

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



@GuillermoMazier



Agenda

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



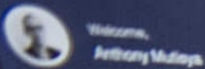
Era

of

Disruption







Welcome, Anthony Mulvey

Home

Dashboard

Dashboard

Dashboard

Forms

UI Elements

Tables

Data Presentation

Additional Pages

Widgets

UI Elements

Data Presentation

UI Elements

Data Presentation

Using Data

Welcome to Gentellella Admin Theme

Summary statistics:

- Total Users: 2500 (+4% From last Week)
- Average Time: 1.51 Sec (-3% From last Week)
- Total Males: 2,500 (+34% From last Week)
- Total Females: 4,567 (+12% From last Week)
- Total Collections: 2,315 (+34% From last Week)
- Total Connections: 7,325 (+34% From last Week)



Daily active users Sessions

All users vs users affected crash

Daily active users Sessions

All users vs users affected crash

Daily active users Sessions

All users vs users affected crash



- Settings
- Subscription
- Auto Renewal
- Achievements
- Auto Renewal
- Achievements

Account Balance: €0.00EUR

€0.00EUR per month Basic Subscription



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

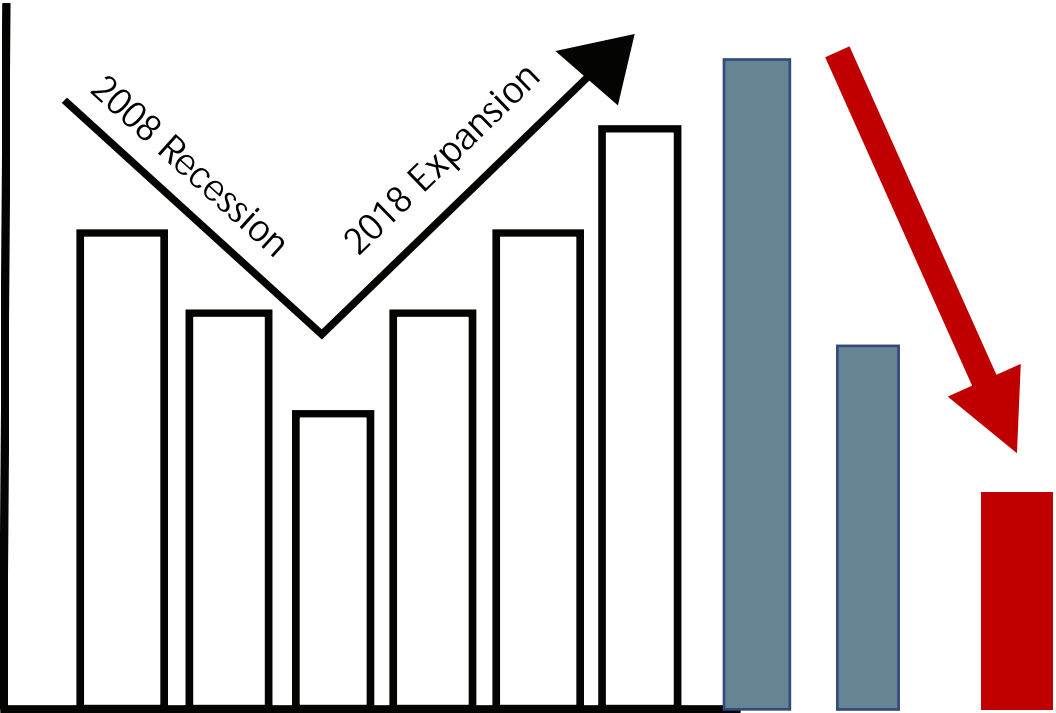
Worlds largest **accommodation provider** that owns no real estate

AIRBNB



CUSTOMER JOURNEY

How is Your EDO Positioned?



The Problem

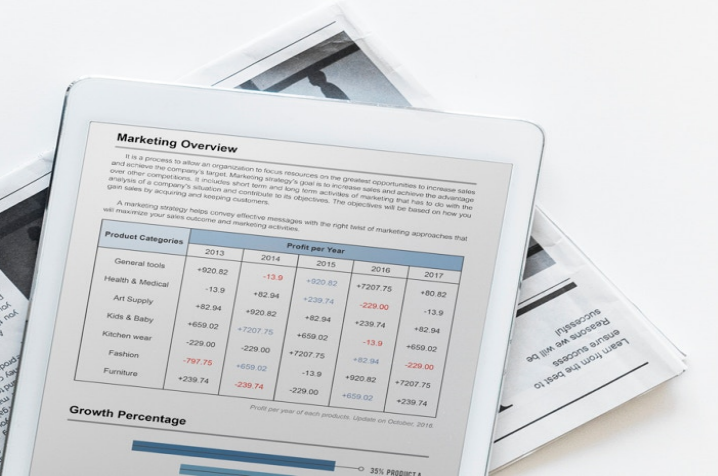
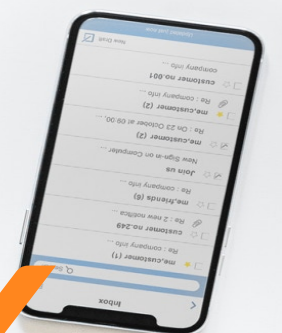


