

# click. like. share.

## Building a High Impact Integrated Marketing Strategy

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Ann Arbor SPARK

it's all here

SPARK@nn arbor usa

# Click. Like. Share.

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## Tools we use for Measuring ROI

- ▶ Google Analytics
- ▶ Sprout
- ▶ YouTube Analytics
- ▶ Facebook Insights
- ▶ Twitter Analytics

# What we do.

#1

Ann Arbor  
best cities to  
live in america

NICHE.COM

ENTREPRENEURIAL  
SERVICES

accelerating  
innovative start-ups

SPARK

@nn arbor usa  
it's all here

#7

Ann Arbor

best cities for  
entrepreneurs

LIVABILITY.COM

BUSINESS  
DEVELOPMENT

promoting the  
region's unique  
assets to attract  
and retain  
innovative  
businesses

connecting  
employers and

TALENT

MARKETING THE REGION

# Companies we touch.



# Marketing the region.

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Reaching Broad, Diverse Audiences





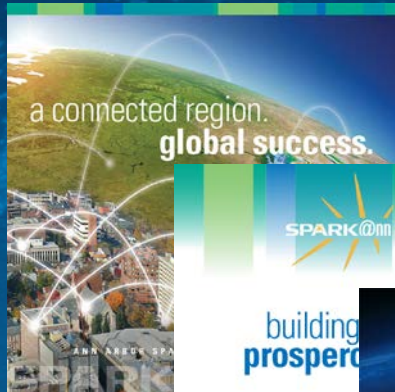
# Connect visually.

# impact in action

**WORK IN ANN ARBOR**  
Over 220 tech companies downtown



**JUNE 16**  
**TAKE THE TREK**



PRIVATE SECTOR JOB GAINS — Washtenaw County 2010-2016

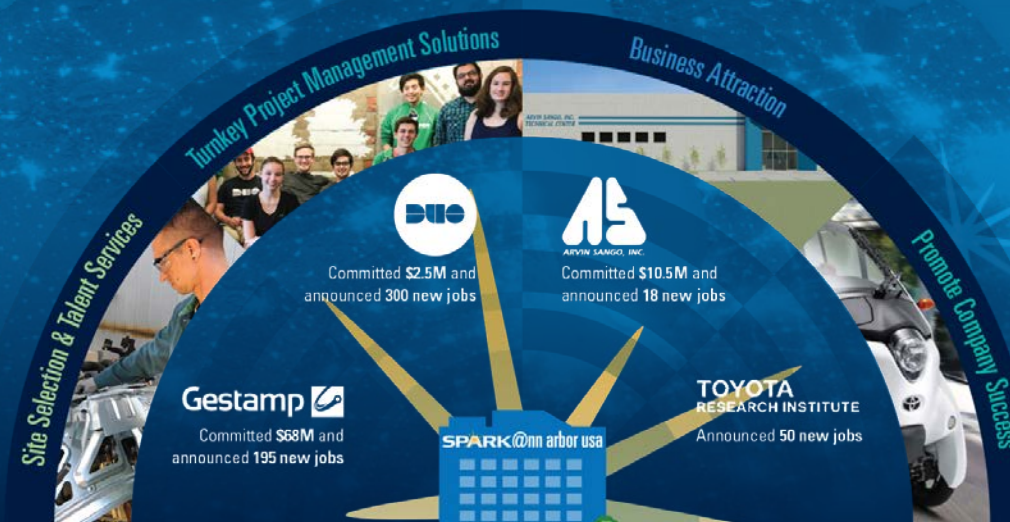
13,083 New Jobs

Driving Industries



companies  
SPARK served  
both Entrepreneurial Services and  
Business Development Teams

**15%** driving industry  
job growth  
**11%** people-serving  
and business  
support sector  
job growth



# October Operations Dashboard

## Marketing Communications

Marketing Communications Tool	Year-To-Date	Percentage Towards Goal	Goal
Website Visits			Visits
AdWords \$ spent, website traffic	<b>Spend:</b> \$40,000 <b>Traffic:</b>	<b>Spend:</b> <b>Traffic:</b>	<b>Spend:</b> \$480,000 <b>Traffic:</b>
Marketing Initiative Website Referrals			Visits
YouTube Views			Views
PR Impressions			Impressions
Social Media Engagement			Interactions



