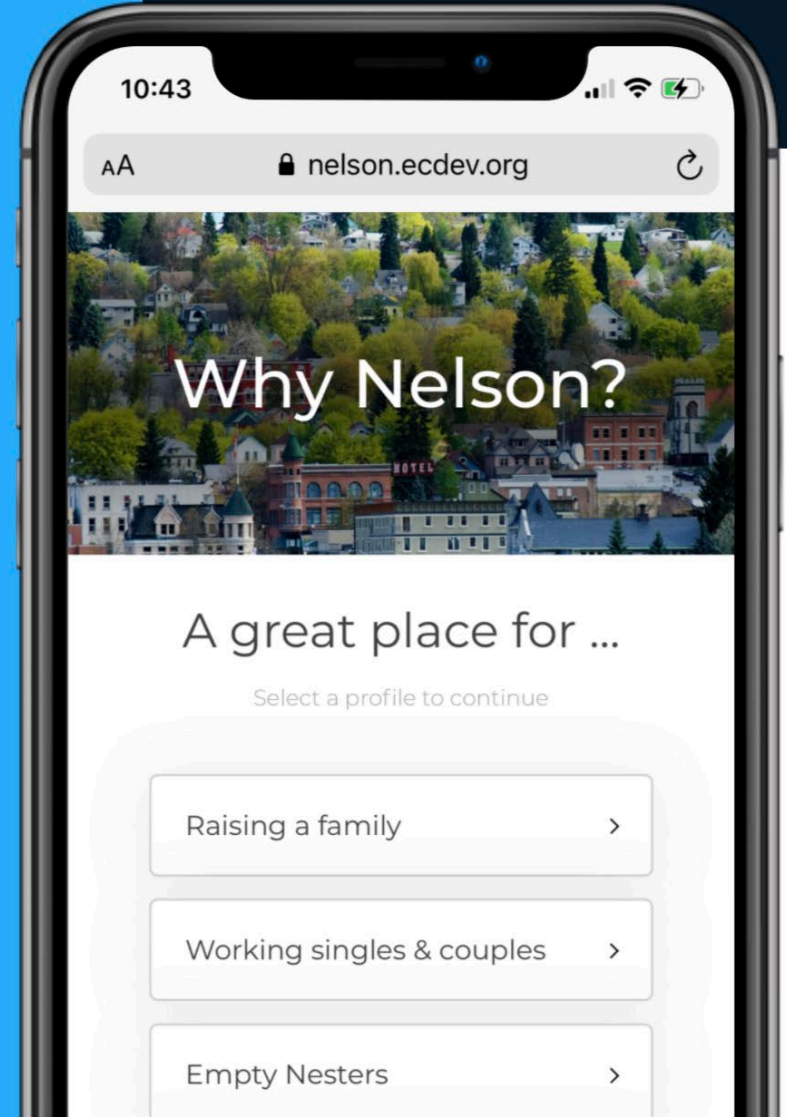


The most important element of your economic development website



Dave Parsell
CEO

Localintel Economic Development







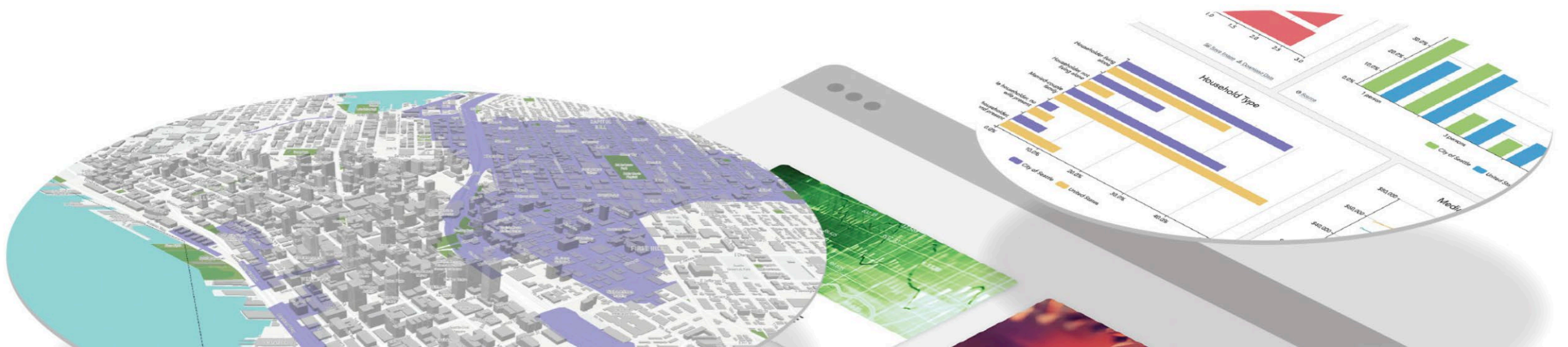
The British
Government
transported about
76,000 convicts to
Tasmania

NOT SURE IF HE IS INBRED



OR JUST FROM TASMANIA

We make online **economic development tools** that hundreds of organizations have added to their website to **promote** their community's advantages.



Some of the organizations we work with in Texas



During this session we will cover...

1

Why economic developers should begin with WHY

2

How to create your community's WHY using Location Advantages Marketing

3

Live examples of community's using Location Advantages Marketing to promote their WHY

4

Sneak preview: attract talent with the all new Quality of Life marketing tool

5

Q & A

**“What’s the one thing that
communities can do to stand out
right now and get attention?”**



Jeanette Goldsmith, Vice President at Strategic Development Group



“I think it’s a compelling marketing message that really demonstrates what a community’s ‘WHY’ is. It’s got to be distinctive, compelling, and really make me say, that’s kind of interesting, I want to explore that more.”

Jay Garner, President at Garner Economics



“Show something different, show your value proposition, that’s the key.”

