



Marketing Your Community



Governor's Office of Economic Development

November 30, 2017



Tech Support

- ▶ Easiest way to let us know if you are having technical difficulty is through the Control Panel Chat Box
- ▶ You can also email our team:
 - ▶ jennifer.ondell@sdreadytowork.com
 - ▶ taylor.cole@sdreadytowork.com

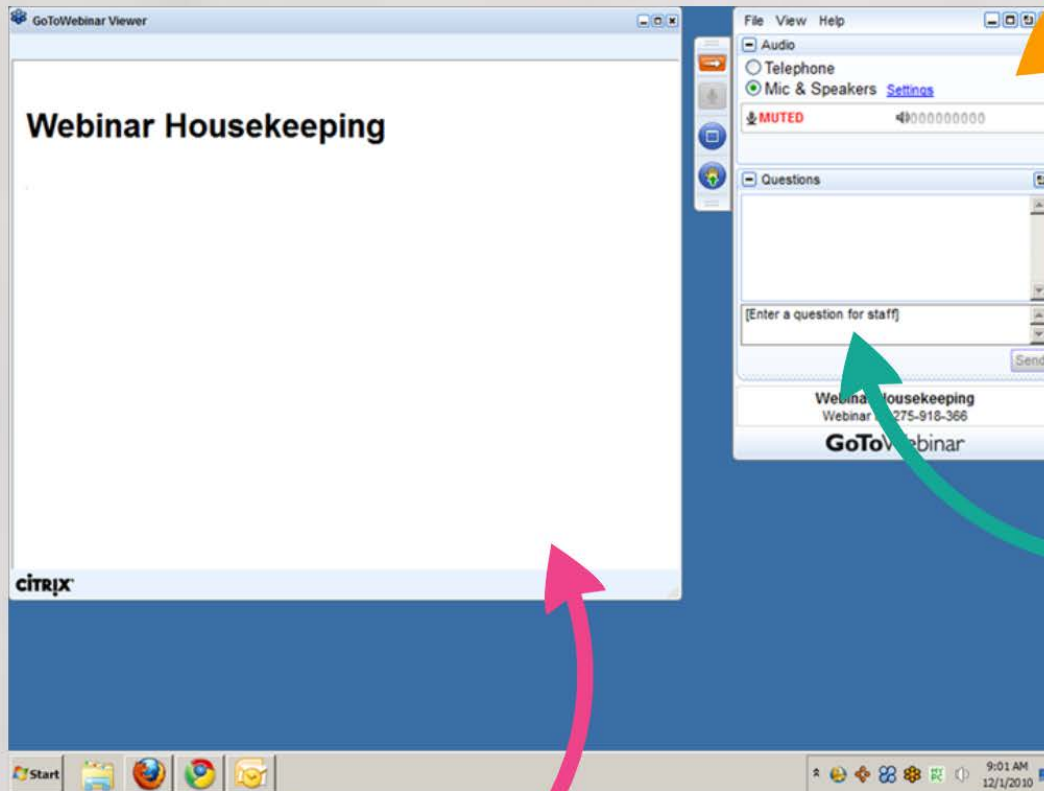


Questions



- ▶ Please ask questions at any time by using the Control Panel Chat Box
- ▶ We'll do our best to get through them all during the Q&A at the end of the webinar

