



BIG MESSAGING FOR SMALL TOWNS

Telling Your Story & Maximizing Return on Investment
by Ann Marie Miller, CEcD



DISCUSSION POINTS

Defining Your Brand

Identify Whom Your Message Reaches

Create Your Story

Build Your Contacts

Create & Enhance Partnerships

Create a Platoon

Find Unique Opportunities

Track Your Return on Investment

BRIEF INTRODUCTION

Ann Marie Miller, CEcD

MY ECONOMIC DEVELOPMENT CAREER

2005 - Ada Jobs Foundation (Ada, OK)

Population: 16,068

Median HHI: \$40,175

2013 - Buda Economic Development Corporation (Buda, TX) -

2010 Population: 7,295

Current Population: 18,907

Median HHI: \$91,795

2019 - Dayton Community Development Corporation (Dayton, TX) -

Population: 8,766

Median HHI: \$54,724

WORDS OF WISDOM

**THE BEST MARKETING DOESN'T
FEEL LIKE MARKETING.**

Tom Fishburne



DEFINING YOUR BRAND

CREATE A UNIFORM BRANDING GUIDE

- Logo (vector file, high resolution)
- Color Scheme
- Fonts
- Allowed Uses of Logo



PMS 268C
WEB Value
#582c83



PMS 370C
WEB Value
#658d18

Secondary color palettes



#471871



#74B652



#7B52AE



#94C773



FIND OPPORTUNITIES TO USE YOUR BRAND

USE EVERYDAY ITEMS AS A BILLBOARD

Legal Notepads

Paperclips

Post It Notes



WHAT IS SELLING?

THE ART OF MATCHING PRODUCT BENEFITS WITH A CONSUMER'S NEEDS.

It's essential to facilitate a satisfying transaction.

WHO ARE YOU REACHING WITH YOUR MESSAGING?

BENEFITS ARE VALUES CUSTOMERS DERIVE FROM YOUR PRODUCT

Community Members

Facebook
Instagram
Local Press
Website Sections

Site Consultants/ Business Prospects

LinkedIn
Recruitment Opportunities
Direct Marketing
News Media
Website

Existing Businesses

Direct Marketing/Outreach
Local Press
Website Sections
LinkedIn
Facebook
Instagram

GET TO KNOW THE PEOPLE YOU WANT TO BUY AND USE YOUR PRODUCT

CREATE YOUR STORY

Invest in the power of storytelling.

- Memorable
- Relatable
- Different Stories for Different Occasions
- Practice Makes Perfect
- Train Others

Tell your story...



Great Stories make a lasting & meaningful impression.

Build Your Contacts



SITE CONSULTANTS & BUSINESS PROSPECTS

Add 5 new people each week on LinkedIn.
Share 1 Industry Post a Month.



SOCIAL MEDIA

Invite those who liked a post to like your page.



MEDIA LIST

Build a comprehensive media list and keep it updated.



USE INDUSTRY RESOURCES

Build a database of contacts by industry from membership organizations you belong to or events you attend.

CREATE & ENHANCE PARTNERSHIPS



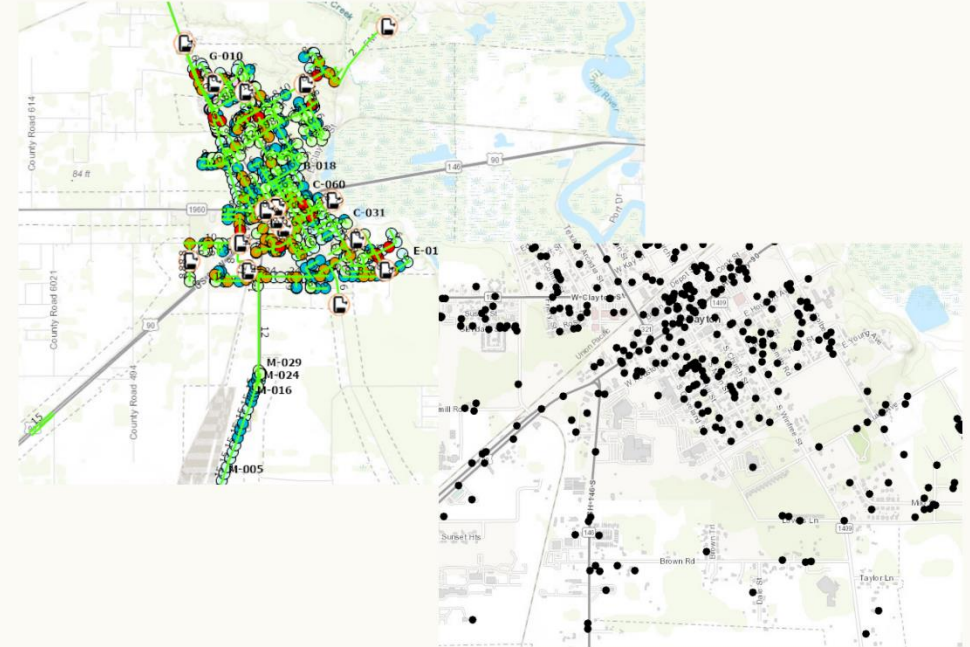
Liberty County ED Group

Joint Promotional Video - funding from outside sources



Shared Drone

DCDC Purchase, Police Operate, and Use for PD Business but DCDC can schedule pilot and drone for ED purposes.



GIS Software

Cost Sharing across multiple groups, all using for different purposes.



