

# Building a Next Generation Marketing Strategy for Investment Promotion





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Marketing Experience

- Marketing Strategy Development for FDI attraction
- Research in marketing for sustainable development strategies
- Rural Economic Development Marketing Strategy Development
- Digital Marketing Intern for a Sports Media Company in Barcelona, Spain





## Agenda

1. Introduction
2. Brand Development and Location Advantages
3. Marketing for Specific Targets
4. Organization
5. Tools
6. Exercise

## INVESTMENT PROMOTION LIFE CYCLE



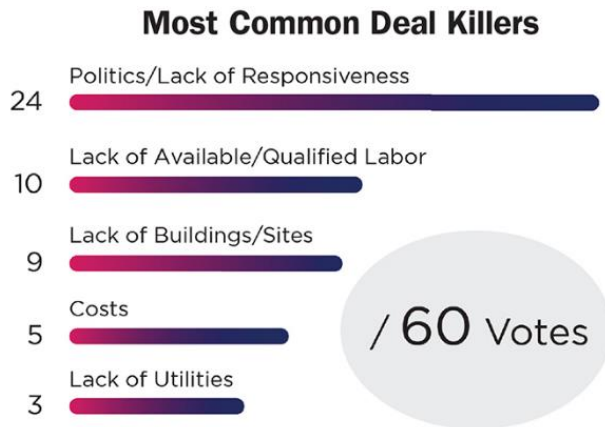
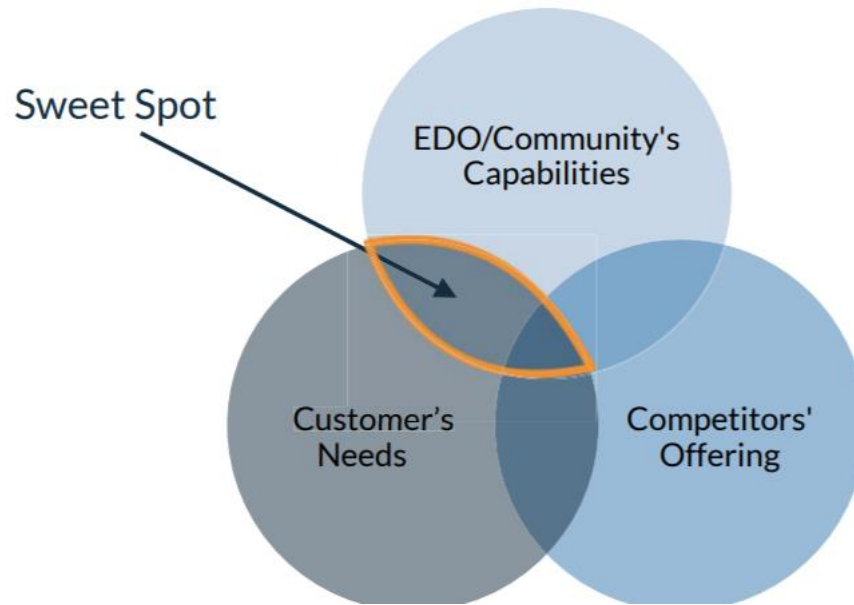
- Build Awareness = “I’m hearing about Alberta”
- Motivate further discovery = “I’m learning about Alberta”
- Facilitate Conversation = “I’m engaged with Alberta”
- Consideration = “I’m considering expanding”