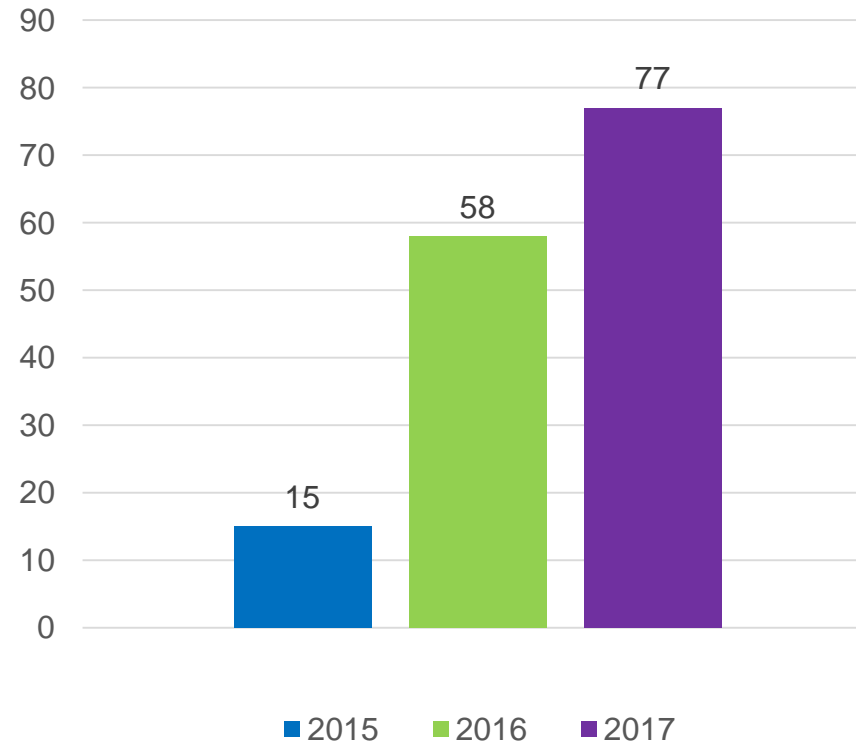
# Impact.

## Content Creation

- ▶ New strategy to utilize expertise of staff and CEO
- ▶ Strong growth in blog posts

click.  
share.  
like.

Blog posts



Ohio State University  
Columbus, OH

University of Michigan  
Ann Arbor, MI

### A Few Fundraising Basics for New Startups

	Angel	Venture Capital	Private Equity
Background of Investors	High Net Worth Individuals ("HNWIs"); often entrepreneurs	Often former tech entrepreneurs; many from finance and consulting	Often from banking, finance, and consulting fields
Investment Stage	Seed or Early	Early to Late	Buy-Out, Growth, Distressed
Investment Size (per round)	\$10,000 - \$500,000	\$1M - \$10M	\$10M to multi-billion
Investment Structure	Convertible Debt or Equity	Equity	Equity, Mezzanine Debt, and/or Leveraged Finance
Revenue Range (of master companies)	\$0 - \$500,000	\$500,000 - \$1M +	EBITDA exceeding \$2 million minimum (this is for small deals)
Target Sectors	Technology companies; sub-sectors often vary by sector experience of group/individual	Technology companies; sub-sectors vary by fund; IT/software and life sciences predominate	All sectors; mature companies only
Due Diligence	Moderate; typically less than VC	Extensive; timeline is in months	Extensive; similarities to bank underwriting
Post Investment Involvement	Varies; often actively involved; sometimes board/observer seat(s)	Board seat(s); actively involved	Very involved; may take control of some managerial functions
Geography	Mostly local; some regional	Regional to international; varies by fund	Regional to international; varies by fund
Return Expectations	Varies depending on the investor/group	25-40%+ IRR (10x +)	10-20% IRR (2-4x)

That being said, if you think raising angel/venture capital is the right path for your startup — and for some it is — then you need to educate yourself. There are many good books that cover fundraising in detail. My personal favorite is *Raising Venture Capital for the Serious Entrepreneur*. And while you need to read up on the topic, you're time is limited.

With that in mind, below is a brief table on funding sources to help get you started. It compares angel, venture capital, and private equity, the last of which was included only because it's sometimes confused as a form of startup capital. This usually stems from the fact that "private equity", as a general term, can be used to describe all capital sources that aren't part of the publicly traded equity markets, including angel and VC. But for those in the industry, private equity usually refers to private equity funds ("PE funds"), which is its own separate class of investor that should be taken off your list as a startup.

115,308 city population  
43,625 enrollment  
\$35 billion (#2) research spend  
95% of pop. has Bachelor's Degree  
3% of pop. has Graduate Degree

#6

#7

#17

#13

\* U.S. News, World Report

# Impact.

## Digital Outbound

- ▶ Subject lines
- ