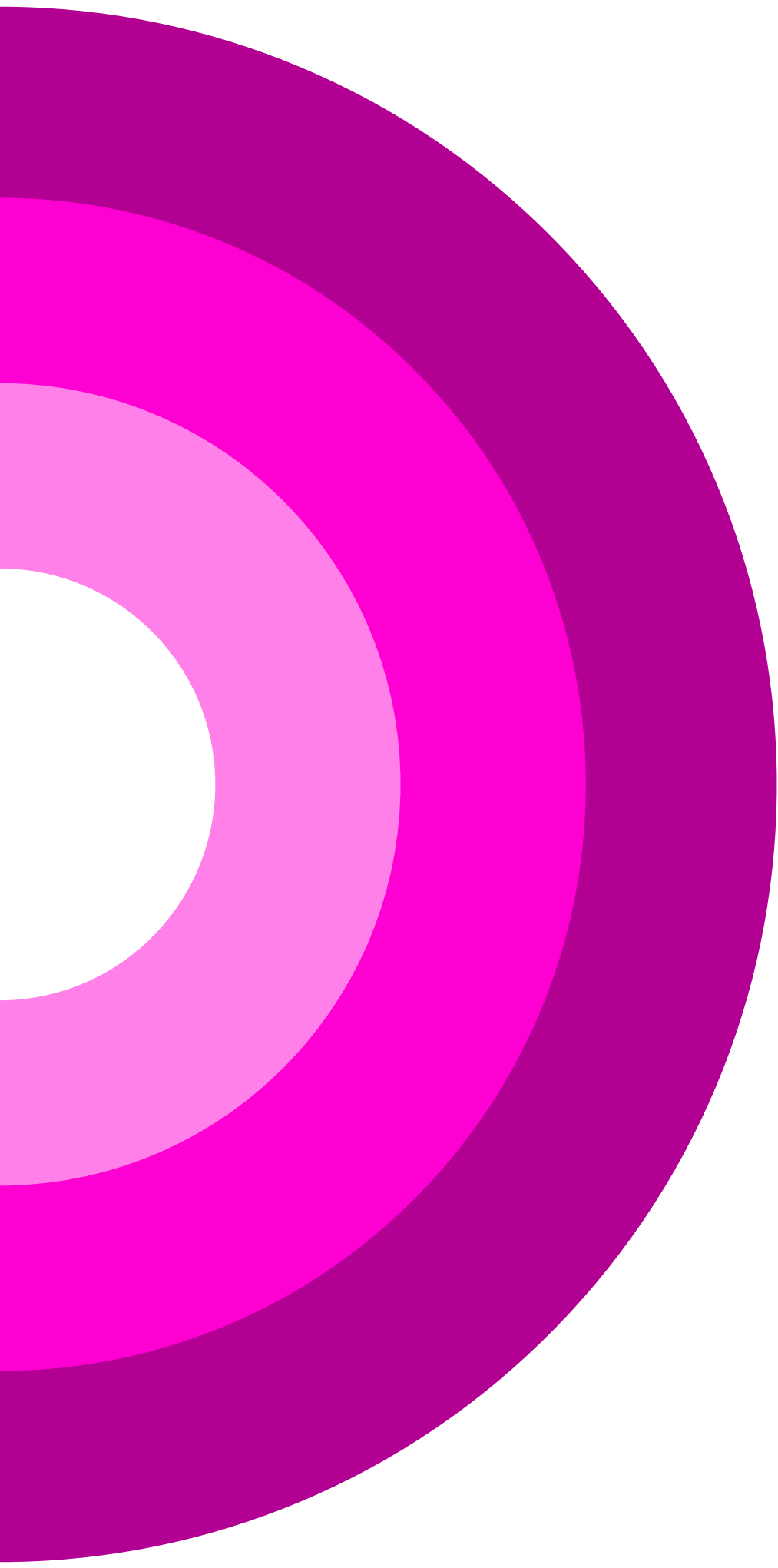


Problem: Product focus for the year but nothing new to market

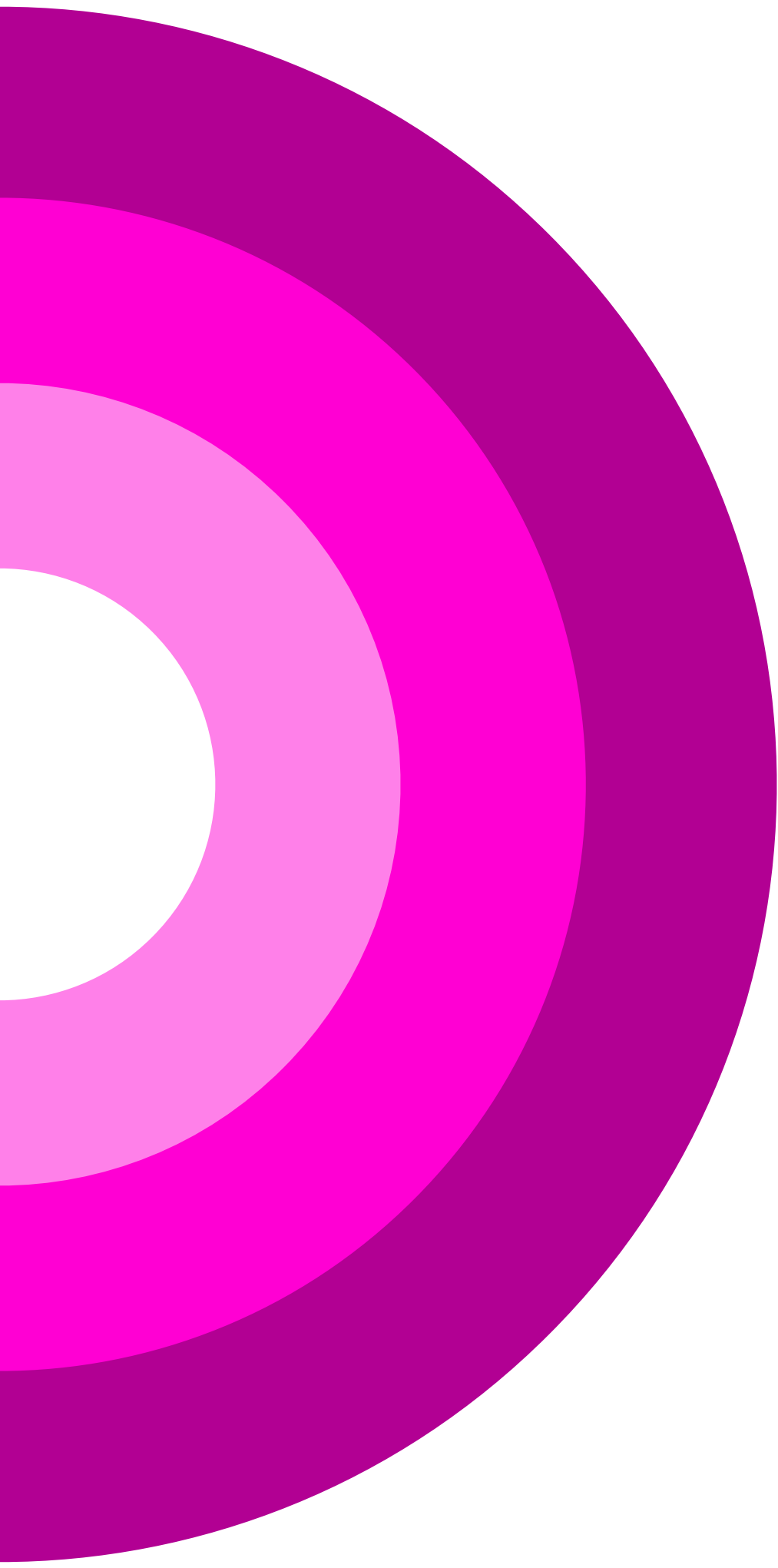


GIVES THE SPACE

**TO FOSTER INSIGHTS FROM
DATA & PUT THEM TO WORK**

