



ALPHARETTA ECONOMIC DEVELOPMENT

[Social Media & Marketing]

[IEDC Webinar – SOCIAL MEDIA – Use It or Lose It]

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CITY OF ALPHARETTA

5th

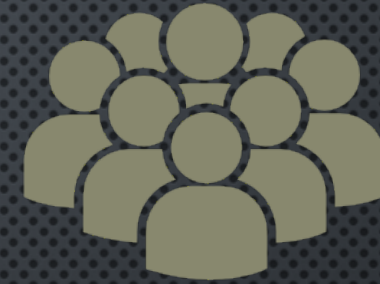
Largest Employment
Center GA



63K+



80K+



100K+

Alpharetta Buckhead

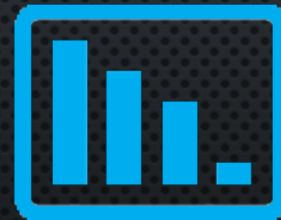


20M



22M

LOWEST



Office Vacancy (9.2%) /
Unemploy Rate (3.8%)

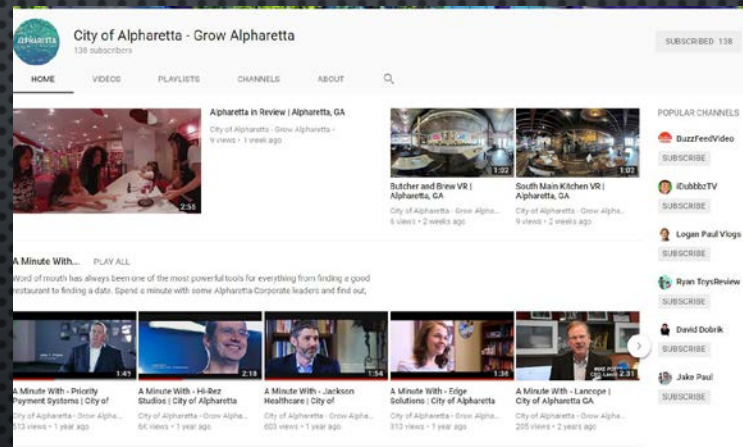
7x

Information Jobs
Vs. Nation

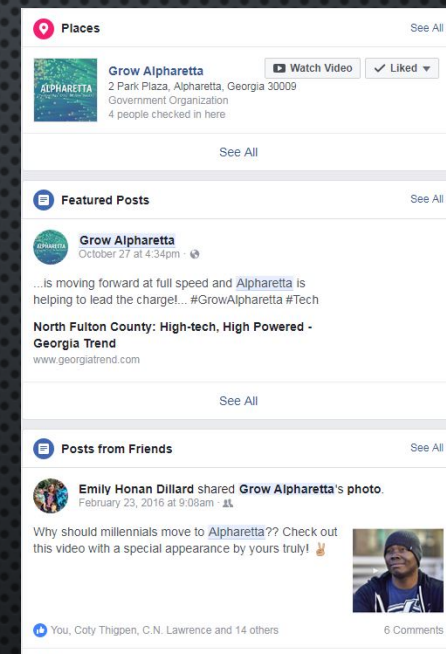
CITY OF ALPHARETTA – SOCIAL MEDIA



@growalpharetta



Grow Alpharetta



Grow Alpharetta

WE ALL USE MARKETING & ADVERTISING

- AS ED PROFESSIONALS, WE KNOW WE NEED TO MARKET. THAT'S WHY WE ARE HERE... (DUH)



FOR THOSE OF YOU NOT MARKETING...



WHATS WRONG WITH MY MARKETING?



We took a look at OUR marketing and asked,

"How can we make it **BETTER**?"

"How can we reach target audiences **FASTER**?"

"How can we generate more **EXPOSURE**?"

"How can we take out **SAME** message that we have been saying for years, and share it in a new way?"

WHAT ARE WE REALLY TALKING ABOUT?



DISRUPTION...



THE IMPACT OF SOCIAL MEDIA

- 58% of the entire U.S. population is on **Facebook**
- 30% of the entire US population is on **Instagram**
- People remember **80% of what they see**, vs. 20% of what they read

If your EDO is not **active** on social media, **you may be invisible** to your audience



GOT VIDEO?

