

Improving digital PERFORMANCE.

Economic Development Online

Presented by:

ATLAS





Atlas Advertising, CEO

GUILLERMO MAZIER

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





Formative Thoughts

Digital Landscape for IPA's

The Corporate Location Process + Digital

Components of a World Class Digital Approach

Getting Started

Questions?



Since 2001

6

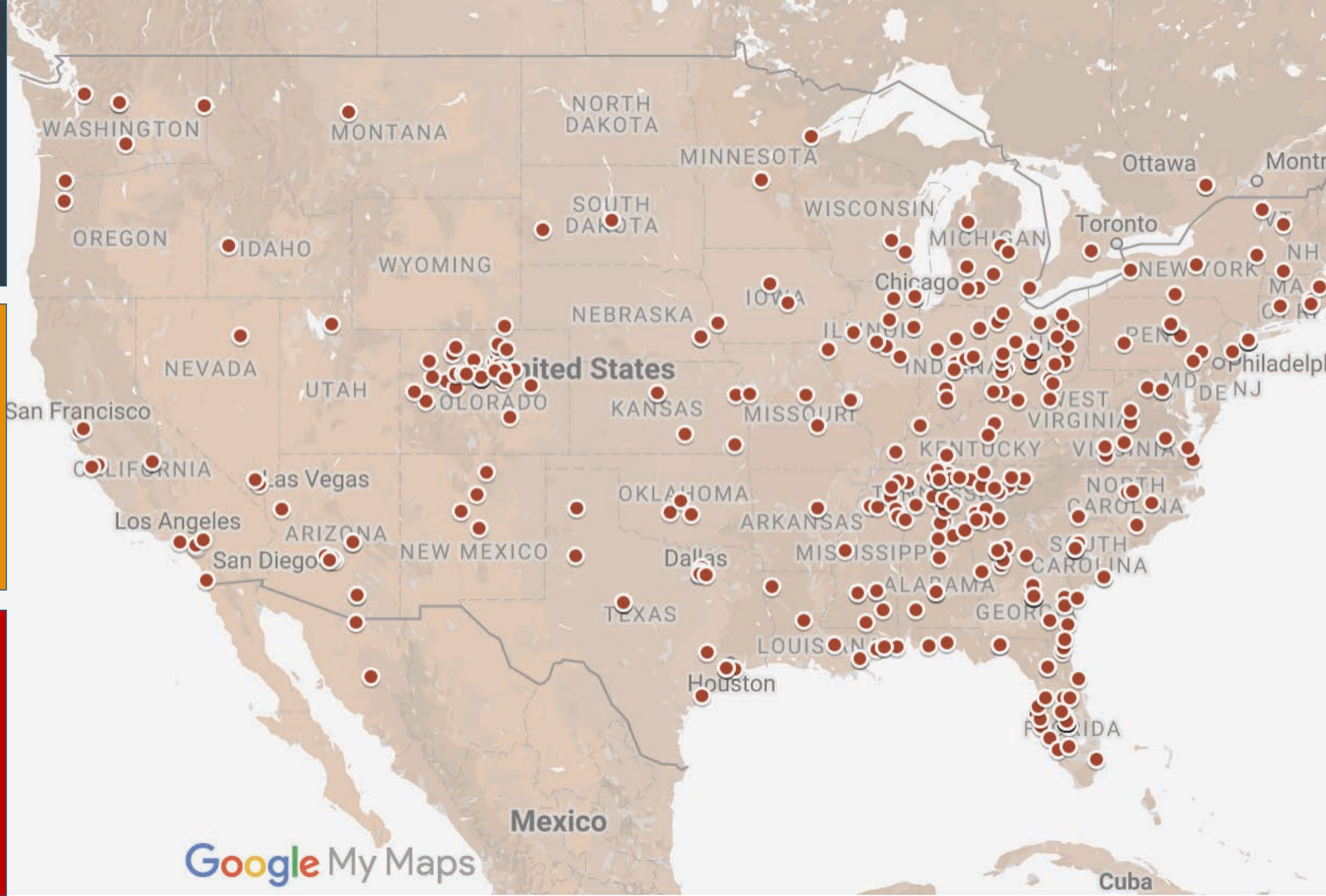
Countries

48

States

461

Places



HIGH PERFORMANCE ECONOMIC DEVELOPMENT

The Road to Economic Development Marketing Reinvention

How Digital Methodology is Shaping the Industry

presented by  **ATLAS**
ADVERTISING

Atlas is The Authority on Digital Marketing for Economic Development

Download Whitepaper
Resources



Formative Thoughts

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





IF THE ONLY TOOL THAT YOU HAVE IS A HAMMER,
YOU TEND TO SEE EVERY PROBLEM AS A NAIL

- Abraham Maslow

Random Acts of Marketing Won't Work



Digital Landscape for IPA's

Digital is the Future of ED Marketing

US Total Media Ad Spending Share, by Media, 2014-2020

% of total

	2014	2015	2016	2017	2018	2019	2020
TV*	39.1%	37.7%	36.8%	35.8%	34.8%	33.7%	32.9%
Digital	28.3%	32.6%	35.8%	38.4%	40.8%	43.1%	44.9%
—Mobile	10.9%	17.3%	22.7%	26.2%	28.8%	31.0%	32.9%
Print	17.4%	15.4%	13.9%	12.9%	12.2%	11.6%	11.1%
—Newspapers**	9.1%	8.0%	7.2%	6.6%	6.1%	5.7%	5.5%
—Magazines**	8.3%	7.4%	6.8%	6.4%	6.1%	5.8%	5.6%
Radio***	8.4%	7.8%	7.4%	7.0%	6.7%	6.4%	6.1%
Out-of-home	4.0%	4.0%	3.9%	3.8%	3.7%	3.5%	3.4%
Directories**	2.8%	2.5%	2.2%	2.0%	1.9%	1.7%	1.6%