Your Screen



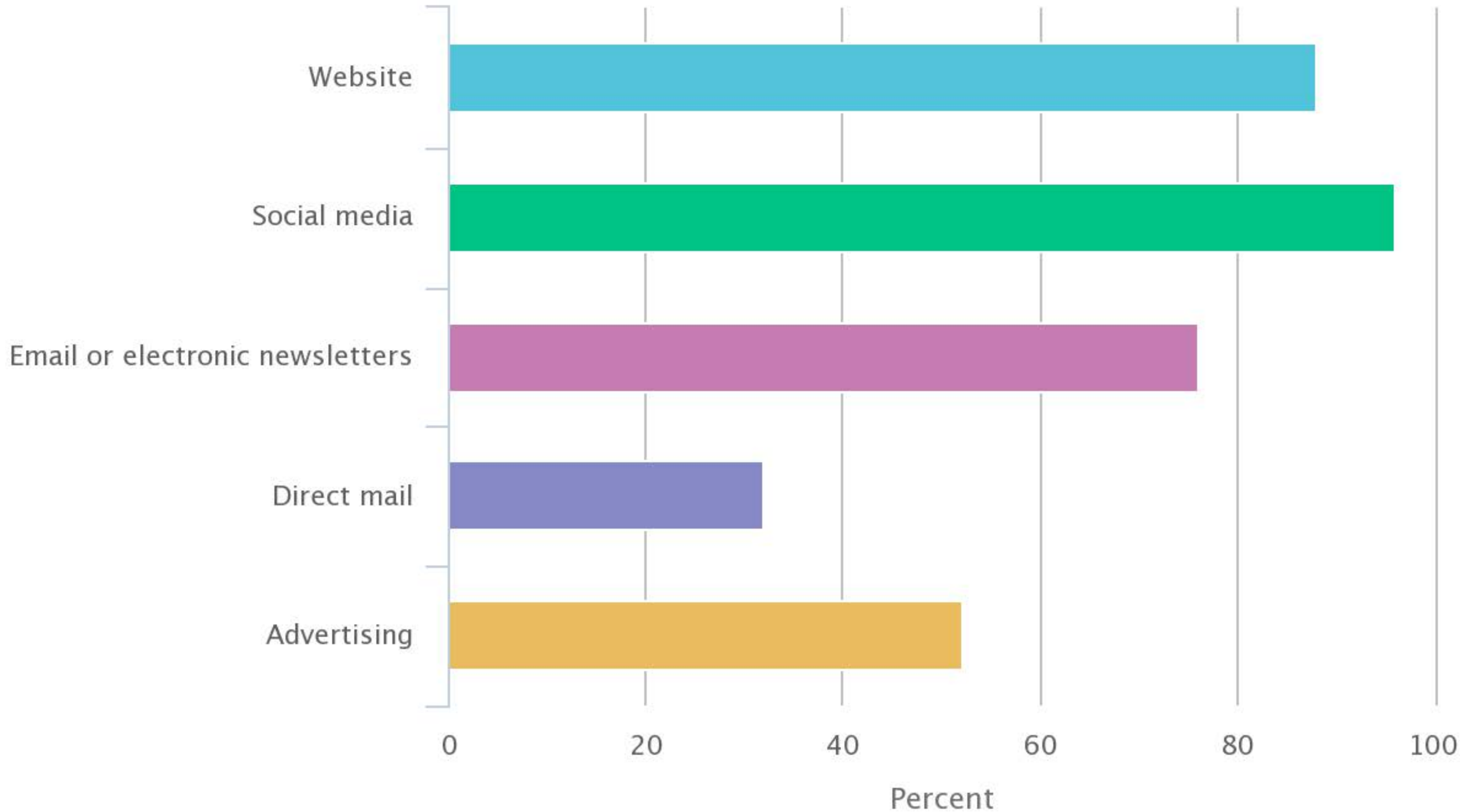
This is your control panel. The audience is muted so if you hear us all is well!

Have a question?
ASK!

Type it **here** and we'll try to make time at the end to answer. Or if it's really important to the topic we're covering we may answer it right away.

You should be seeing our mirrored screen **here**

What types of marketing do you currently use?



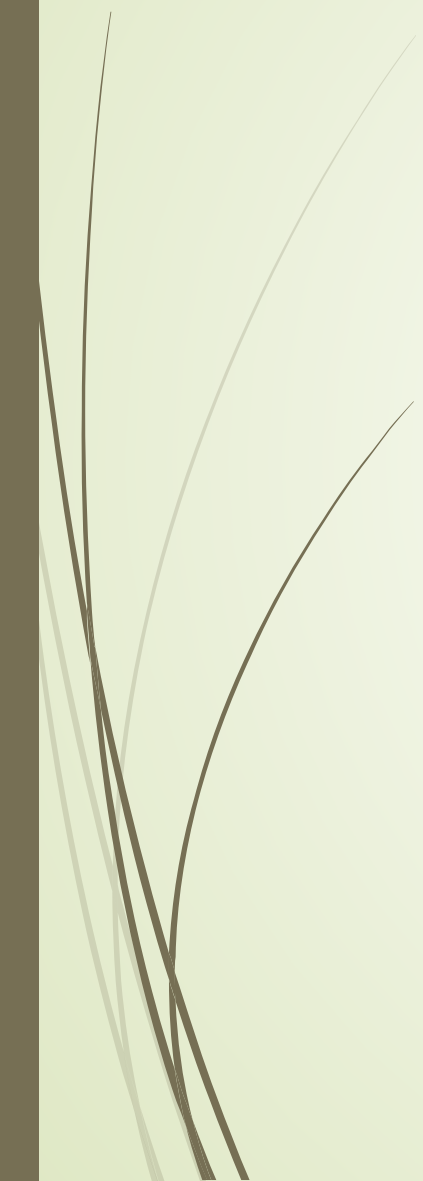


Marketing is a Useful Tool

- ▶ Marketing can be used to:
 - ▶ Attract, retain, and expand businesses
 - ▶ Improve a community's image, inside and outside the community
 - ▶ Promote policies and programs
 - ▶ Attract and retain a competitive work force