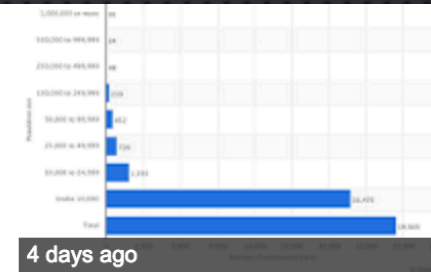


WHY VIDEOS MATTER – THE FACTS

THERE ARE NEARLY 20,000 CITIES IN THE UNITED STATES

HOW CAN YOU STAND OUT AND DIFFERENTIATE YOUR COMMUNITY?

Counties: As of 2013, the United States has 3,007 counties and 137 county equivalents for a total of 3,144 counties and county equivalents. **Cities** and towns: According to the **U.S.** Census Bureau, there are 19,354 "incorporated places" in the United States. May 21, 2015



[How many towns, counties, and cities are in the USA? - Quora](https://www.quora.com/How-many-towns-counties-and-cities-are-in-the-USA)

<https://www.quora.com/How-many-towns-counties-and-cities-are-in-the-USA> Quora ▼

WHY VIDEOS MATTER – THE FACTS



SEARCH RANKINGS (SEO)

High quality video increases your chances of a 1st page ranking by 53 times.



ENGAGEMENT

80% of your website visitors will watch a video, while only 20% will actually read content.



TRUST

57% of consumers say video increases their confidence in a brand.



BRAND AUTHORITY

Your video is a reflection of your brand. Make a good first impression.

WITHOUT SOCIAL EXPOSURE, YOUR COMMUNITY IS INVISIBLE.

SET YOURSELF APART. TELL YOUR STORY. GROW YOUR COMMUNITY.
ATTRACT YOUR AUDIENCE.

WHY VIDEOS MATTER – THE FACTS



- AVG. WEBSITE CONVERSION RATE WITH VIDEO (VS. WITHOUT): **300% INCREASE WITH VIDEO**



- 46% OF VIEWERS **TAKE SOME SORT OF ACTION** AFTER VIEWING A VIDEO AD



- SOCIAL VIDEO RESULTS IN **1200% MORE ENGAGEMENT** THAN TEXT AND IMAGES COMBINED



- USING VIDEO THUMBNAILS INSTEAD OF STATIC IMAGES CAN **INCREASE CLICK-THROUGH RATES BY 300%**

WHY VIDEOS MATTER – THE FACTS

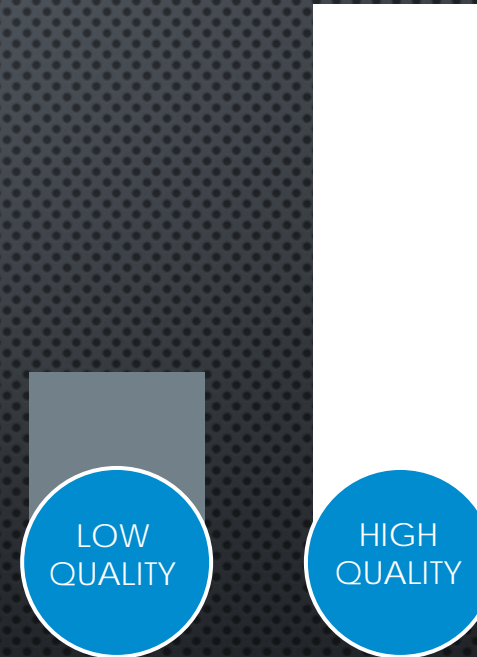


A RECENT STUDY BY ABERDEEN

Has shown that amateur/low-quality video does not improve conversion, and in extreme cases **can hurt conversion**.

High-quality videos have been shown to improve conversion by nearly **300%**!

IT'S NOT ENOUGH TO JUST HAVE VIDEO.
IN THIS DAY AND AGE, QUALITY WILL WIN EVERY TIME.



300% increase in
website conversions

WHICH BRINGS US TO...



New Media



New Media



Video / Multimedia
Promotion



Special Purpose
Website

THE STRATEGY



Crisp Video produced a series of high-quality videos for Grow Alpharetta to showcase the city not only as a cutting edge technology community, but as an ideal community to succeed economically and raise a family socially. These videos were released on a set schedule every other week, and shared on YouTube and social media.

ALPHARETTA 360

THE ALPHARETTA 360 VIDEO MARKETING CAMPAIGN FOCUSED ON RELEASING 3 KEY TYPES OF VIDEOS



UNIQUE IDENTIFIERS

These videos are a great way to showcase the unique offerings that are found only in your city. Events, boutiques, restaurants, & venues that individuals could experience if they become a resident.



CEO TESTIMONIALS

Communicating the trust that local business owners have in their community through one on one interviews. A great platform for cutting-edge growing businesses to promote themselves and their success.



DEAL FLOW

Showcasing the corporate project wins for attraction or relocation. Grand openings for restaurants, offices, retail, and any positive growth in industry.

ALPHARETTA 360



SAMPLE VIDEO (CEO TESTIMONIAL)

- Meet John Priore, President & CEO of Priority Payment Systems
- Priority Payment Systems is a financial transaction company that was recognized in 2016 as one of the fastest growing companies in the state
- John had the opportunity to humanize and brand the business through video, in exchange for promoting the City of Alpharetta and sharing the benefits of living and working there



Sample video (UNIQUE IDENTIFIERS)

- Alpharetta has become a premier dining destination, with over 175 venues to choose from.
- The scintillating food experience in Alpharetta simply doesn't translate to text. The "Alpharetta Foodie" video showcased locals enjoying delicious entrees from a variety of restaurants throughout the city.

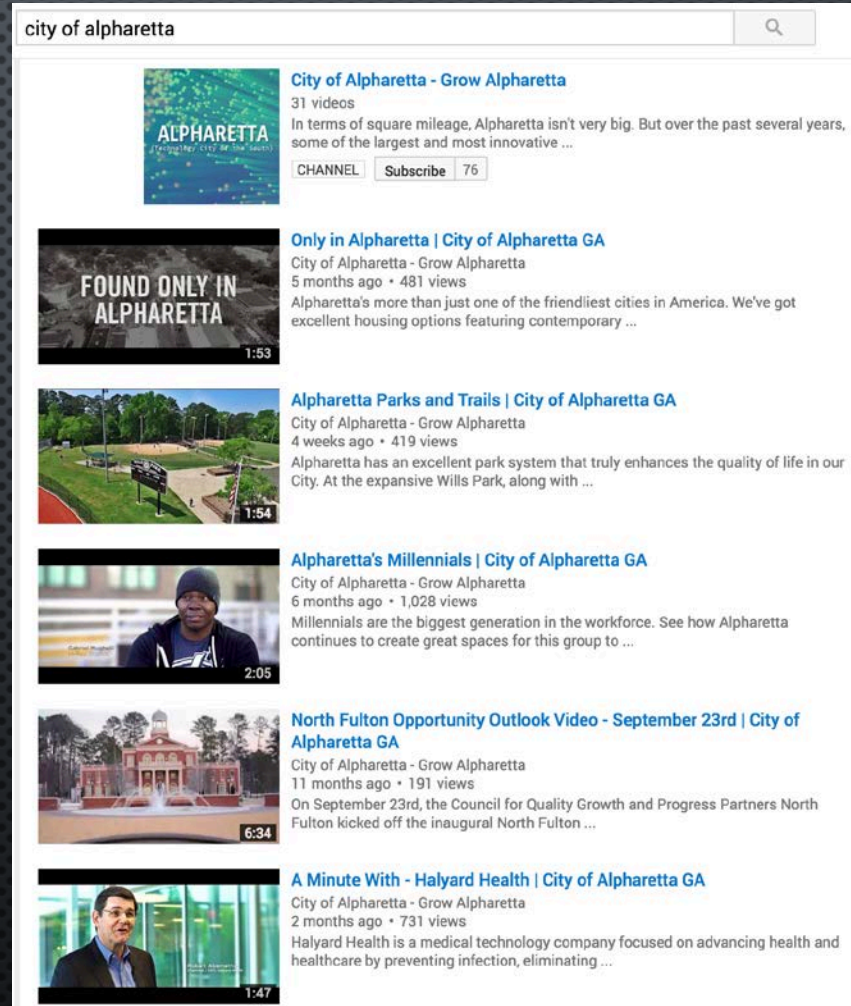


Sample video (DEAL FLOW)

- Robert Abernathy and his company, Halyard Health, are committed to advancing healthcare by preventing infections, speeding recovery and eliminating pain.
- The medical product company headquartered in Alpharetta was originally part of Kimberly-Clark. Becoming an independent company was a big undertaking for Robert & his team.
- The decision paid off. Two years after opening in Alpharetta, Halyard now operates 11 global manufacturing facilities and generates \$1.7 billion in net revenue.