Didi Caldwell, President at Global Location Strategies



“Create something memorable and authentic that tells me something compelling about your community.”



What are the key messages here?

Message 1.

Create a compelling reason WHY talent, site selectors, investors and businesses should choose your community to locate.

Message 2.

Your WHY must be a persuasive narrative sparks interest in your location.

Message 3.

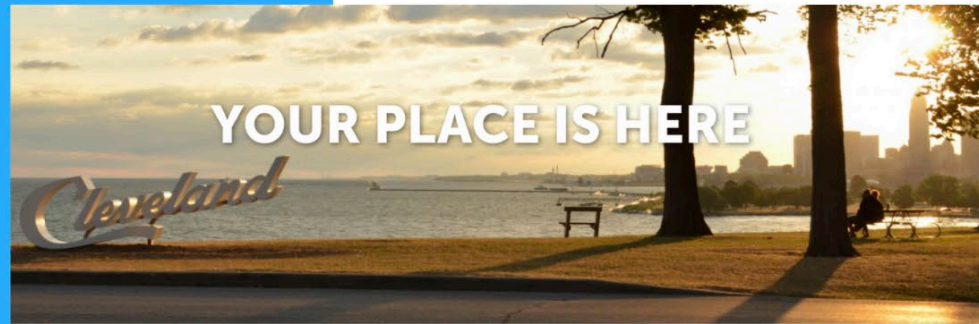
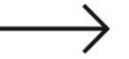
Promote your WHY and make it the first thing people see when they get to your website.

A map of Texas with a network of thin blue lines radiating from a central point, representing flight routes. The central point is marked with a blue airplane icon. Other cities are marked with smaller airplane icons. A prominent blue double-circle highlights a location in the northeast corner of the state. The text "How to create and promote your WHY" is overlaid in white.

How to create and promote your WHY

4-steps to creating and promoting your WHY

1. Understand your target audience
2. Assess your location advantages
3. Prepare your elevator pitch
4. Promote your WHY



Doing Business He

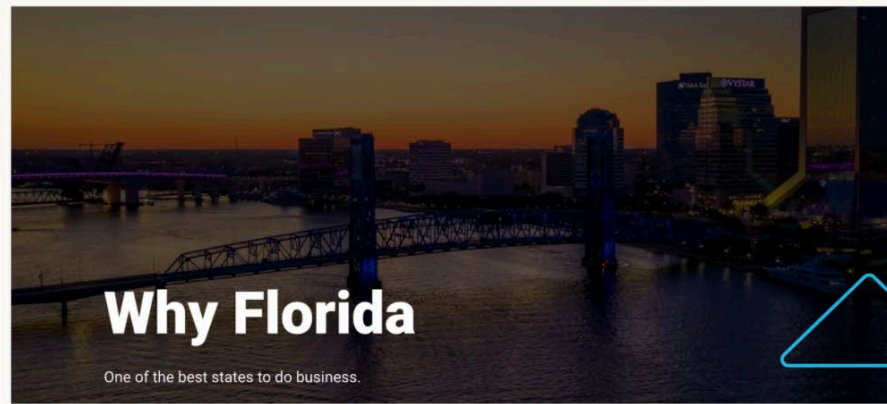
Situated next to the busiest lan
the Western hemisphere, San D
more than 3.3 million people a



Why Houston?

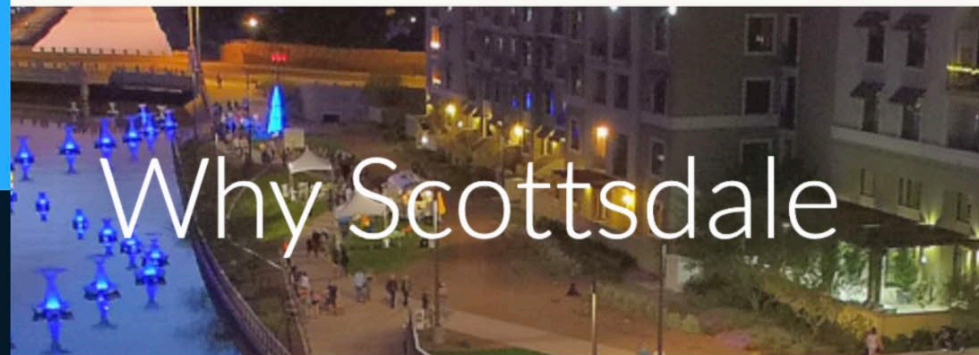
Why Houston?

Over the last two decades, there has been a remarkable transformation in Houston. Today, the nation's fourth largest city has become a diverse, vibrant metro filled with talented people who have an undeniable spirit. Our economy is strong, our cultures are many, and our quality of life is second to none. Houston has one of the youngest, fastest-growing and



Why Florida

One of the best states to do business.




Why Scottsdale

WHY TAMPABA

Why Tampa Bay? More like Why
the favorable business climate o
a high quality of life that people
amenities like top-rated educati
hospitals and a never-ending lis
Yet, we maintain our small town
succeed and welcoming newcom
individuals alike have the oppor

Step 1.
Understand your
target audience

If you really understand your target customer, you can create a compelling marketing narrative that grabs their attention, keeps them engaged and explains WHY your community is the right location for them.



Who are your target customers?

Talent Attraction

Residents and workers

Business Attraction

Foreign direct investors, location advisors and corporate executives with site selection responsibilities

Business Retention and Expansion

Existing local businesses

Business Formation

entrepreneurs





**YOU CAN'T BE ALL
THINGS TO ALL PEOPLE**

Michael Porter



Understanding your target customers

Ask yourself these questions

What matters most to my target customer/s?

How can my location meet those needs?

