

# Digital Business Development for **Economic Development**



# Agenda

1. Defining Digital
2. Conway Research Findings
3. Components of Digital Program
4. LinkedIn Exercise
5. Questions









Genetelia Agid

Profile  
Anthony Moore

Home

Dashboard

Dashboard

Dashboard

Home

Dashboard

Table

Dashboard

Dashboard

Dashboard

Dashboard

Dashboard

Dashboard

Dashboard

Dashboard

Dashboard

Dashboard

Dashboard

Dashboard

Dashboard

2500

1.51

2,500

4,567

2,315

7,325



Daily active users

Daily active users

Daily active users

App usage across versions

Top 5

Department

Project

Status

Account Status

100%

12%

10%

8%

6%

4%

2%

100%

100%

100%

100%

100%

100%

100%

100%

100%

100%

100%

100%

100%

100%

100%

100%

100%

100%

100%

100%

100%

100%

100%

100%

100%

100%

100%

100%





Worlds largest **taxi company**, owns no vehicles

# UBER



Worlds largest **bank** with, no actual cash

# BITCOIN





Worlds most popular **media owner** that creates no content

**FACEBOOK**



Worlds largest **movie house** that owns no real cinemas

**NETFLIX**



Worlds largest **accommodation provider** that owns no real estate

# AIRBNB



Digital platforms are letting us **connect with people and places** like never before

Communication + Strategy + Technology > Technology

Technology by itself is **not the answer**



Our world is **managed and improved digitally**, why cant our Agency be?

9/11: THE IRAN CONNECTION • IRAQ: A NEW STRONGMAN

# Newsweek

July 28, 2004 • \$3.95

Steve Jobs and  
The Must-Have  
Music Player  
Everyone Is  
Talking About

iPod,  
Therefore  
iAm



SEPTEMBER 22, 2014

# TIME



## Never Offline.

The Apple Watch is just the start. How wearable tech will change your life—like it or not.

BY LEV GROSSMAN  
PHOTOGRAPH BY MATT VELLA

# Digital Marketing

Digital marketing for economic development is the promotion of community assets (i.e. commercial real estate, workforce, key investment promotion staff, top location decision criteria) or brands via one or more forms of online media.