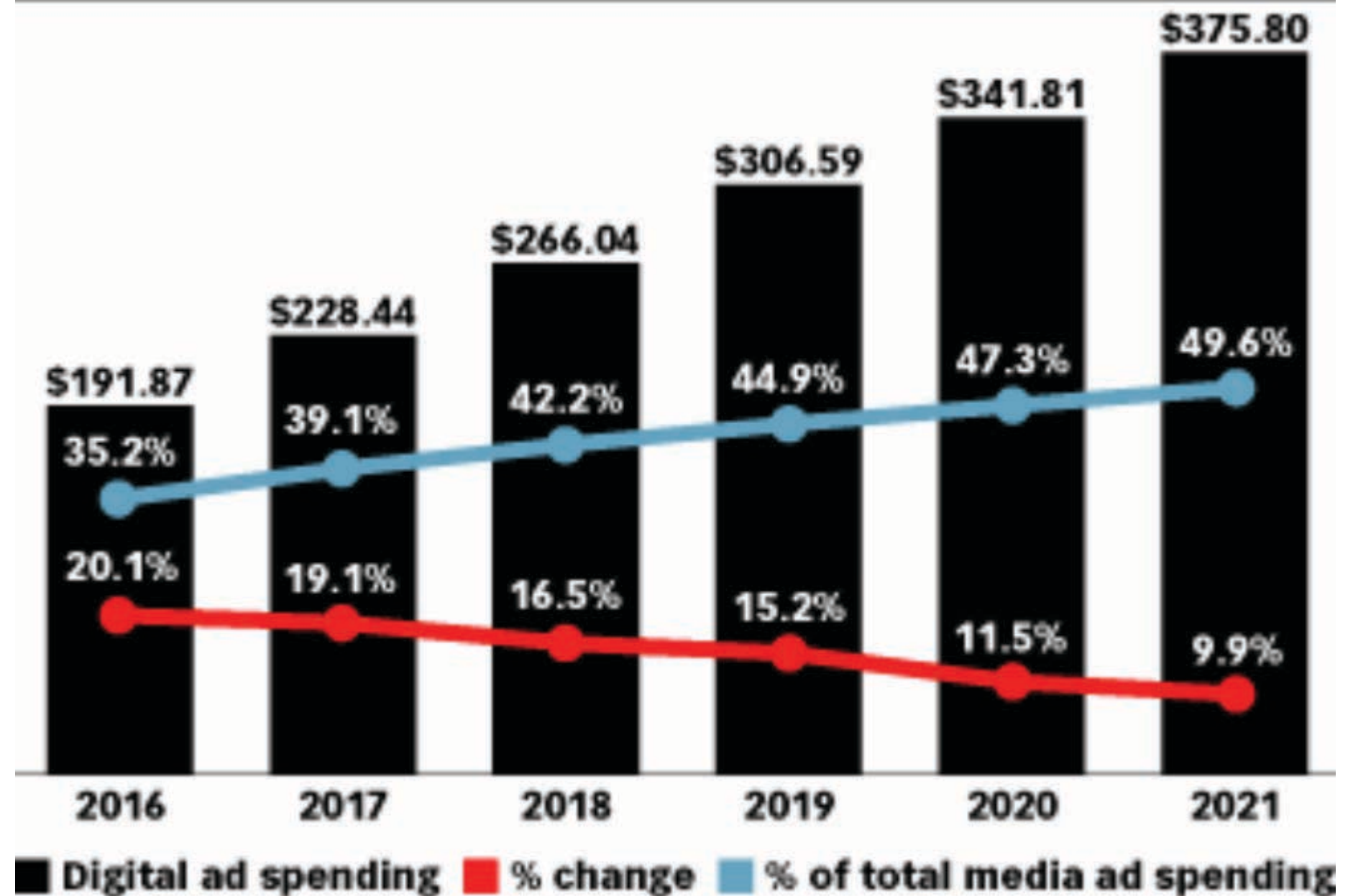
*Note: *excludes digital; **print only, excludes digital; ***excludes off-air radio & digital*

Source: eMarketer, March 2016

Digital is the Future of ED Marketing

Digital Ad Spending Worldwide, 2016-2021

billions, % change and % of total media ad spending

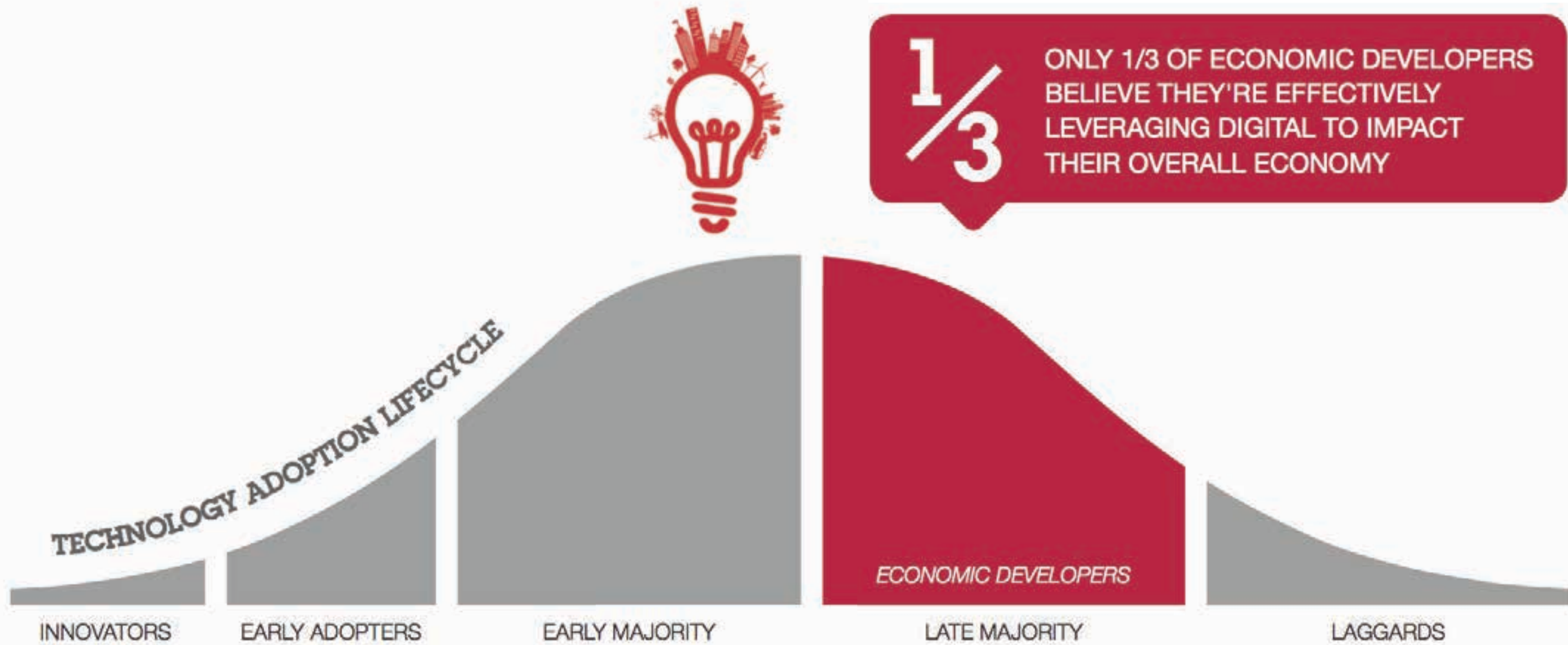


Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; excludes SMS, MMS and P2P messaging-based advertising

Source: eMarketer, Sep 2017

IPA's ARE SLOW TO ADOPT

DIGITAL







The Location Process + Digital

The Corporate Location Process + Digital

Company Actions

Consistent business evaluation and assessment

Formulating Objectives / Defining search area

Evaluating Locations

Field Visitations

Selecting a Community

Implementation

1

2

3

4

5

6

ED Actions

Familiarization tours, email, public relations, google

Relevant branding + awareness that gets you on the list

Websites and search marketing that connect and educate

Professional site visits and answering when called

Engaging the business community

Assisting with permitting, introductions, liaison services



The Components

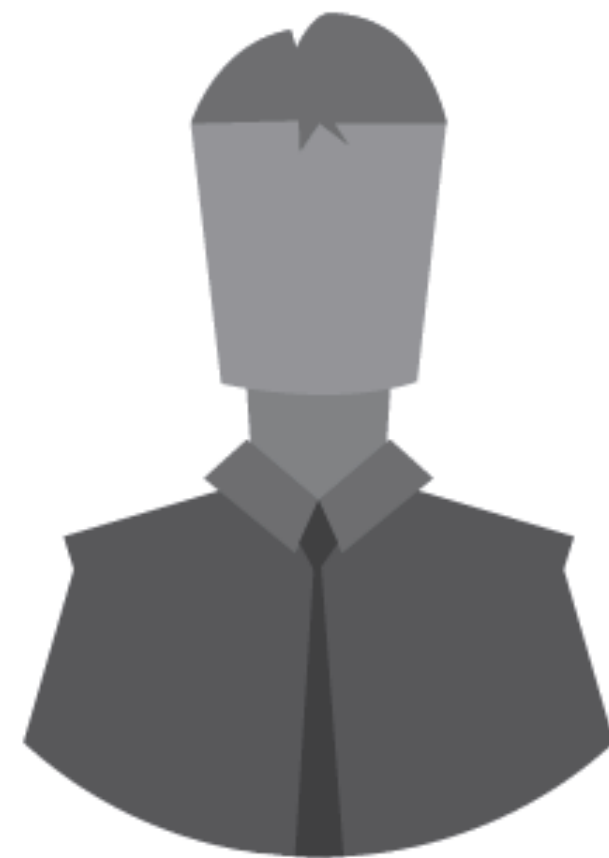
Components of a World Class Digital Approach

From a digital lead gen to SEO, the name of
the game is impact



1. Build Meaningful Content

Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action. Content marketing for EDO's consists of truly digging in and finding the precise audience messages and methods that go along with it.



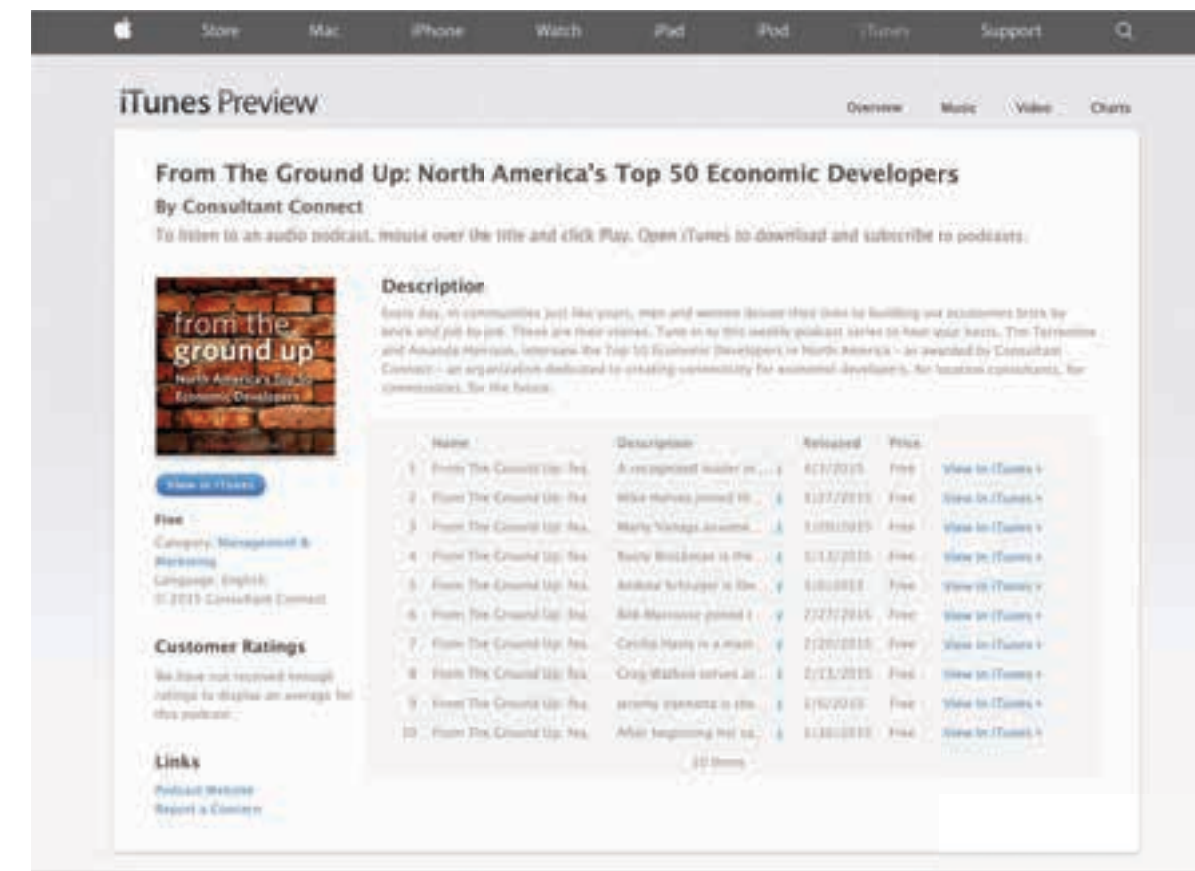
YOUR EDO



**COMPANY LOOKING TO
EXPAND/RELOCATE**

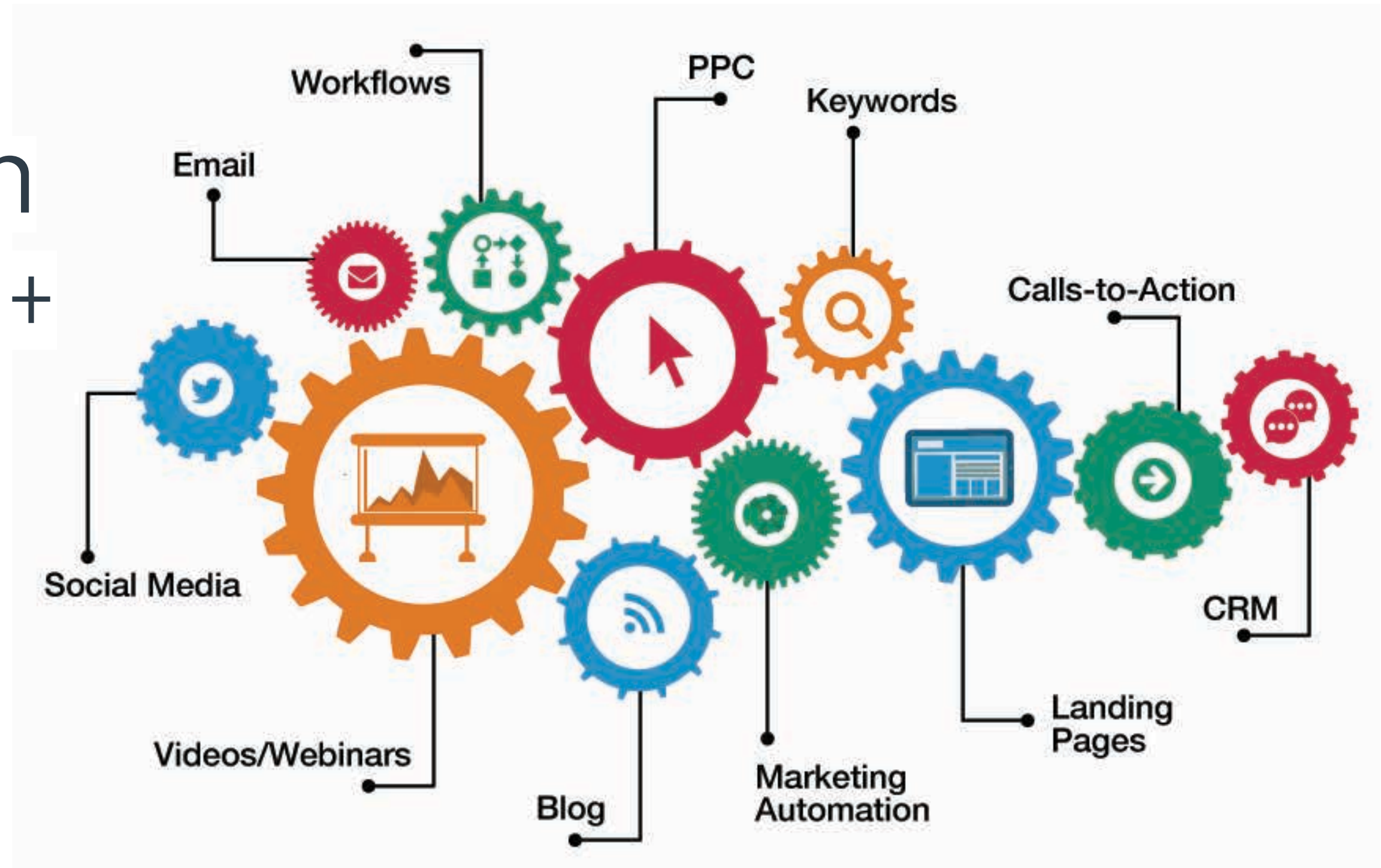
What Does Digital Content Creation Look Like?

- Infographics
- Videos
- Blog articles
- Off-site guest posts
- Off-site guest articles
- Datagraphics
- Gated content & Whitepapers
- Webinars
- POV documents
- Email marketing
- Real estate updates



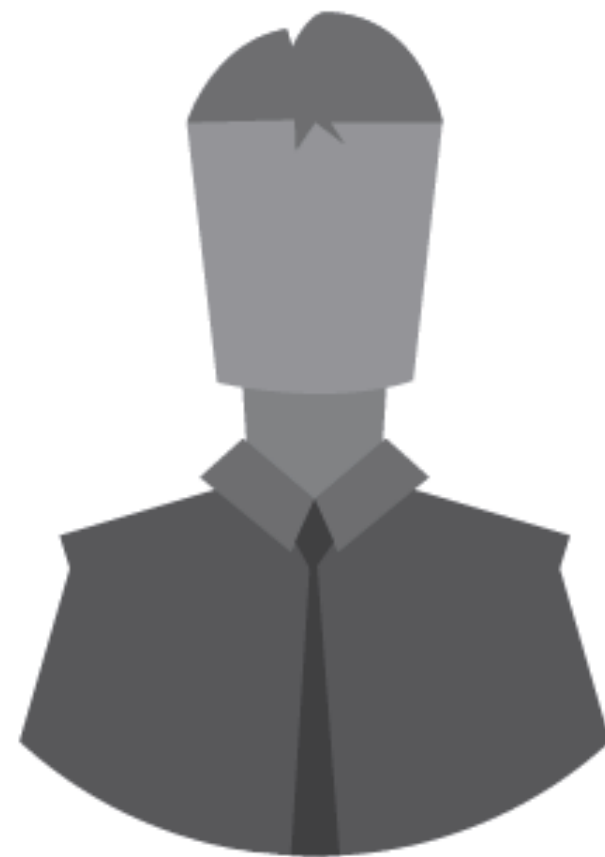
The Composition Content Delivery + Capture

Compelling, purposeful content
coordinated to drive traffic, convert
leads, and nurture until sales ready.