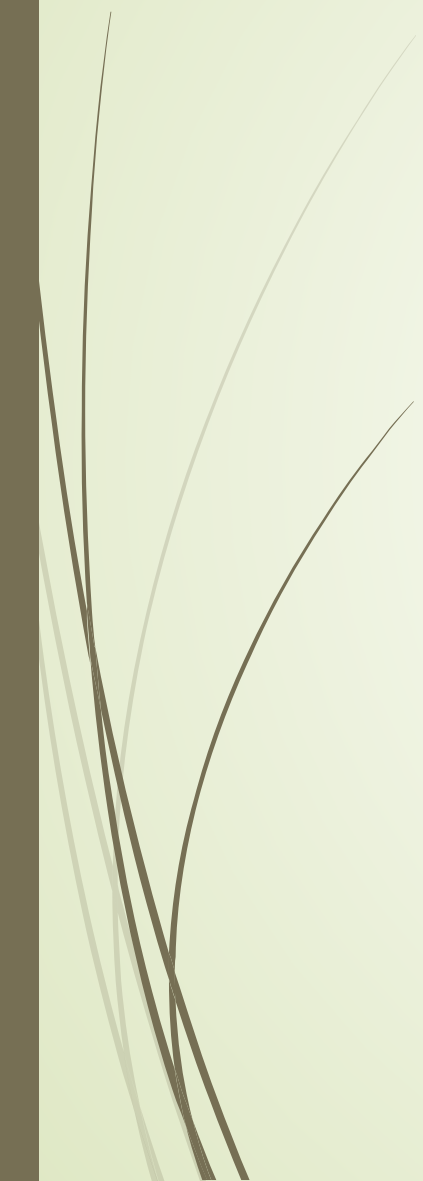


Key Points about Marketing

- ▶ Marketing cannot make up for a community's shortcomings
 - ▶ Marketing is a tool to reach our short-term and long-term goals
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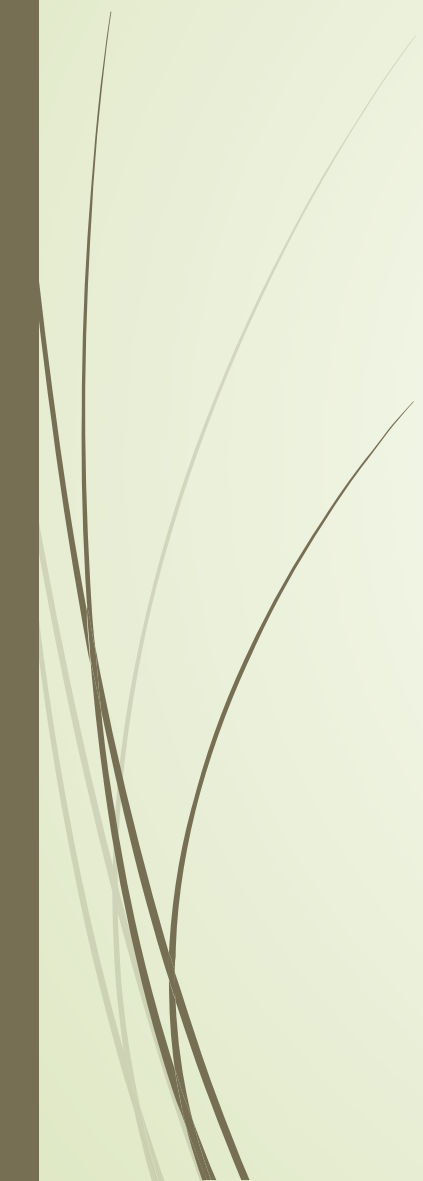


IEDC Perspective

- ▶ “Economic development marketing and attraction is not just selling business sites, or attracting businesses, it is a means of promoting the community as a viable location for economic activity.”
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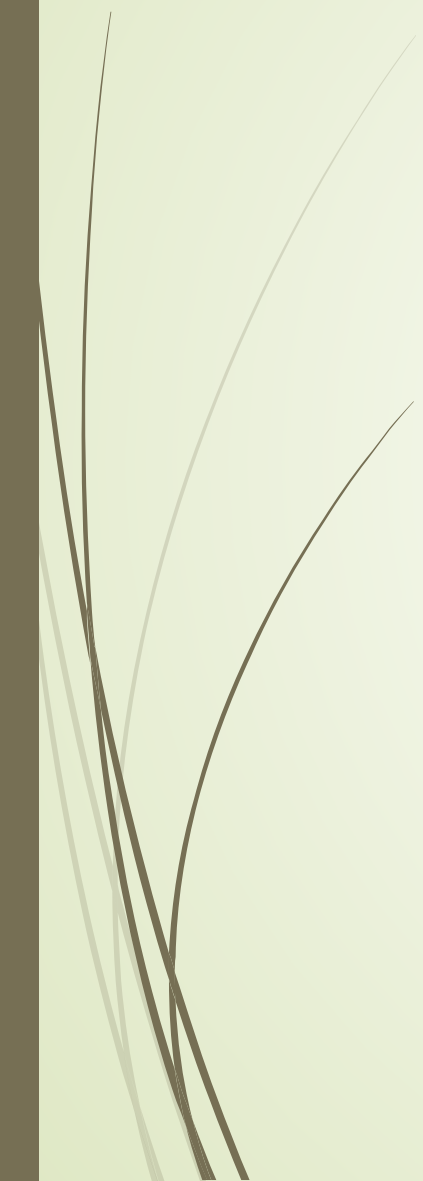


