



CITY OF ARLINGTON, TEXAS

The City of Arlington had a typical city services website at ArlingtonTX.gov. What this website lacked, however, was a place to highlight the city's ongoing sports events, community events, health concerns, and other issues.

The solution was to create MyArlingtonTX.com as a central hub for content such as news articles for the city's website, videos for the City's YouTube site and various types of content for its social media sites.

The challenge of creating and managing this ongoing content across all these different channels quickly breaks down, however, if the only tools leveraged among a team of writers, editors, and stakeholders are Word documents, shared drives, spreadsheets and emails. This is why the city of Arlington, Texas selected Marketing.AI as the backbone solution to support their content marketing efforts—delivering a better experience in the planning, execution, and measurement of the content shared through MyArlingtonTX.com.

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Marketing.AI enabled the content team at MyArlingtonTX.com to weave together a whole city picture with more depth than we could have ever achieved with our old methods of content work.
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✘ The Challenge

- The content team is 4 people full time, 3 to 4 interns and a number of external contract writers.
- There was no system in place to manage the planning and execution of content on the site, other than a collection of spreadsheets, documents, and emails for back-and-forth communication.
- There was no easy way to report on content alignment with city leadership and stakeholder concerns.

✔ The Solution

- Marketing.AI enables the easy setup of multiple content types in the Editorial Calendar, for easy sorting and viewing by multiple stakeholders, each with different roles and access privileges.
- Directives from city councilors, the city manager, and citizens are easily built into Marketing.AI, linking directly with the associated content.
- Marketing.AI enables management of a growing diversity of content, across channels, all in one place.

★ The Result

- There is synergy in the content strategy and planning stages all the way through to execution.
- More content with a greater depth and diversity of content is delivered more efficiently.
- Content results can be linked directly back to key initiatives driven by city council and citizen interests.