

Marketing Mindset

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Acceleration

Part 1: Audiences

- For a long time, ED marketing was geared towards business attraction. Everyone else either got no marketing at all, or we hoped they were covered by what we were giving the site selectors.
- While those are still part of our target audiences, we have to broaden our strategy.

Existing Business

- The majority of growth comes from BRE.
- We all the time hear businesses talk about how involved the EDO was during the attraction project, and then they fell off the radar when the project was done.
- I assume many of you are doing BRE meetings with employers, but we're talking about having a marketing message tailored to them.
- What do they need from us?
 - Sense of partnership and appreciation
 - The order of importance when building relationships with clients is Trust, Loyalty, *then* Business
 - Education and training
 - Cost savings
 - Connections to partners
- What do we want them to think?
 - We're grateful that they're here.
 - We're here to help.
 - We and our partners have resources to help them.
- What interactions do we have and how do we use them to market?
 - Social Media
 - Employer spotlights on social media
 - Highlight growth
 - Highlight role in the community
 - Make them the focus
 - Promote new and continuing assets
 - Workforce training and education programs
 - Utility rate reduction assistance
 - Grants
 - Sharing this information creates a base level of knowledge that makes BRE visits easier
 - Show EDO staff at meetings – reminds businesses that the EDO is someone that can help them.
 - BRE Meetings
 - Language consistent with social media and email content
 - Hit the key messages
 - Events
 - Job Fairs
 - Golf Outings

Part 1: Audiences

- Roundtables
- Lunch and Learns

Local Residents and Elected Officials

- They often don't know about the EDO at all or do not understand what it does, but they can cause a lot of roadblocks if they're unhappy.
- What do they need from us?
 - What the EDO does
 - What "incentives," "abatement," "FTZ," etc. mean
 - What a project means for the community (jobs, roads, housing, retail, etc.)
 - Address issues and concerns
- What do we want them to think?
 - To begin with, that we even exist
 - That we have their best interests at heart
 - That we take into consideration their concerns
 - We aren't money-hungry monsters
- What interactions do we have and how do we use them to market?
 - Social Media
 - Meet them where they are – [City of Tampa Waste Management](#)
 - Explain the process – [Rep. Jeff Jackson of NC](#)
 - Address issues – [St. Pete Be Nice to Tourists video](#)
 - Events
 - Don't just put your logo on an event sign or have a booth with brochures
 - Have an interactive experience

Regional Groups, Utilities, State EDO, etc.

- What do they need from us?
 - Updates on sites
 - Updates on assets
 - New marketing efforts
 - New target industries
- What do we want them to think?
 - We're a good partner
 - We have assets and they should direct leads to us
- What interactions do we have and how do we use them to market?
 - Planned phone calls (monthly, quarterly, etc.)
 - Email with new assets

Site Selectors/Business Attraction

- I know I said this wasn't the focus of this presentation, but that's only because I think the outbound marketing to site selectors has been covered before.
- Site Visit

Part 1: Audiences

- During a site visit, we bring together people from various departments.
- We need to provide talking points to everyone involved in a site visit
 - Consistent words and phrases
 - Consistent names of places
 - Indianapolis Super Bowl Super Service Training
 - Don't use acronyms
 - Don't use local references like “the old sawmill” or “the highway”

Part 2: Planning

- One of the first things we teach kids is that putting things away when they're done using them is easier than having a huge mess to clean up later.
- Part of the marketing mindset is creating systems that will streamline the marketing process and make it easier for you to produce content as you need it.
- How do we ensure consistent messaging and voice?
 - We talked about repeating words and phrases
 - Define words and phrases for each audience and have them somewhere you can reference them
 - Think of your marketing voice a separate person
 - What's their purpose?
 - What's their personality?
 - What type of language do they use?
 - Music playlist
 - Create a color palette for all marketing
 - These are all things you can do internally or, as we do, through focus groups
 - ([This Is Not Who I Am by Emily Bootle](#)) The inclusionary, all-encompassing approach to authenticity in the internet age demonstrates a dogged dedication to accepting – and documenting – what is, rather than striving for betterment.
- How do we prep for future marketing?
 - Create templates
 - Social media
 - Emailers
 - Brochures
 - Etc.
 - Consistently gather photos
 - Act like you're the president and have a photographer with you at all times.
 - Photos
 - Think about what's in the background, weather, racial and gender makeup, etc. If you were someone else, what would this picture make you think?
 - Consistently gather testimonials.
 - Ask other people to create content for you.
 - A [2020 Matter Communications](#) survey showed that 61% of consumers trusted product recommendations from influencers – compared to 38% who trusted direct marketing from a brand.
 - Video testimonials from employers.
 - Content from local schools.
 - Content from utility providers.
 - Content from students at a job fair.
 - Photo competitions
 - !!!COMPENSATE PEOPLE!!!
 - You can use content for months – not just at the time of the event.
- How do we evaluate our marketing objectively?

Part 2: Planning

- [Ed Catmull, President of Pixar Animation and Disney Animation, Creativity Inc.](#) "To make a great film, its makers must pivot, at some point, from creating the story for themselves to creating it for others."
- Reference the list of what you audience wants from you and what you want them to think about you
 - Is this interaction addressing their needs?
 - Is this interaction casting me, the EDO, or the community in the light I want?
 - How would these visuals look to someone else?
 - How would this language sound to someone else?

Takeaways and Contact

Key Takeaways

- Thinking of every interaction as a marketing event will help you establish a brand and influence your audiences with more precision.
- Having consistent language, visuals, and messaging will reinforce your brand and increase recognition and reputation.
- Constantly thinking ahead to future marketing needs will allow you to gather items and create systems that will make marketing easier.
- Action Items

Contact

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