# Conway Marketing Research Findings

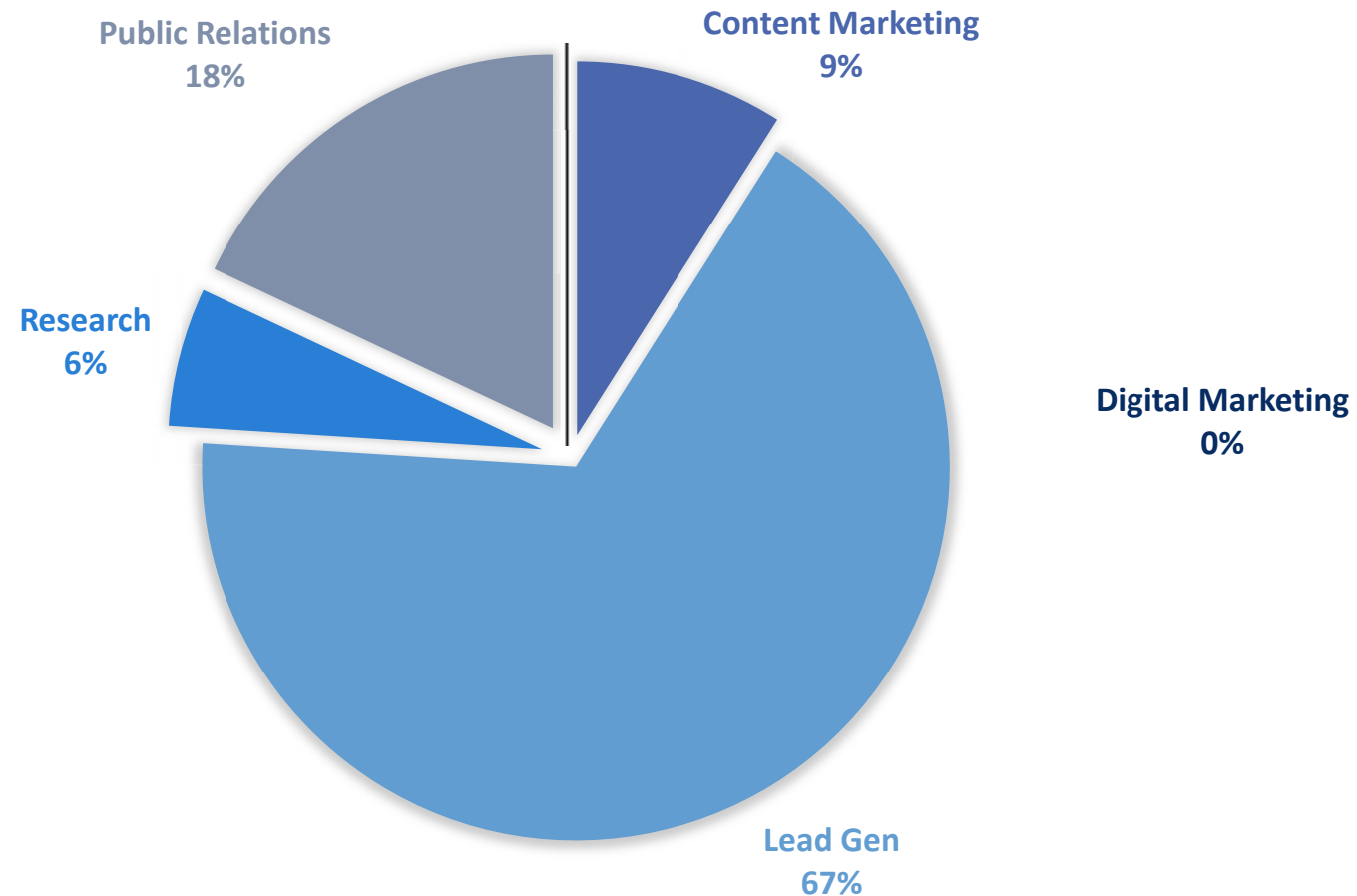
28%

of **Economic Development professionals** understand how to leverage digital tools to improve business development and marketing performance

Source: Conway 2018 research



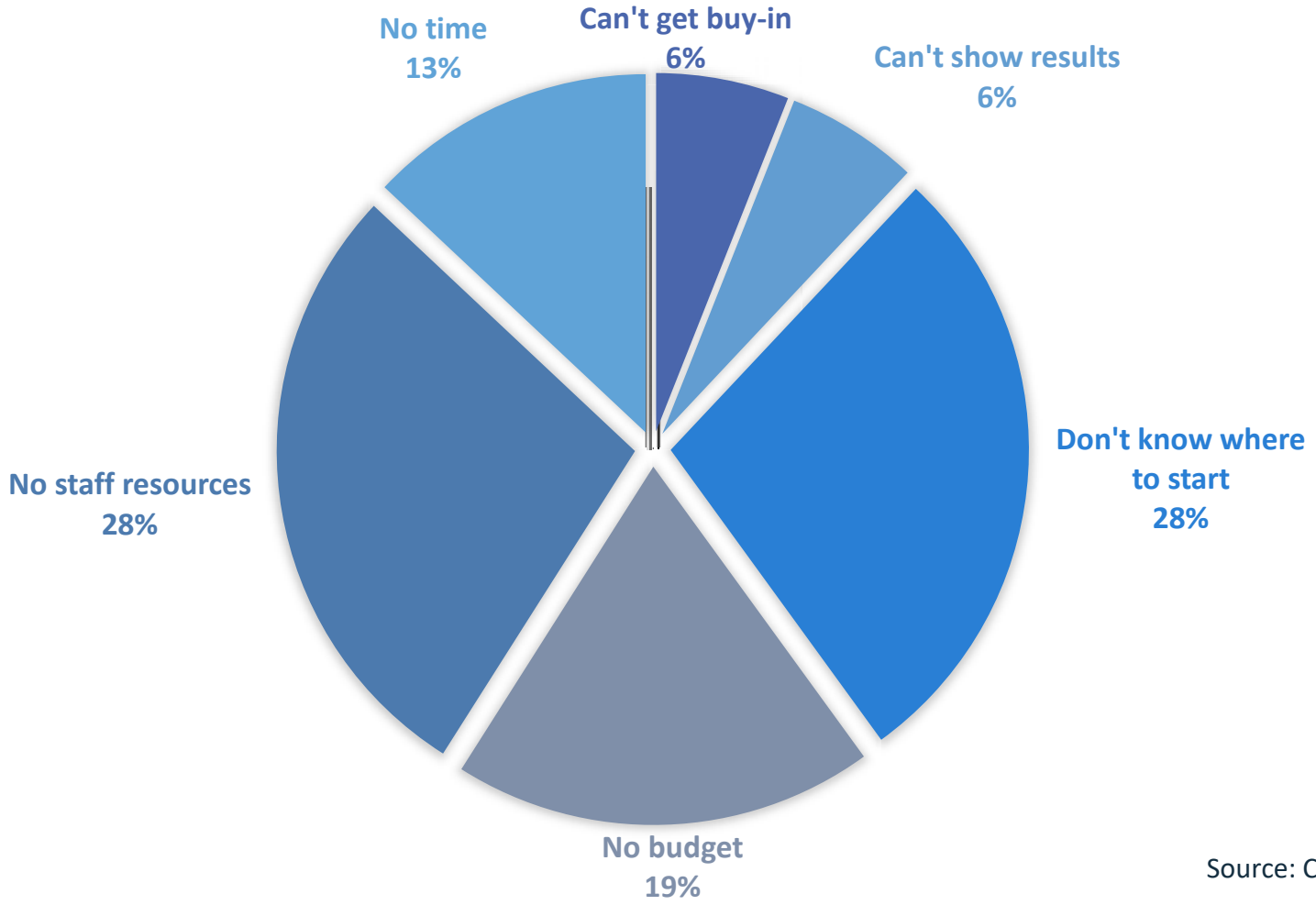
# What does your organization rank as the most important marketing strategy?



