



CONWAY



**Linkedin, Social Media and Digital  
Marketing for FDI Attraction**

## Traditional Marketing



## Digital Marketing



It is not a matter of Traditional vs Digital.

Traditional AND digital strategies should BOTH be included in your investment attraction marketing strategy.

Neglecting one for the benefit of the other will prove detrimental.

Digital marketing and social media work to build your brand but needs to be reinforced with direct outreach and other contact with potential investors.

1. Website
2. Social Media
3. Content Marketing
4. Email Marketing
5. SEO
6. Paid ads/ PPC





Your website needs to convey:

- Your business climate

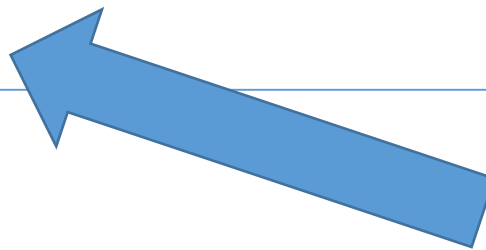
- Your services

- A sense of your area's ecosystem and the quality of life

- Your unique selling point

- A clear indication of WHO to contact

- Aesthetically pleasing with a clean design.
- Include easy to read, informative graphics.
- Include pictures of the city, region, country, prime investment locations.
- Videos where possible.
- ALL the information a company might need to put you on the long list for a project



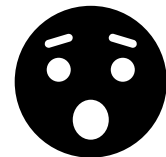
**VITAL**

Your website will be used by companies and site consultants to short list for projects before they even reach out to contact you.

Make sure they have everything they need.

Make sure there are FACTS to back up your claims.

**How many projects could you have lost without even realizing you were in the running?**





COPENHAGEN  
CAPACITY



- The content on your website need to be considered in relation to SEO and it is one of the key components of digital marketing.
- Popular search engines favour sites with quality content. You can opt for copy-writing for a better lead generation experience. This suggests writing content primarily for the purpose of advertising or marketing.
- Ensure your website links to your social media accounts for greater SEO.

3 billion people globally use Social Media



## Social Media Landscape 2018



SYSK

FredCavazza.net

Good for investment promotion brand awareness:

Facebook  
Twitter  
Linkedin  
Instagram  
Youtube  
Wordpress



Ensure you are consistent and do a good job on the platforms you choose. Less can be more. Don't try to be all things to all people on all apps.

Also – social media messaging apps are vital for doing business in certain parts of the world.



- Use your social media posts to build your brand (although direct sales engagement via brand building on social media is on the increase).
- Engage your online community and utilize them to build trust in your brand (think diaspora, stakeholders (tourism), satisfied customers ie landed investors).
- Use your staff as ‘influencers’ within your online community.



LinkedIn, simply stated, is the epicenter of where business professionals interact online. The numbers speak loud and clear:

- ▶ For B2B, **LinkedIn is 277% more effective** for lead generation than any social media platform. (Source: Hubspot)
- ▶ **More than 80% of all B2B leads** generated from social media come from LinkedIn. (Source: LinkedIn)
- ▶ The network's realized astonishing growth since 2011. In the time span, membership has nearly quadrupled to exceed **over half a billion members** (and growing daily).
- ▶ 97% of businesses believe that their **video has helped increase user understanding** of their product or service. (There's no reason that this can't work with Government agencies as well, especially with LinkedIn native video.)



## Step 1. Find Leads: Use advanced search on LinkedIn

LinkedIn offers all members—paid or not—a powerful search feature to find almost anyone.

By using LinkedIn Advanced Search for prospecting, **you can easily find decision makers worldwide**. Even with a free account, the advanced search feature provides you with a robust set of search filters you can apply.

To get started, try these search tactics:

- ▶ Choose the “*All Filters*” option to familiarize yourself with your options.

- ▶ Search “*People*” by job title and filter by location, connections, and other relevant options.

You’re offered a far more robust set of search filters when you upgrade to the Sales Navigator service. The filter options become more targeted, the number of searches you can save expands significantly, and you gain the ability to contact prospects via the LinkedIn *InMail* service.

## Step 2. Connect: Send a personalized connection request to targeted leads

On LinkedIn (or any social media platform for that matter), you can make someone feel anonymous or important. I believe it's obvious which is the better approach for forging the relationships that lead to making meaningful connections, and possibly, landing investors.