ALPHARETTA 360 RESULTS

- In 12 months, Alpharetta's YouTube exposure has grown **nearly tenfold**, from 189 to 11,390 views a month.
- Facebook presence has **more than tripled** solely through organic views & shares (no ad spend)
- A search on YouTube for "City of Alpharetta" yields a first page of **videos exclusively** from the video marketing campaign.
- 563% **increase in engagement**
- 1052% **increase in clicks**

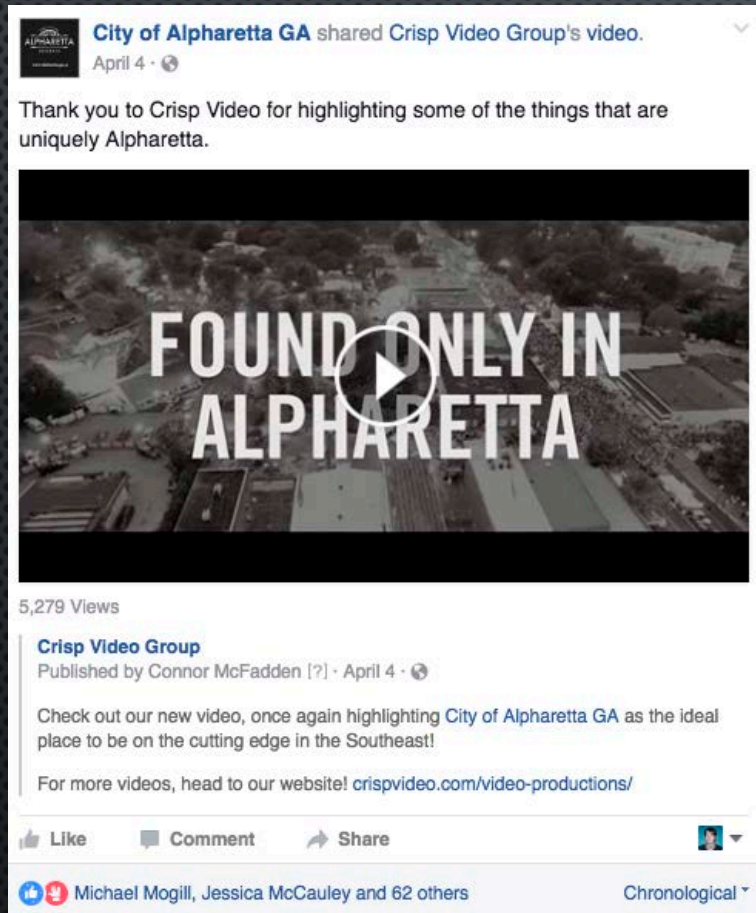


The screenshot displays the YouTube channel for the City of Alpharetta. The channel name is "city of alpharetta" with a search icon. Below the channel name is a banner image with the text "ALPHARETTA" and "A growing city with a big heart". To the right of the banner, it says "City of Alpharetta - Grow Alpharetta", "31 videos", and "In terms of square mileage, Alpharetta isn't very big. But over the past several years, some of the largest and most innovative ...". Below the banner is a "CHANNEL" button, a "Subscribe" button, and a subscriber count of "76".

The video list includes:

- FOUND ONLY IN ALPHARETTA** (1:53)
City of Alpharetta - Grow Alpharetta
5 months ago • 481 views
Alpharetta's more than just one of the friendliest cities in America. We've got excellent housing options featuring contemporary ...
- Alpharetta Parks and Trails | City of Alpharetta GA**
City of Alpharetta - Grow Alpharetta
4 weeks ago • 419 views
Alpharetta has an excellent park system that truly enhances the quality of life in our City. At the expansive Wills Park, along with ...
- Alpharetta's Millennials | City of Alpharetta GA**
City of Alpharetta - Grow Alpharetta
6 months ago • 1,028 views
Millennials are the biggest generation in the workforce. See how Alpharetta continues to create great spaces for this group to ...
- North Fulton Opportunity Outlook Video - September 23rd | City of Alpharetta GA**
City of Alpharetta - Grow Alpharetta
11 months ago • 191 views
On September 23rd, the Council for Quality Growth and Progress Partners North Fulton kicked off the inaugural North Fulton ...
- A Minute With - Halyard Health | City of Alpharetta GA**
City of Alpharetta - Grow Alpharetta
2 months ago • 731 views
Halyard Health is a medical technology company focused on advancing health and healthcare by preventing infection, eliminating ...

