

# Building a Next Generation Marketing Strategy For Economic Development



# GUILLERMO MAZIER

**VP Global Innovation @ Conway**

Former Economic Developer and Tourism marketer

Did sales and marketing for Pfizer and Viagra

Had a postcard collection as a kid

Contributor on Forbes Magazine

Love going on epic trips



**@GuillermoMazier**

**Forbes**



**@GuillermoMazier**





Era

of

Disruption

# Agenda

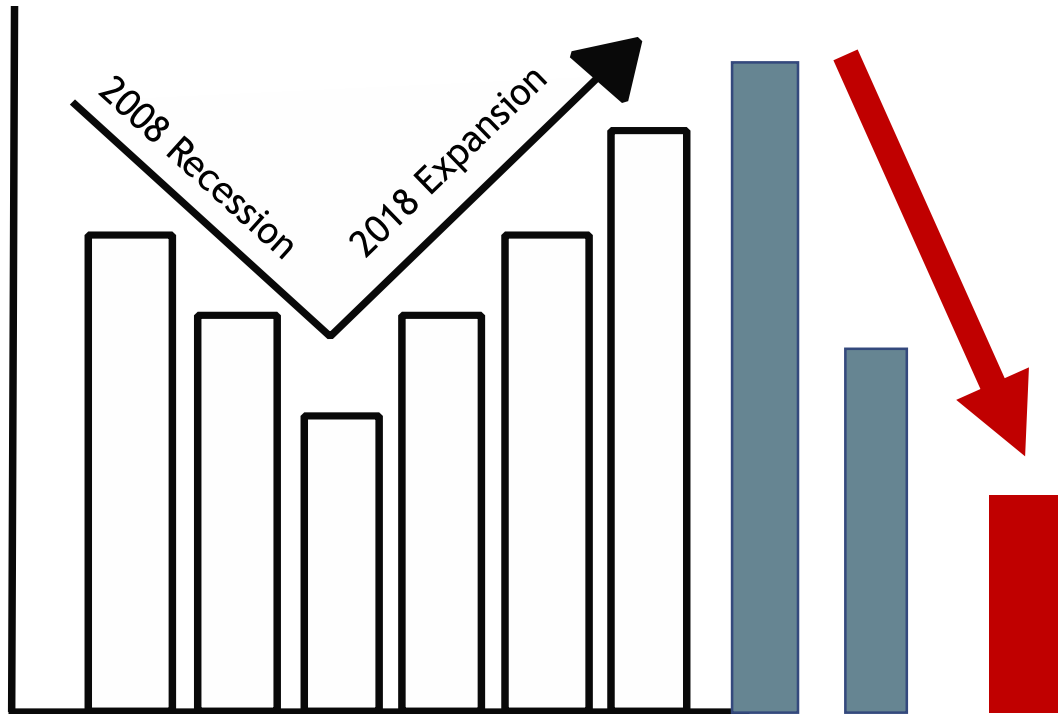
1. Next Generation Marketing Strategy
2. The Problem
3. The Solution
4. Walmart Exercise
5. Questions