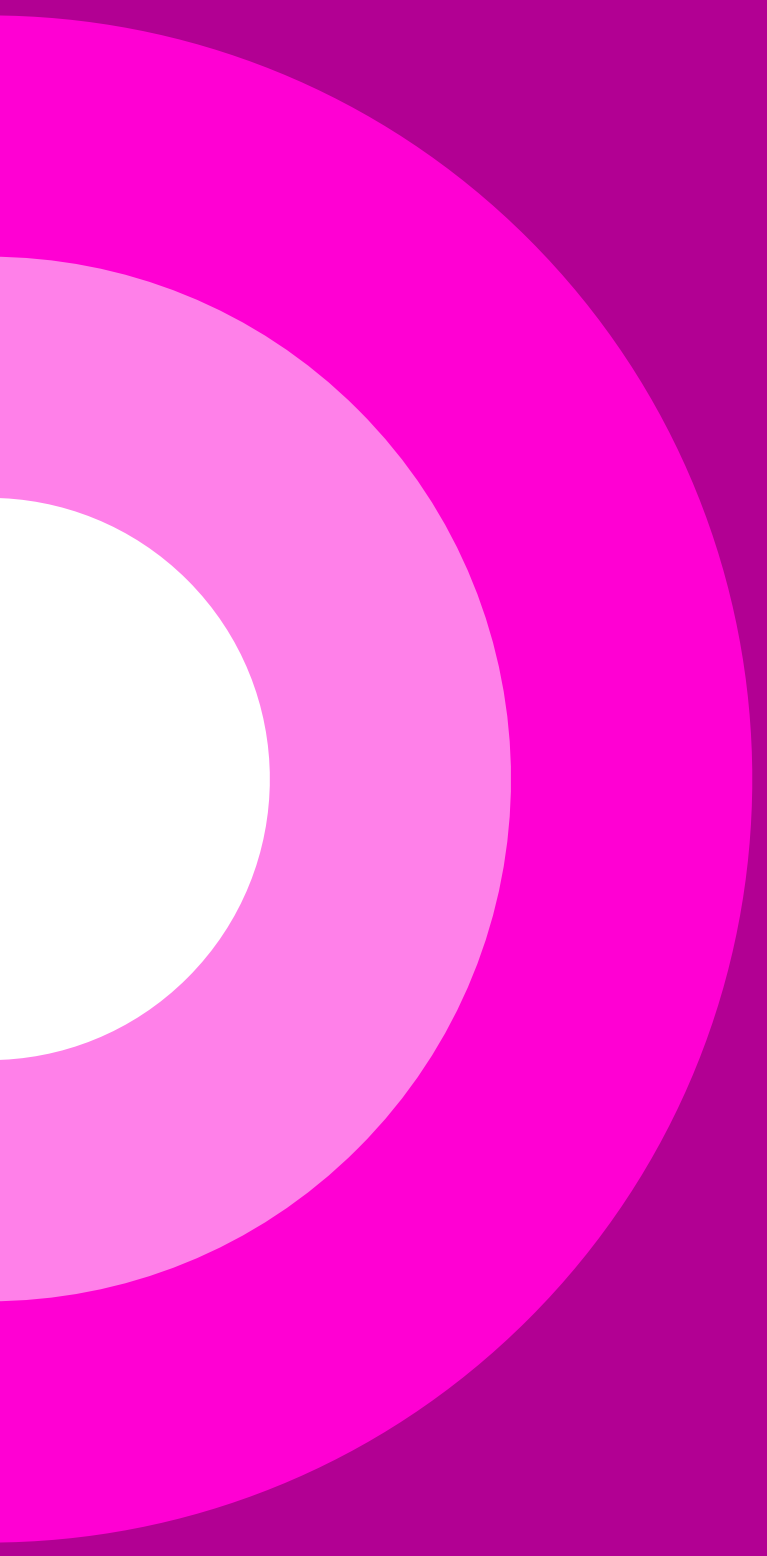


Problem: Low brand loyalty and new users



WHY EFFECTIVE CREATIVITY WORKS

**PROVES CREATIVITY MATTERS BY
THE EFFECT OF IT'S PERFORMANCE
& THE BUSINESS VALUE IT BRINGS.**



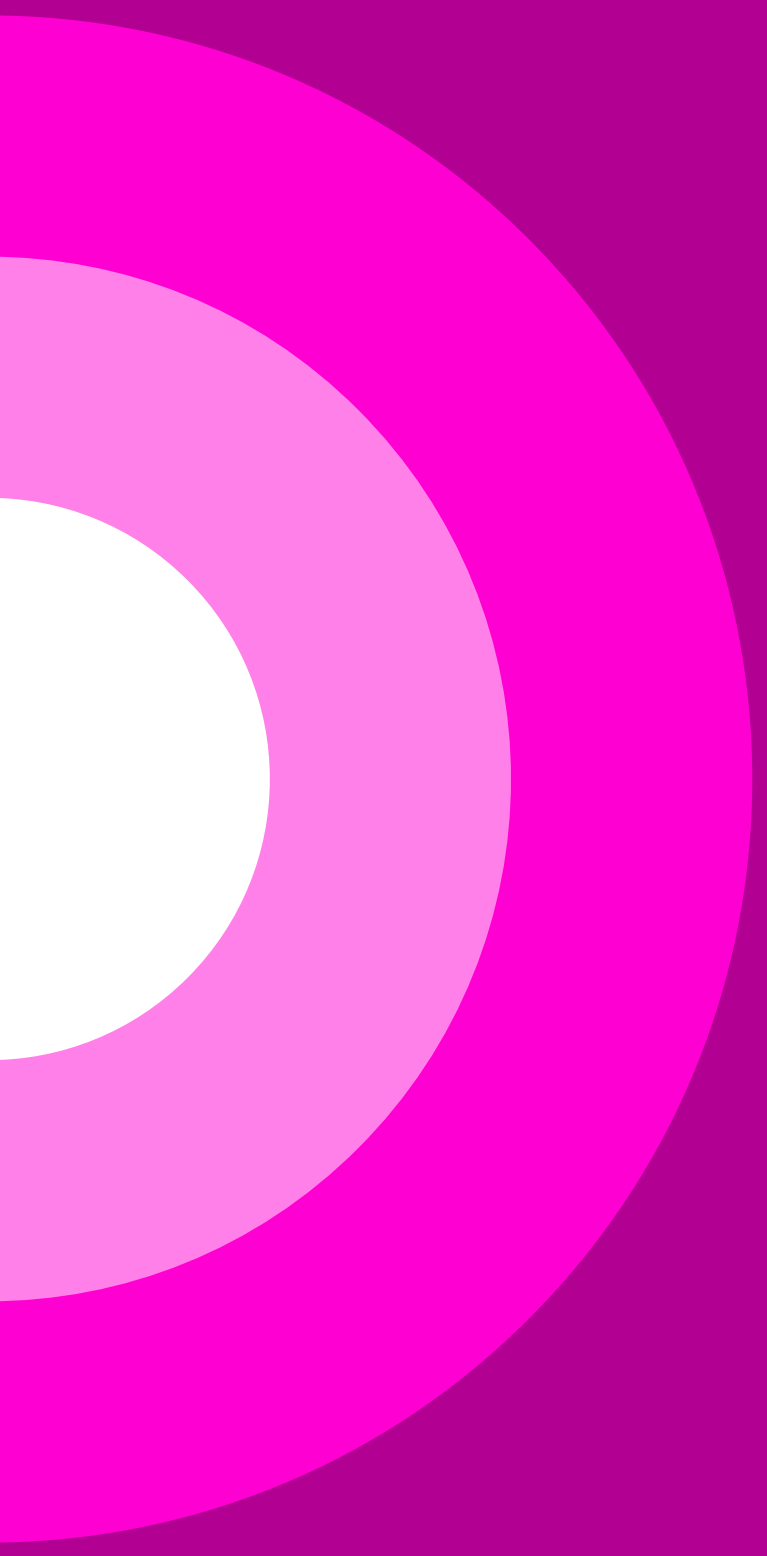
WORKING THE PROBLEM

Data insight

***LINEAR BROADCAST IS
DECLINING BUT OUR APP
ENGAGEMENT IS NOT
INCREASING***

Hypothesis

***MEET CONTENT
CONSUMERS WHERE THEY
ARE & BUILD AWARENESS
OF THE APP***



WORKING THE PROBLEM

Experimentation

***SMALL BUDGET +
EXISTING RESOURCES =
PAID ROKU AD TEST***

Validation

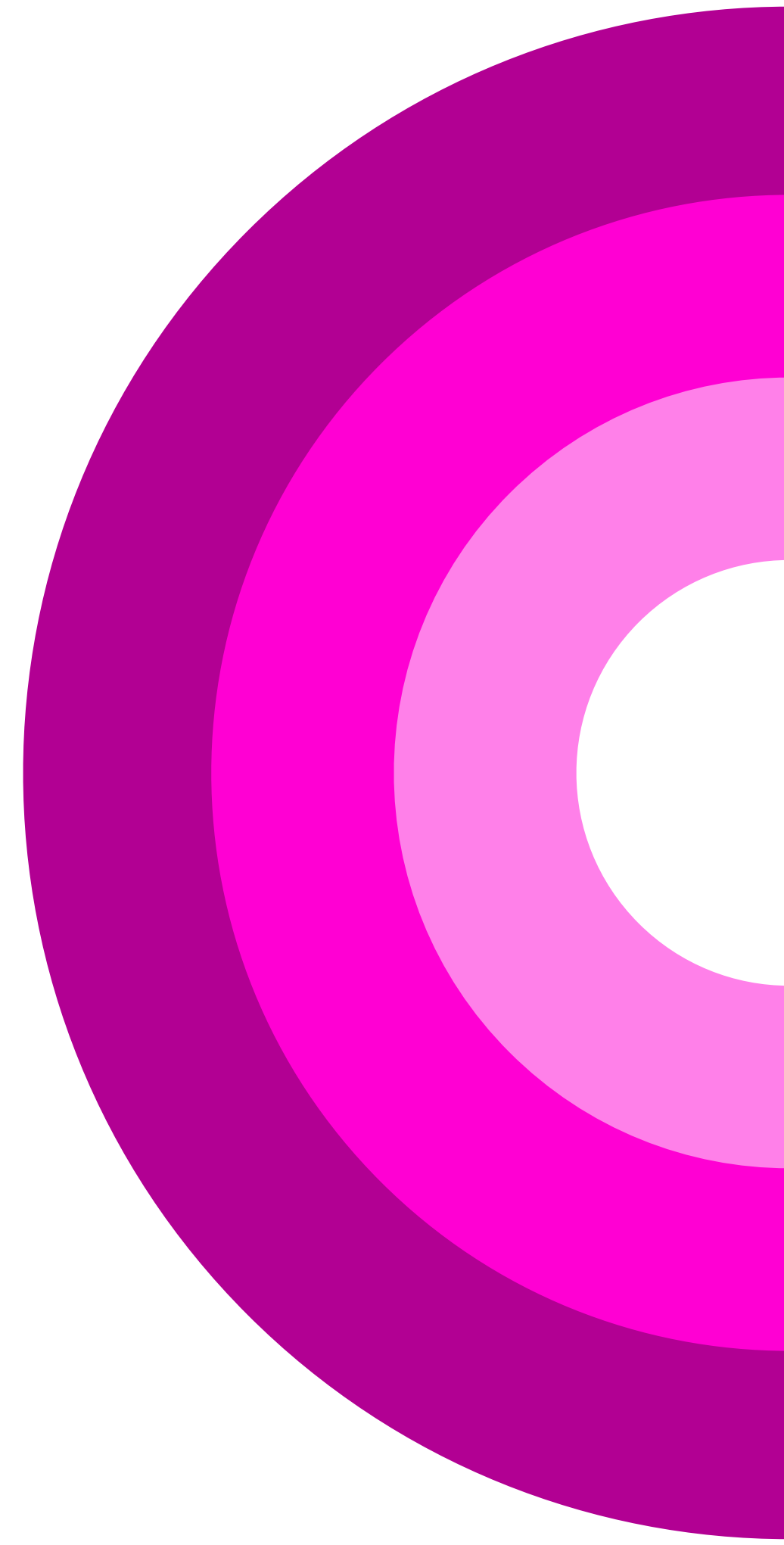
***\$2500 SPEND USING
EXISTING ASSETS CAN
DRIVE +14% INCREASE IN
STREAMING, REACHING
NEARLY 400K IMPRESSIONS***



