

# Big Messaging for Small Towns

IEDC Webinar

January, 21 2021





# Post-Covid Digital Trends

**IN-PERSON EVENTS HAVE GONE ONLINE**

**TRAVEL IS PROHIBITED**

**MARKETING FOCUS IS DIGITAL**

**VIRTUAL PRESENTATIONS BECOME THE NORM**

**MANY WORKING FROM HOME**





# Workforce Attraction





American Opportunity

# There are now more job openings than workers to fill them

by Lydia DePillis @CNNMoney

🕒 June 5, 2018: 7:06 PM ET

👍 Recommend 8.8K



## Jobs Report

May 2018

### Social Surge - What's Trending



Rachel Maddow breaks down in tears while discussing border crisis



Nearly a quarter of Americans have no emergency savings



Top bitcoin exchange says over \$30 million in cryptocurrencies



EDITORS' PICK | Sep 3, 2020, 09:00am EDT | 10,470 views

# People Fleeing Big Cities May Spur Economic Growth In Smaller Metros



**Remington Tonar and Ellis Talton** Senior Contributor ⓘ ⊕

**Leadership Strategy**

*We explore urban innovation and infrastructure.*







12-28-20 | WORKPLACE EVOLUTION

# 7 Reasons why 2021 will be even bigger and better for remote workers

2020 may have been the worst year to start working remotely, though many of us gave it a try. Here's how things will get better in 2021.





## REMOTE WORKER ATTRACTION

**Quality of Life**

**Cost of Living**

**High Speed Internet**

**Housing**



Attract  
Those  
Remote  
Workers!





# WE'RE CLOSE TO SEATTLE BUT A WORLD AWAY







# Big Careers





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## THE GOOD LIFE—EATING LOCALLY

In central Minnesota, locally grown, healthy foods are increasingly getting into the hands of the region's residents, beyond the consumers who attend farmer's markets. The region's local, healthy foods value chain is increasing economic opportunity and improving quality of life in multiple





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Archives



## Muddy Bikes Leads to a Clean and Healthy Lifestyle

NOV 6 2020



## Five Rocks Distilling Stays Afloat During



## Discovering the Hidden Gems



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# Why York County

## NEBRASKA

York County is home to a growing population of millennials – people who have chosen to grow their career and build a life in a county that is full of limitless opportunities. **Learn More!**





CONNECT WITH US!



COMMUNITY LIVING PLAYING WORKING GROWING BRAGGING NEWS EVENTS GET UPDATES

MOVING TO YANKTON?

# All Your Moving to Yankton FAQ Answers



FIND A JOB



CALENDAR OF EVENTS



SIGN UP!





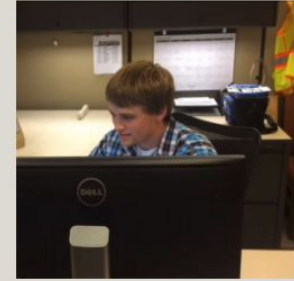
**Abby from Kolberg-Pioneer**



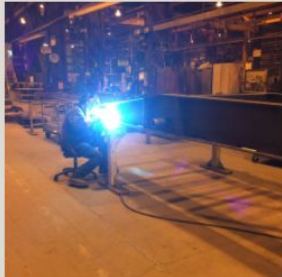
**Adam: Quality Assurance at Kolberg-Pioneer**



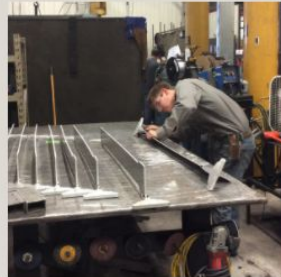
**Amanda from Hydro**



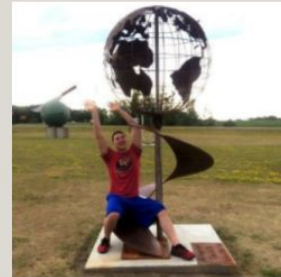
**Andrew: Kolberg-Pioneer Electrical Controls Programmer**



**Andrew: Kolberg-Pioneer Welder**



**Andrew: Solid Metal Manufacturing Welder**



**Anthony from Kolberg-Pioneer**



**Ben: Yankton Entrepreneur**

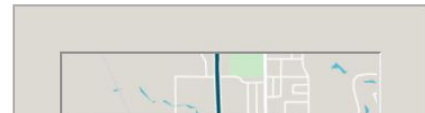




**Ben: Yankton**  
**Entrepreneur**



Ben Hanten is an angel investor and the chair of Two Bridges Capital, investing in a variety of start-up businesses with high potential, particularly companies





# Volunteer Opportunities

Opportunities



Search by keyword

**SUBMIT**



**Avera** 

**Avera Yankton  
Volunteers**



**Boys & Girls Club**



**Dakota Territorial  
Museum**



**Friends of the  
Yankton Community  
Library**



**HEARTLAND**



**Lewis  
& Clark  
THEATRE**





## Introducing 2020's 31 under 31!

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### March 1

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#### Erica Eickhoff

OWNER OF [STYLES BY ERICA BOUTIQUE](#)

& REGISTERED NURSE FOR [ADERA](#)

[SACRED HEART HOSPITAL](#)

[stylesbyerica.org](http://stylesbyerica.org)



#### Erica Eickhoff

“ I love Yankton because of the community and the support of the community. I feel so “at home” here versus the big city I grew up in. I would never be able to have a clothing store if it wasn't for the support of

### March 2

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#### Casey Cole

OWNER OF [RIVER CITY NUTRITION](#)

HEALTH & WELLNESS COACH WITH [HERBALIFE](#)

& PART-TIME BARTENDER AT [BEN'S BREWING CO.](#)



#### Casey Cole

“ I have always loved the opportunity Yankton provides in fitness and recreation. The runner in me absolutely loves hitting the trails that wrap around town and out to Gavins Point, and the adventurer in me loves the many things to experience out on the water! This was of interest to me when I was looking for a community to grow in personally and professionally. I made the venture to the Yankton area to spread health &



## Here for 31 Years

### It's time to honor 2019's Here for 31 Years!

**April 1**

**Bernie Hunhoff**

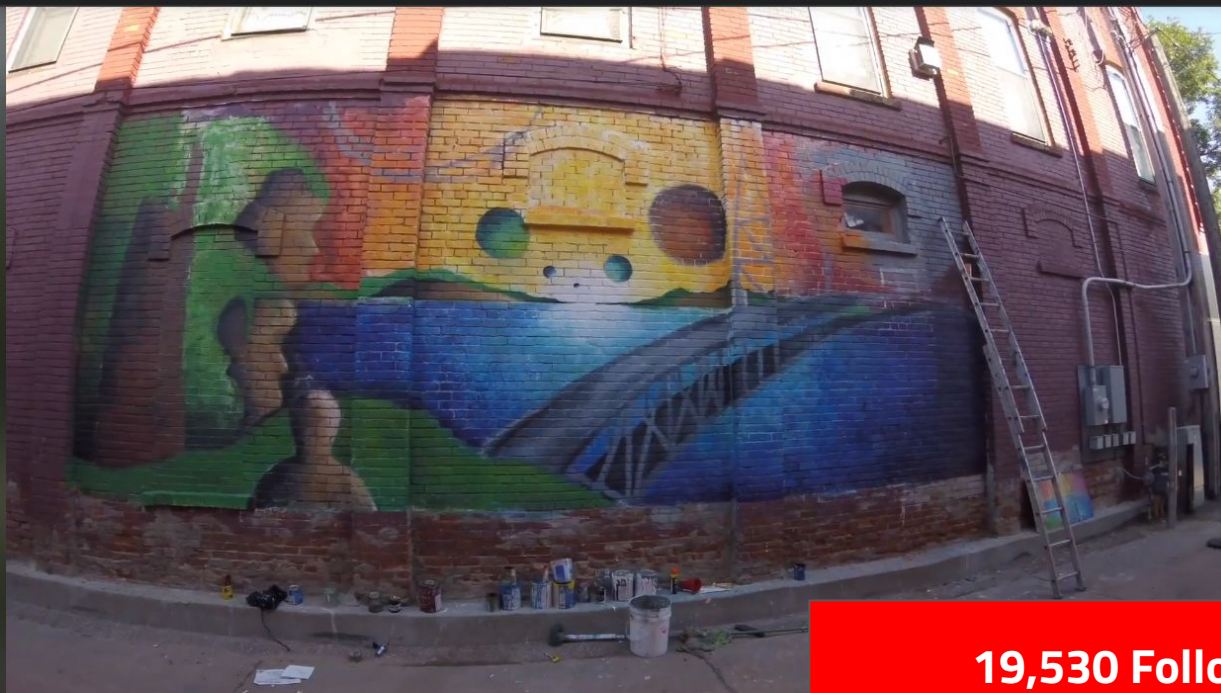
**Writer at South Dakota Magazine**

Why do you choose to live in greater Yankton area?

- "Hunhoffs have lived here for seven generations, so I imagine that's part of the reason. Still, we might all have moved away for better opportunities; that's what prompts most people to relocate. The Hunhoffs have always been able to find something interesting and challenging to do here and I think that's why so many of us stayed. It's heart-warming to think back on how the community has supported us — whether the endeavor was tractors, publishing, restaurants, politics, farming,*








**19,530 Followers!**



**Greater Yankton Living**

@greateryanktonliving · Nonprofit Organization

 **Sign Up**

 [greateryanktonliving.com](https://greateryanktonliving.com)





# Digital Focus





# STORY IS THE CONTENT OF WORD-OF-MOUTH MARKETING





# WHAT MAKES A GOOD STORY?



Focus on **success stories** where  
The hero is **relatable**  
and **aspirational** to the  
**target audience.**







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*EXPLORE MORE... ENTERPRISE  
EXPERIENCE THE FLAVORS OF OUR  
GROWING ARTISAN FOOD INDUSTRY.*

SHARE US





# Top talent, right at your front door.

The skilled workforce in Central Texas is well-known for being highly educated, highly motivated and ready to be a part of your business' success.



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## BUSINESS SUCCESS STORIES



**Bent Brewstillery  
Finds a Home in  
The Heart of the  
Twin Cities**



**Bridging**



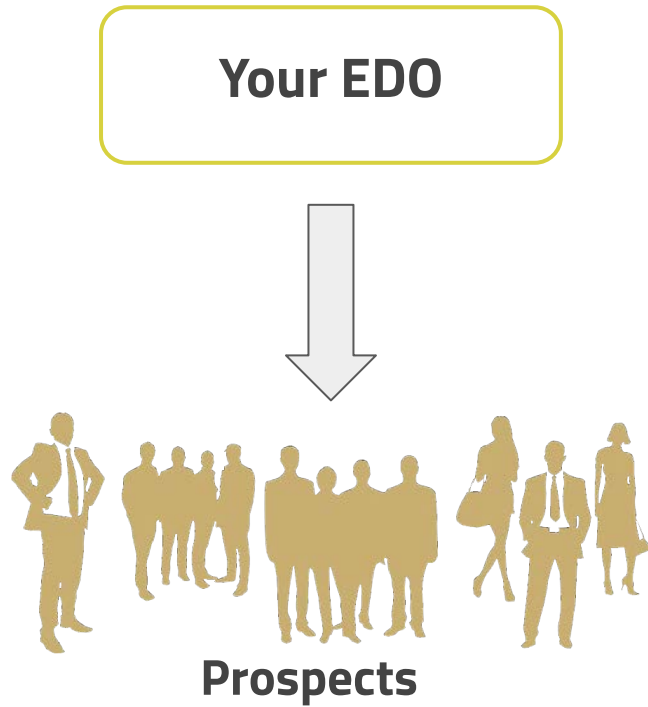
**Calyxt Aims to  
Create Healthier  
Food Ingredients**