# Customer Journey



# How is Your EDO Positioned?



We have **always** done it this way



CONWAY



# The Problem





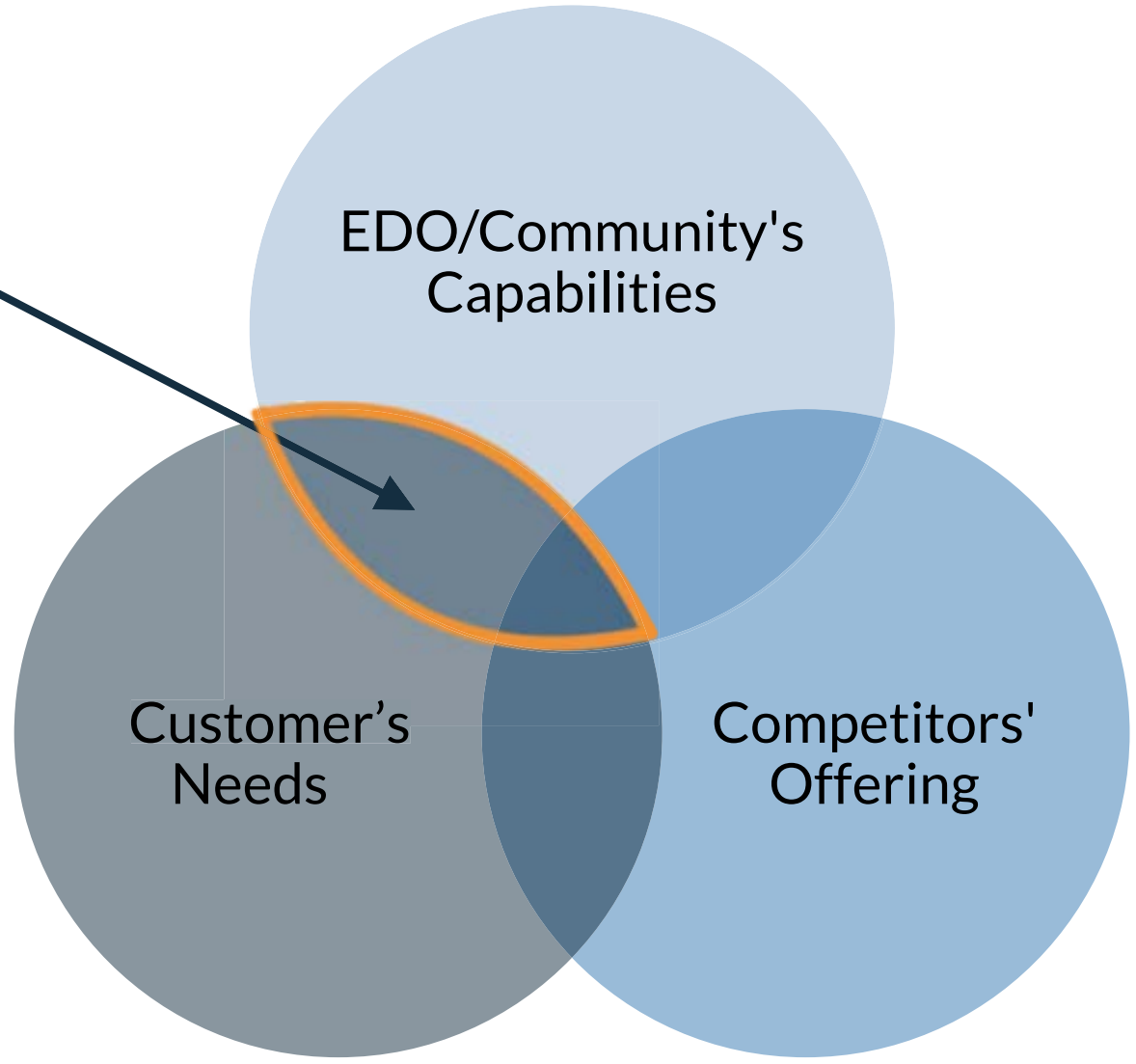
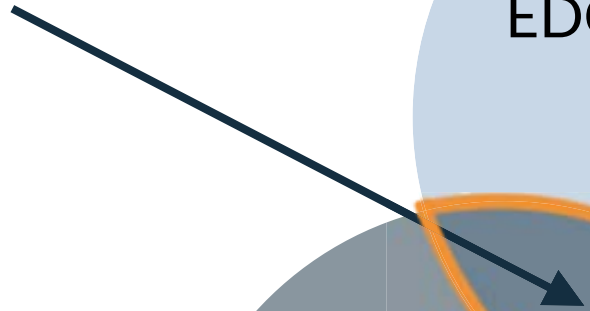
A top-down view of a white desk cluttered with various items. In the top left, a smartphone displays a line graph on its screen, resting on a stack of papers. To its right is a white coffee cup. In the top right, another smartphone is propped up, showing a list of items. Below it is a brown folder with a logo consisting of a blue and orange 'C' and the word 'CONVI' below it. In the bottom left, a smartphone shows a circular refresh icon, next to a black pen and a copper coffee cup. In the bottom right, a black coffee cup sits next to a tablet displaying a 'Marketing Overview' table with columns for 'Month' and 'Percentage'.

< 50%

Have a “real” marketing  
+ promotion strategy



Sweet Spot



# The Solution



# 9 Steps

1. Strategy positioning statement
2. Assets
3. Macro marketing trends landscape
4. Marketing personas and journey
5. Goal creation
6. Budgeting
7. Tactical calendar
8. Leverage tools
9. Analysis



# 1. Strategy positioning statement

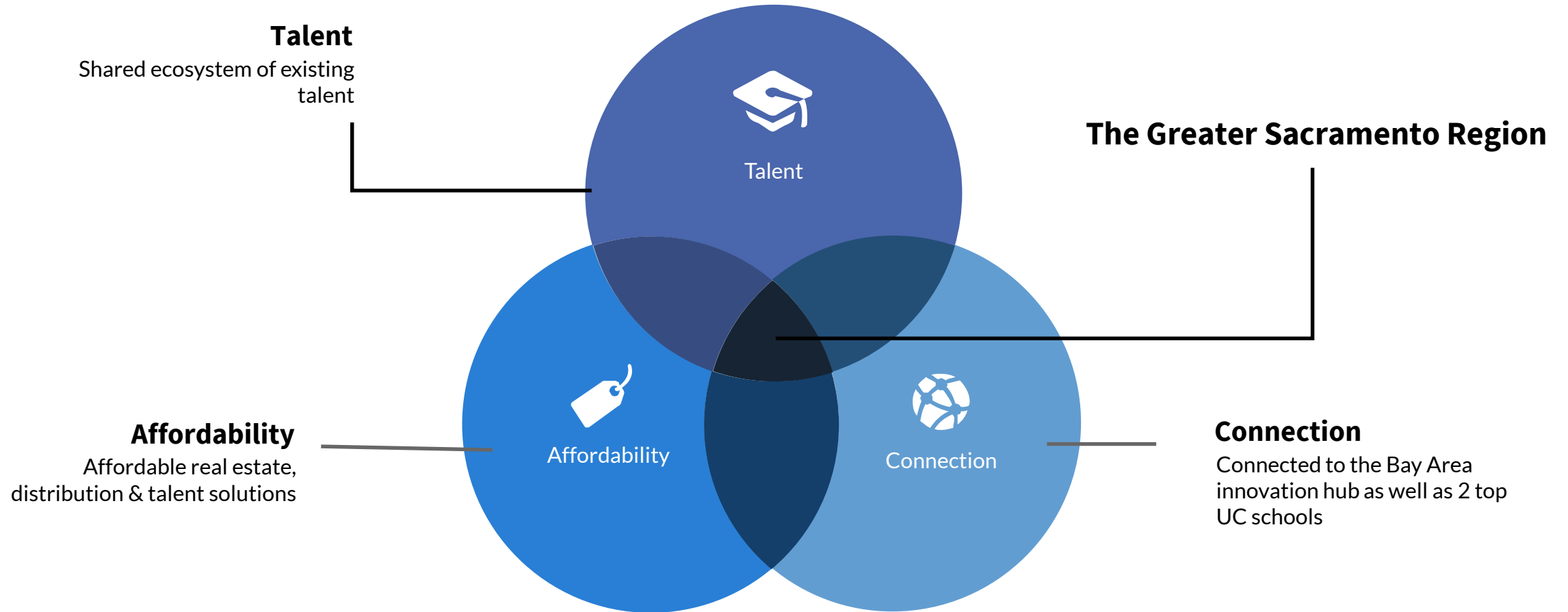
Your **objective** is the goal you are trying to achieve.

The **scope** is the part of the competitive landscape in which your company operates.

Your **competitive advantage** is the essence of your strategy—it describes what your company will do differently from or better than your competitor.

# Greater Sacramento's Value Proposition

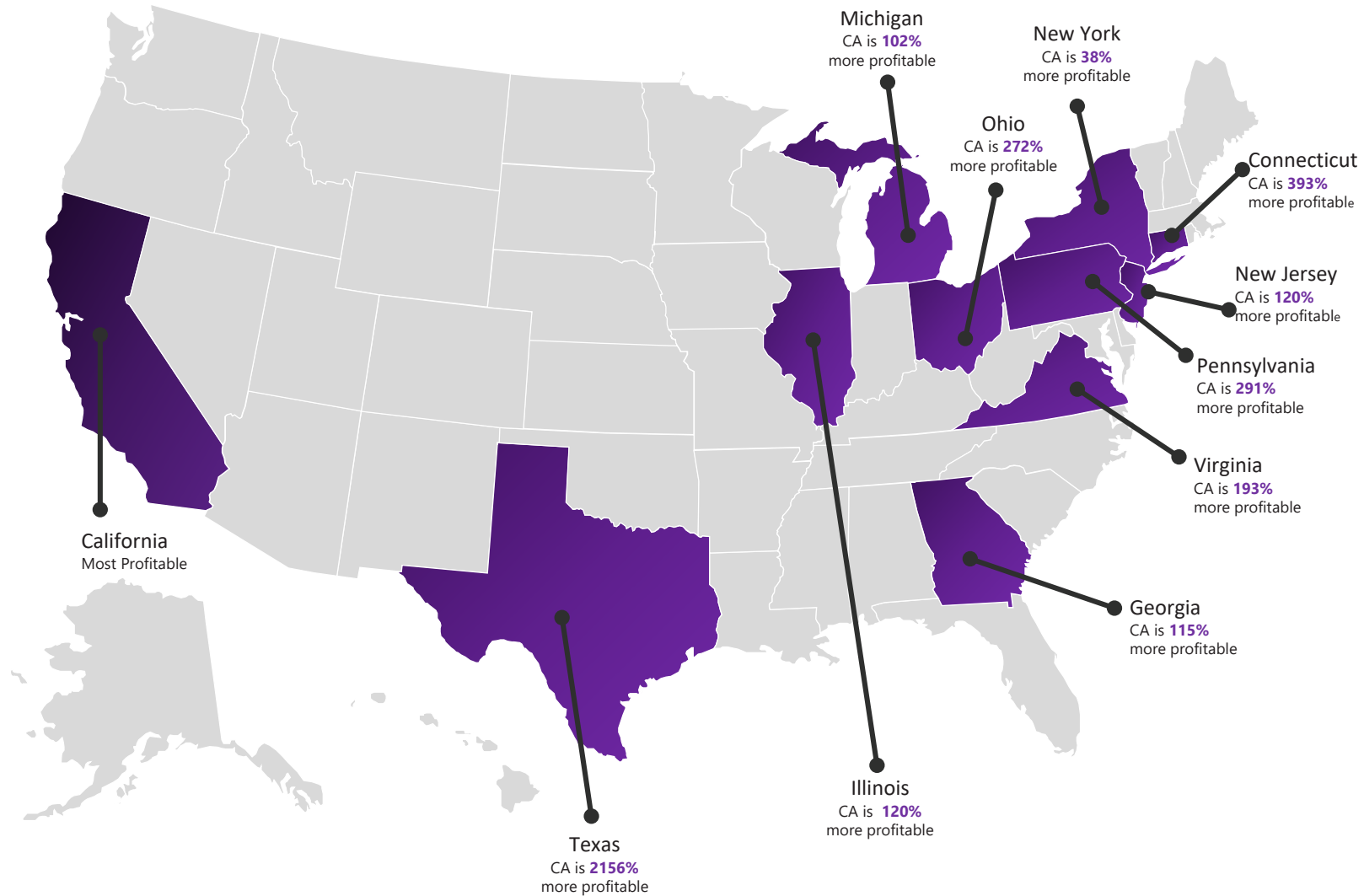
Greater Sacramento provides access to talent and resources through UC Davis and UC Berkeley, as well as the innovation being developed at both top schools, providing a sustainable environment for the next generation of tech start ups.