Focus of Marketing

- ▶ Traditionally the focus has been on manufacturers, but recently has expanded to include retail, services, and workforce
 - ▶ Example: Marketing career pathways to youth can stimulate them to think about targeted careers in your community
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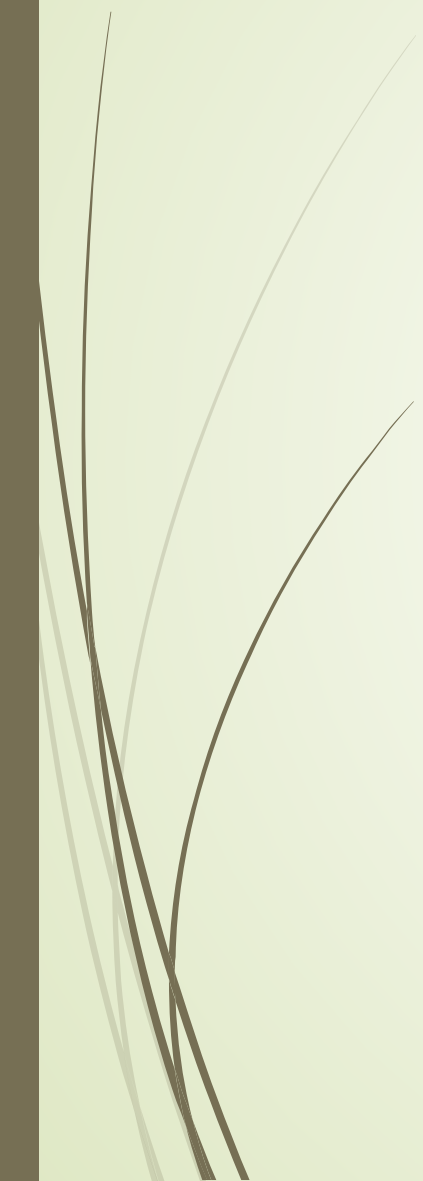


Role of the EDO

- ▶ Educate stakeholders on importance of marketing
 - ▶ Market the community internally as a great place to live and do business
 - ▶ Establish positive image and attitude among business, political and community leaders
 - ▶ Take an active hand in the creation and implementation of a marketing plan
- 



Partners in Marketing (1 of 2)

- ▶ GOED, Dept. of Labor, and other state agencies
 - ▶ Real estate agents
 - ▶ Newspaper and other media
 - ▶ City and county governments
 - ▶ Chamber of Commerce
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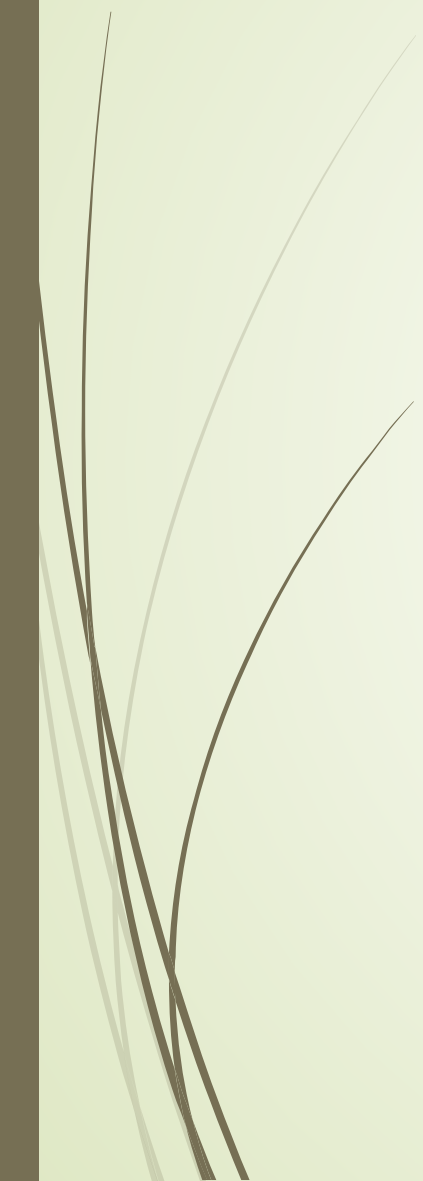


Partners in Marketing (2 of 2)

- Convention and Visitors Bureau
 - Attractions
 - Utilities
 - Health care facilities
 - Schools
 - Coordination of the message is key!
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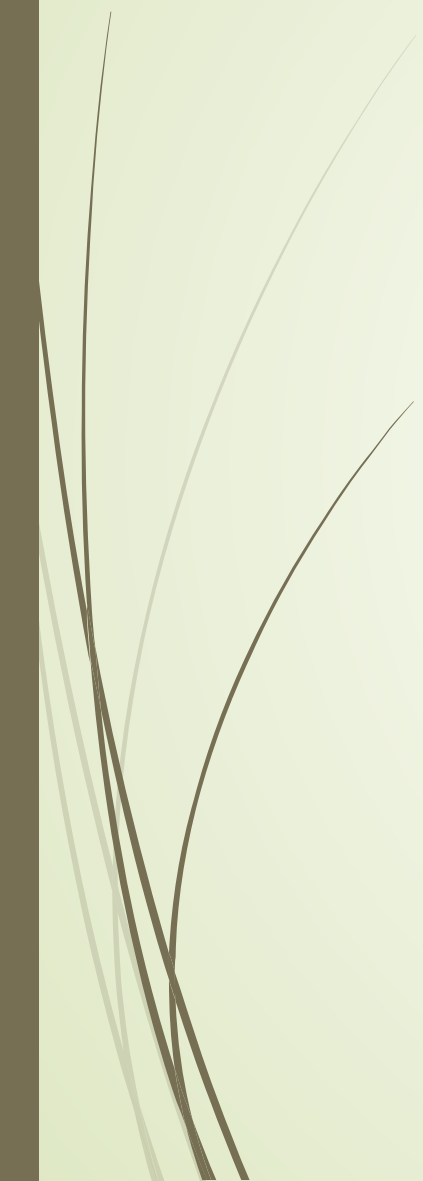