CREATE A PLATOON

10 - 30 people

Different Squads

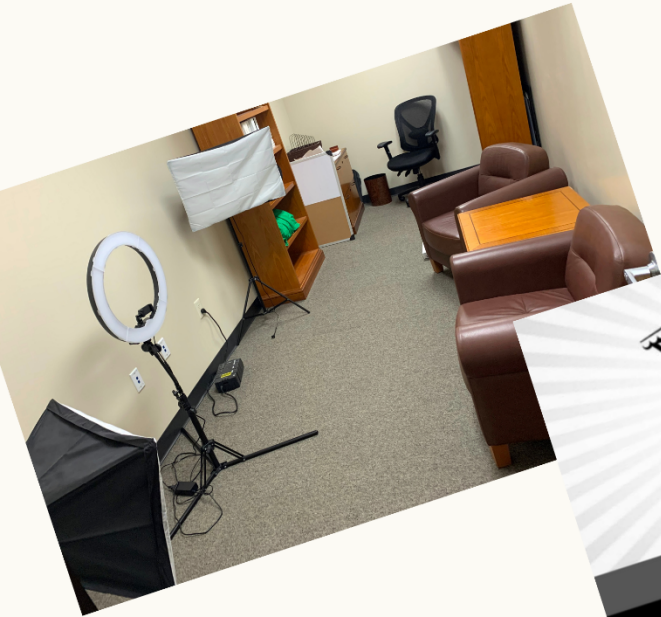
Small Businesses

City Officials

Retirees/Travelers

Friends & Family

FIND UNIQUE OPPORTUNITIES



EVENTS

A Tale of Two Cities: Buda, Texas & Carnation, WA

SPECIAL PUBLICATIONS

The Crossroads Magazine

Build a Studio

INTERNS

New Perspectives

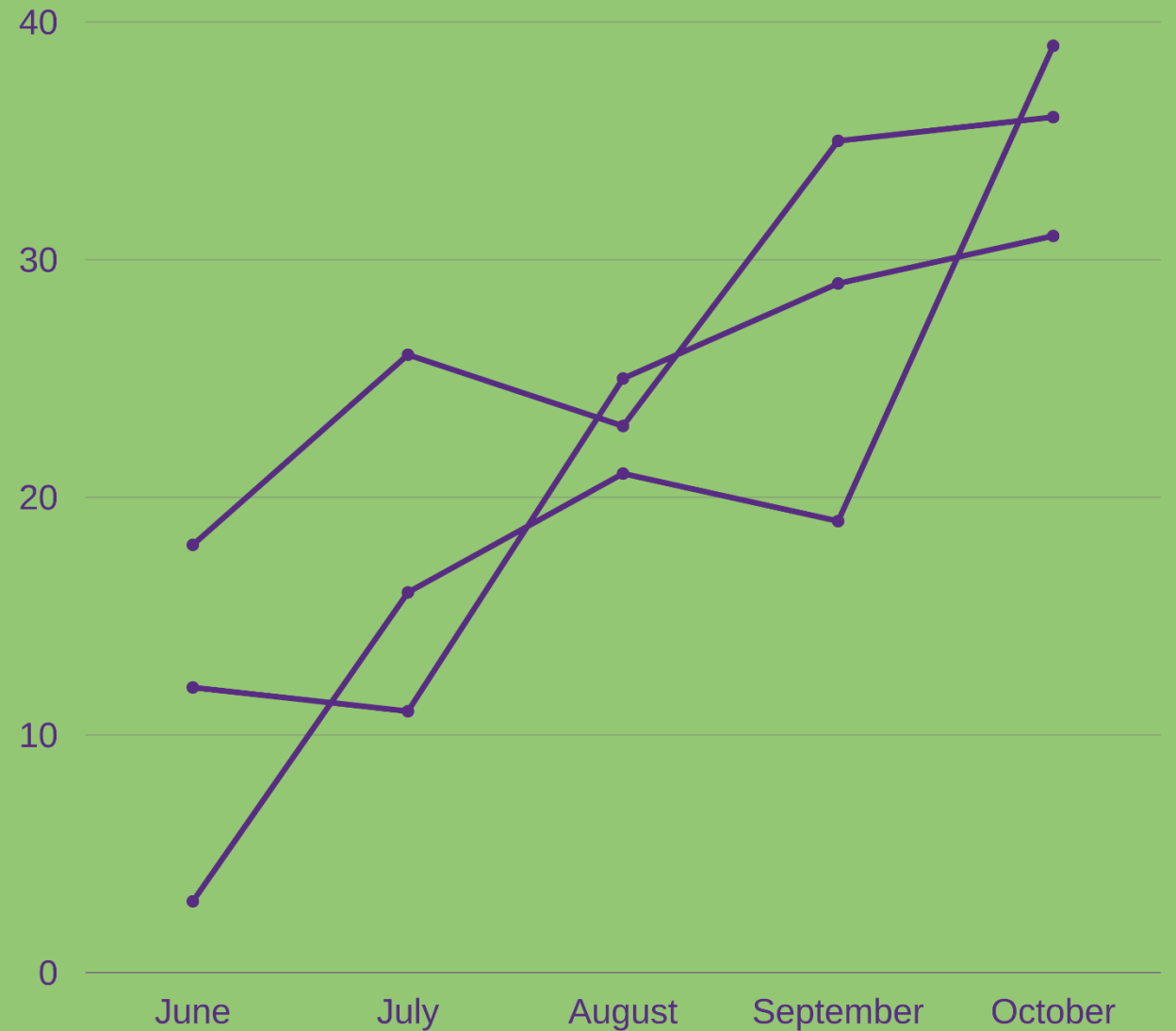


BIG MESSAGING FOR SMALL TOWNS

RETURN ON INVESTMENT

IS YOUR EFFORT GREATER THAN YOUR RETURN

Evaluate your return on investment.
Don't be afraid to make changes.
Long-term vs. short-term results & investment.



Find Us On Social Media



DAYTON COMMUNITY
DEVELOPMENT
CORPORATION
(DCDCTX)



@DynamicDayton



@DynamicDayton



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Dayton Community Development Corporation



**THANK YOU FOR
PARTICIPATING!**