## 10 states with the most Fortune 500 HQs

California has 51 Fortune 500 HQs. California companies are 2156% more profitable than Texas companies and 38% more profitable than New York companies. This profit amount includes California state taxes and regulations.



NOTE: Eleven states included due to a tie between Georgia and Michigan for 10<sup>th</sup> place.

SOURCE: Fortune 500, 2016

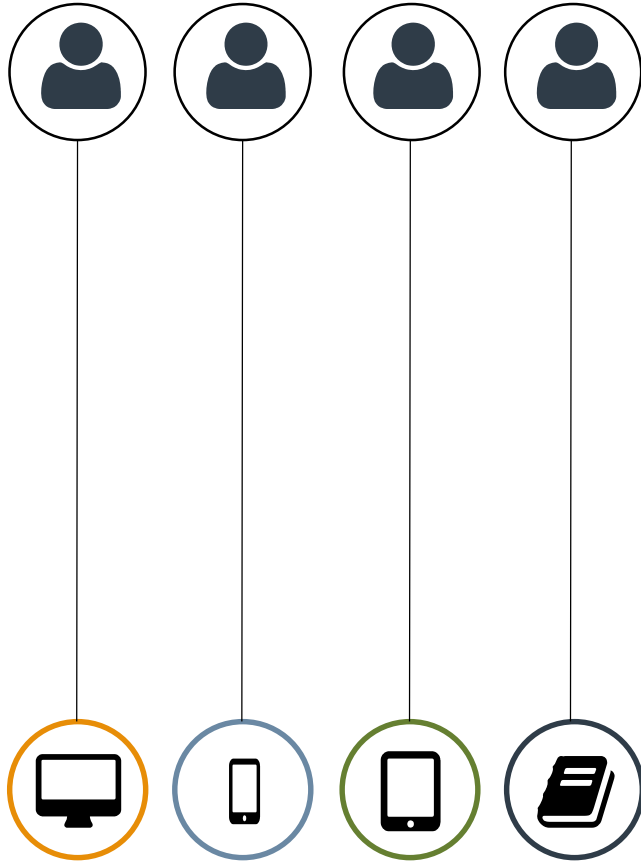


# 2. Assets



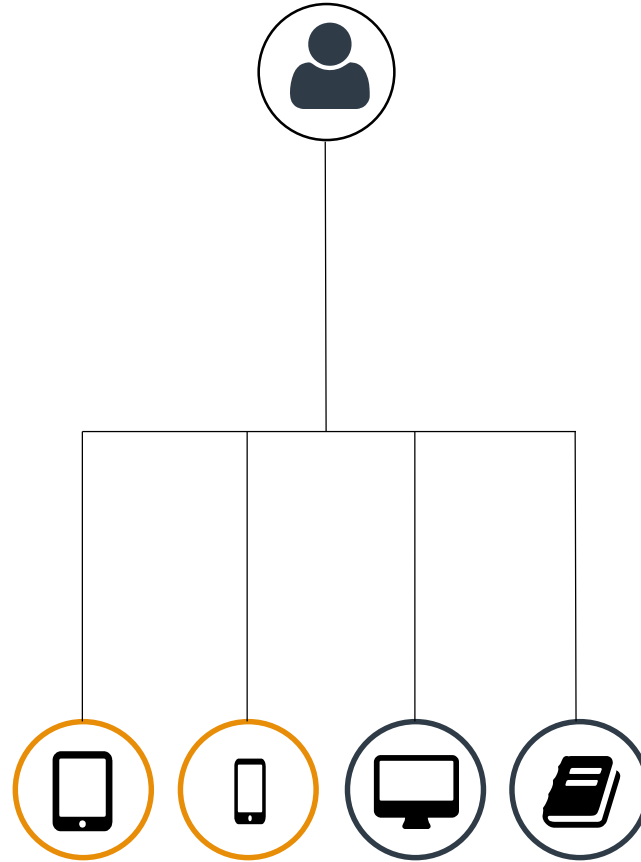
# MULTICHANNEL COMMUNICATIONS

CUSTOMERS



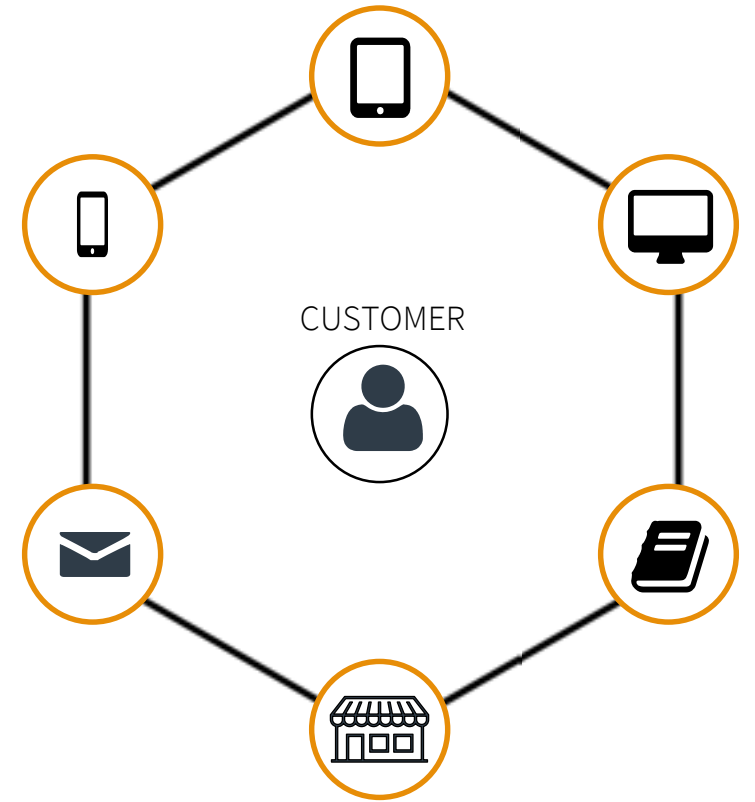
# CROSS-CHANNEL COMMUNICATIONS

CUSTOMER



# OMNICHANNEL COMMUNICATIONS

CUSTOMER

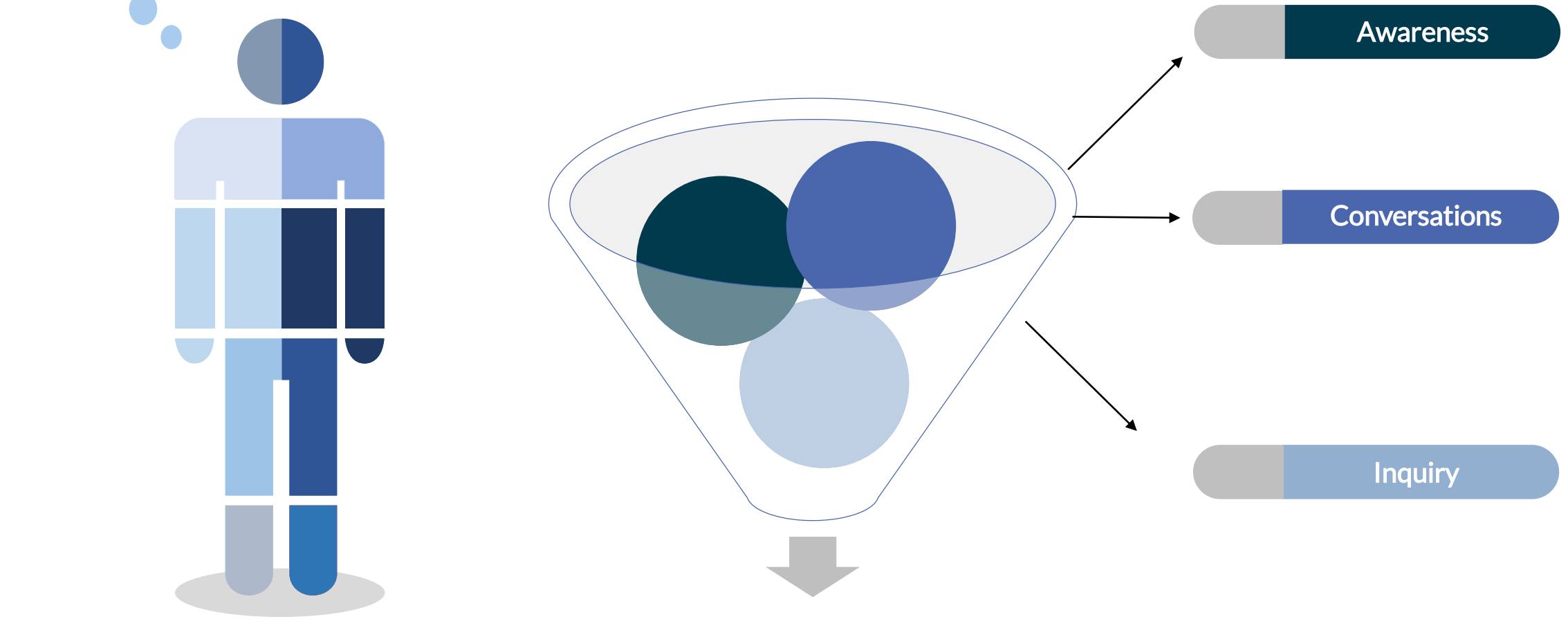


# 28%

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

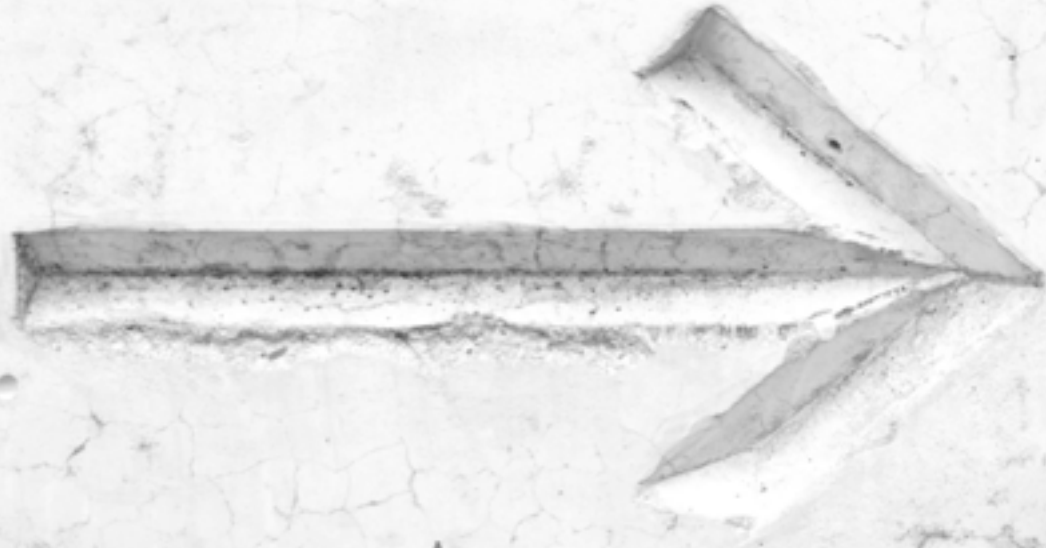


# 4. Marketing Personas and Journey



Buyer Persona

# 5. Goal Creation



# 6. Budget



# 7. Tactical Calendar

A tactical calendar grid is shown on a wooden desk. The grid is a 6x7 table with columns for days of