2. Win Google's Attention + Affection

Internet Marketing and SEO strategies are the only form of marketing that can put your economic development organization, product or service in front of your targeted market and prospective customers who are actively seeking exactly what your community has to offer.



YOUR EDO



**COMPANY LOOKING TO
EXPAND/RELOCATE**

What causes people to search for information online about your community?

A marketing trigger is an event or set of events that causes a buyer persona to become aware of their problem or a goal they need to achieve. In the economic development industry, our buyers experience triggers like...

- Need to look for a new location due to business growth
- Need to look for a new site or building for a client company looking for access to new markets
- Data and demographic information about a community they are considering as a location for their business

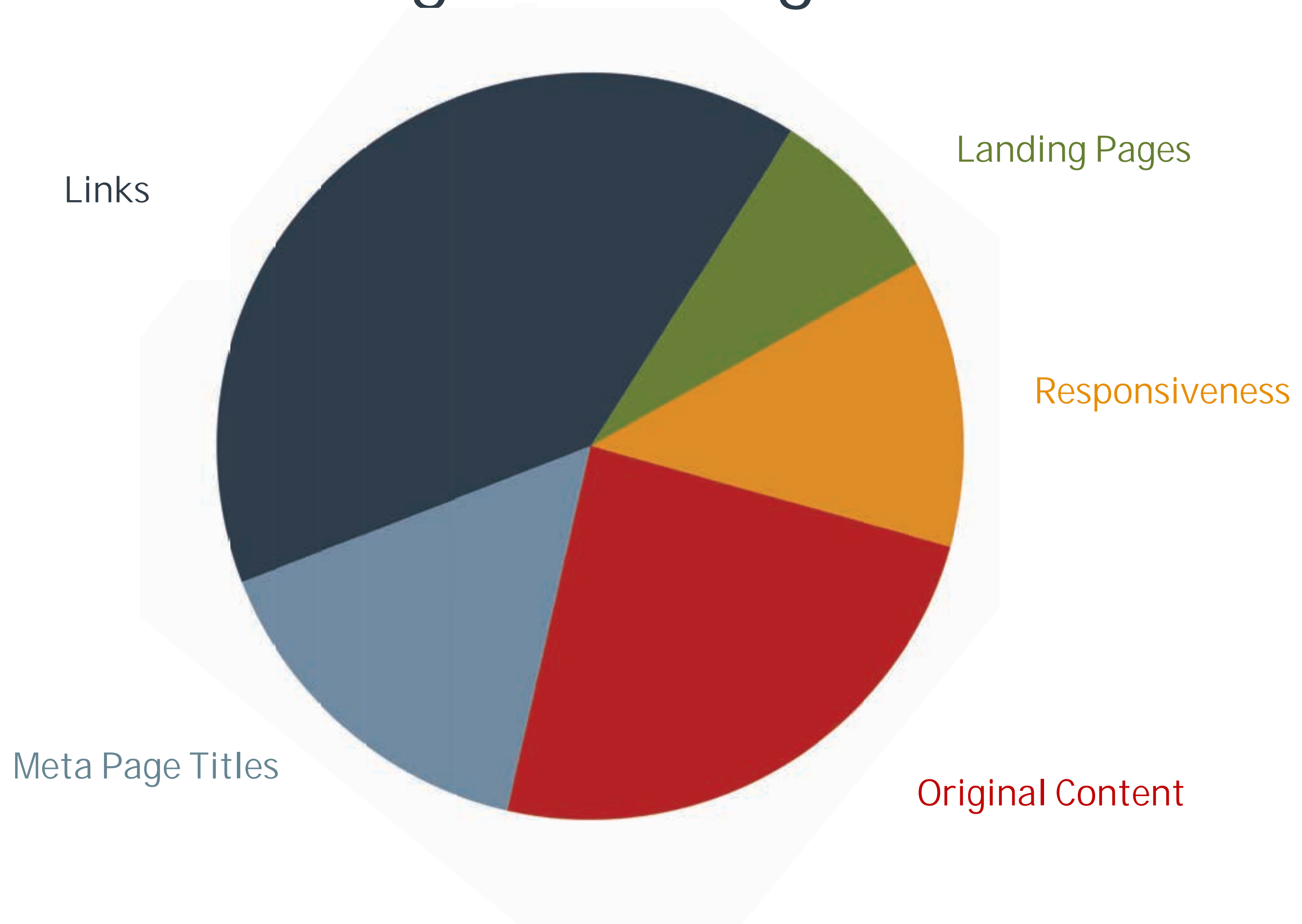
Effective content marketing begins with an understanding of these triggers and the various questions a buyer persona will need to answer to accomplish their goal.