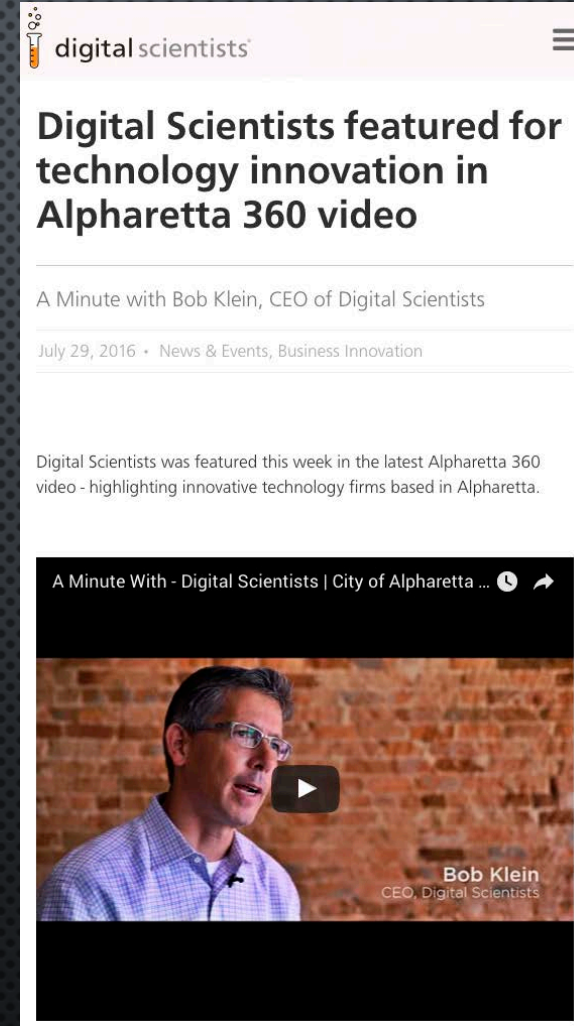
ALPHARETTA 360



- In the first 3 months, Alpharetta's Instagram has grown by over **600%** their Twitter has grown by **200%**.
- Several videos have gone viral on Facebook, such as "Only in Alpharetta," over **14,000 views** for "Alpharetta's Parks and Trails" and **33,000 views** for "Taste of Alpharetta 2016"
- 34k+ views on YouTube alone (not counting Facebook/other platforms)
- 142% increase in Subscribers
- Top 10 videos all have well over 1,000 views/each, some topping 6,000+ views

ALPHARETTA 360

- The site traffic for Alpharetta 360 has more than doubled (200%+ increase), growing from 335 to **791 sessions** a month.
- The reach of the Grow Alpharetta campaign continues to expand as its content is shared by featured local businesses (such as Digital Scientists, Jekyll Brewing, Edge Solutions, Hi-Rez Studios, and many others!



WHAT ELSE WE DID DIFFERENT...



AUGMENTED REALITY:

- Brochures
- Project Responses
- Advertisements
- Business Cards
- Handouts (See for yourself)



UPDATE YOUR WEBSITE!



2015 Top 10 Economic Development Websites - Accrisoft

UPDATED WEBSITE:

- **Parallax Technology**
Seamless Integration from desktop to mobile.
- **Community Video**
2015 IEDC Gold Award
- **WHAT USERS WANT**
Site Selectors Tab
GIS Property Search
Infographics



TAKE AWAYS...

- LINK IT **ALL** TOGETHER!
- POST CONSISTENTLY AND DAILY
- IF YOU CANT AFFORD FANCY VIDEOS
...IMPROVISE, THERE IS ALWAYS SOMETHING ELSE.
- IF YOUR NOT OUT THERE....YOU DON'T EXIST.