the week (SUN to SAT) and rows for weeks. The numbers 1 through 31 are placed in the grid cells. The calendar is surrounded by various office items: a laptop keyboard on the left, a smartphone with a calendar app on the bottom left, a black alarm clock on the right, a pen, and a newspaper with the word 'BUSINESS' visible at the bottom right.

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**BUSINESS**  
Jobs for people who

# 8. Leverage Tools

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



- Time Saver
- Project Tracking
- Workflow Management
- Document Storage





S O C I A L  
M E D I A

# 9. Analysis



# 9 Steps

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# Example: Columbus



# Goals

1

Build awareness = I'm hearing about the Columbus Region

2

Motivate further discovery = I'm learning about the Columbus Region

3

Facilitate conversion = I'm engaged with the Columbus Region



CONWAY

Site consultants

Corporate executives and business leaders – national and international

Corporate executives and business leaders – local

# Premier Business Location







# Tactics

- Ensure ongoing content development that supports business development objectives
- Enhance existing pages and add new pages
- Develop specific pages to serve as landings for digital ad campaigns
- Ensure dynamic content through daily site updates
- Employ a comprehensive SEO program to increase organic site traffic, improve search engine rankings and credibility



Tweets 9,667 Following 3,565 Followers 12.8K Likes 3,654 Lists 13

Follow button

### The Columbus Region

@CBUSRegion

Tweets from Columbus 2020 about the economy, creating opportunities and growing businesses in the Columbus Region.

Columbus, Ohio

columbusregion.com

Joined February 2011

Tweets Tweets & replies Media

Pinned Tweet



The Columbus Region @CBUSRegion · Nov 28 How did Columbus become the Smart City? @KennyMcDon and @MayorGinther share all about our #econdev strategy, @SmartCbus, #tech investment, affordability, mobility and talent.