Be Yourself

- ▶ Understand your community and its strengths and weaknesses
 - ▶ You can't be a great site for every project, but you can be the best site for some projects
 - ▶ Know your niche and embrace it!
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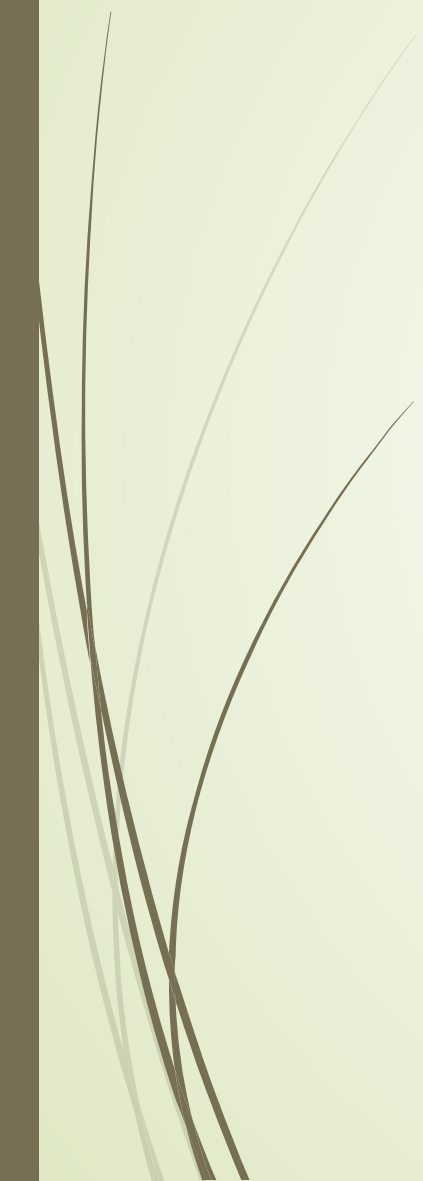


Target Audience

- ▶ Select and understand your target audience
 - ▶ Do your strengths match the important location factors of your target audience?
 - ▶ Sometimes our community is not a good fit for certain industries
- 



Creating a Marketing Plan

- ▶ This topic is deep so we'll just skim the surface today
 - ▶ Provides a guide for all marketing activities
 - ▶ A marketing plan requires a substantial effort (similar to a business plan)
 - ▶ There are resources available to help you develop a marketing plan
- 



Types of Marketing

- Advertising
- Publicity (unpaid news stories)
- Promotional materials, including websites
- Direct mail
- Personal selling (trade shows, site visits)
- Email
- Social media