Google must always serve
the best search results
(pages) to its users

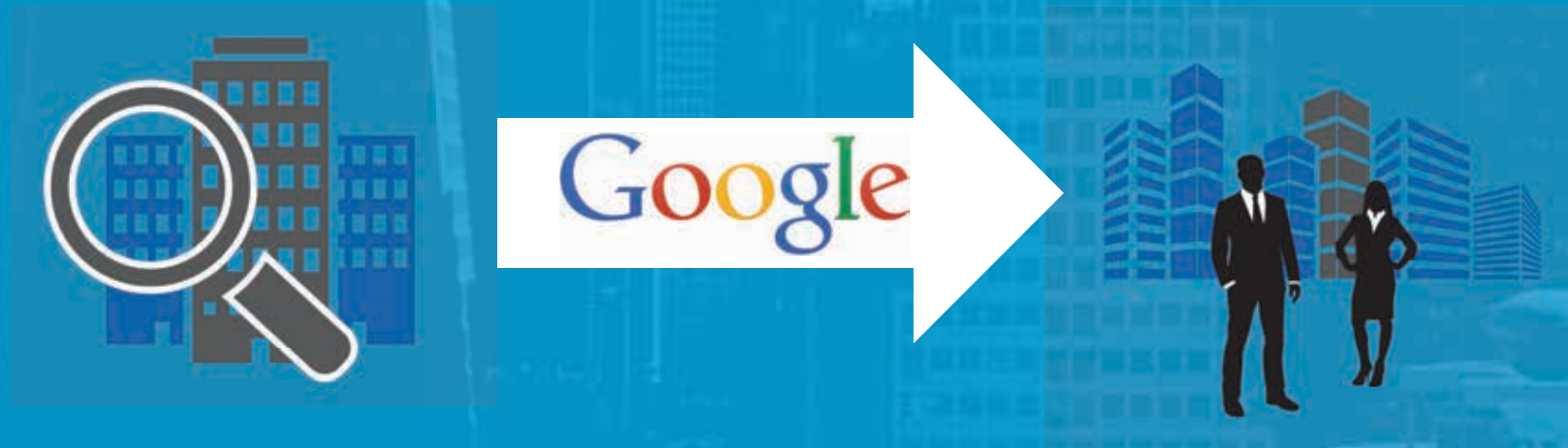
Ranking well can make you seem more trustworthy



2018 Google Ranking Factors



Before they buy, they Google



3. Create A Digital Delivery System

HubSpot

1

Establish an Integrated Content/
Marketing Automation Infrastructure



2

Extend Digital Presence



3

Tell Your Story Where Your Audience
Looks for Information



4

Create a Continuous
Digital Lead Generation Program

4. Support Lead Gen via Digital Campaigns



Assignment

\$24,000/
8 months



Reach

4 Million
Targets



Results

168 MQLs

GREATER
RHODE ISLAND
economic development

THE HOTTEST
START-UP SCENE
IN THE NORTHEAST
ISN'T WHERE YOU'D THINK

GREATER
RHODE ISLAND
economic development

LEARN MORE



THE HOTTEST
START-UP SCENE
IN THE NORTHEAST
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GREATER
RHODE ISLAND
economic development

LEARN MORE



WHAT'S AN
ARTREPRENEUR?