Customer needs differ

Site Selectors

- Availability of skilled labor
- Highway accessibility
- Energy availability and costs
- Quality of life
- Labor costs
- Occupancy or construction costs
- Corporate tax rate
- Tax exemptions
- State and local incentives
- Inbound/outbound shipping costs

Young Families

- A strong network of supportive schools
- Affordable housing
- Everyday needs are right around the corner
- Parks and activities to keep kids busy
- Safe community
- Health care
- Sport and recreation
- Proximity to work
- Welcoming community

Remote Workers

- Good internet access
- Access to airports and/or larger cities
- Convenience day to day living
- Embrace an active lifestyle (indoors and outdoors)
- Access to cafes, shopping
- Pet friendly communities
- Affordable housing
- Safe community
- Health care

Step 2:

Assess your location advantages

Audit your assets, strengths and opportunities.

Match what your location has to offer with what matters most to your target customer/s.

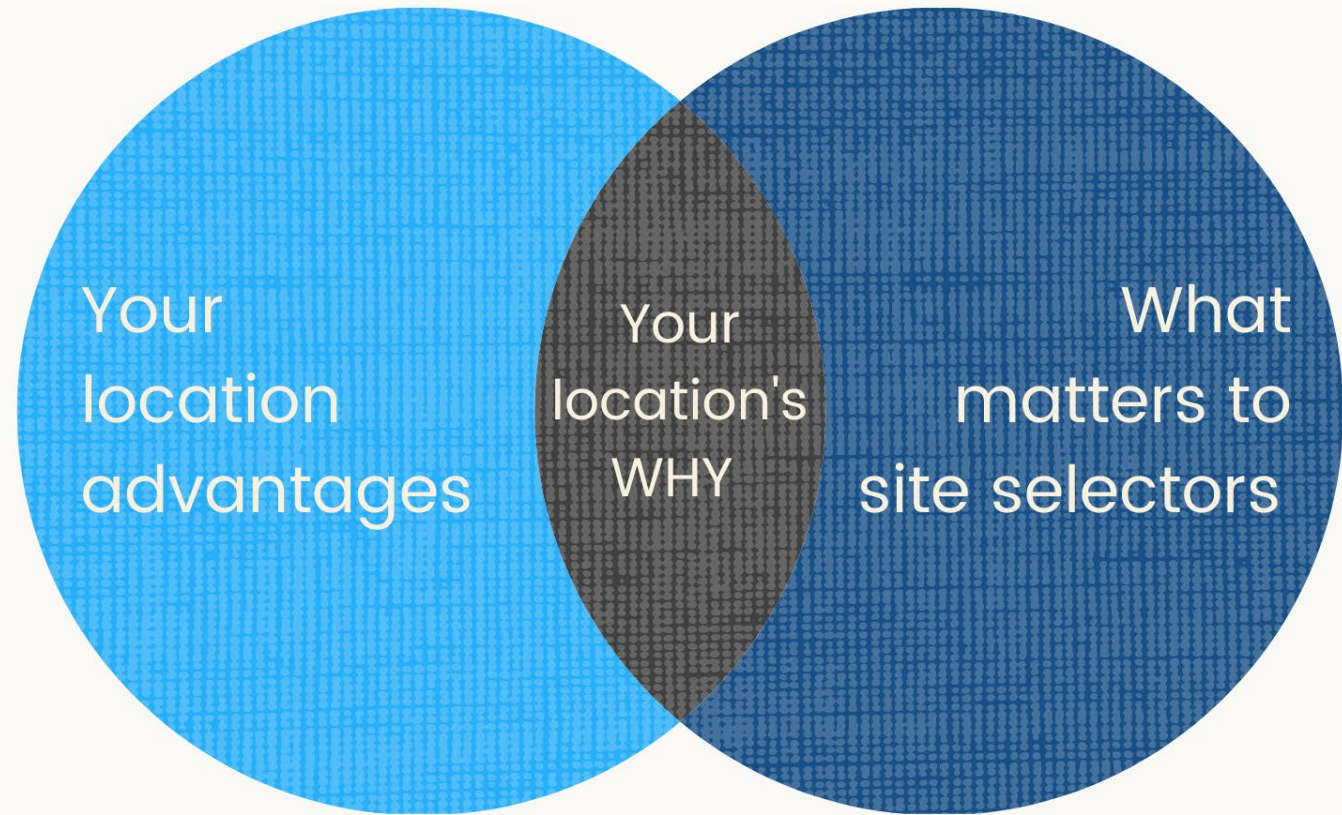
Find a positive message for as many factors as you can.

Don't be too critical of your location's short comings compared to others.



**Step 3.
Prepare your
elevator pitch**

Creating your location's WHY



STEP 4
PROMOTE
YOUR
WHY



Marketing & Business Development Funnel for economic developers

Awareness Stage

ATTRACT

A location advisor or corporate executive has started a site selection process. Your goal is to get their attention, spark curiosity and drive them to your website. Your marketing material should communicate your community's WHY and explain how you are different than competing locations.

Consideration Stage

ENGAGE

A site selector lands on your website and is curious to learn more. They are still comparing options, so your immediate priority is to promote your location's WHY and enhance engagement until they are ready to connect with you in person. Showcase your strengths in the "Why Us" or "Our Advantages" section of your website.

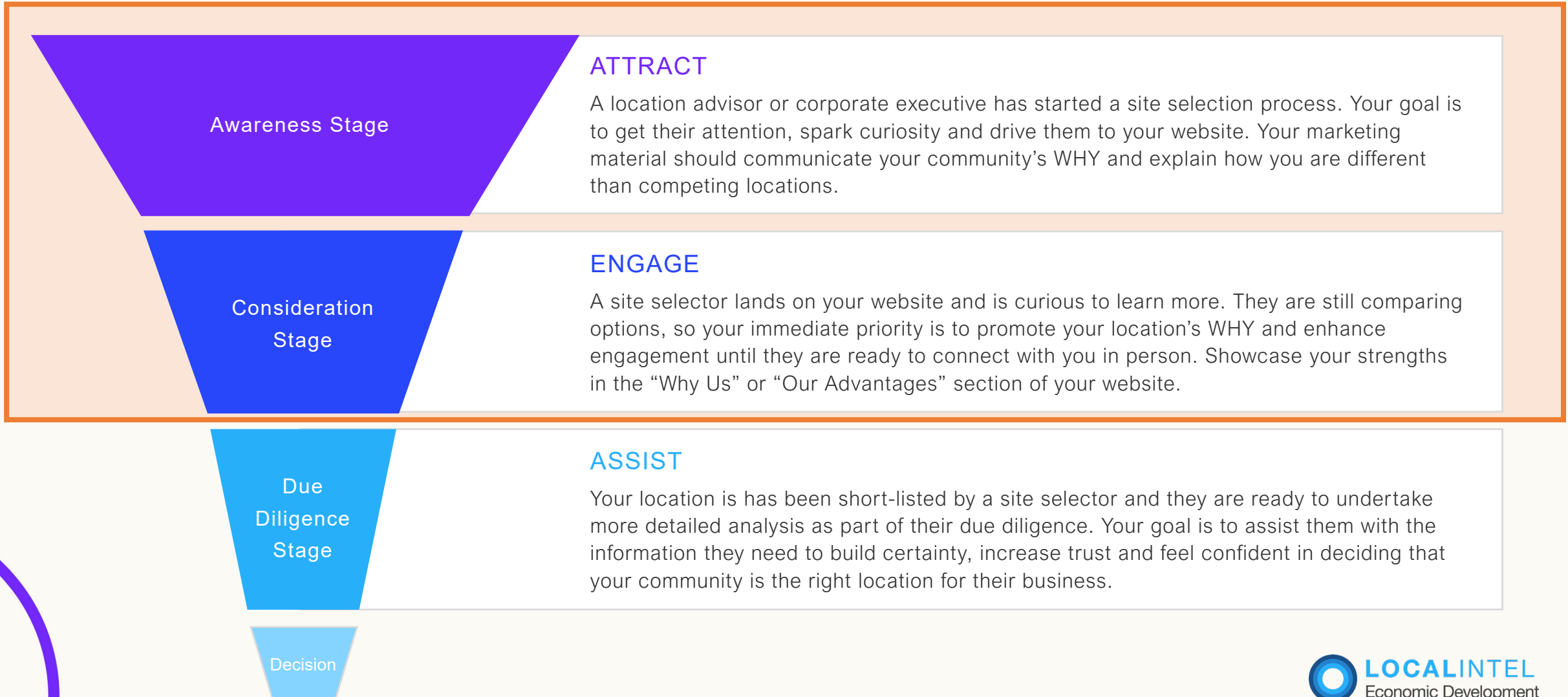
Due Diligence Stage

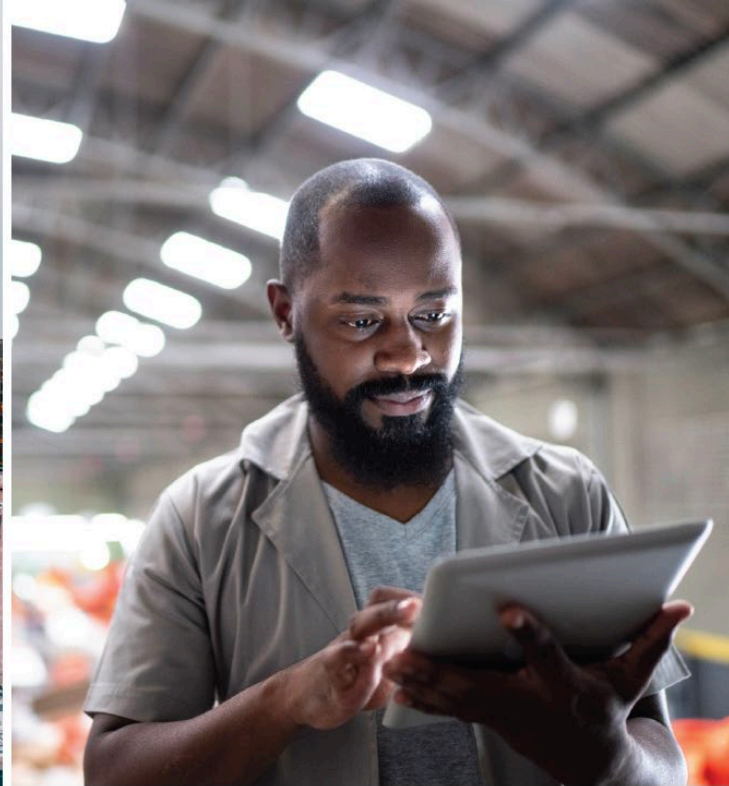
ASSIST

Your location is has been short-listed by a site selector and they are ready to undertake more detailed analysis as part of their due diligence. Your goal is to assist them with the information they need to build certainty, increase trust and feel confident in deciding that your community is the right location for their business.