I encourage you **not to send generic messages based on templates.**

**It's absolutely critical to personalize the first message you send**—the connection request. You get only get 300 characters. Make them count so that your prospect clicks "*Accept*" rather than "*Ignore*."

Make people feel important and ensure all of your communications are relevant to them.

## Step 3. Engage and Nurture: Engage in conversations and stay top of mind

Establish rapport by creating a dialogue with your new connection by following-up and thanking them for accepting your connection request.

I call this a welcome message.

Keep in mind, **the goal of this message is to establish rapport, engage in a dialogue and request nothing else at this time.**

## Step 3. Engage and Nurture: Engage in conversations and stay top of mind

You'll also want to continue to nurture your prospects and build relationships by tuning into the trigger events that are easily found on LinkedIn.

Trigger events that could potentially signal opportunities leading to conversations about possible FDI opportunities include:

- ▶ Job changes of your connections
- ▶ Posts made by your connections
- ▶ News and articles published by your connections
- ▶ Updates about people and companies you are following
- ▶ Connections and companies mentioned in the news

Look for opportunities to engage with prospects identified by notifications from LinkedIn

## Step 4. Build Relationships: Establish rapport through private LinkedIn messages

Send additional messages to capitalize on the momentum and build relationships with potential investors.

It is also important to get to know the person you're communicating with and provide value by offering useful content that will be of interest to them and use to their business.

The content of your communications will depend on your prospect's industry, but always steer clear of sending them anything that could be perceived as a sales pitch.

Wondering what to send them? Consider the following:



## Step 5. Convert Opportunities: Book a phone call

The goal of each of the previous steps is to create meaningful dialogues online where you have established enough rapport that your connection would be interested in having a first-step telephone conversation with you.

If you have established rapport, built some trust and provided value to your prospect, many of them will be willing to have an offline telephone conversation with you.

**It is offline that you get to know your prospects;** understand their challenges and have the opportunity to bring up your region and the FDI opportunities and benefits available to them.



## Step 6. Land Investors: Offline process via a series of conversations

Steps 1 through 5 involve a new way to move you to your end goal which is having a series of conversations that will ultimately attract foreign direct investment to your region



## Notes on your LinkedIn Profile

Before you begin a direct outreach using LinkedIn, you must first make sure that your profile will stand up to review by decision makers, after they receive your connection request.

They'll want to learn more about your region—and YOU, the person they will be dealing with. Is your current profile informative, compelling and unquestionably professional?

Or... could it possibly plant seeds of doubt in an investors mind? A professional and compelling LinkedIn profile is vital because it:

- ▶ Enhances your professional reputation
- ▶ Builds your credibility and authority
- ▶ Establishes trust much faster
- ▶ Facilitates relationships with decision makers
- ▶ Stands out and leaves a lasting impression

## Notes on your LinkedIn Profile

In order for a potential investor to be willing to connect with you, your LinkedIn profile must:

- **Establish your personal brand and professional presence.** You risk rejection from decision makers if you don't have a compelling and professional presence on LinkedIn. What you include within your LinkedIn profile must make you stand out.
- **Describe what you do and for whom.** Is your profile clear and investor-focused? Your messaging matters. Make sure you're speaking the language that a potential foreign investor wants to hear.
- **Build credibility to attract decision makers and investors.** The ultimate goal of your LinkedIn profile (and personal brand) is to foster the trust needed to inspire prospects to accept a connection request from you as the first step. Showcase your credibility and professionalism and allow your LinkedIn profile to position you as an authority in economic development and investment promotions.

## Millennial holidays | The importance of social media

**37%** of millennials have had their holiday destination influenced by social media

**34%** have actually booked a holiday because of content seen on social media

**41%** agree that travel bloggers and social media influencers inspire their holiday destinations

**37%** say the ability to post beautiful images and videos when they are on holiday influences where they travel to

**61%** of people want to share beautiful or important holiday experiences online

**36%** will search potential holiday destinations on social media before visiting

**31%** will search hashtags associated with a holiday destination before visiting

**28%** trust social media over magazines, television and Google and TripAdvisor reviews

**43%** won't go on holiday without checking in, making sure their followers can see their travels

**31%** said that posting holiday pics online is just as important as the holiday itself

**29%** wouldn't choose a holiday destination if they were not able to post on social media while there

*Research on booking behaviour of 18-34 year-olds carried out by WeSwap*



# Note on Tourism Influencer Marketing

In the age of Instagram this is a great way to encourage travel to your region



1. Create a coherent strategy.
2. Use good photos with clear messages.
3. The post should be useful and relevant.
4. A helpful, concise description is key.
5. If you use a link, use one that works.
6. Quality of the information source – when you repost, it's like quoting. Use a reputable source.