Source: Conway 2018 research

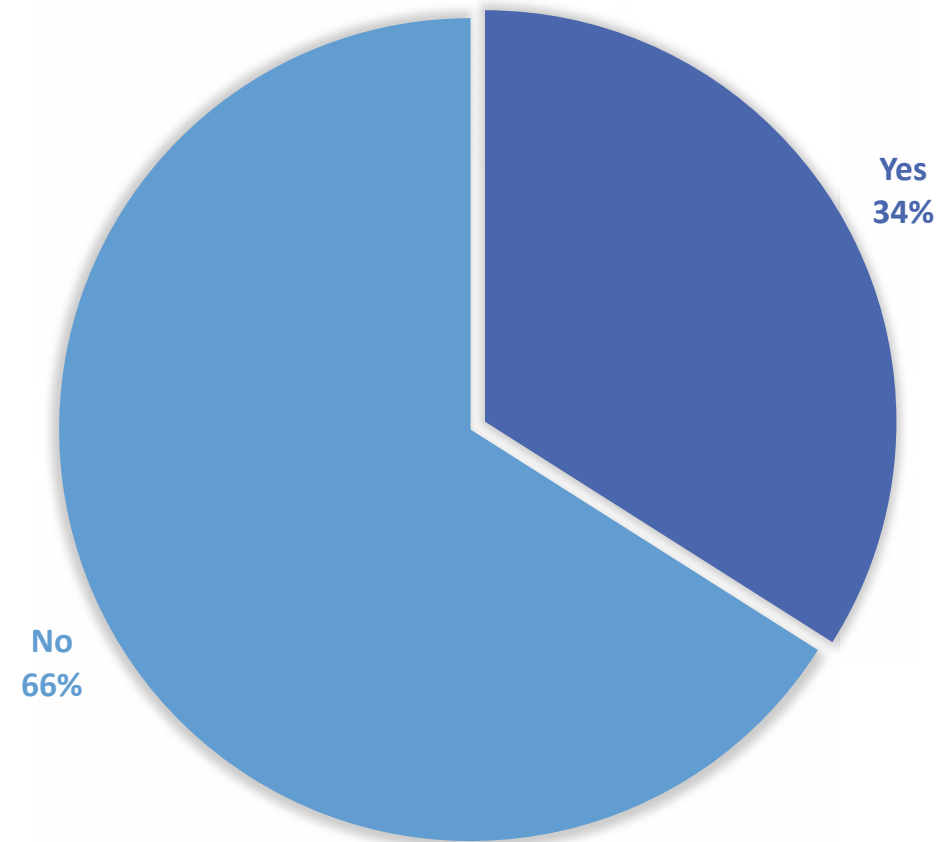


# What is the biggest challenge towards digital marketing for your organization?



Source: Conway 2018 research

# Have you ever been able to track the ROI of your marketing dollars?



# Benefits of Digital Marketing

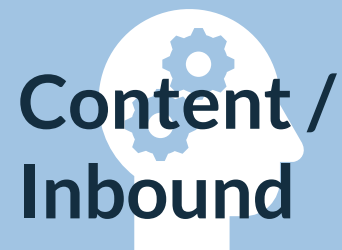
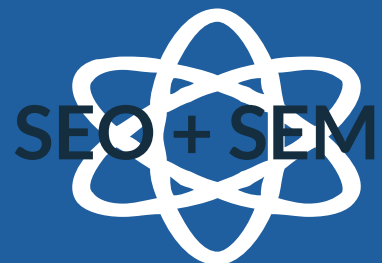
Highly targeted 

Constantly monitored 

Scalable 

High ROI 

# Components of Digital Program



# 1. Web Design and Development



*The website is the communities digital first impression and supporting business development tool*



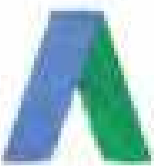






## 2. Paid Online Advertising





# Google AdWords

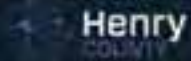
Targeting Options



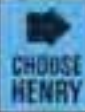
# THE WALL STREET JOURNAL.