We have **always** done it this way



< 50%

Have a “real” marketing + promotion strategy



Product Categories	Profit per Year				
	2013	2014	2015	2016	2017
General Goods	+920.82	-13.9	+920.82	+7207.75	+80.82
Health & Medical	-13.9	+82.94	+239.74	-229.00	-13.9
Art Supply	+82.94	+920.82	+82.94	+239.74	+82.94
Kids & Baby	+659.02	+7207.75	+659.02	-13.9	+659.02
Kitchen wear	-229.00	-229.00	+7207.75	+82.94	-229.00
Fashion	-797.75	+659.02	-13.9	+920.82	+7207.75
Furniture	+239.74	-239.74	-229.00	+659.02	+239.74





USER EXPERIENCE

STRATEGY/DESIGN

The Solution

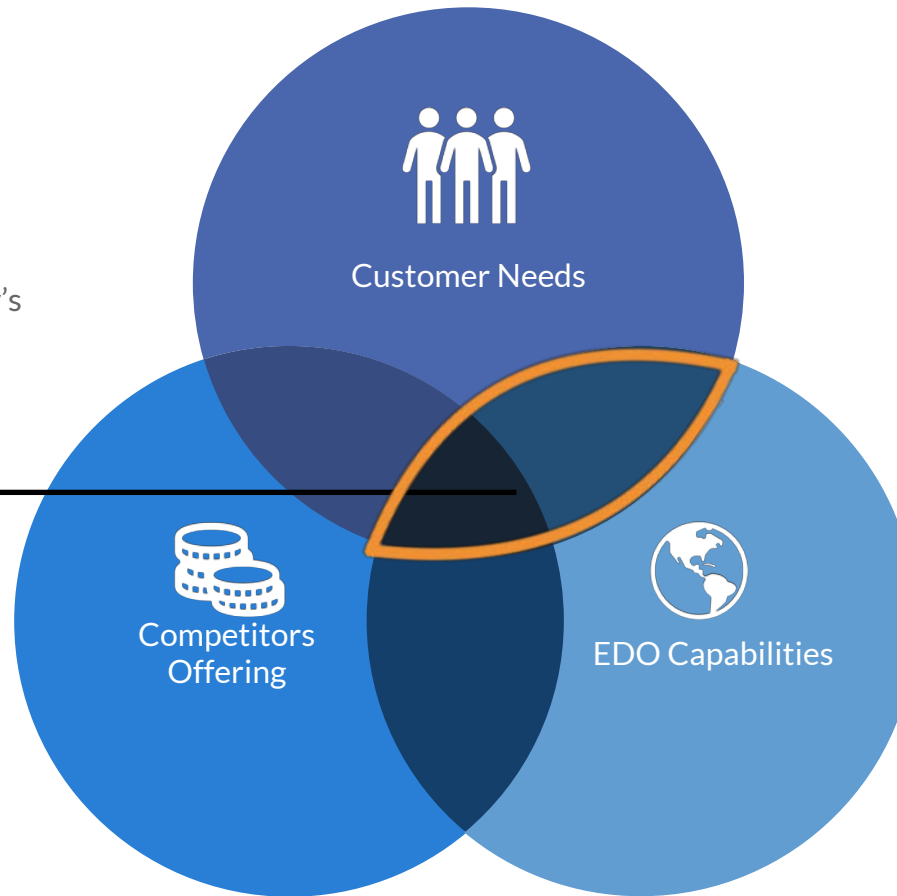


Economic Development Strategy

Where are you going? And how will you get there?

THE SWEET SPOT

It's impossible to execute a strategy if you don't know what it is. This results in frustration among business development, marketing, research and all those in between. Where customers' needs and your community's unique capabilities overlap is what many refer to as the "strategic sweet spot."



Customer Needs

Who is your customer and what do they need? How can you server your customer's customer?

Competitors Offering

Who do you compete with and what is the market offering that you are not? How are they marketing themselves?

EDO Capabilities

What are the skills that your EDO can bring to the table to best communicate your community's assets to the needs of your customers?

