



Creating an Economic Development Marketing Strategy

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Elements of the Plan

- An allocated budget...
- And timeframe...
- With tactics and strategies...
- That communicates a message...
- At a targeted audience...
- To achieve specific objectives and goals.



Start with the Ending

1. Set objectives and goals...
2. Identify audiences...
3. Create messages...
4. Determine strategies and tactics...
5. Establish a timeframe...
6. Coordinate with budget...
then measure against step 1.



1. Goal/Objectives

- An *objective* is the desired result that should complement overall business plan/vision.
- A goal should be specific and measurable related to the objective.



2. Audiences

- Targets relate specifically to achievement of objectives/goals
- Group by characteristic and/or sales opportunities, create a matrix to help determine priorities
- Don't forget legislators, media and competitors (partners)



3. Messages

- Define what action/reaction is required by each audience in order to achieve goal
- Create message for each audience that will produce cause-effect
- Fit with strategies



4a. Strategies

- Positioning statements that support the objectives
- Ties the messages to the tactics and to the objectives
- Group by audience



4b. Tactics

- Vehicles that carry the messages
- Should support each strategy for each audience
- Go beyond the basics
 - Guerilla campaign
 - Social media
 - Relationship marketing



5. Timeframe/6. Budget

- Completes the picture
- Create a calendar
- Tier the plan to budget levels



Research

- Pre-campaign
 - Analyze current trends/situations
 - Confirm opinion/attitudes of audiences
- Post-campaign
 - Metrics measure success
 - Baseline, plus consistent evaluation



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Thank you!

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