U.S. Edition • June 23, 2016 • Today's Paper

Home World U.S. Politics Economy Business Tech Markets Opinion Arts Life Real Estate



CONNECTING ADVANCED MANUFACTURING IN  
ATLANTA'S NEW SOUTH



## Migration by court

iked President  
portation and  
sillions of  
tie created wo  
back into the

## Affirmative



9 778  
na Bulling  
on Hensho



## U.K. Votes in Historic 'Brexit' Referendum

Britons voiced anxiety for their country's future and disenchantment with a vitriolic and divisive campaign Thursday as the country voted in a historic referendum on whether the U.K. should leave the European Union. [6/27](#)  
[Live Analysis of the EU Referendum](#)



## Election 2016: Full Coverage



WORLD  
U.S.-Backed Forces Enter Key  
Syrian City Held by ISIS [6/27](#)

## Markets

U.S. [6/27](#)



## Data

S&P 500

News

Business

U.S. News

World

## Opinion

Obama

A Tru

By De

Close M

70% GROWTH IN  
SUPPORT SERVICES

(2001 - 2011)



HenryCOUNTY



HENRY'S GOT  
TALENT



CHOOSE HENRY

# Sample Digital Campaign Tracking



**11** Form  
Fills



**2** Emails



**14** PDFs



Impressions

**65,292**

Clicks

**459**

CTR%

**0.70%**

\$ / Click

**\$3.22**

Cost Per Goal

**\$54.74**

Total Cost

**\$1,478.10**

# 3. CRM + Marketing Automation

- Email Templates
- Meeting Scheduling
- Lead Enablement
- Task Assignment



- Deal Segmentation
- Project Tracking
- Workflow Management
- Document Storage





# Deals

Table Board

Actions ▾ Import Create deal

**All deals**

All saved filters >

Pipeline

Sales Pipeline

All deals

Options ▾

+ Add filter

QUALIFIED DEAL OPPORTUNITY	18	DEAL FOLLOW-UP	2	PROPOSAL SENT	7	VERBAL AUTHORIZATION	3	CLOSED WON
<p>\$250,000 Edmonton Global</p> <p>Close date: May 31, 2019</p> <p></p>		<p>\$30,000 Corpus Christi PR</p> <p>Close date: March 1, 2019</p> <p></p>		<p>\$20,500 Minnesota (DEED)- Water Industry Press Trip / Mini Digital Mktg Campaign</p> <p>Close date: April 30, 2019</p> <p></p>		<p>\$50,000 Jefferson County, AR Digital Marketing</p> <p>Close date: January 25, 2019</p> <p></p>		<p></p>
<p>\$80,000 Choose NJ</p> <p>Close date: April 30, 2019</p> <p></p>		<p>\$20,000 Corpus Christi Meeting Setting</p> <p>Close date: January 23, 2019</p> <p></p>		<p>\$84,000 Nebraska - Int'l PR &amp; Digital Marketing</p> <p>Close date: April 23, 2019</p> <p></p>		<p>\$187,000 Qatar - Website + CRM Program</p> <p>Close date: December 28, 2018</p> <p></p>		<p>\$8,000 VEDP - Pro Media List creatio</p> <p>Close date: Octok</p> <p></p>
<p>\$75,000 Intersect Illinois - PR &amp; Marketing Services</p> <p>Close date: April 30, 2019</p> <p></p>				<p>\$46,000 MidAmerica Industrial</p>		<p>\$15,000 Virginia - Dallas Speed Dating Event</p>		<p>\$14,500 KOTRA F 11, 2018</p> <p>Close date: Septe</p> <p></p>
Total: \$1,113,000		Total: \$50,000		Total: \$427,500		Total: \$252,000		Total: \$14,500





# Email

Manage

Analyze

List

Folders

Email type: All ▾ Campaign: All ▾

## All emails

- Draft
- Scheduled
- Sent
- Archived

More tools ▾

<input type="checkbox"/>	TITLE ▾
<input type="checkbox"/>	<p>Monthly email for blog 'Default HubSpot Blog'</p> <p><input checked="" type="radio"/> Draft Blog Email - Updated 11/26/2018</p>
<input type="checkbox"/>	<p>Weekly email for blog 'Default HubSpot Blog'</p> <p><input checked="" type="radio"/> Draft Blog Email - Updated 11/26/2018</p>
<input type="checkbox"/>	<p>Daily email for blog 'Default HubSpot Blog'</p> <p><input checked="" type="radio"/> Draft Blog Email - Updated 11/26/2018</p>
<input type="checkbox"/>	<p>Instant email for blog 'Default HubSpot Blog'</p> <p><input checked="" type="radio"/> Draft Blog Email - Updated 11/26/2018</p>



Title  
Monthly email for blog 'Default HubSpot Blog'

Subject  
New posts monthly for the Default HubSpot Blog blog

Email type  
Blog

More ▾

# Visits

[Customize ▾](#)[< Back](#)

Filtering on "All visits"

Source

is any of

Paid Search × ▾

is not any of

is known

is unknown

Apply filter

TPx Communications	<a href="#">Preview</a>	+	<a href="http://telepacific.net">telepacific.net</a>	6	6
Philadelphia Media Network	<a href="#">Preview</a>	+	<a href="http://phillynews.com">phillynews.com</a>	1	1
General Motors	<a href="#">Preview</a>	+	<a href="http://gm.com">gm.com</a>	17	15
Bolton Central School	<a href="#">Preview</a>	+	<a href="http://boltoncsd.org">boltoncsd.org</a>	1	1
Indiana University	<a href="#">Preview</a>	+	<a href="http://iu.edu">iu.edu</a>	1	1
net1.de	<a href="#">Preview</a>	+	<a href="http://net1.de">net1.de</a>	1	1
Piratenpartei Bayern	<a href="#">Preview</a>	+	<a href="http://piratenpartei-bayern.de">piratenpartei-bayern.de</a>	30	30
GCM Business Consulting an...	<a href="#">Preview</a>	+	<a href="http://gcm.com">gcm.com</a>	1	1
Deutsche Bank	<a href="#">Preview</a>	+	<a href="http://db.com">db.com</a>	1	1
McGraw-Hill Global Educati...	<a href="#">Preview</a>	+	<a href="http://mcgraw-hill.com">mcgraw-hill.com</a>	1	1
HBO	<a href="#">Preview</a>	+	<a href="http://hbo.com">hbo.com</a>	1	1
Citigroup Inc	<a href="#">Preview</a>	+	<a href="http://citi.com">citi.com</a>	7	7
toyota	<a href="#">Preview</a>	+	<a href="http://toyota.com">toyota.com</a>	2	2
PS LIGHTWAVE	<a href="#">Preview</a>	+	<a href="http://pslightwave.com">pslightwave.com</a>	1	1

# 4. LinkedIn Business Development



## In Mail

You can reach potential contacts with ease, simply by sending them a direct message



## Search Capabilities

You can narrow your search of potential individuals by searching for with categories such as past companies, industries, and location

LinkedIn Mail gets opened

44%

more than traditional email



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Learning

### All people filters

Clear

Cancel

Apply

First name

Last name

Title

Site Selection

Company

School

Connections

1st

2nd

3rd+

Want to better focus your search?

Upgrade to [Sales Navigator](#) or [Recruiter](#) to unlock additional filters.

Connections of

Add connection of

Locations

Add a location

United States

India

Greater Denver Area

United Kingdom

Greater New York City Area

Current companies

Add a company

Google

Amazon

Microsoft

LinkedIn

IBM

Past companies

Industries

Profile language



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Learning

People

Greater Chicago Area

Connections

Current companies

All Filters

Clear 2

Google Data Studio (beta) - See All Your Marketing Data in Beautiful, Shareable Reports. For Free. Ad

Showing 11 results



Ryan Schulze

Director of National Site Selection  
Greater Chicago Area

Current: Director of National Site Selection at Net3 Real Estate, LLC



2 shared connections

Connect



Kathleen Clickett Newsome

Meeting Planning | Site Selection | Vendor Negotiations  
Greater Chicago Area

Current: Meeting Planning | Site Selection | Vendor Negotiations at Experient, A Maritz Global Events Company



1 shared connection

Connect



Roxy Goebel • 3rd

Manager, Global Accounts at HelmsBriscoe. Meeting Placement, Hotel Procurement,  
Greater Chicago Area

Current: Manager, Global Accounts- Meeting Placement, Hotel Procurement, Site Selection, Contract Negotiation at HelmsBriscoe

InMail



Andrea Piper • 3rd

Architectural Intern at SPM Architects  
Greater Chicago Area

InMail

Ad

Earn 50% more points on qualified business purchases.



OPEN



Plus, earn up to 75,000 points. Terms Apply.

Learn more



Search



PREMIUM



**Kris Bjorson**

Supply Chain Real Estate  
Solutions & Retail E-commerce Distribution

[View full profile](#)

✓ Following

3,227 Followers

### Kris' Activity

Articles Posts **All activity**

Kris Bjorson likes this



**Patti Murray** • 2nd  
President at Tourlt Media, Inc.  
1mo

I was so excited to meet **Patricia (Paty) Perman** at last's week **JLL Logistics & Industrial** roundup in **#sanfrancisco**. LOVE getting to know the **#CREatives** who are spearheading the new era of **#Industrial #CRE #Marketing!**



### Interests

#### Influencers



**Ian Bremmer**  
President at Eurasia Group  
3,467,593 followers



**Lowell McAdam**  
Chairman, Board of Directors, Verizon  
309,144 followers

#### Companies



**Procter & Gamble**  
2,646,621 followers



**Target**  
785,042 followers



**UPS**  
644,009 followers

[See all companies](#)