Watch the full interview with @BloombergTV here: bloom.bg/2ztKdCh



Who to follow · Refresh · View all

Followed by Innovate! Inc. and others



Rubrik, Inc. @rubrikInc

Follow button

Promoted



Columbus Chamber @C...

Follow button



Columbus Biz First @col...

# Tactics

- Utilize a mix of social networks to share relevant content and drive traffic to [columbusregion.com](http://columbusregion.com).
- Propel relevant content that will establish Columbus 2020 as a trusted resource.
- Use Columbus 2020 events to create engagement with the Columbus 2020 mission (during, following and after)



Bloomberg

## COLUMBUS UNVEILS SMART CITY PLAYBOOK

LIVE ON BLOOMBERG TV

Bloomberg Markets: The Open

FULL SCHEDULE >

# How Columbus, Ohio Became America's Smart City

Get ur  
Bloom

# Tactics

- Conduct aggressive outreach, pitching topics that align with key messages, company success stories, regional events, company announcements, economic reports
- Execute inbound press visits
- Organize media desk sides

# Direct Mail

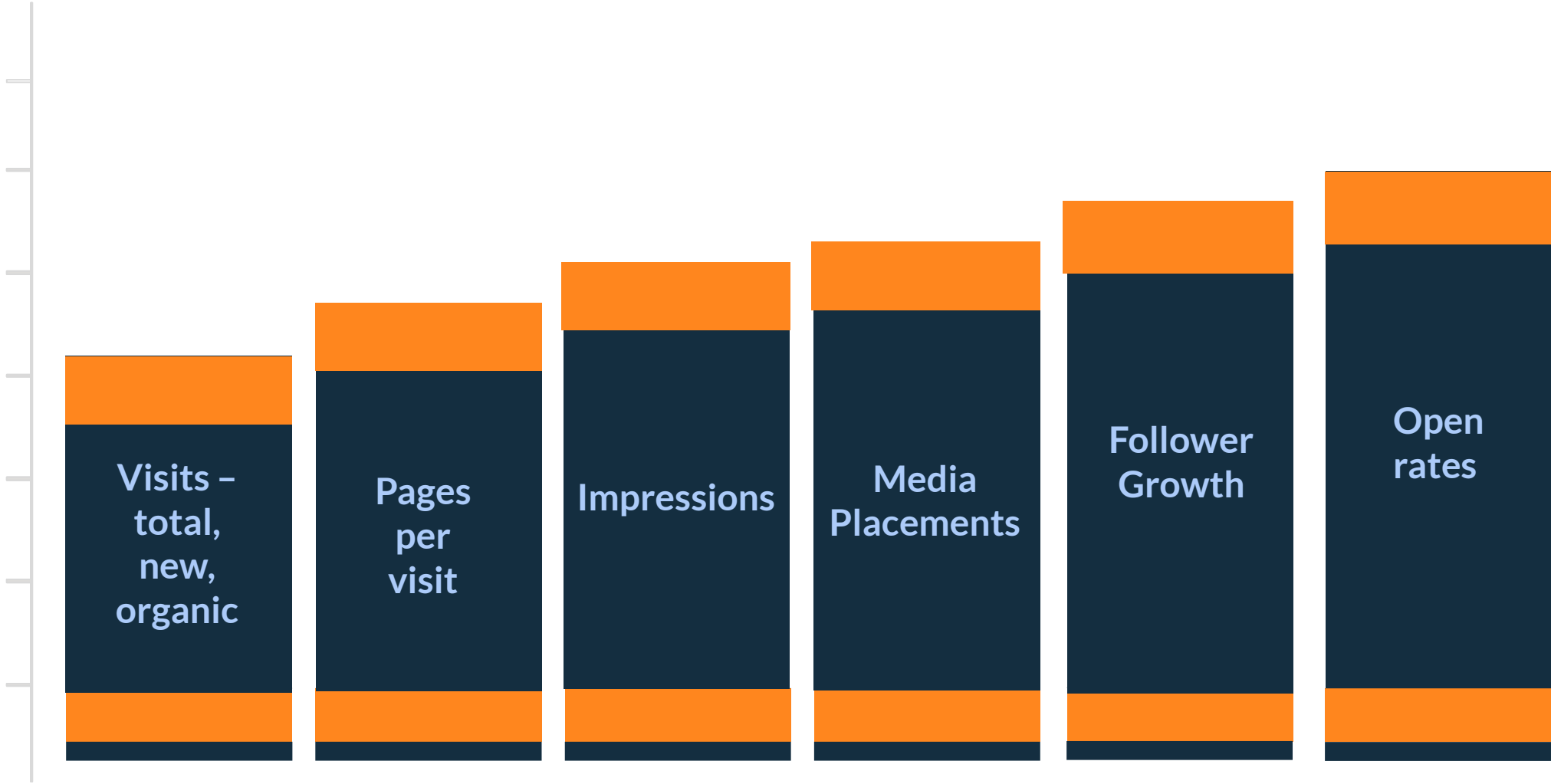


# Tactics



- Mail and email recent project announcements and news articles on a monthly basis
- Segment target lists by industry and deliver specific industry content based on recipient interest