**Catheter & Medical  
Design, Inc.**



# Outbound Marketing



# Inbound Marketing





# INBOUND MARKETING STRATEGIES

**Content Marketing**

Golden Shove 

**Landing Pages**

**HubSpot**

**Social Media Marketing**

**LinkedIn**  **facebook** 

**SEO**

**Google**

**Pay-per-click Marketing**

**Google**

**Email Marketing**

 **mailchimp**



# TRACK WHO IS VISITING YOUR WEBSITE

## Visits

Last 10 Days



## Devices

Last 14 Days



## Latest Visits

All Time

Life Insura...	21 Sep 11:14AM
. Inc	21 Sep 11:08AM

## Keywords

Last 14 Days

	4
Economic Growth	3

## Referring Sites

Last 14 Days

Google AdWords	645
Google	541

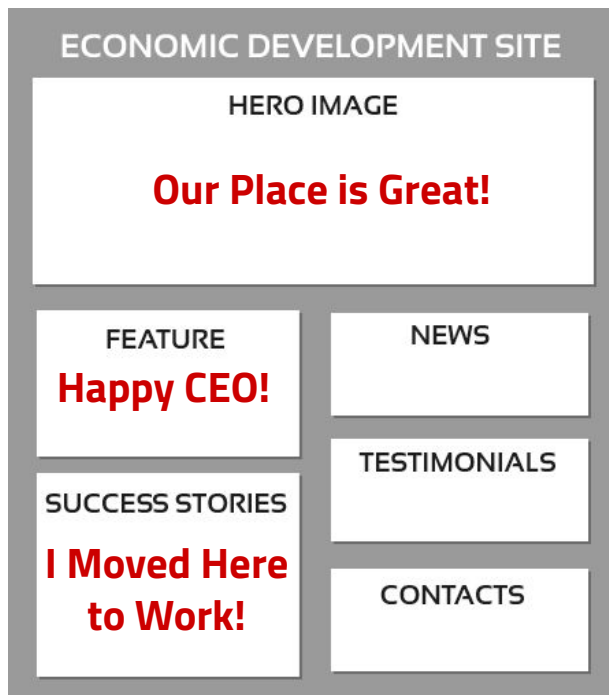




# Geo-Personalization



# ONE SITE / MANY HATS





# WHAT IF YOUR KNOW PEOPLE ARE FROM OUT OF STATE?



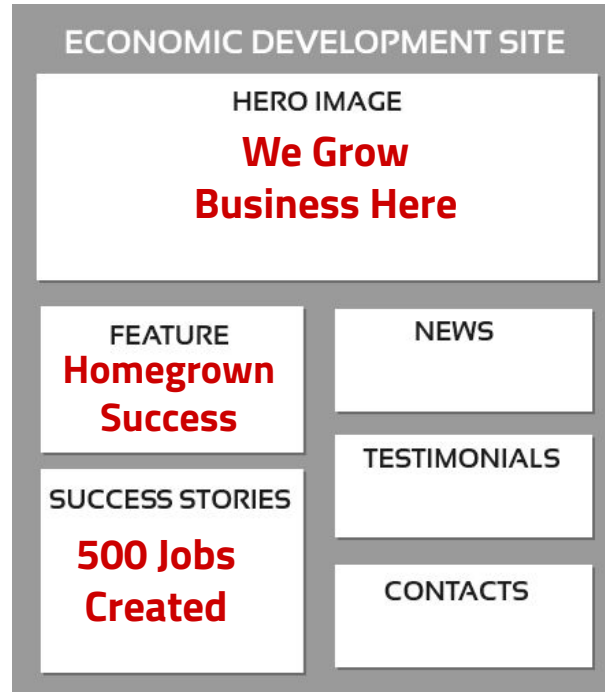


# WHAT DO YOU SHOW INTERNATIONAL VISITORS?





# WHAT DO YOU SHOW LOCAL VISITORS?





# Geo Personalization: Golden Shovel Website Home



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## ECONOMIC DEVELOPMENT MARKETING

Helping attract businesses and talent to your community.

[Schedule a Call](#)



# EXAMPLE: Golden Shovel Website : California



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**ECONOMIC DEVELOPMENT MARKETING  
IN THE GOLDEN STATE.**



“

*"As Orange County Development Corporation undertook the design of the website in partnership with Golden Shovel, we had some high level goals. In today's competitive world, it is imperative to stand out yet have our site answer the questions a business or site selector would have. Golden Shovel has been an invaluable partner in our efforts."*

*John Doe, Orange County Development Corporation*



”

*"Selecting Golden Shovel to build our new Economic Development website was not a risk. Their work with other communities across the country garnered immediate consideration. Golden Shovel delivered, making this the most seamless, stress-less website development project with which I have ever been engaged."*

*Linda DiMario, Irvine Chamber Economic Development*



”

## WHO WE'VE HELPED

Golden Shovel has supported over 230 economic development organizations across the United States and Canada. Our experience spans rural and urban regions, utilities, cities, counties and economic development associations. [SEE WHO WE ARE WORKING WITH.](#)







# Local Business Focus





# COVID-19 BUSINESS RECOVERY GUIDE



**My Business**

Compare to your industry competitors.

**Competition**

Find customers, suppliers, and competitors.

**Advertising**

Optimize your target advertising and marketing.

**Demographics**

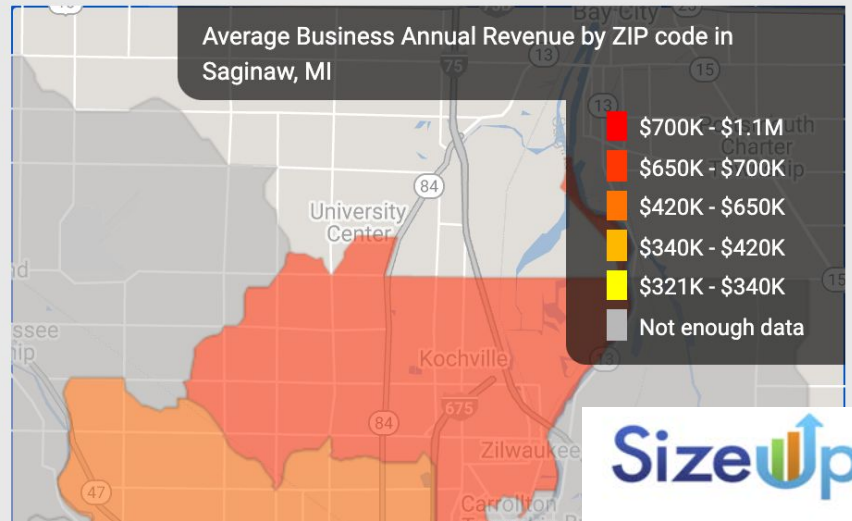
Get information about who lives and works in your area.

Compare your business to the competition in the [Coffee Shops](#) industry in [Saginaw, MI](#)**Revenue**

Annual revenue of your business

**\$150,000****How you size up**

The revenue your business generates is less than 99% of businesses in your county, less than 99% of businesses in your metro, greater than or equal to 4% of businesses in your state, and greater than or equal to 3% of businesses in the nation.

**Average Business Annual Revenue by ZIP code in Saginaw, MI**





# Virtual Reality



**Up to 75% retention of information compared to less than 10% with traditional formats.**

Source: Masie Center for Learning

**VR can 'trick' your brain into thinking that the experiences are actually happening.**

Source: Mashable

**VR creates more empathy in viewers compared to other media.**

Source: Stanford

**VR and 360 video provides a real sense of presence.**

Source: Interactive Architecture Lab





Use VR in-person at meetings,  
trade shows and job fairs.





# APEX VR Familiarization Tour

"Discover the Apex Region" - 360VR Familiarization Video.