PBS

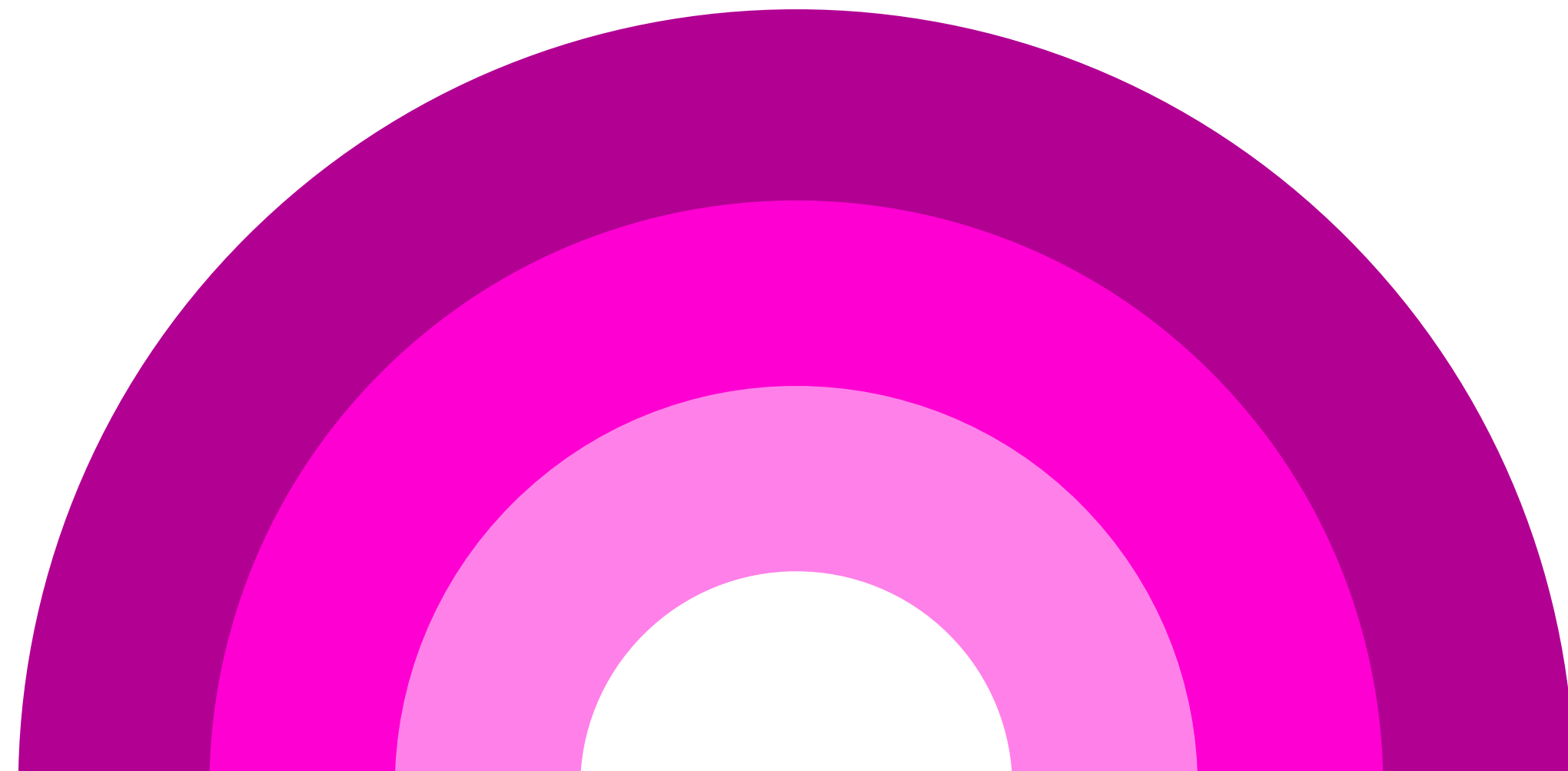
AND LASTLY

**CREATING A CULTURE
OF CREATIVITY WHERE
TEAMS BUILD MAGIC**



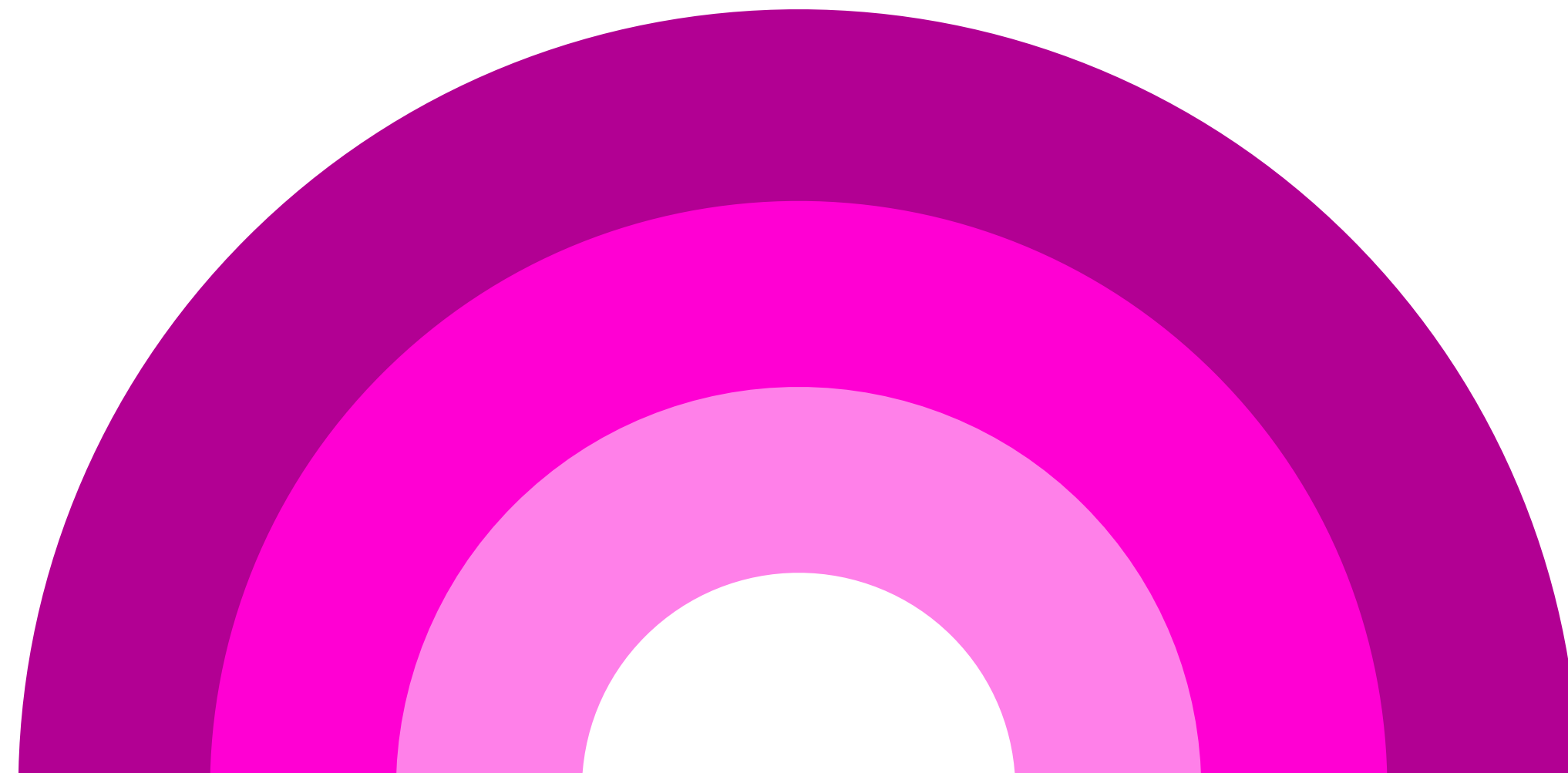
IT ALL STARTS WITH YOU

**CULTURE, BY DESIGN, IS MOST
EFFECTIVE AND FOLLOWED BY THOSE
WHO ARE INVOLVED IN CREATING IT**