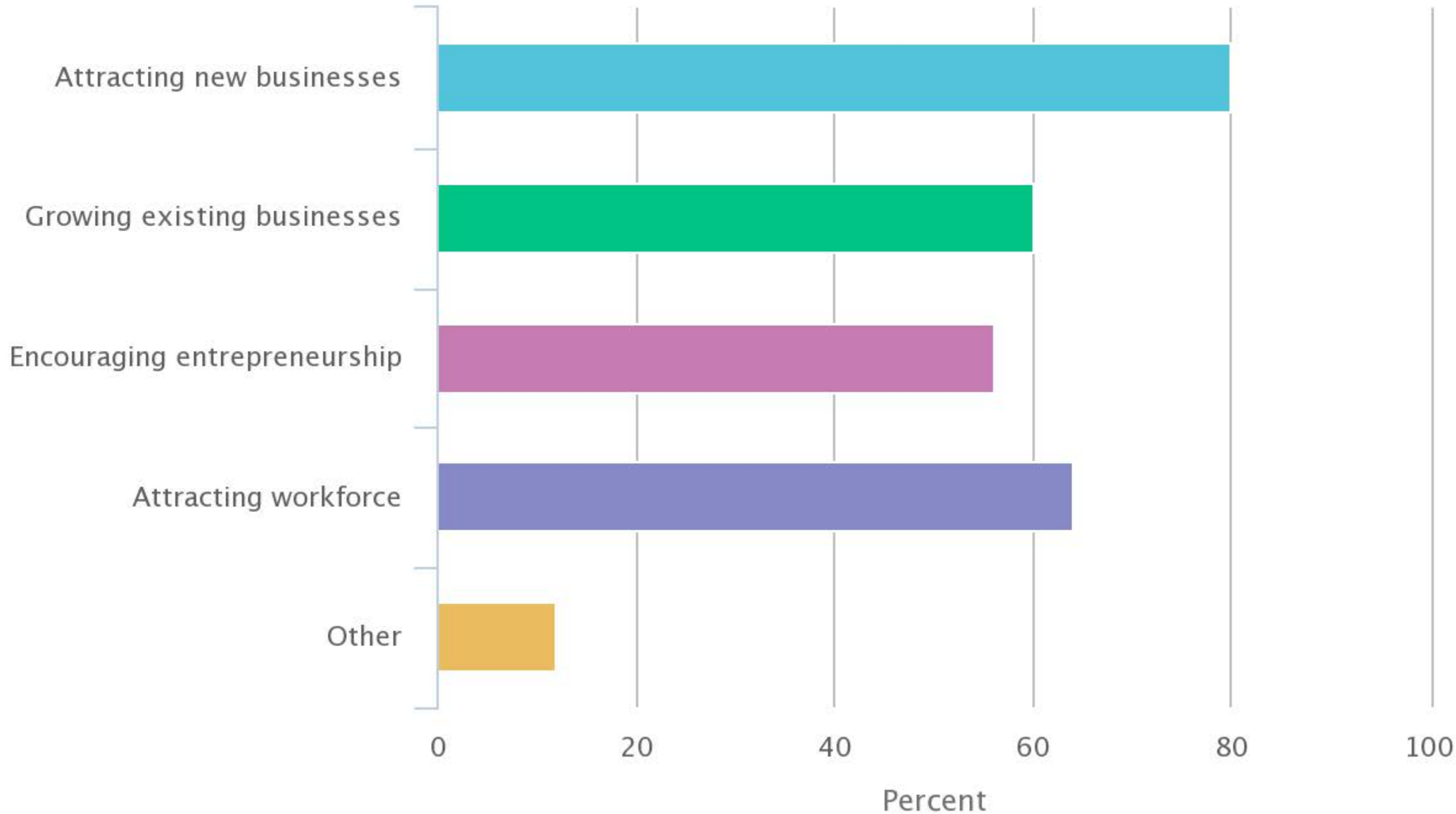
Webinar Guest

Ben Snow

- President of the Rapid City Economic Development Partnership

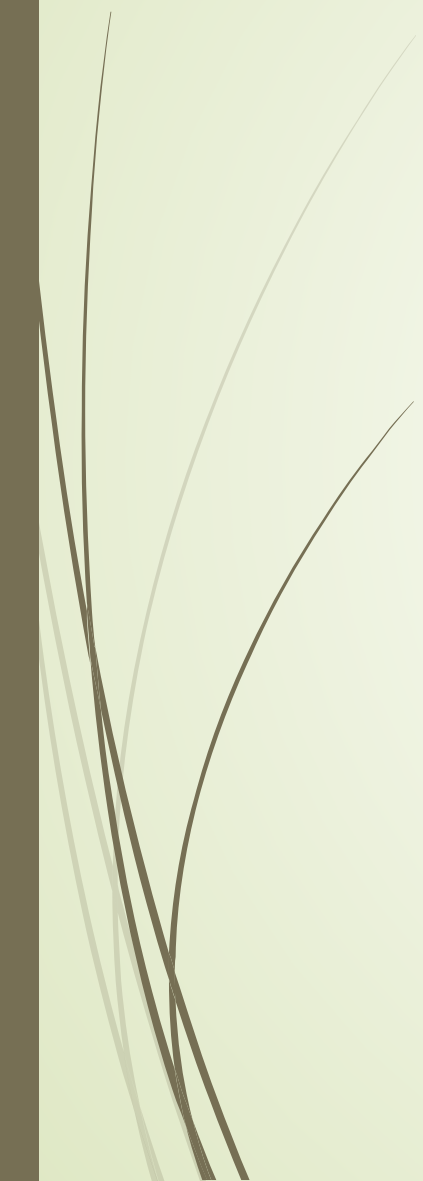


What is your marketing focused on?



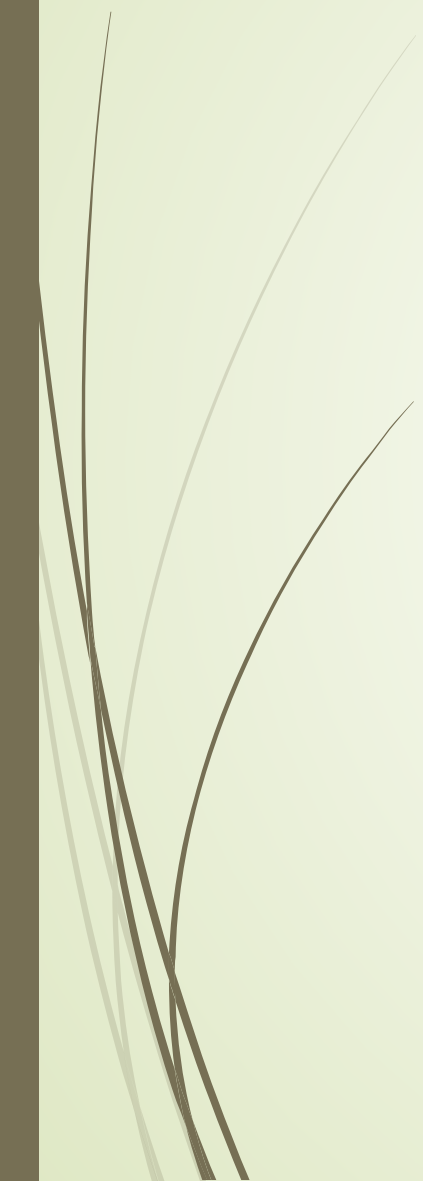


Site Selection – Key Points

- ▶ Time is precious
 - ▶ Site selector is looking for a trusted partner
 - ▶ Professional site selectors will be fair
 - ▶ Never make commitments you can't deliver upon
- 