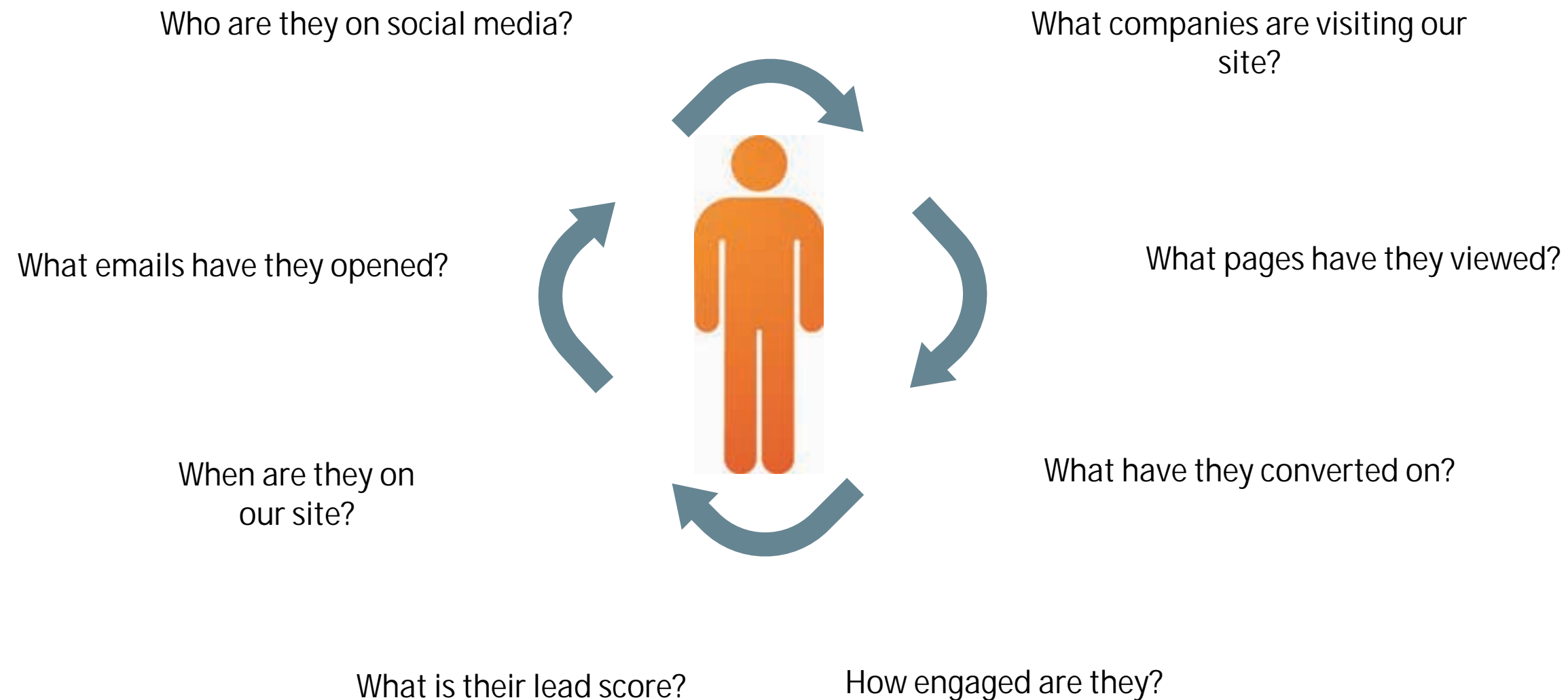
FIND OUT

GREATER
RHODE ISLAND
economic development

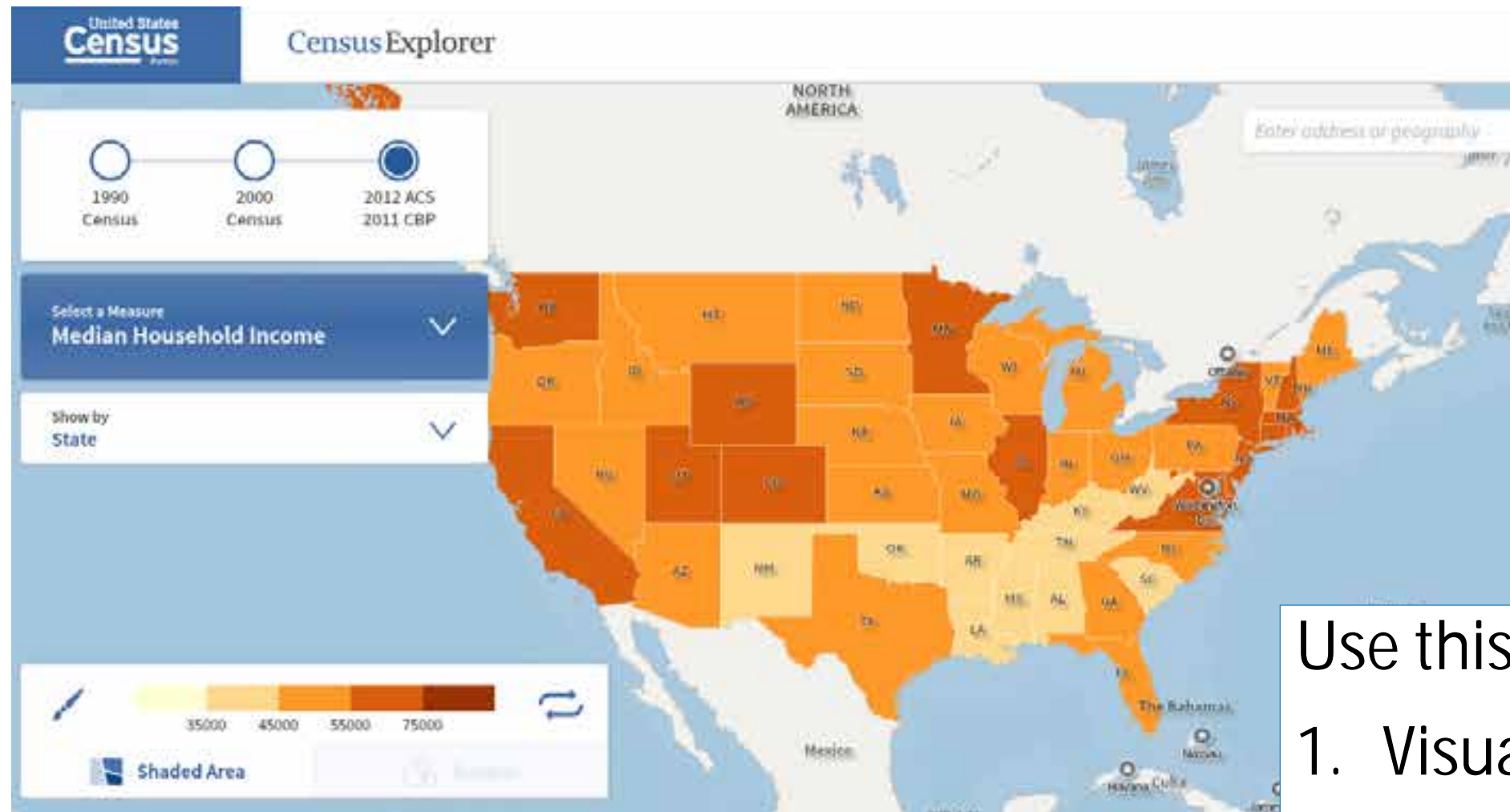
Extend Your Business Development Team

Pass valuable lead intelligence to your sales team for faster follow-ups, better connects, and warmer leads.

Servicing Your Leads 24 X 7 X 365



5. Online Storytelling (Using Specific Data Tools)



Use this tool for:

1. Visual data for background
2. State, County and Tract Geographies
3. Historic comparison
4. ACS 5-year data and County Business Patterns

www.census.gov/censusexplorer/

DENVER, CO

 ADD COMPARISON

POPULATION

682,545

MEDIAN AGE

34.1

POVERTY RATE

15.6%

MEDIAN HOUSEHOLD INCOME

\$58,003

NUMBER OF EMPLOYEES

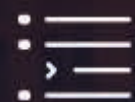
372,635

3.39% GROWTH

MEDIAN PROPERTY VALUE

\$316,700

11.9% GROWTH



ABOUT



ECONOMY



HEALTH & SAFETY



DIVERSITY



EDUCATION



HOUSING &
LIVING

6. Build a Better IPA Website

Top 10 Economic Development Website Pages*

1. About Us (about the organization)
2. Programs (that the organization offers)
3. Data Center
4. News
5. Relocate and Expand
6. Find Property
7. Site Selection Services
8. Workforce Data and Information
9. Database of Companies or Largest Employers
10. Maps of the Area



2017 Atlas Research across 285 economic development websites

Recommended GIS Content on E.D. Websites

PROPERTY SEARCH FILTERS

Land Critical Search (Property Filter) Fields
Location
Minimum Acres
Maximum Acres
Site Zoning
Rail Proximity
Max Distance to: - Interstate - 4-Laned Highway - Commercial Airport
Brownfield or Greenfield
Configuration & Dimensions
All Utilities On-Site

Existing Building Critical Search (Property Filter) Fields
Location
Minimum & Maximum Square Feet
Minimum Clear Height & Column Spacing
Sale, Lease, Both
Building Type (i.e., Industrial, R&D, Commercial, etc.)
Specialty Feature (i.e., Call Center, Clean Room, Cold Storage, Data Center, etc.)
Zoning
Docks
Rail Served
Max Distance to: Interstate, 4-Laned Highway, Commercial Airport
Previous Use

Recommended GIS Content on E.D. Websites

PROPERTY SPECIFIC INFORMATION

Base Layer Menu
County and City Boundary
Streets
Airport Runways , Noise Contours, Property Lines
Subdivisions
Zoning & Parcel Boundaries
Water Features (e.g., rivers, ponds, marsh)
Forest / Preserved Areas
Flood Plain
Elevation (10 ft and 2 ft contours)
Future Land Use
Color Aerials Clearly Depicting Easements
Rail (yards, spurs, main lines)
Utilities (to the extent available)

7. Metrics + ROI



THE BOTTOM LINE: COST PER CONVERSATION

After this framework was built, Atlas compiled the available performance data we had on spending, and overall economic development marketing results. What you find below is our analysis, segmented by category.



Category 1: Base marketing tools to manage, measure, and produce results

In this category, you can see that a website can represent half of your overall marketing costs, while developing relevant content is the second highest cost item. Many of the tools you use to manage communications are significantly less costly overall, and per conversation.

TACTICS THAT HELP ORGANIZATIONS RESPOND EFFICIENTLY AND MANAGE CAMPAIGNS	TYPICAL ANNUAL SPENDING	TOTAL CONVERSATIONS	TYPICAL COST PER CONVERSATION
Economic Development website	\$7,500	155	\$48
Base of content about your community	\$5,000	155	\$32
CRM	\$2,000	155	\$13
Email marketing tools	\$250	155	\$2
Content management systems	\$1,000	155	\$6
Social media management tools	\$250	155	\$2
PowerPoint templates	\$250	155	\$2
Proposal templates	\$250	155	\$2
TOTAL BASE MARKETING EXPENDITURES	\$16,500	155	\$106

How to Measure Digital Marketing?

Detailed, real-time metrics for:

- ❑ Site traffic details and analytics
- ❑ Total Impressions
- ❑ Click through rate
- ❑ SEM performance
- ❑ Opt in conversions
- ❑ Downloads traffic
- ❑ Conversions
- ❑ Leads generated
- ❑ Length of sales cycle
- ❑ Fans & Followers
- ❑ Cost Per Lead
- ❑ Cost per contact
- ❑ Views, Unique Visits, Shares



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

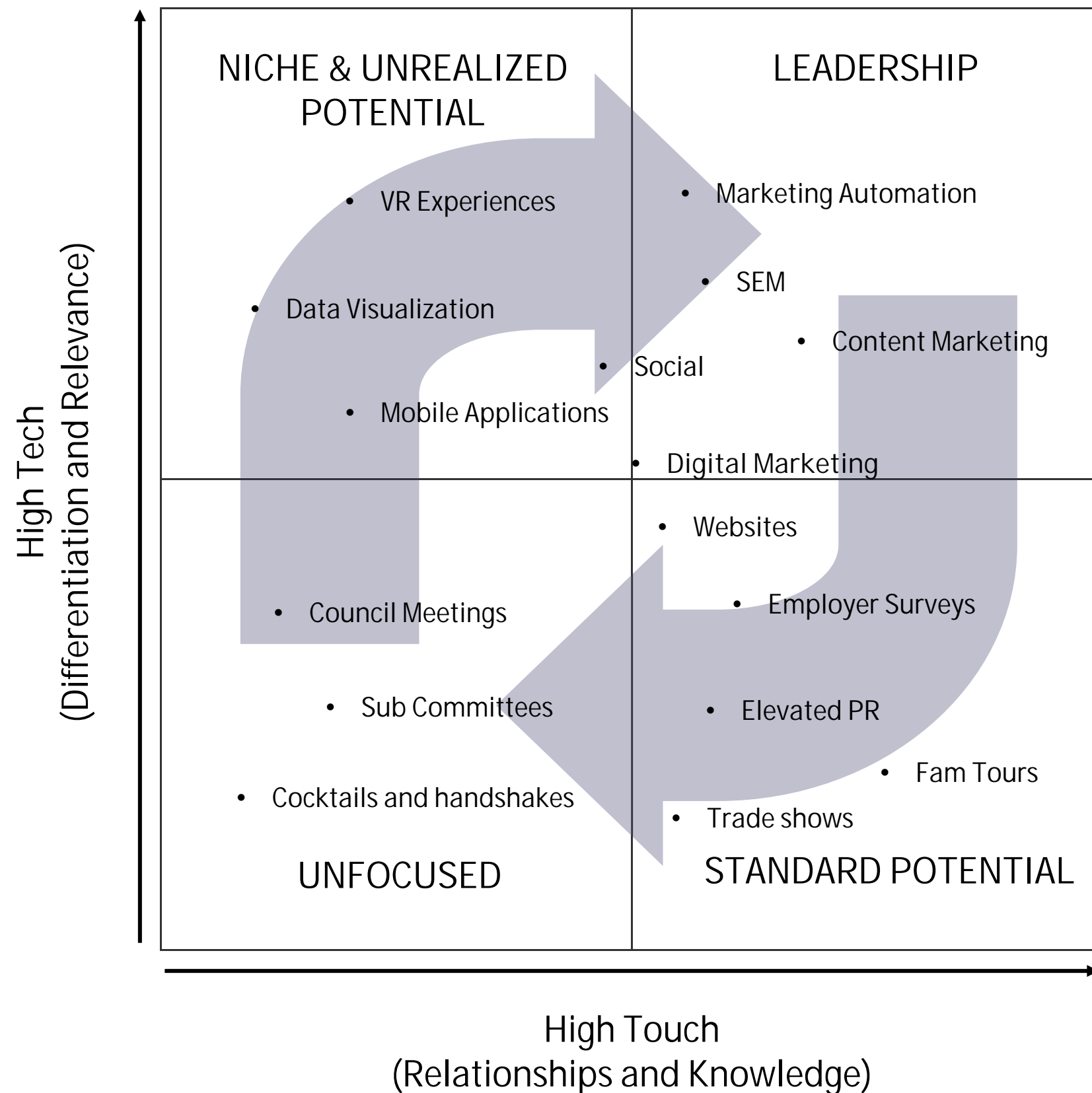
Total Cost

\$1,478.10



Getting Started

Get Started Now



1. Benchmark against current metrics
2. Inventory current assets
3. Analyze the competition
4. Identify "Unique Value Propositions"
5. Determined goals
6. Design campaign around industries
7. Optimize the website for search
8. Identify calls to action
9. Develop targeted content
10. Integrate industry specific tools +
MEASURE



Summary

Today's digital marketing applications enable you to promote your community's assets beyond the traditional EDO communications and capabilities. Digital marketing enables communities to cast a very wide net. EDOs now have the ability to reach important audiences directly and immediately with differentiated, authentic and relevant content.

WHAT STORY WILL YOU TELL?

ONLINE



Questions

Connect With Us + Questions

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