Messaging

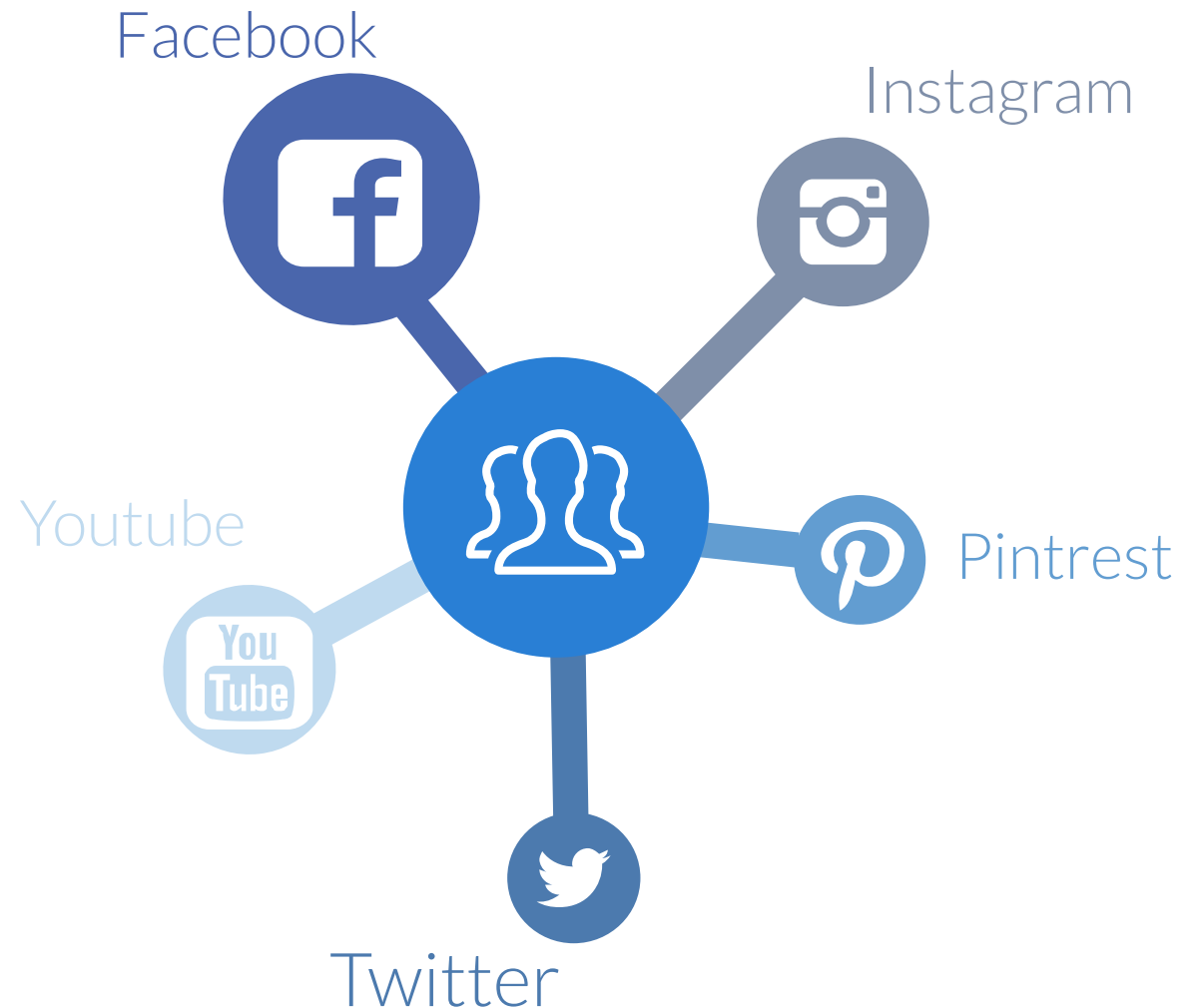




# 5. Social Media



With capabilities such as video sharing, live streaming, and picture posting, you can engage with individuals on a interactive and intimate level.







# LAS VEGAS

GLOBAL ECONOMIC ALLIANCE

Tweets  
6,341

Following  
697

Followers  
3,262

Likes  
2,532

More ▾

Follow



## LVGEA

@LVGEA

Southern Nevada's regional development authority, helping to grow the economy through business recruitment, retention & expansion 🌍

📍 Las Vegas, NV

🌐 lvgea.org

📅 Joined July 2009

Tweet to LVGEA

Tweets

Tweets & replies

Media

📌 Pinned Tweet



**LVGEA** @LVGEA · Oct 22

Our website has a new look! 🌟

We recently redesigned our website to give users a better overall experience. Get all the resources and info you need on Greater Las #Vegas at lvgea.org 👍