9 Steps to a High Performing Strategy

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



1. **Set Strategy** Positioning Statement

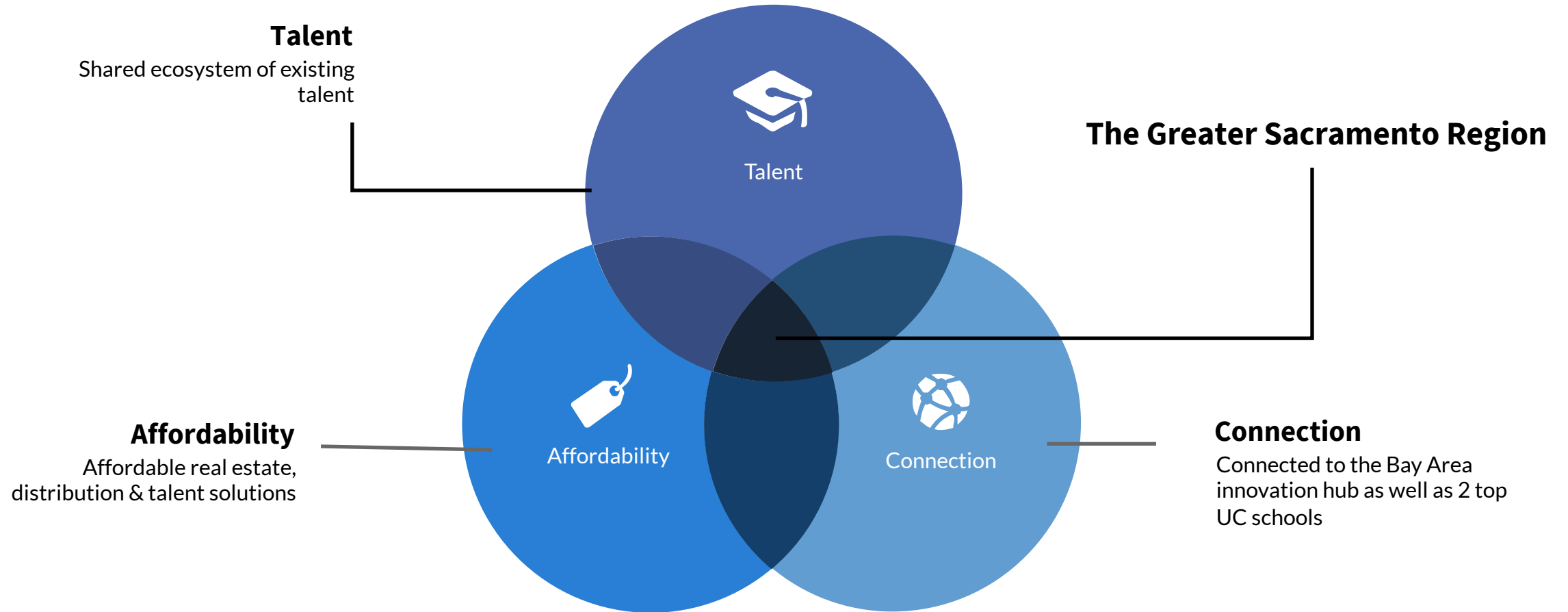
Your **objective** is the goal you are trying to achieve.

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

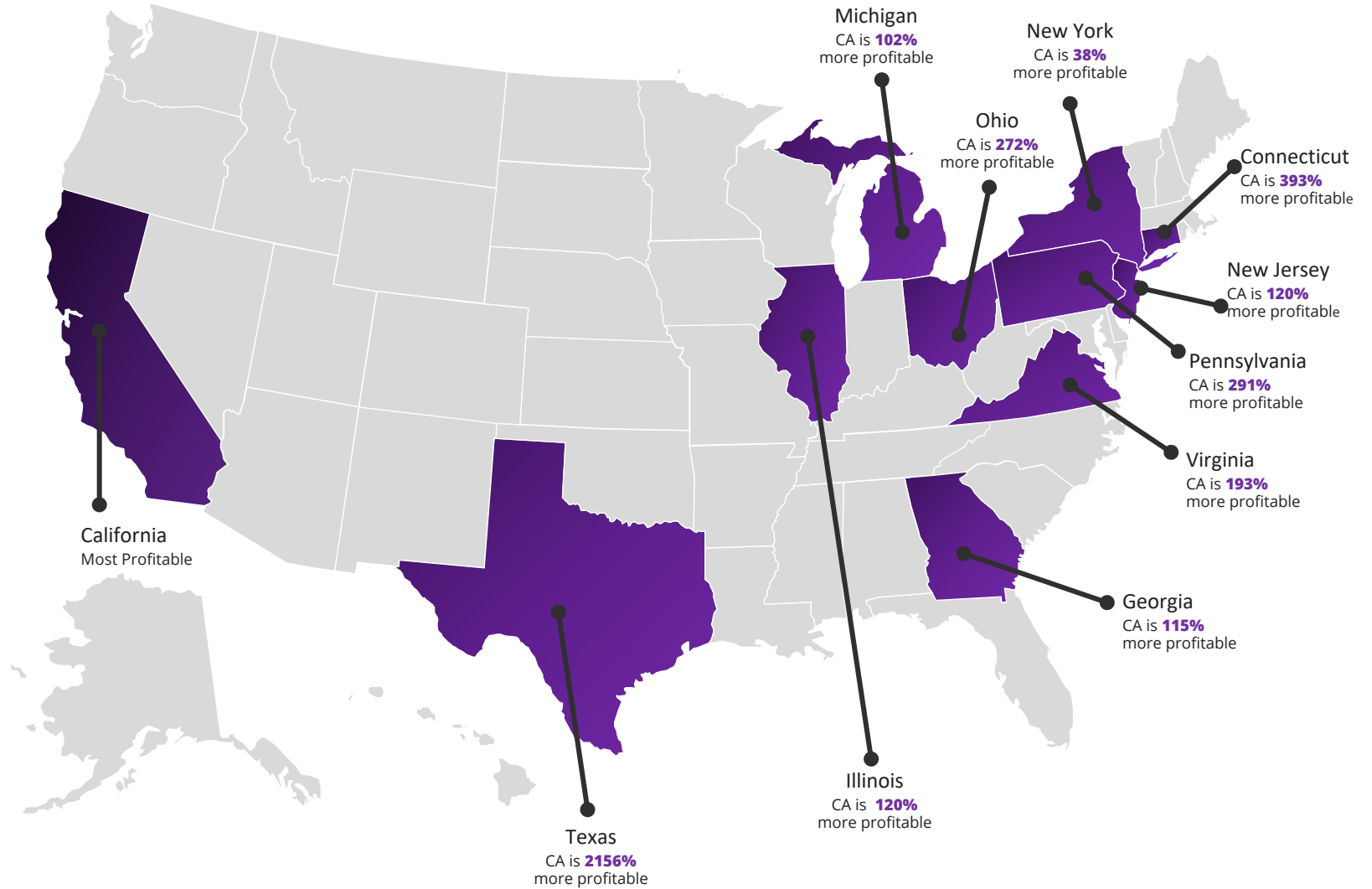
Greater Sacramento provides access to talent and resources through UC Davis and UC Berkeley, as well as the innovation being developed at both top schools, providing a sustainable environment for the next generation of tech start ups.