Site Selection Process (1 of 2)

- Business determines need to expand or relocate
 - Business determines key factors that are important in location decision
 - Business gathers info on possible sites
 - Site selector conducts elimination rounds
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Site Selection Process (2 of 2)

- ▶ Site selector conducts RFI
- ▶ Site selector and business conduct site visits
- ▶ EDOs conduct follow up and provide additional info
- ▶ Business chooses site

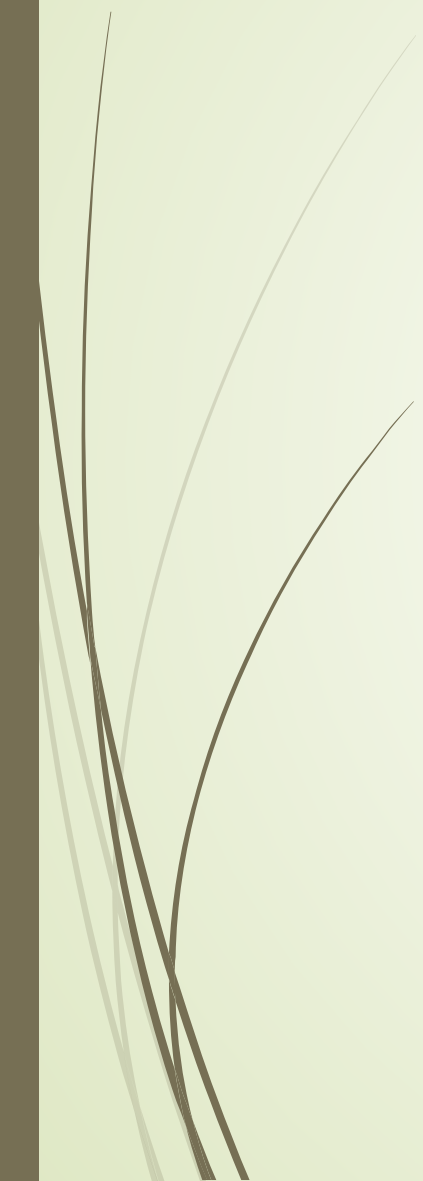



Website

- ▶ Much of the site selection process takes place using the internet
- ▶ Site selectors have been to your website before they contact you
 - ▶ OR have been to your website and decided NOT to contact you!
- ▶ A regularly updated website with good info is critical




Website Design & Cost

- ▶ Website design can be very simple or robust
 - ▶ Cost an range from free to expensive
 - ▶ Many tools and firms that can assist in this effort
 - ▶ There are firms that specialize in economic development websites
 - ▶ Typically includes in-depth data tools and GIS mapping
 - ▶ However, the price tag is significant
- 




Top Data Requested by Site Selectors (1 of 2)

- ▶ Demographic and labor force info
- ▶ Land/sites/buildings inventory
- ▶ Maps
- ▶ Contact Info
- ▶ Major industries and industry clusters



Top Data Requested by Site Selectors (2 of 2)

- ▶ Utility and Infrastructure info
- ▶ Major employers
- ▶ Education and training programs
- ▶ Incentives



Business and Tax Environment

- ▶ South Dakota's business and tax environment is a great advantage
 - ▶ <http://sdreadytowork.com/South-Dakota-Advantages.aspx>
- ▶ This section of the GOED website highlights our tax environment (no corporate income tax, no personal income tax, etc.)
- ▶ It also has an updated list of rankings published by Forbes, Pew Charitable Trusts, US Chamber, CNBC, etc.



Social Media



- ▶ Social media use is a very effective tool, but...
 - ▶ It requires attention on a regular basis and is a time commitment
 - ▶ Can be double edged sword – I'm sure you've seen things that people or businesses should not have posted
- ▶ Should be consistent with your marketing plan, your website, and other marketing materials
- ▶ LinkedIn, Twitter, Instagram, Snapchat, Facebook



Regional Approach to Marketing (1 of 2)

- ▶ Many economic development organizations across the country are realizing the benefits of taking a regional approach to marketing
 - ▶ Especially in the site selection process
- ▶ Regional info can highlight assets that not necessarily in your community but nearby
 - ▶ Higher education
 - ▶ Industry clusters
 - ▶ Labor shed data



Regional Approach to Marketing (2 of 2)