Don't just focus on posting – focus on engaging with your community and potential clients.

Find corporate investment targets on social media.  
Follow them.

Like their posts.

Comment.

Share news stories and create your content with these targets in mind.



## **‘CONTENT IS KING’**

In January 1996, Bill Gates wrote an essay titled “Content is King”, which was published on the Microsoft website. He begins by saying:

*“Content is where I expect much of the real money will be made on the Internet, just as it was in broadcasting.”*

**Content drives the internet as we know it**

Content Marketing is the creation of content with the intention of distributing it, to engage with highly targeted audiences, and attract new customers in the process.

It feeds in to every aspect of your Digital Marketing and Social Media Strategy.

You should constantly be thinking about content you are creating and distributing in relation to your website, your social media accounts, your organization's blog, email marketing.

Quality content will:

- Increase visibility.
- Encourage backlinks for SEO, and social shares.
- Optimise the website for long tail keywords that are harder to target through the website's static pages.
- Generate new customers, or clients.

The best way to ensure the output of QUALITY content is to have a coherent plan in place within your marketing team.

A content strategy is a **documented plan** that identifies **what content** you're creating, for **which audience**, to meet **which objectives**, and with what **projected results**.

When beginning work on your content strategy think about your organization's positioning and unique selling points. Think about your position within all the noise online.

*“Positioning defines where you fit, what people can count on, and how you're different from others. It's what you stand for, your reason to be, the purpose of the organization. Rather than trying to be all things to all people, positioning defines a specific niche, a place for you in someone's mind.”*

Jennifer Morrow

The right messaging will:

- Reaffirm the mission of your organization.
- Emphasize your location as the logical choice to establish business operations, visit or relocate.
- Establish a connection with your audience.
- Differentiate you from competitors!
- Support the efforts of partner orgs and stakeholders.



The difference between regions, countries, and locations with similar incentives often comes down to sights, smells, touch, people, and experiences.

Narrative is a useful tool in describing these sensations to people who are unfamiliar. Evoking emotion through storytelling and narrative is another way to connect with people and round out your unique value proposition in their minds.

- Audience. Who are you trying to reach? Who is this customer? What are their characteristics and where do they read their information? What platform will you find them on?
- SMART Goals. What are the SMART goals you need to accomplish your PR efforts? A SMART goal is specific, measurable, attainable, relevant, and timely.
- Metrics. How will you measure and quantify success? How are you collecting this data?
- Ownership. Who on your team is responsible for each of the elements necessary to make your strategy a reality?

# Digital Marketing Content

	A	B	C	D	E	F	G	H	I	J	K
1	<b>Editorial Calendar</b>										
2											
3	PUBLISH DAY	VENUE	MEDIA	CATEGORY	TAGS	AUTHOR	TOPIC / TITLE	ASSETS NEEDED	REPACKAGED & REMERCHANDISED	NOTES OR DEPENDENCIES	
4	example	Blog	Case study	Direct Marketing	Email marketing	Fiala	How Stamats helped XX College improve recruitment quotas 3 straight semesters with sequenced mail drops.	Write post, images, cite results.	Serves as one section of a "Why choose Stamats" video to be planned and produced.		
5	example	LinkedIn Group	Q&A	Brand Marketing	Image	Smith	How well defined is your university's crisis communications plan?	Prep talking points for Q&A discussion.	Gather intelligence from Q&A discussion. Develop content for concentrated tutorials for small groups (fee based).		
6	example	You Tube	Video	Digital Marketing	Mobile media	Davis	Demonstrate mobile-ready and non-mobile web sites. Include statistics of mobile use by target demo and best-practice usability requirements.	Variety of mobile phones, pre-select appropriate web sites, statistics.	Add video to Facebook.		
7	example	Scribd	Report	Marketing Research	Research report	Brock	Recent findings of year-over-year retention rates for 2 institutions implementing a Stamats strategic plan. (redact names if neces.)	PDF with text, graphics, images	Write eNewsletter article, share with LinkedIn Group.		
8	example	Facebook	Poll	Social Media	Community	Smith	What role does the institution have in fostering community-mindedness among enrollees? What ways is your university building community?	Facebook poll application	Link within eNewsletter to Survey Monkey survey. Collect data; use to create a new report.		
9	example	Slideshare	Powerpoint	Digital Marketing	Writing for the Web	Benson	Presentation on eye tracking, readability, user-centeredness, tone, voice, etc.	Powerpoint with text, graphics, images	Concentrated tutorials for small groups (fee based).		
10	example	Select from list of strategic sites	Post	Blog Commenting	NA	Rotating 3 people	Comment on industry and trade blogs, providing Stamats' POV on relevant topics.	NA	NA		
11	example	Twitter	Storify	Digital Marketing	Storytelling	Cunniff	How to use Storify to help your prospects experience campus life.	Image, intro text, prep questions	Blog post and/or webinar		
12	example	Blog	Post	Social Media	Facebook, Twitter	Smith	Examine recent study that reviews use of Twitter and Facebook by professors in the classroom.	Access to study, write post, include link to Survey Monkey poll allowing readers the opportunity to weigh in.	If enough poll results are received, write mini-report and publish to Facebook and Twitter, eNewsletter.		
13	example	Blog	Podcast	Digital Marketing	Web analytics	Dodson	Review 3 most common GA set-up errors that can cost you valuable insight.	Research topic, sketch out script, practice and record. Use Burberry or other plug-in to add to WordPress.	Share via LinkedIn Group and Twitter.		
14	example	Select from list of strategic sites	Post	Blog Commenting	NA	Rotating 3 people	Comment on industry and trade blogs, providing Stamats' POV on relevant topics.	NA	NA		
15	example	Flickr	Infographic	Digital Marketing	Web site design	Foster	Graphic depicting site audit, planning, development, implementation, ongoing improvement phases. Include stakeholders, milestones, etc.	Well-planned and laid out graphic.	Blog post that's shared on Twitter and Facebook.		
16	example	eNewsletter	Article	Direct Marketing	Strategy	Fiala	Design and production on a budget.	Write post, images, mock budget and goal scenario.	Blog post that's shared on Facebook		

The look is up to you – a spreadsheet is a great place to start

- Can be as specific and detailed as you'd like
- When is the post supposed to happen? Date? Time of day?
- Where will the post go? What platform?
- What is the body of the post? Links to share? Hashtags? Mentions / handles to include? Photos?
- Who will post it?
- Any relevant metrics to keep track of?

Speak like your audience and speak to their interests. Reach them where they are.

Include a call-to-action. Motivate them into clicking, sharing, responding.

Evoke (positive) emotion-- even humor, when possible!

Use simple language. Include no more than 3 hashtags and any relevant handles/user mentions for social media.

Include relevant links, images, or video.

Visuals are always a plus!

\*\* Visual content is more than 40 times more likely to get shared on social media than other types of content. (Source: [HubSpot](#)) \*\*

Our brains are hardwired to quickly process visuals.



Visuals  
are processed  
**60,000X**  
faster  
in the  
  
than text. <sup>1</sup>

The brain processes  
**visual**  
  
cues in  
  
**250**  
milliseconds

**90%**  
of information that  
comes to the  
  
is visual. <sup>1</sup>





If you see something negative about your organization online it is human instinct to want to correct.

**DO NOT ENGAGE.**

Whilst social media is an inherently social and personal endeavor remember that you are representing your business in a professional capacity.

Engaging with Trolls online adds fuel to their fire and gives them a reason to keep posting.

Ensure negative messages are countered with positive content creation through your social media channels and not by challenging the negative content directly.

If you have developed your community's story, found your USPs and developed a comprehensive content plan your positive message should far outweigh anything negative your potential clients might see online.

**Who are you trying to reach?**

**Which network will you reach them on?**

**What is your message?  
Does it help you reach your business goals?**

**What do you want the audience to do?  
What is the call-to-action?**

**What time will you post/send the message?**

Have a coherent message.

Have a defined strategy.

Content creation is vital across all platforms.

Use visuals.

Use your digital media strategy to create a community.

Don't just post – engage digitally.

Use digital media to tap into audiences you might not normally reach.

Be creative and use digital marketing to tell your region's story.



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THANK YOU!