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 10th place.

SOURCE: Fortune 500, 2016

2. Understand + Marketing Your Assets

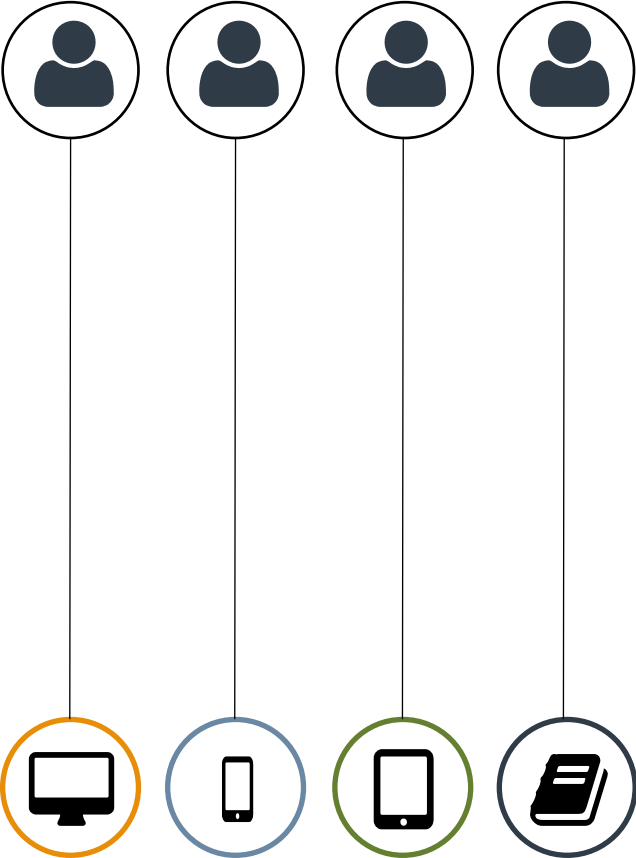


SMARTEST U.S. WORKFORCE

Finding smart people for your business is a no-brainer in Montgomery County. That's because the Washington, D.C. region has the **largest concentration of degree holders** of any metropolitan area in the country. Whether you need the **brightest minds** coming out of today's best schools, or **influential leaders** that can take your teams to the top, we have the people who can get you there.

