LOCAL EDO MARKETING: Playing to Your Strengths

Meet candid.
A strategically creative marketing powerhouse with an industrious spirit.
We ARE candid

Award winning, full-service branding, marketing, advertising, public relations and interactive firm with both private and public sector clients

Since 2005, candid has created and helped evolve brands and communications strategies for cities, counties, and economic development organizations

Economic Development Marketing Clients

A few of our current and past clients:

- Logistics Park Kansas City
- Location One
- Wyandotte Economic Development Council
- Southwest Johnson County
- Lee's Summit EDC
- Edgerton
- Independence
- New Century Air Center
- EDC North Kansas City
Playing to Your Strengths

• Every community is different and has different needs
• Municipalities and EDOs have different needs and different audiences (sometimes they cross over)
• Urban vs. suburban vs. rural strategies vary greatly

Playing to Your Strengths:
Work With What You’ve Got

• Every community has a personality. Identify and leverage what makes yours unique.
• Generally, EDOs (public/private organizations and municipalities) serve as the unofficial marketing arm of the community. So own it.
• Get your message and brand working together.
Playing to Your Strengths: Identifying Your Brand Messages

Assess your existing brand (message and image).

• Does it match the organization’s goals and objectives?
• Does it explain the value your organization brings to the community and its investors?

*If not, it’s time to freshen it up.*

Playing to Your Strengths: Identifying Your Audiences

Is your brand message tailored to your audiences?

*Multiple audiences with varying messages:*
• Investors (existing and prospective)
• Community
• Elected officials
• Site selectors
Playing to Your Strengths:  
The Essentials

*If you do nothing else, at least do these three things:*

1. Get your messaging right and tailor it to your audiences
2. Have a marketing/communications plan that you can realistically implement (budget and manpower will play a critical role)
3. Marry your messaging with clean, professional graphics

Playing to Your Strengths:  
The Essentials

*No budget?  
No manpower?  
NO PROBLEM!*  

There are a few simple ways to reach your audiences that won’t break the bank. Or, drain your resources.
Playing to Your Strengths:
The Essentials

- Hire a professional graphic designer (it will be well worth the project fee) to develop a consistent marketing package.

- The marketing package should include templates that you or your staff can work with to customize based on the audience.

- Costs will vary but expect to pay $50 - $125 per hour for a quality designer (depending on your geography; rural vs. suburban vs. urban.)

Playing to Your Strengths:
The Essentials

Once your message and graphics are in place, there are a few immediate ways to integrate them:

- Investor/Key Influencer Marketing Outreach

- Monthly email updates and newsletters using the right message and new graphics

- Create an Annual Outlook Report to show thought leadership among target audiences
Playing to Your Strengths:  
*The Essentials*

Develop a marketing package that tells the overall economic development story focusing on the breadth and depth of services including business attraction, expansion and relocation as well as entrepreneurship, incentives and infrastructure.

- Brochures (online and print)
- Fact sheets
- Case studies/testimonials/project success stories
- PowerPoint presentation templates
Playing to Your Strengths:
The Essentials

- Develop workforce development focused-campaigns
- Education of the public-private economic development model, if applicable
- Integrate the brand strategy in the promotion and support of the EDC's fundraising efforts
- Develop targeted campaigns that elevate and strengthen relationships with the business community, community partners to increase awareness and positive perception of the EDC’s brand

Playing to Your Strengths:
The Essentials

Investor Highlight and New Project Announcement Campaigns

- Using investor and project highlights that are easily translatable to web and print
- Create a “behind the deal” communication that explains how and why the project landed in your community
Playing to Your Strengths: 
The Essentials

Events and Awards

• Theme your events using elements that support the brand
  ▶ Use posters, centerpieces, banner stands and dynamic PowerPoint

• Seek award opportunities within local and national publications/organizations to showcase development projects

Playing to Your Strengths: 
The Essentials

Trade Shows

• Secure exhibit space at select local/regional industry trade shows

• Develop a trade show booth, which may include banner stands, promotional items/giveaways and marketing materials including brochures, leave beehinds or scrolling power point

• Host a private, VIP event for key targeted prospective customers and industry partners
Playing to Your Strengths: The Essentials

Website Evaluation and Audit
- Ensure consistent message and creative are on the site
- Navigation is key
- Search Engine Optimization (SEO)
- Updated to reflect current news and events

Playing to Your Strengths: The Essentials

Social media engagement
Audit current social networking plan
Or, develop a plan now!
Our Social Media Recommendation

- Develop a realistic, measurable plan as part of your overall marketing & communications plan
  - Goals
  - Budget
  - Strategies
  - Calendar
  - Resources
- Test the social media plan for three months
- Evaluate value proposition
  - Effectiveness vs. resource commitment
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THANK YOU
Questions?

Sara Freedly-Grubb
sara@justbecandid.com
816.765.3608

Website: www.justbecandid.com
Email: werock@justbecandid.com
Twitter: @candid marketing
Facebook: facebook/candidmarcom