Decision

Marketing & Business Development Funnel for economic developers



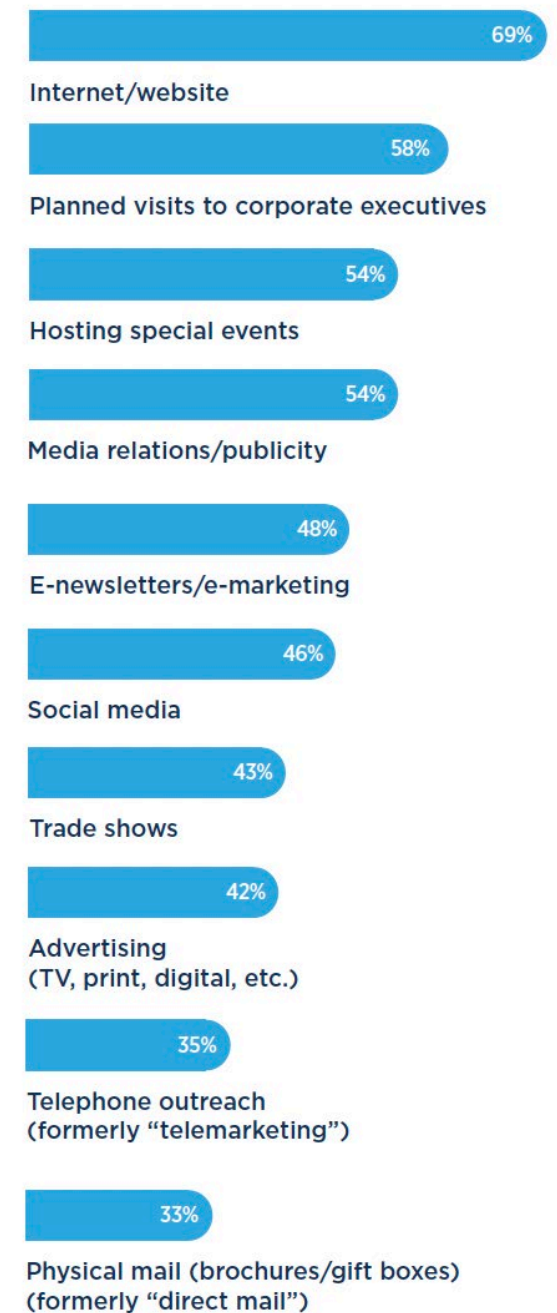


Most-Effective Marketing Techniques (DCI 2020)

2020 A View From Corporate America **WINNING STRATEGIES**

In Economic Development Marketing

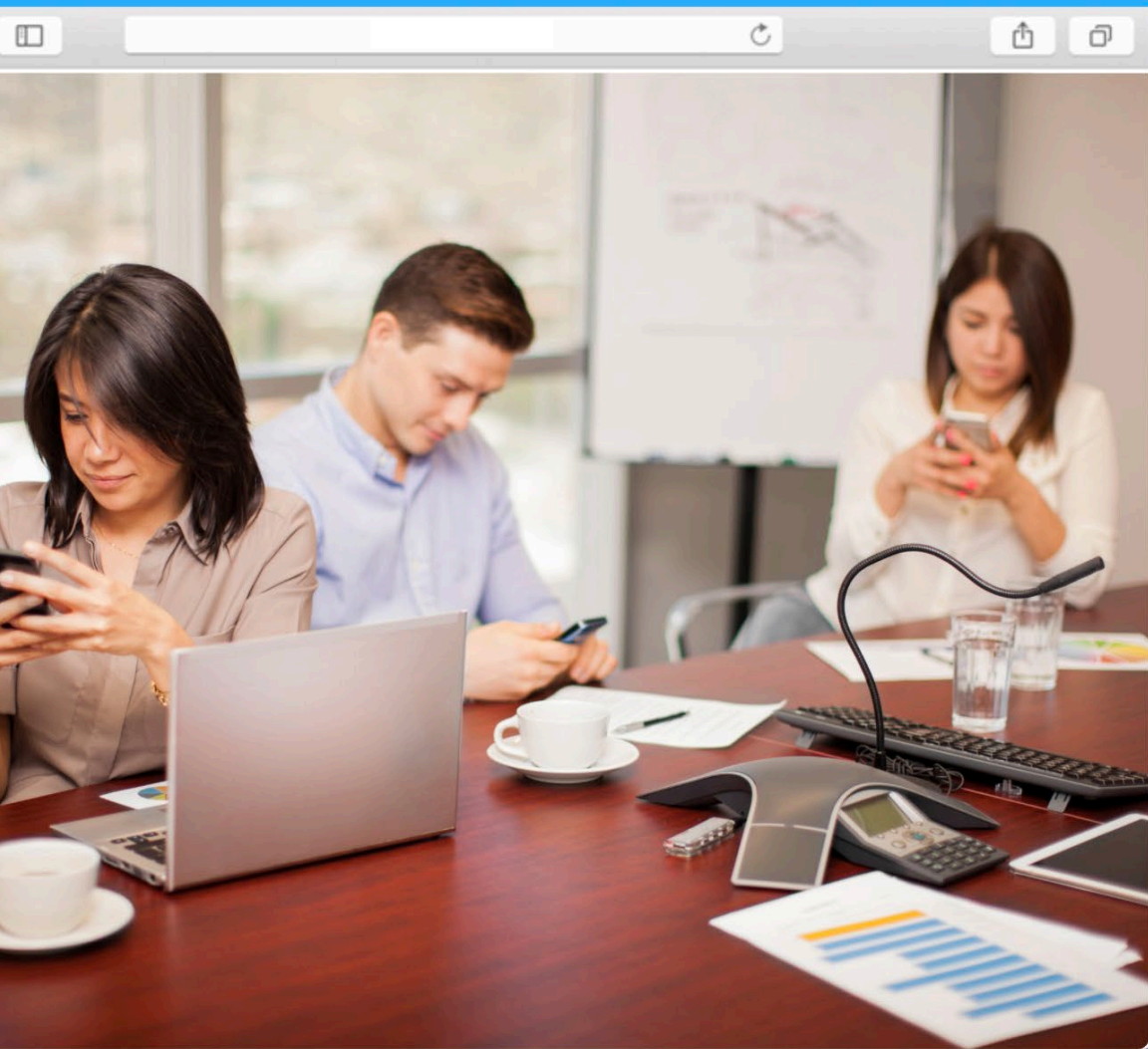
A Study By Development Counsellors International



**So, you've
got people
to your
website.**



What happens next?

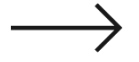


You only have

8 seconds

to engage a person and keep them from leaving your website.

The longer they stay on your website, the more engaged they will be and the more they will learn about your community's advantages.



How do you keep folks on your website?

Engage them.

You need to engage them immediately with a compelling story about your community's advantages and WHY your location is the right place for them to locate and prosper.

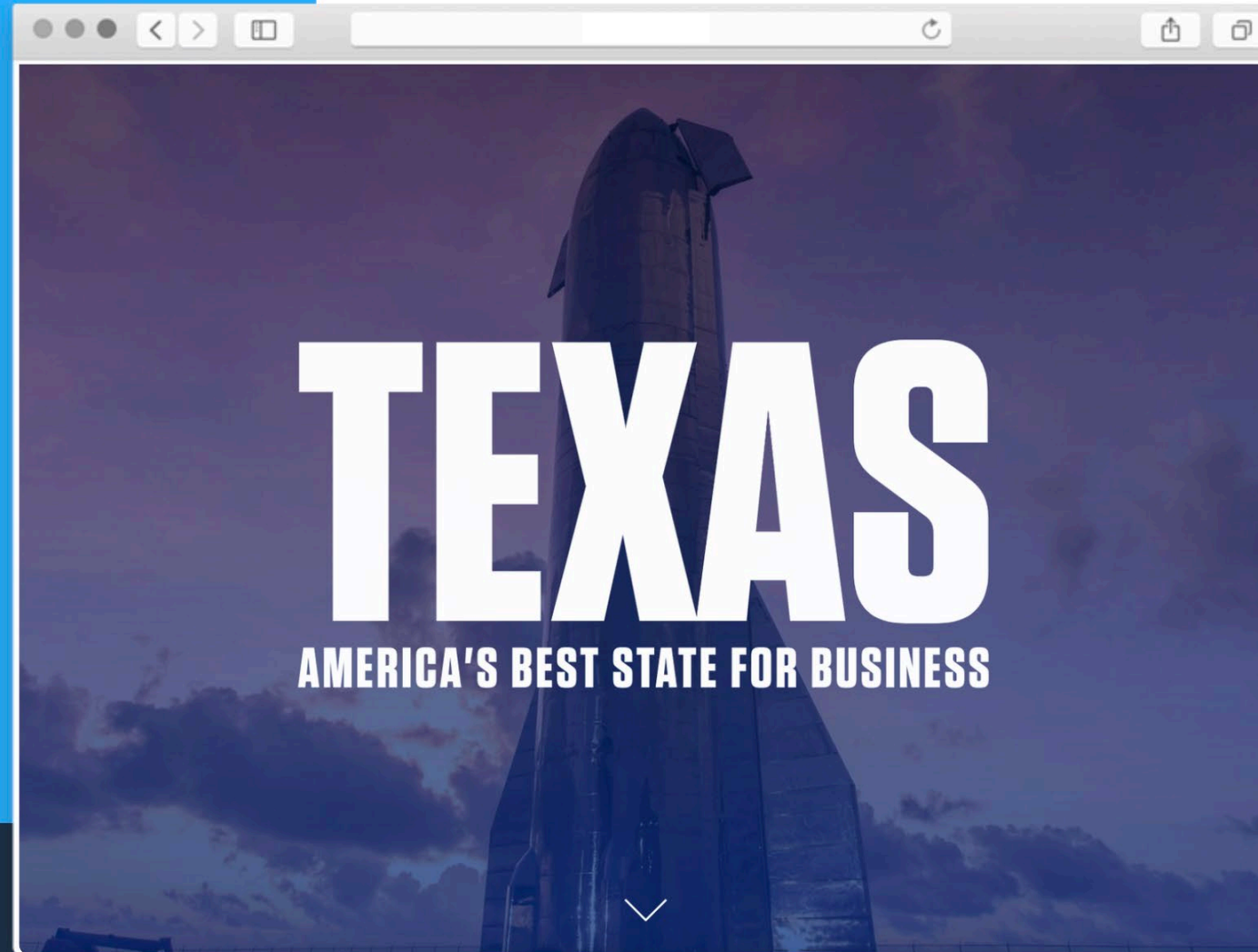
There are 2 complimentary ways your website can promote your WHY – qualitative marketing and **Location Advantages Marketing.**

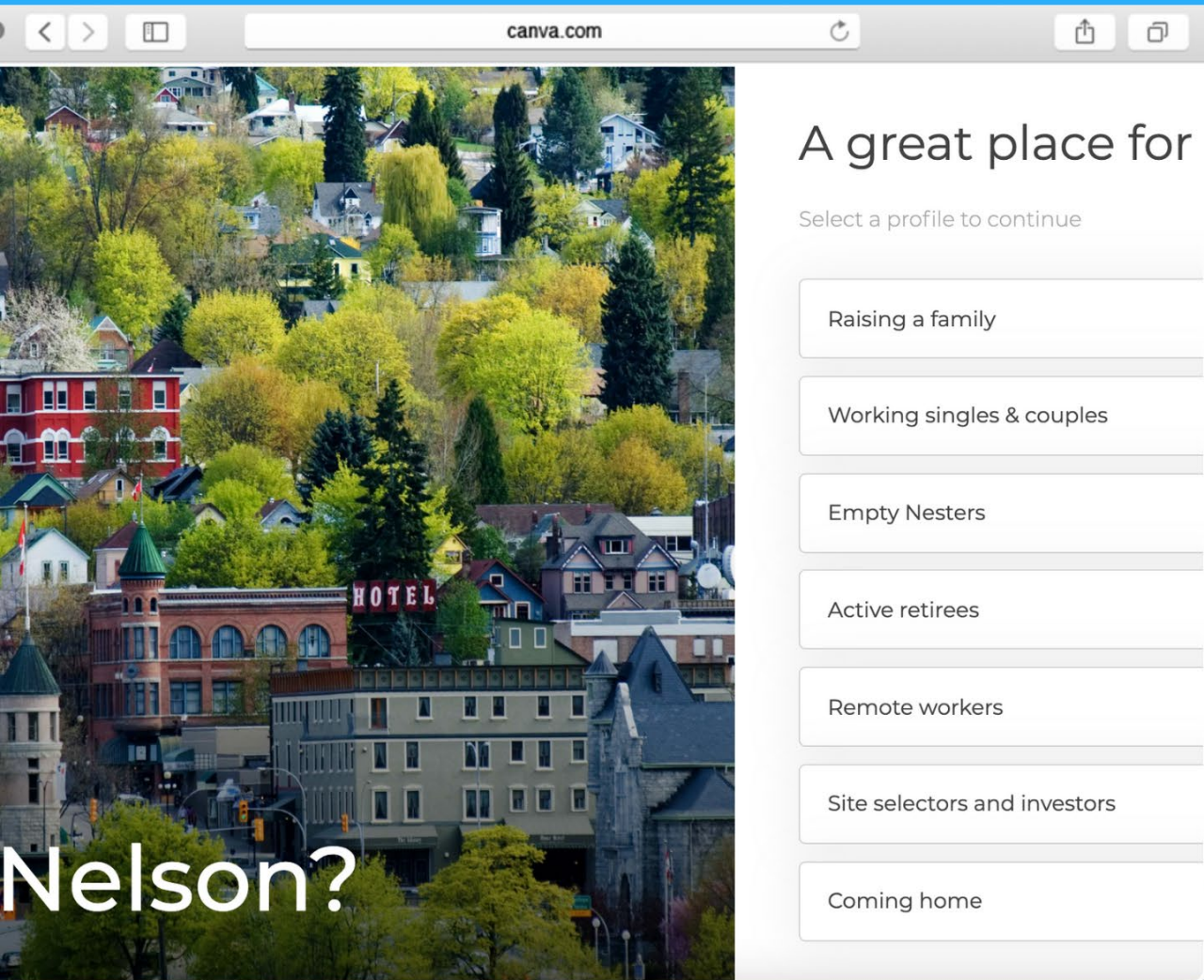


Qualitative marketing

To get people's attention

The traditional approach to promoting a location is to use compelling branding, logo, slogans, copy and imagery. This is a “**qualitative approach**” and can be very effective at getting people’s attention.

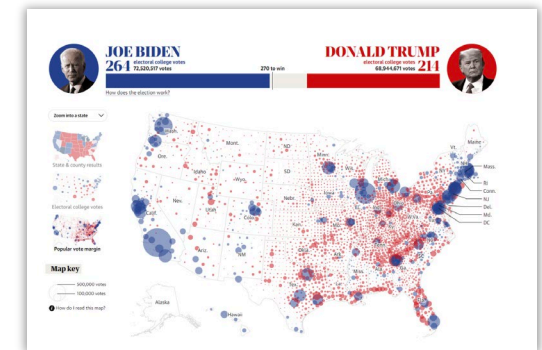
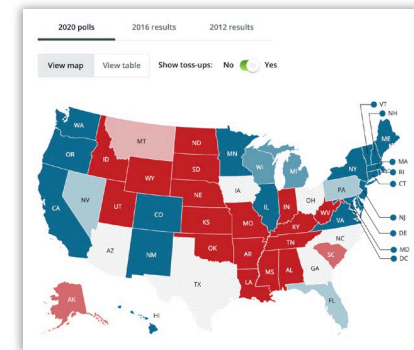
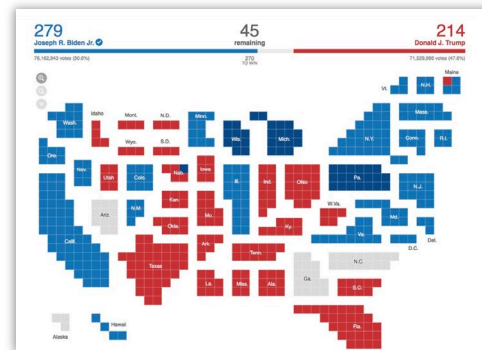
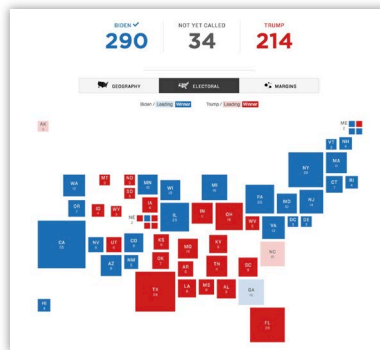
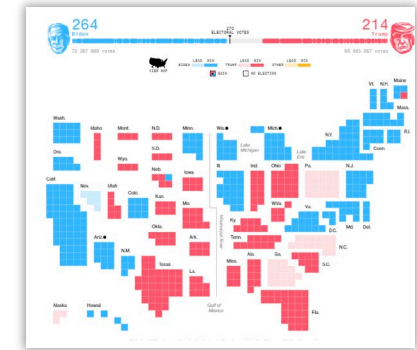
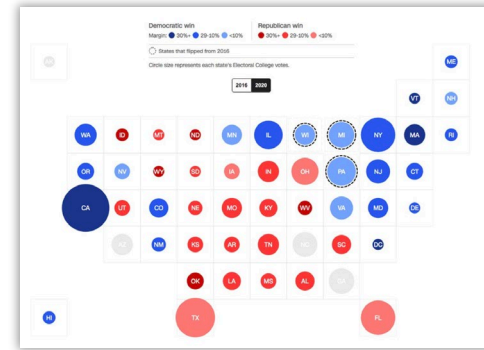
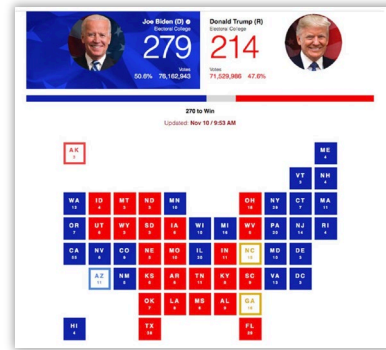
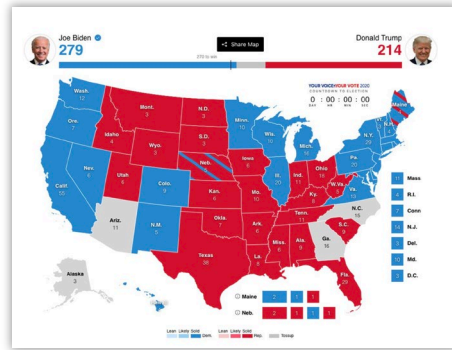