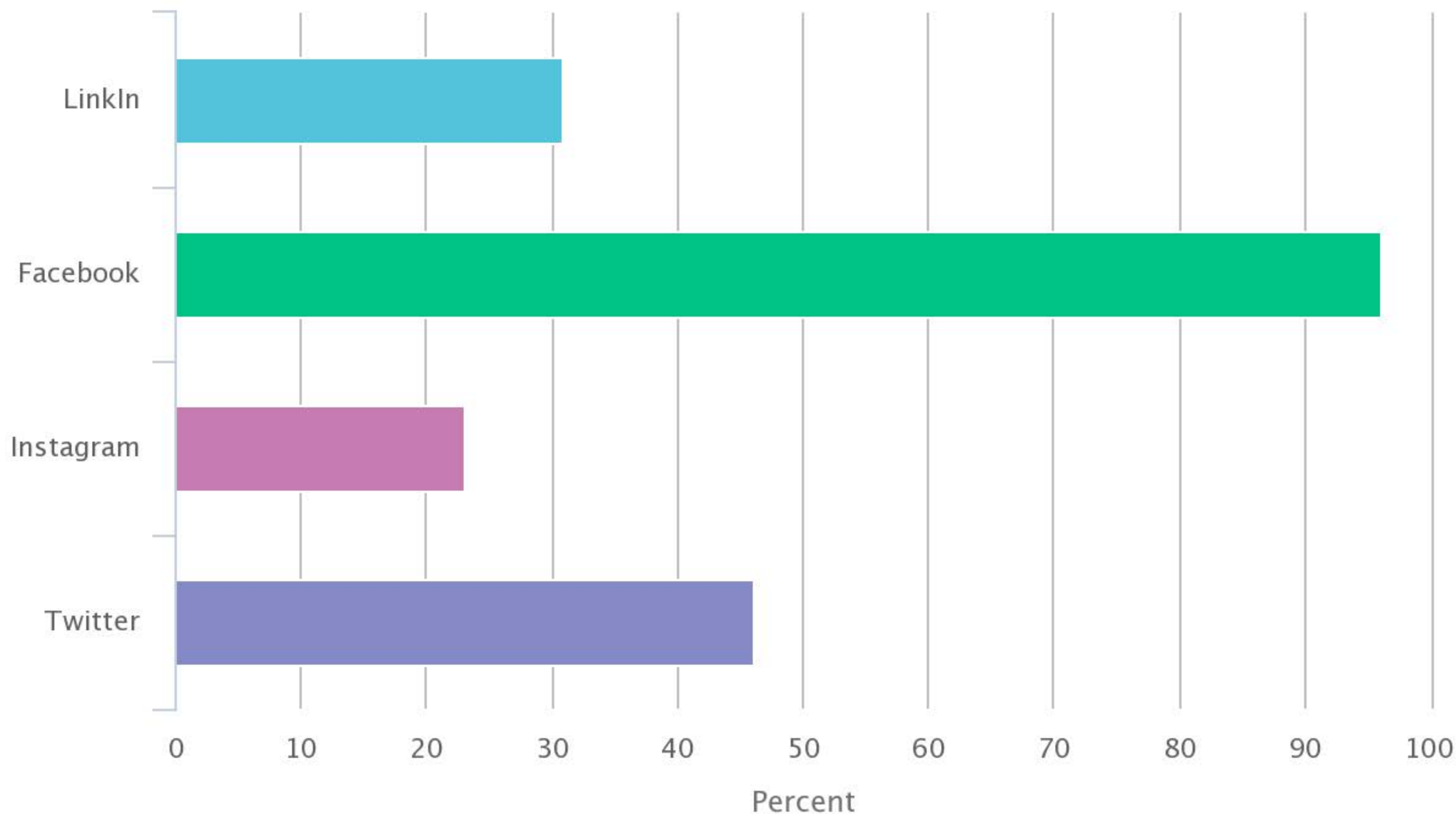
- ▶ Regional efforts allow the pooling of resources such as expertise and funding which allows for a more effective marketing campaign
- ▶ Examples in SD include:
 - ▶ Rushmore Region
 - ▶ Advantage SD
 - ▶ South Dakota Prairie Gateway

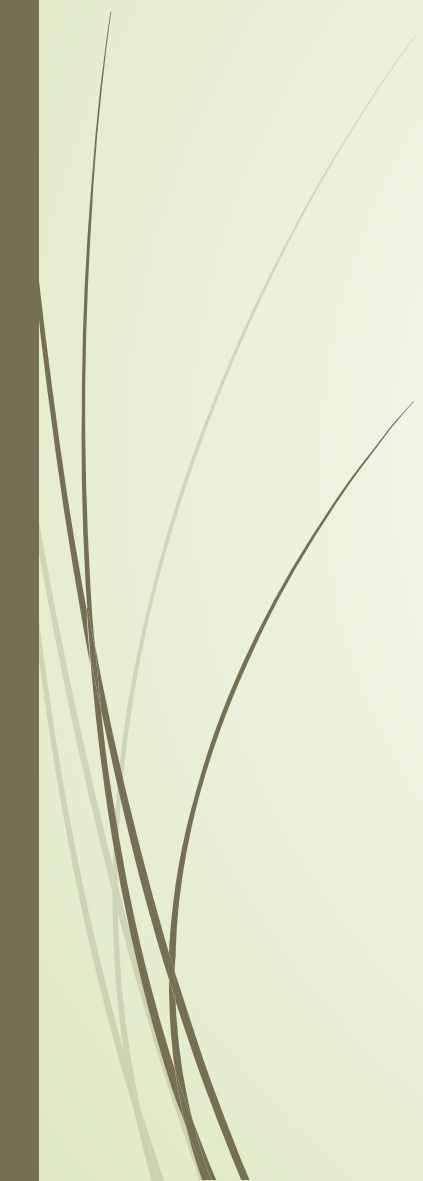

Ben Snow

- President of the Rapid City Economic Development Partnership



What social media platforms do you use for marketing?





Q&A



Thank You

- Ben Snow
 - To our Marketing Team for all of their support before, during, and after our webinars
 - Thanks for attending!
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