# 6. SEO

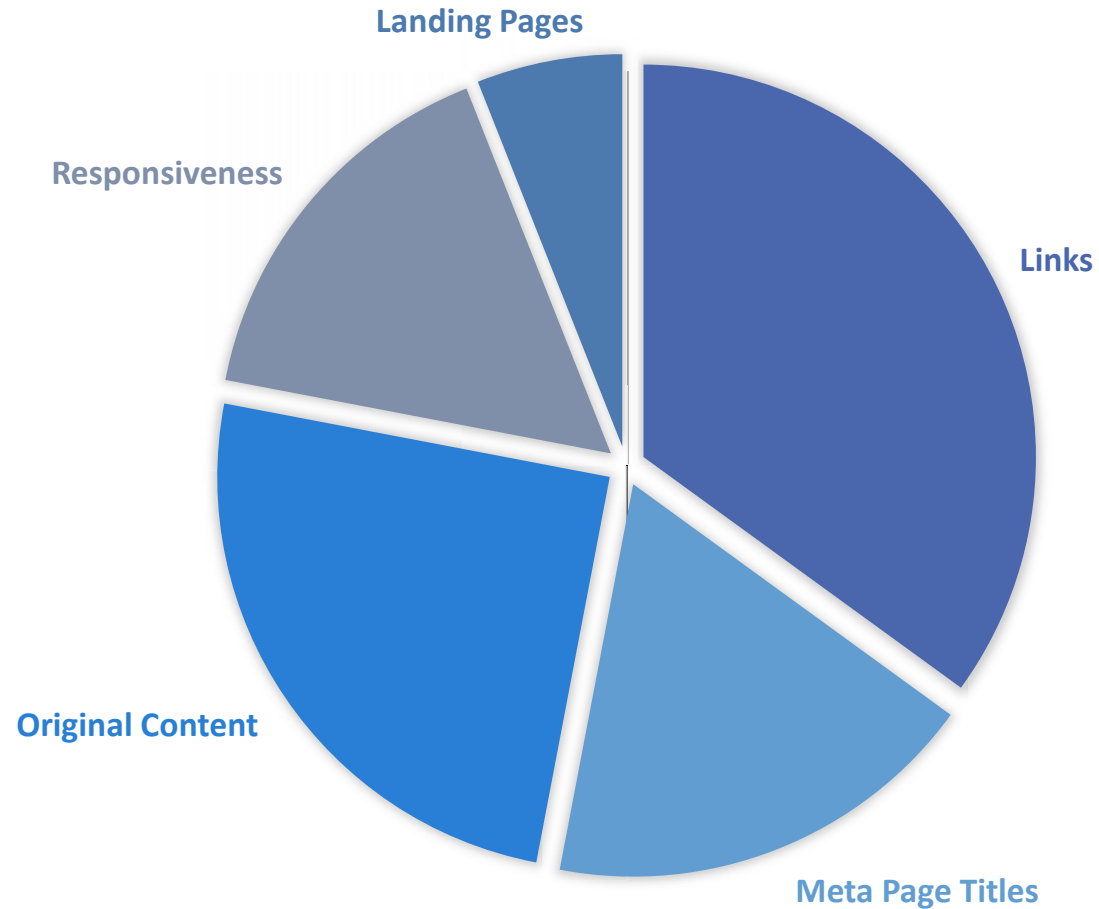
(Search Engine Optimization)



Most internet users begin their session by searching for something – that something is a need. People use the internet to fulfill their need for information, whether it's settling a bet on who was the 14th president, finding a local restaurant, a perfect piece of clothing, or the ideal contractor for a home remodel.

Search engine optimization (SEO) is the process of helping your prospects and companies connect with your organization online.

# 2018 Google Ranking Factors





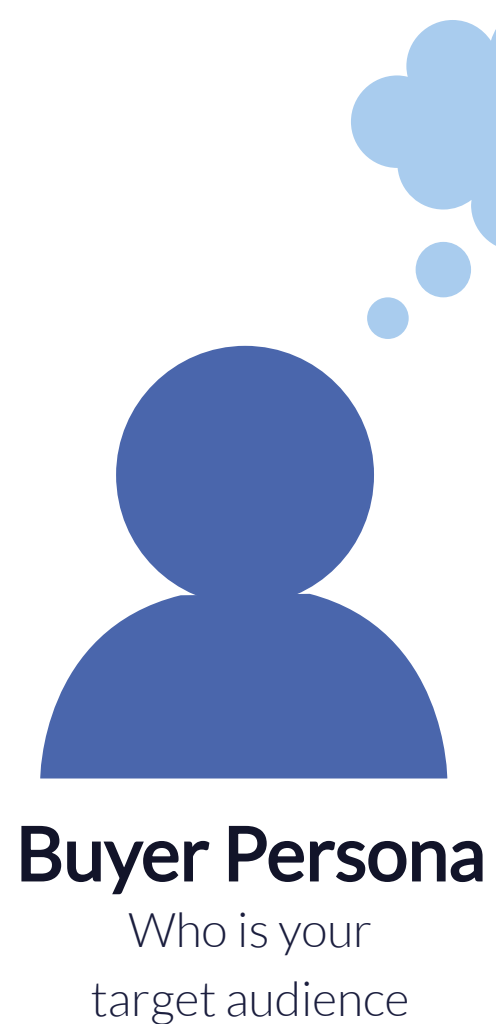
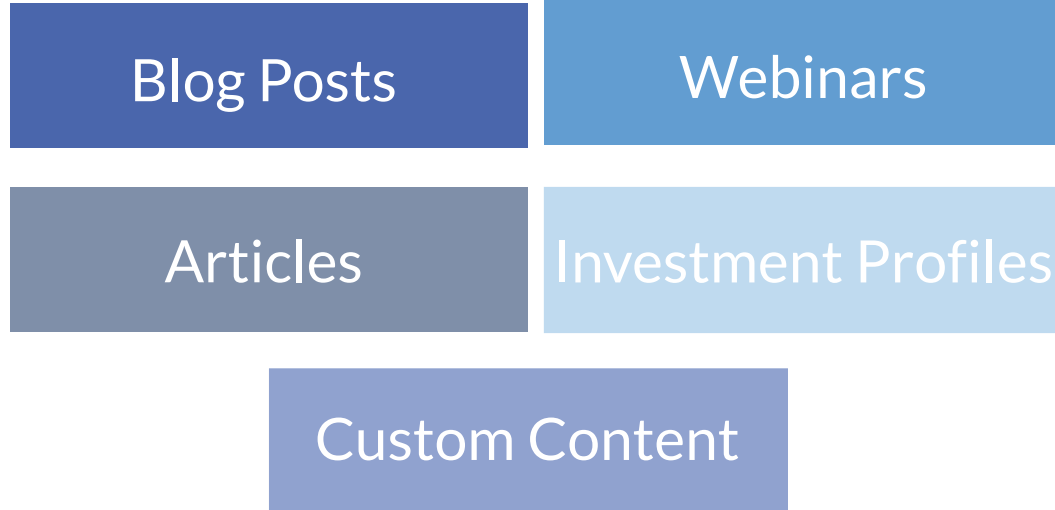
**Ranking** well can make you  
seem more **trustworthy**