# Metric Examples





# Exercise



# DELIVERY ON CRITERIA

EXCELLENT

POOR

Ambience

Sales help

Selection within categories

Suburban convenience

Mechandise quality

In-stock merchandise

Reliable prices

Rural convenience

Selection across categories

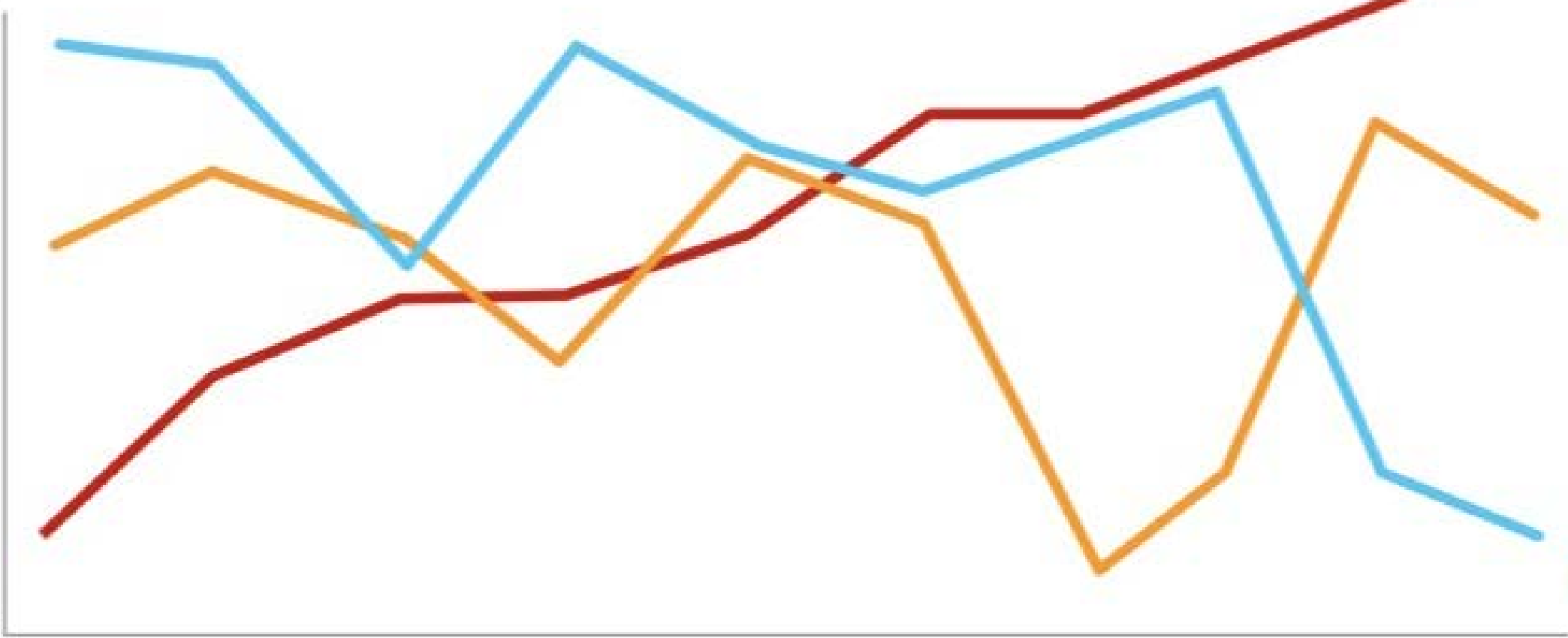
Low prices

CUSTOMER PURCHASE CRITERIA


Walmart


Sears


Mom & Pop Stores



# Steps:

- 

1 Identify the criteria that contribute to a customer's decision to choose your location (aim for seven to 10 criteria).
- 

2 Rate your company and one or two of your competitors on a scale from 1 to 5 (1 being poor and 5 being excellent).
- 

3 Note the criteria where you deliver better than your rivals—these areas should be the focus of your customer value proposition. (You could enter your ratings into a spreadsheet to chart your results or sketch a graph like Walmart's)



# Key Takeaways



There is NO magic bullet but being open to trying new things helps.



The marketing strategy provides a structure around which to base a targeted campaign for your economic development initiatives.



The strategy presents the list of tactical ideas that enable organizations to communicate their messages to targeted customers and prospects, meet organization goals and fulfill the vision of their communities.



By being focused with your messaging, audience targeting and marketing dollars, EDOs can ensure that they are getting a high ROI when investing in marketing and advertising for their communities.



CONWAY

Questions?



# WEBINAR

## Register for our next Webinar

*5 Ways to Elevate Site Selection  
Marketing*



# LET'S CONNECT

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