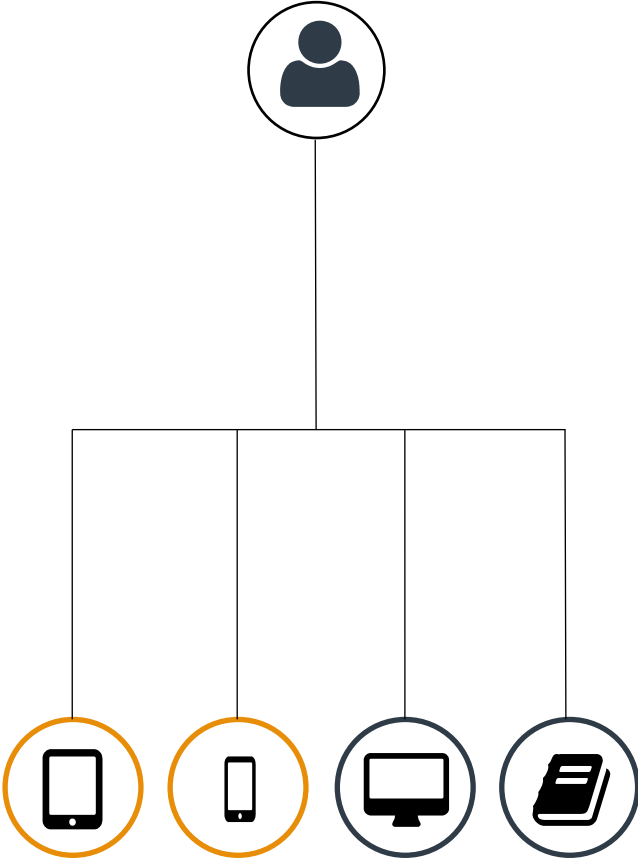
3. Adopt New Macro Trends

CUSTOMERS



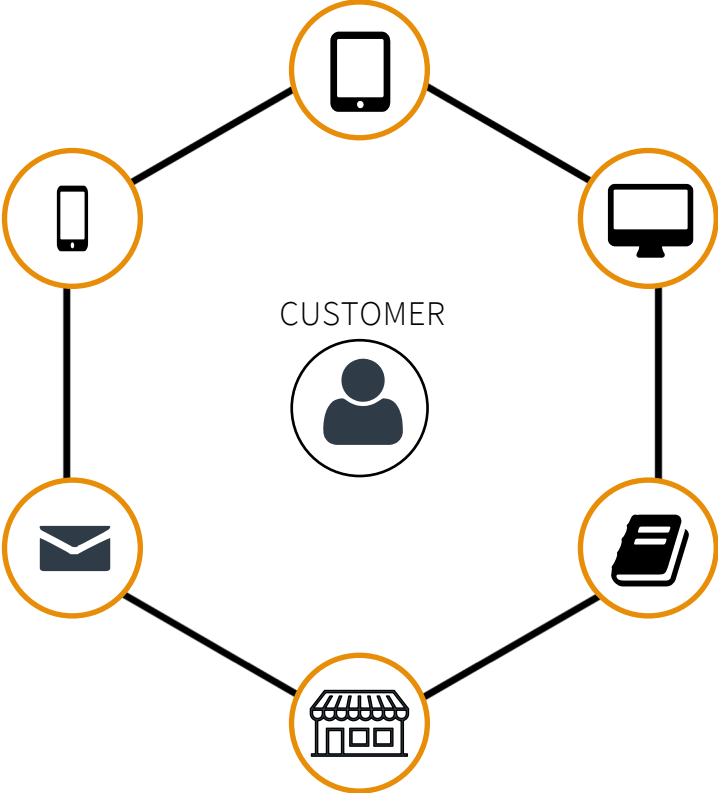
MULTICHANNEL COMMUNICATIONS

CUSTOMER



CROSS-CHANNEL COMMUNICATIONS

Apply trends to your EDO.
Iterate and repeat.



OMNICHANNEL COMMUNICATIONS

A New Opportunity in Digital?

28%

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

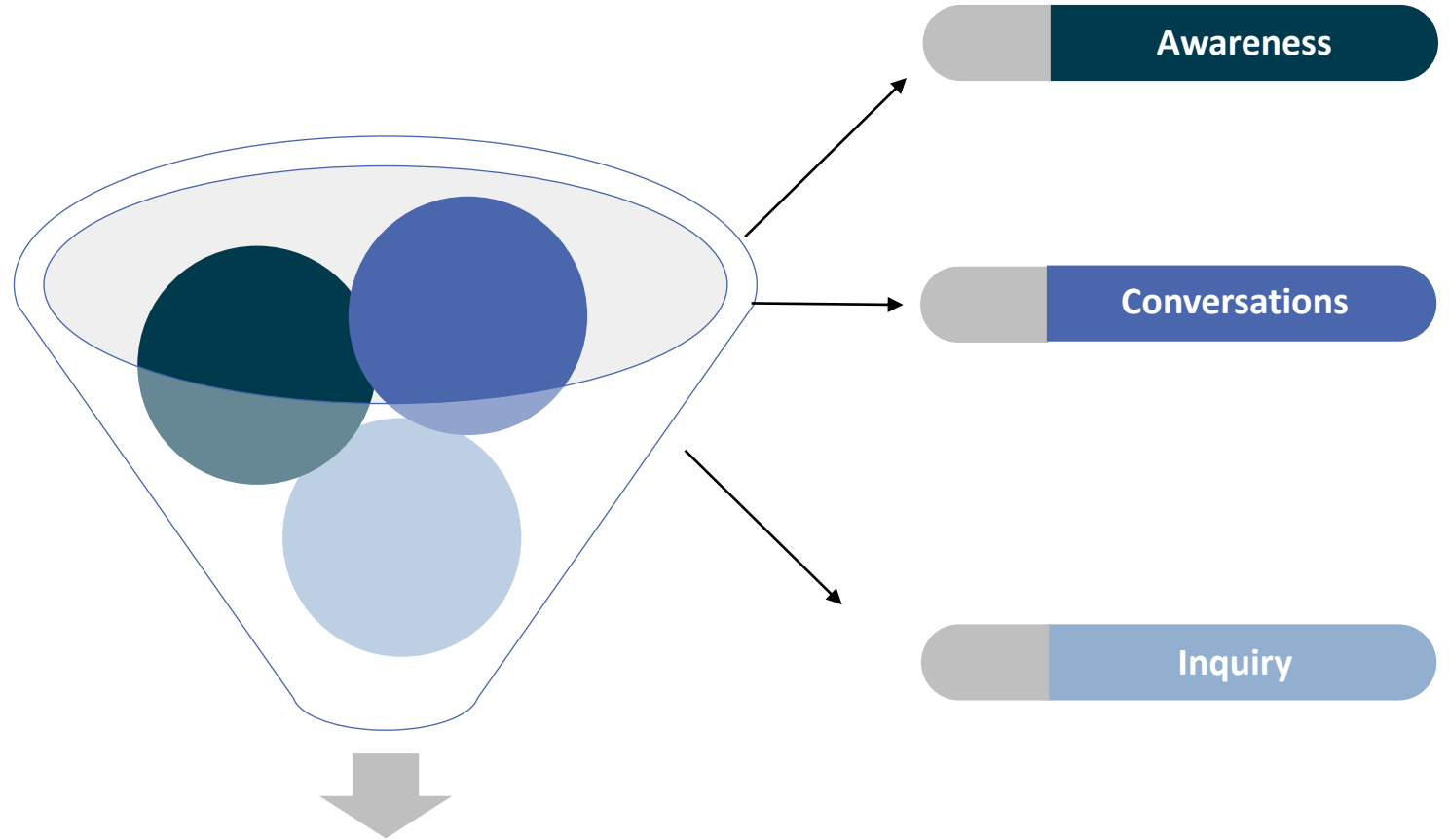
Conway research 2018



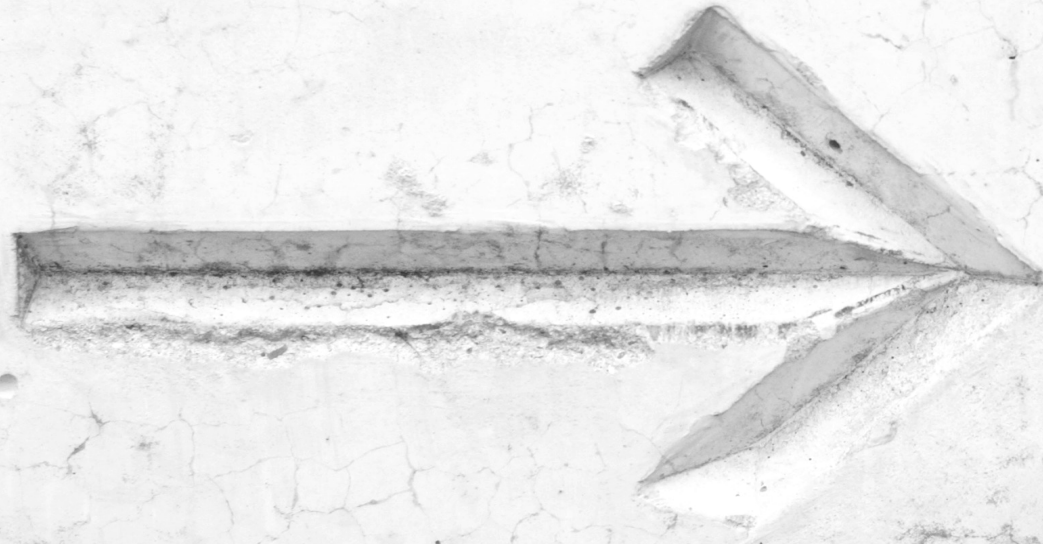
4. Marketing Personas and Storytelling



Buyer Persona



5. **Setting** Meaningful Goals



6. Budget

How much can I spend?

Who do I need to convince?

What do I need in order to convince





CONWAY

7. Tactical Calendar

CALENDAR

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
28	29	30	31			



8. Leverage Tools to Automate + Analyze



- Email Templates
- Meeting Scheduling
- Chat Bots
- Lead Scoring



- Reverse IP Lookup
- Campaign Analytics
- Workflow Management
- Document Storage

[PROPERTIES](#) ▼

[INDUSTRIES](#) ▼

[GROW YOUR BUSINESS](#) ▼

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[WHY BUFFALO NIAGARA](#) ▼

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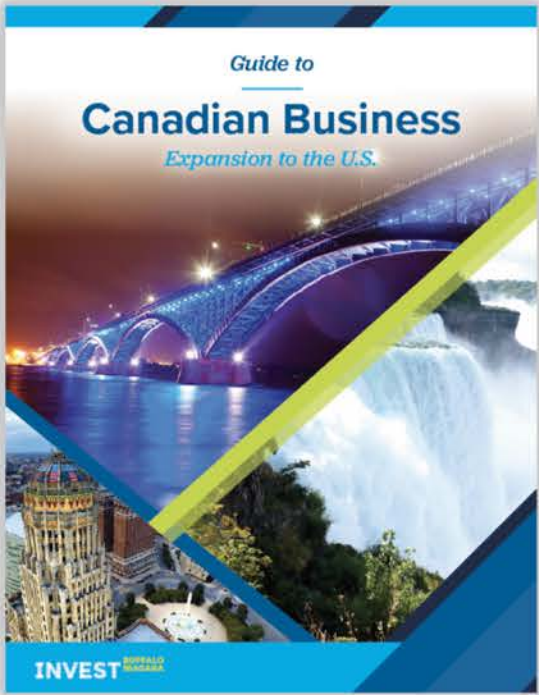