Location Advantages Marketing



Who else is using visualizations to increase engagement on their website?



Location Advantages Marketing

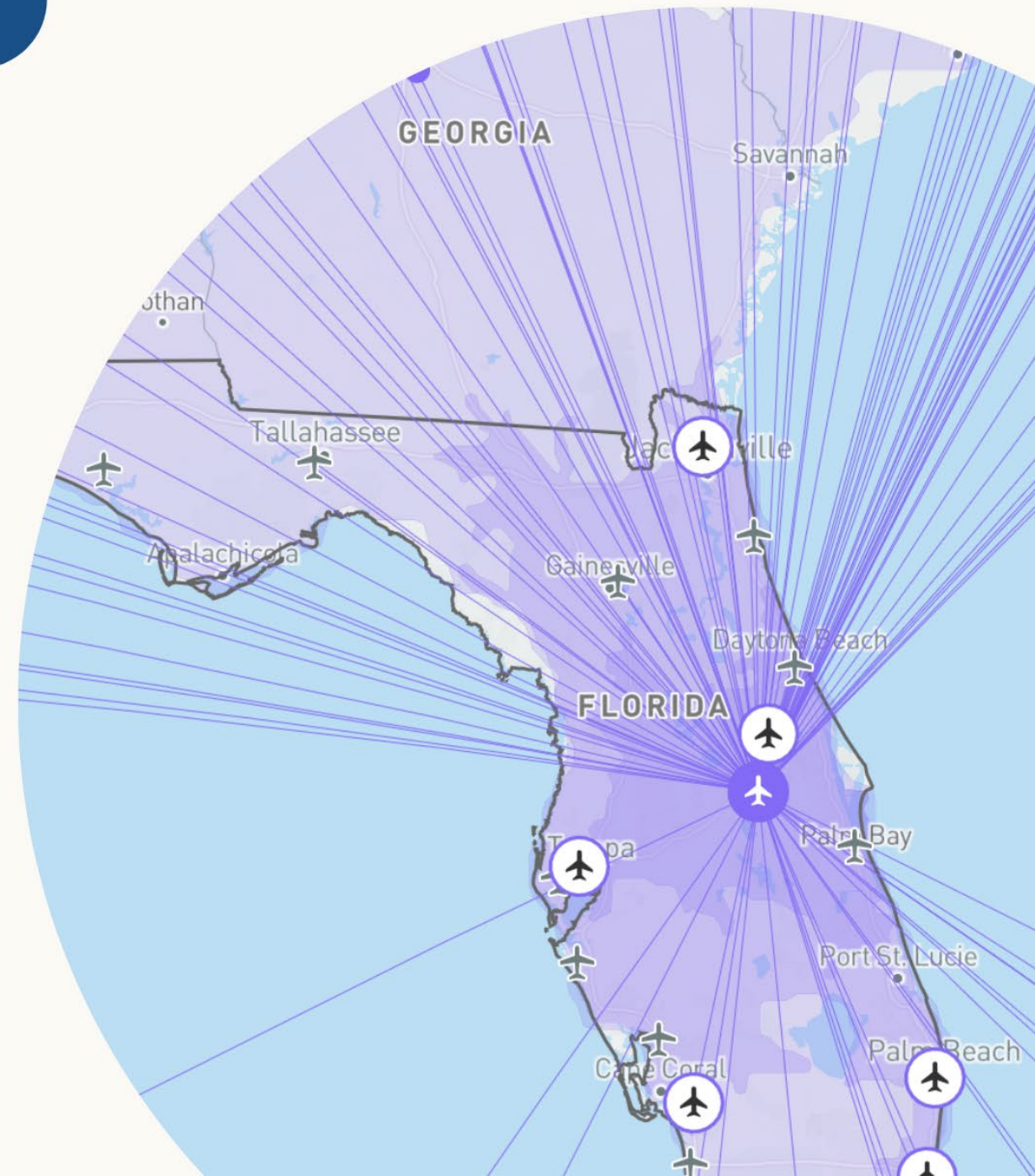
interactive visualizations to drive engagement

+

up to date data to promote your strengths

+

plug-n-play for easy website integration





Location Advantages Marketing tools vs Data tools

Marketing and lead-gen first

The primary purpose of location advantages marketing tools is to increase engagement and help you generate leads (i.e. they are marketing tools not deep dive research tools).

Focus on the positive

If you are trying to stand out from the competition, it's best to start with the strongest sales pitch you have. Location advantage marketing tools are specifically designed to focus on the positive aspects of your community.

Deeply integrated

Location advantage marketing tools are designed to work side by side with your existing website marketing content to ensure you're telling the community's story more effectively. They are not buried on a data page or separate website.

LIVE EXAMPLES