IN ORDER TO WORK

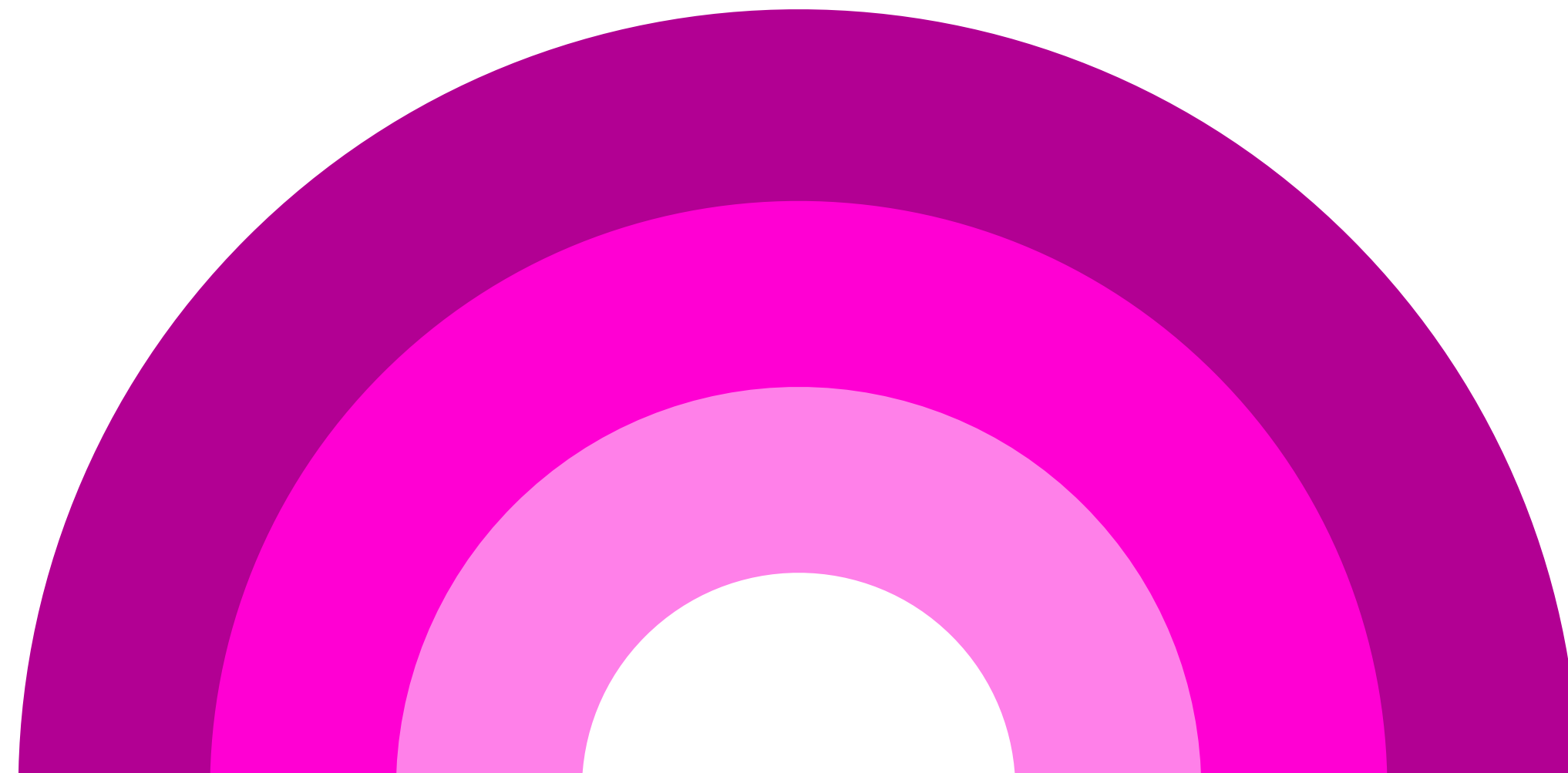
**CULTURE MUST BE MADE A
PRIORITY THAT IS ALSO TESTED &
OPTIMIZED**



**CHANGE IS
CONSTANT**

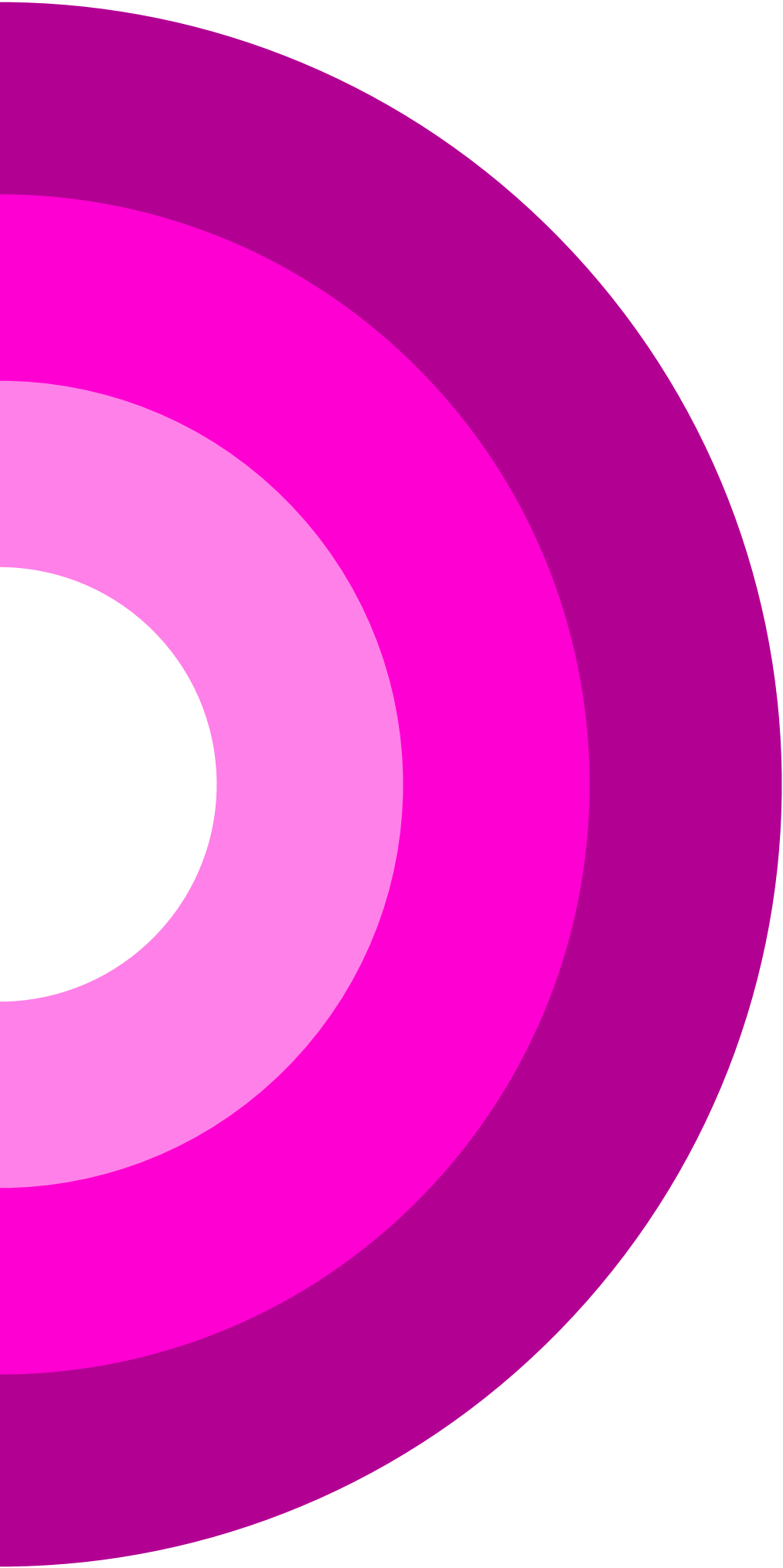
SO WE MUST CREATE

***ENVIRONMENTS THAT ENCOURAGE
EXPERIMENTING, TESTING &