**Remember:**  
*Alberta cannot talk. You are the mouthpiece for the region.*



## 2. Brand Development and Location Advantages

## What are the core competencies of the Invest Alberta Team?

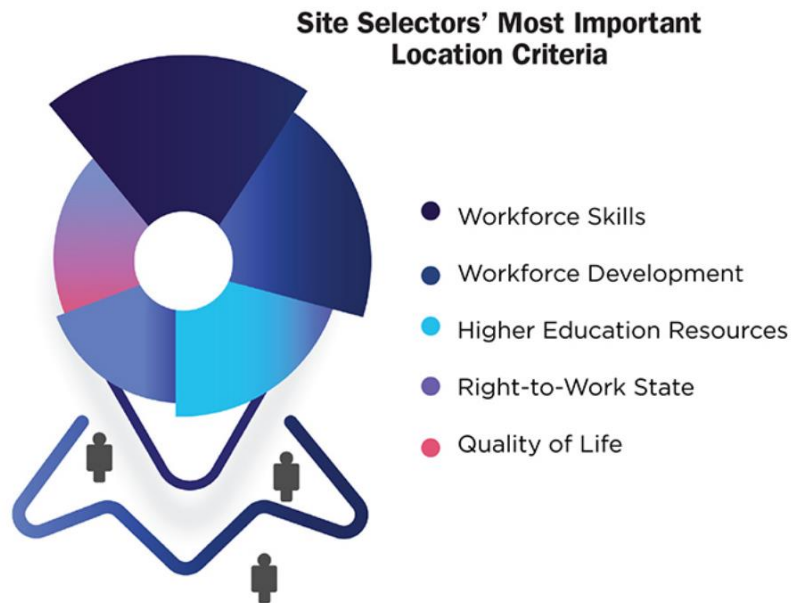


### Remember:

- Core Competencies should be reflected in the brand
- The brand must be strong and consistent throughout all marketing materials
- Know your weaknesses

## What does Alberta offer?

*Highlight strengths → Find targets that are not hindered by location disadvantages*



*Site Selection Magazine 2018*



- Where should we highlight all of these location advantages?**  
Marketing Materials that are not for a specific target
- Site Selector events
  - Community Profile
  - Website
  - Social Media





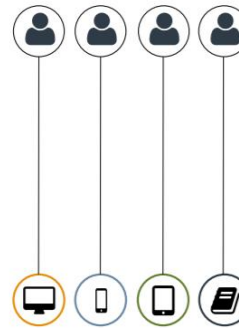
### 3. Marketing for Specific Targets

# Tailoring Location-Specific Assets for Targets



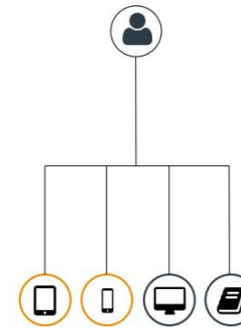
## MULTICHANNEL COMMUNICATIONS

CUSTOMERS

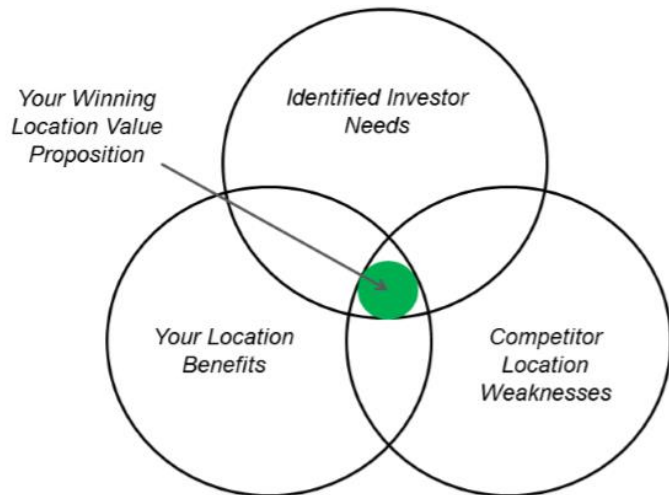


## CROSS-CHANNEL COMMUNICATIONS

CUSTOMER



## OMNICHANNEL COMMUNICATIONS



### Remember:

- Do the research – know industry trends and what the industry typically is looking for
- Personalize the marketing material as much as possible
- Highlight competitor location weaknesses

# The Talent Target

*Target marketing towards talent that will strengthen tailored value propositions*

Keeping young talent in Alberta:



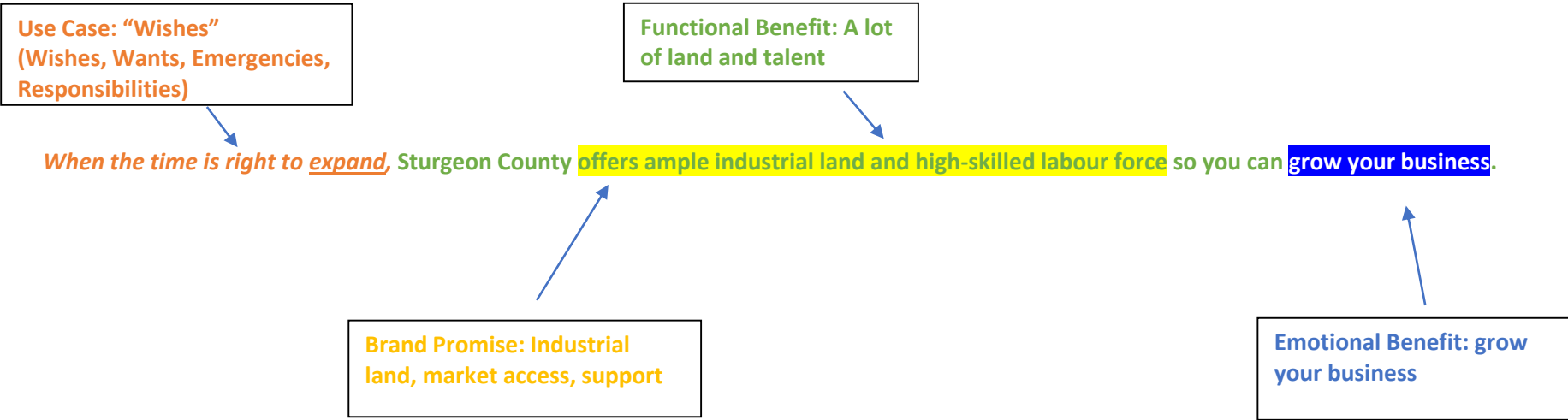
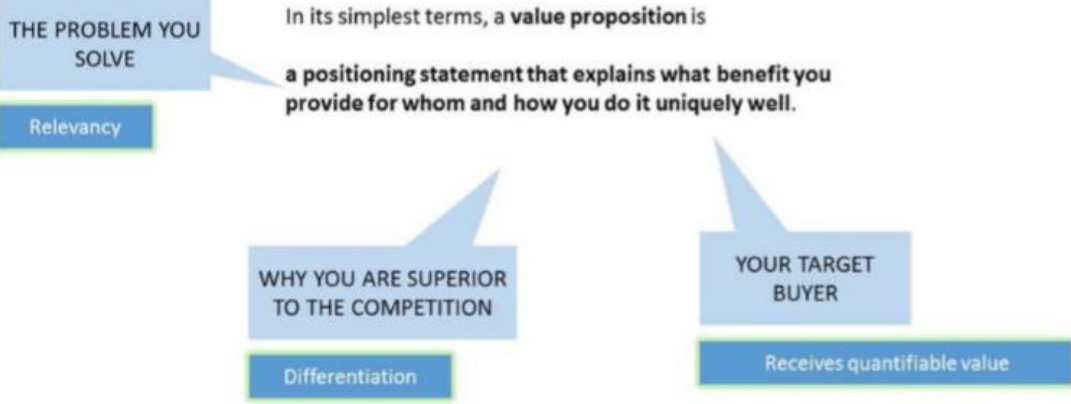
Example:



- Move to Maine, and the State will help you pay off your student loans
- STEM majors are eligible to get a check back from the government if their loan repayment outweighs their taxes
- Advertisements go straight into college students' inbox

# Tailored Value Propositions

## WHAT IS A VALUE PROPOSITION?





## 4. Organization

# Budget



- Essential internal discussions*
- *How much should we spend on marketing?*
  - *What categories of marketing are most important for our initiatives?*
  - *How are we going to measure success?*

**Remember:**

- Allocation of time and resources is the largest expense for marketing strategies

# Tactical Calendar

## Tactical Calendar

- Building the Next Generation Marketing Strategy

## Calendars for specific marketing tasks

- Create calendars within the tactical calendar for marketing components that have individual timelines
  - Events calendars
  - Content calendars
  - Campaigns calendars





## 5. Tools



# Leveraging Tools

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



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



## Remember:

- Social Media should reflect the IPA's brand
- Use social media to highlight niche location assets that are in the large books of advantages
- Measure success

# Digital Tactics

Ensure dynamic content through daily site updates

Enhance existing pages and add new pages

Ensure ongoing content development that supports business development objectives

Employ a comprehensive Search Engine Optimization (SEO) program to increase organic site traffic, improve search engine rankings and credibility

Utilize a mix of social networks to share relevant content and drive traffic



## 6. Exercise

- What are the top three location advantages of Alberta?

Think about the product, not the salesman

- What are the top three location advantages of Alberta?

- **Target Industry = Renewable Energy**

Are the above advantages still relevant?

- What are the top three advantages of Alberta?

- **Target Industry = Renewable Energy**

- **Target Audience = Site Consultants**

Think about what a Site Consultant wants to hear vs. a business owner.

# 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 ideals that **enable organizations to communicate their message 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, **IPAs can ensure that they are getting a high ROI** when investing in marketing and advertising for their communities.



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