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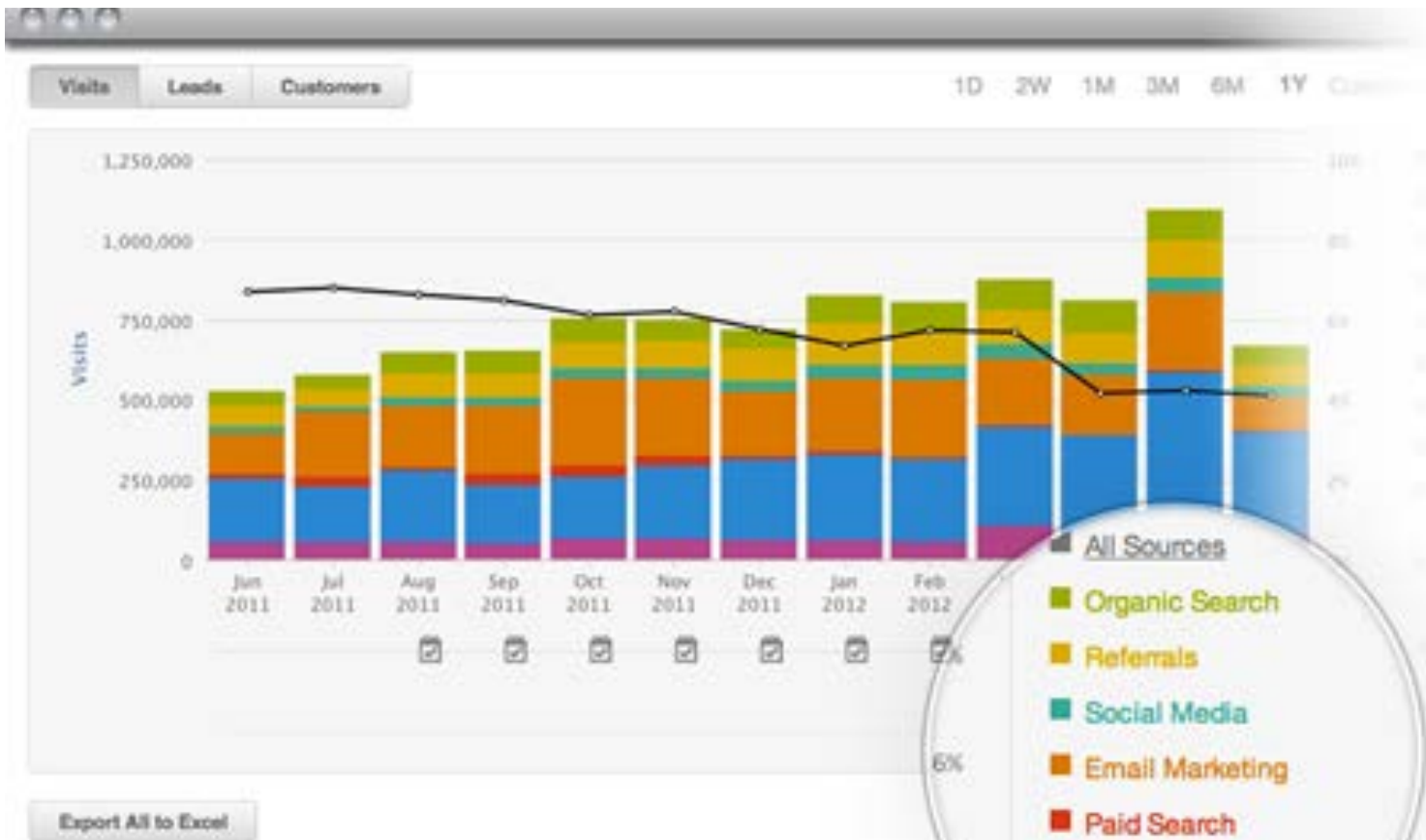
Postal Code Phone Number



S O C I A L
M E D I A

9. Analysis





What Are You Measuring?

- Site traffic details and analytics
- Total impressions
- Click through rate (CTR)
- SEM performance
- Opt-in conversions
- Downloads
- Conversions
- Leads
- Length of sales cycle
- Press releases
- Media Visits

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Example: Columbus



COLUMBUS REGION PERFORMANCE DASHBOARD

COLUMBUS 2020 PROGRESS

The 10-year Columbus Regional Growth strategy set out to achieve these three bold goals by the year 2020. **Two goals are met, and our third is above pace:**



JOB CREATION

Met: **March 2018**
Goal: Add 150,000 net new jobs



CAPITAL INVESTMENT

Met: **July 2017**
Goal: Add \$8 billion



PER CAPITA INCOME

Current: **28.5 percent***
Goal: 30 percent increase

2010-2017 Per capita income data from the U.S. Bureau of Economic Analysis lags approximately 18 months

REGIONAL ECONOMY

Here, the Columbus MSA is compared against 34 similarly sized metros generally within 1 to 3 million in population.