ITERATING***



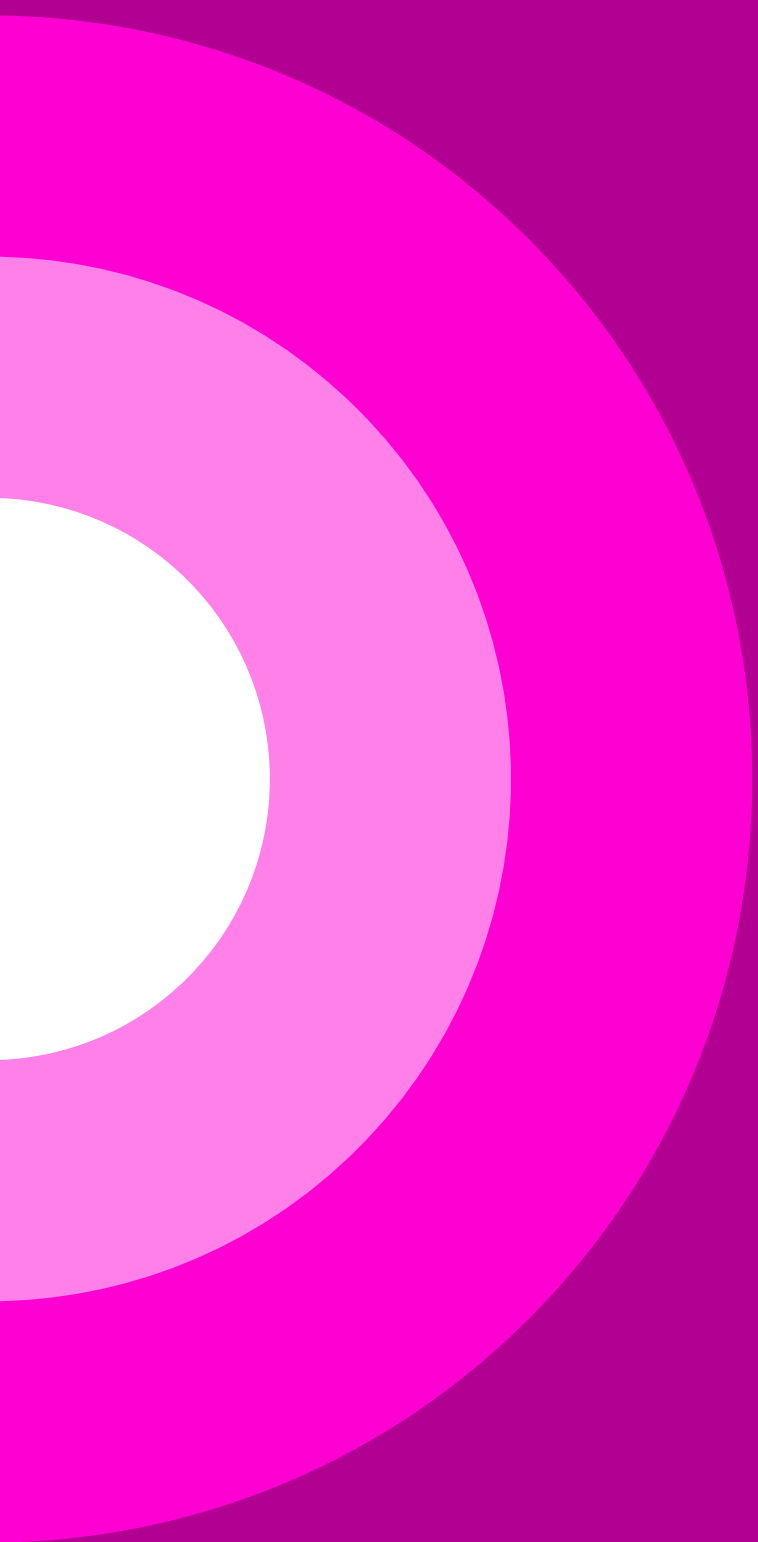


**TIPS & TRICKS
FOR MAGIC
MAKING**

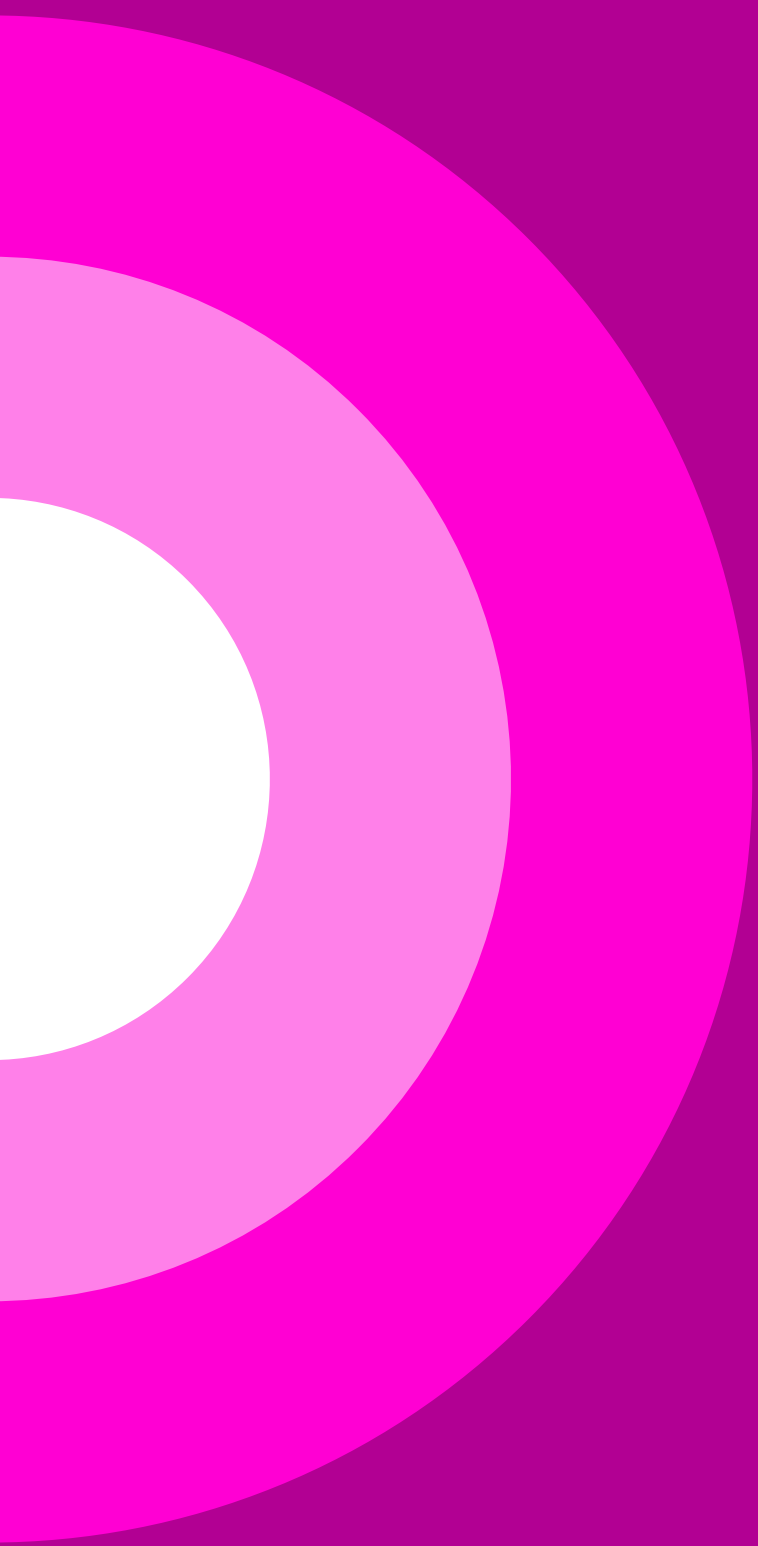


TIPS & TRICKS FOR MAGIC MAKING

- **START SMALL AND 'KEEP IT SIMPLE'**
- **CREATE A 'SAFE SPACE TO FAIL' ENVIRONMENT**
- **EXPERIMENT WITH OWNED CHANNELS; BOOST POSTS VS FULL CAMPAIGNS, A/B TEST CTAS, HEADLINES, SUBJECT LINES, ETC**
- **FOSTER CREATIVITY WITH TEAM LUNCH-N-LEARNs, CRAFT NIGHTS, MUSEUM DAYS, WEBINARS & SPEAKING ENGAGEMENTS**
- **LASTLY, CELEBRATE THE WINS & LOSSES**



QUESTIONS?



**THANK YOU FOR THE
OPPORTUNITY**