# 7. Content / Inbound Marketing



Content marketing is the idea of posting content on certain channels that is relevant to your “buyer persona”. What are they interested in learning about?





### What is the best island to start a business in the Caribbean? - Quora

<https://www.quora.com/What-is-the-best-island-to-start-a-business-in-the-Caribbean>

The answer to the best island may vary due to the different business activities .... It is not clear to me why the Caribbean itself would be the best place to start a ...

People also search for

best island business ideas starting a business in cozumel

caribbean business ideas opening a restaurant in greece

businesses in the caribbean best place to open a hotel

### What are the Best Places for Business in the Caribbean?

<https://www.caribbeanjournal.com/.../what-are-the-best-places-for-doing-business-in-the-ca...>

Oct 27, 2015 - ... there's a familiar place at the top of the Caribbean region: Puerto Rico. ... The factors include starting a business, dealing with construction ...

### These Caribbean islands are open for business - 10Best.com

<https://www.10best.com/interests/beach/these-caribbean-islands-are-open-for-business/>

Oct 12, 2017 - These Caribbean islands are open for business. Aruba. Flamingos roam a beach in Aruba — Photo courtesy of iStock / VanWyckExpress. Dominican Republic. Bavaro Beach in Dominican Republic — Photo courtesy of Barcelo Hotel Group. St. Kitts and Nevis. A ruined sugar mill on the island of St. Antigua, Bahamas. Cayman ...

### The Best 11 Places To Do Business In Latin America And The ...

<https://www.newsamericasnow.com/Breaking-News>

Oct 27, 2016 - Rounding out the top 11 list of best places to do business in Latin America and the Caribbean is the twin-island Republic of Trinidad and ...

### Easy Start-Ups - Top 10 Countries In The Caribbean, Latin America To ...

<https://www.newsamericasnow.com/Breaking-News>

Nov 13, 2014 - Jamaica tops the Caribbean and Latin American nations for ease of ... The top ten easiest places in this region to start a business are in for ...

### Business to Start in the Caribbean | Bizfluent

<https://bizfluent.com/Entrepreneurship>





# Helping the Best Economic Development Ideas Soar

Published on October 13, 2018 [✎ Edit article](#) | [📊 View stats](#)



Guillermo Mazier, MBA

Global Communications Expert Helping Cities and Companies Innovate and Imp... [See more 40 articles](#)



118



28



9



0

The past few days I had the opportunity to help lead, participate, and facilitate a deliberately disruptive economic development think tank session in [Albuquerque, New Mexico](#). And luckily for me, this event was strategically timed around one of the greatest entertainment spectacles in the United States; the Balloon Fiesta. It is a party of sorts for hot air enthusiasts and admirers alike to elevate their perspectives. And while the beautiful balloons painted the Albuquerque sky and helped heighten many a rider's point of view, a couple of miles away





# 8. Visualization

When places do a good job of telling a story, they become more accessible and make a better connections by finding common ground with their prospect and stakeholder audiences. The problem is, the internet is a vast place of information (a derivative of data) overload, which means marketers must become more strategic in how they interpret and visualize data for the purposes of storytelling. By visualizing your data with easy to use online maps, your prospect stakeholder and internal audiences/teams will have the support they need to make better business decisions backed by real-time data.



# LinkedIn PRO Training



# LET'S CONNECT

## GUILLERMO MAZIER

*VP of Global Innovation*

[guillermo@conway.com](mailto:guillermo@conway.com)

(913) 742 -1720



**Guillermo Mazier, MBA**

Global Communications Expert Helping Cities  
and Companies Innovate and Improve | Keyn...