Population Growth since 2010 <small>U.S. Census Bureau Population Estimates, 2017</small>	9%		Average Annual Wage <small>U.S. Bureau of Labor Statistics, 2017</small>	\$50,020	
Unemployment Rate <small>U.S. Bureau of Labor Statistics, December 2018</small>	4.2%		GDP Growth <small>U.S. Bureau of Economic Analysis, 2010-2017</small>	24.4%	
Employment Growth, YoY <small>U.S. Bureau of Labor Statistics, December 2017 - December 2018</small>	0.1%		Labor Participation Rate <small>(Population age 16+ in labor force) National average = 63.2% American Community Survey, 2017 1-year</small>	67.3%	
Employment Growth since January 2010 <small>U.S. Bureau of Labor Statistics, January 2010 - December 2018</small>	14.3%		Poverty Rate <small>American Community Survey, 2017 1-year estimates</small>	13.1%	
Workforce Growth since January 2010 <small>U.S. Bureau of Labor Statistics, January 2010 - December 2018</small>	7.9%				
Net New Jobs since January 2010 <small>U.S. Bureau of Labor Statistics, January 2010 - December 2018</small>	129,661				
Private Sector Net New Jobs <small>U.S. Bureau of Labor Statistics, December 2017 - December 2018</small>	15,800				
Per Capita Income <small>U.S. Bureau of Economic Analysis, 2017</small>	\$49,644				



2018 RESULTS

ANNOUNCED PROJECTS

58
COMPANY LOCATIONS AND EXPANSIONS

7,887
NEW JOBS COMMITTED

\$1.53B
FIXED ASSET INVESTMENT

Columbus 2020 has worked with companies across all industries that are expanding and locating in the Columbus Region.



COMMUNITY READINESS

\$4.025M
SITE REDEVELOPMENT PILOT \$ COMMITTED
2 PROJECTS

\$2.7M
REVITALIZATION LOAN/ GRANT \$ COMMITTED
3 PROJECTS

R&D CENTER GRANT

\$11.4M
R&D CENTER GRANT \$ COMMITTED
4 PROJECTS

Changing **Perceptions.**
Shaping the Narrative.





Columbus 2020



Doing Business



Market Research



Industries



Moving Here



News & Events



COLUMBUS 2020

Strategic milestone of 150,000 net new jobs has been met

[READ OUR STRATEGY >](#)



WELCOME

Columbus: Leading the Midwest in Economic



Data and Reports



Contact Us



Company Announcements



One of US

Marketing Tactics Executed

- ✓ Perform market research
- ✓ Enable sustainable regional brand and narrative
- ✓ Ensure ongoing content development that supports business development objectives
- ✓ Assign roles and KPI's for internal staff and consultant partners
- ✓ Develop marketing scorecard and weekly meetings with BD team
- ✓ Dedicate significant budget for Public Relations and media outreach and editorial
- ✓ Set marketing plan 1 year out
- ✓ Execute plan and report to executive leadership on quarterly basis



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



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COLUMBUS UNVEILS SMART CITY PLAYBOOK

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Bloomberg Markets: The Open

FULL SCHEDULE >

How Columbus, Ohio Became America's Smart City

Get up
Bloom

FAQ's + Parting Thoughts



Marketing programs and strategies should be RESEARCH driven.

Economic Growth of China


shared by Heather Griffin on May 02, 2013 in Economy

5,551 views | 4 faves | 4 shares | 0 comments

A graphic representation of China's economic growth and an overview of its economic relationship with Ireland

Tags: china, economy, timeline
 Source: <http://data...dbank.org/>
 Category: Economy

Publisher:
 Irish Independent

Designer:
 Heather Griffin

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Public Relations

Media Relations
Rankings
Press Familiarization Trips
Media Training

Communications

Copy Writing
Speech Writing
Press Releases

Collateral/ Sales Tools

Brochures/Collateral
Templates
Video Development
Case Study Development
Testimonials

Relationship Building

Tradeshaw planning
Booth/Banners
Appointment Setting
Follow up
Appointment Setting
Lead Generation
Event/Seminar Development
Partners/Channel Marketing

Research

Propositions
Predictive analytics

Direct Marketing

Newsletters
E-Mail
Legislative Updates
Polybagged magazines
Swag

Training Programs

Sales Training
FDI Training
Sector Training
Specialized Knowledge
Customized Training

Data Management

CRM
Data Visualizations
Operating Procedures

Multipliers Program

Site Consultants
Accounting/Tax
Legal
Specialized Business Services

Metrics

ROI
Key Performance Indicators
Strategic Imperatives

**True urgency is a PRE-
REQUISITE for Change.**

LET'S CONNECT

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Guillermo Mazier, MBA

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