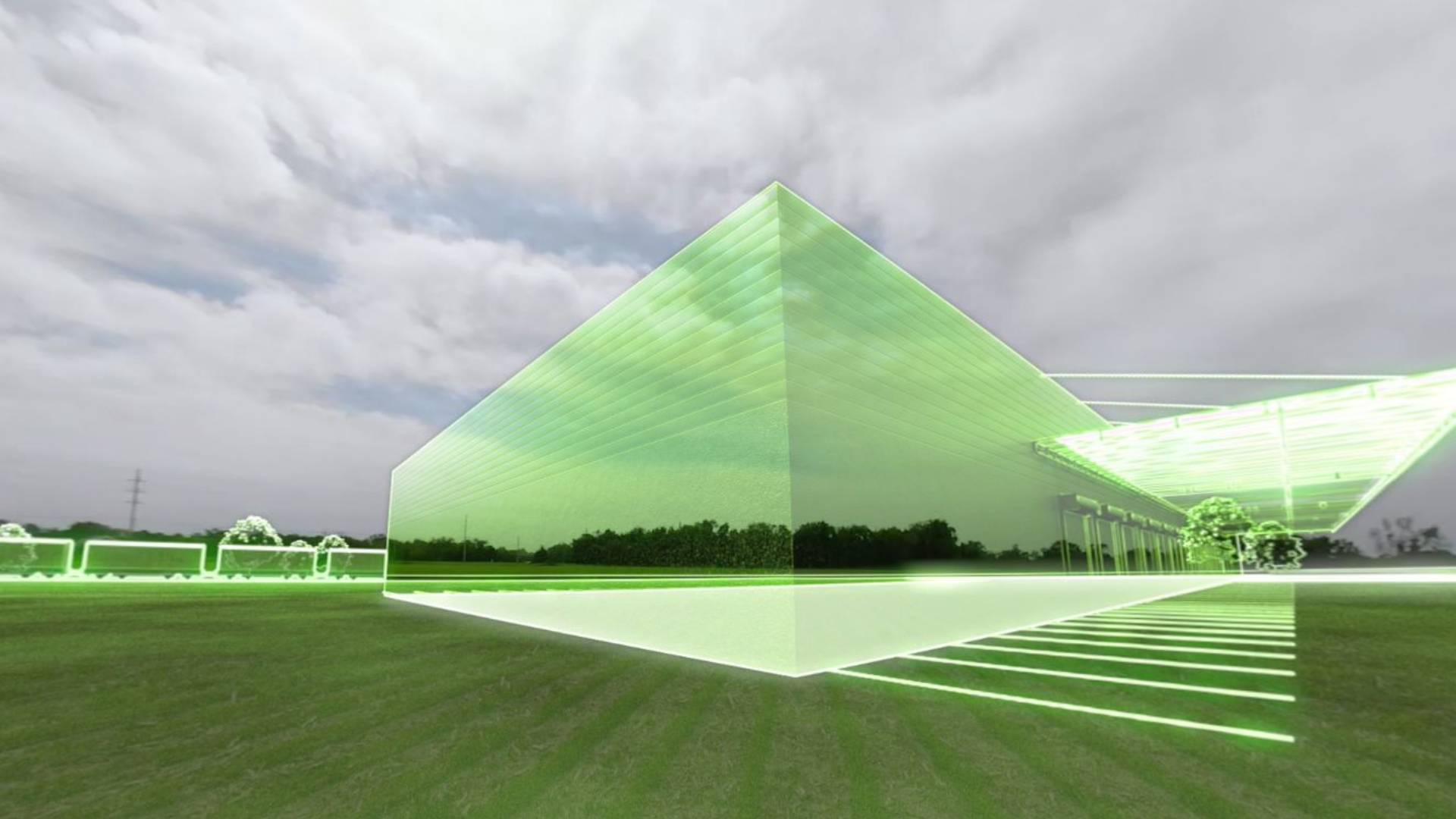


08:08



placevr



















# Thank You!

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**GoldenShovel.com**

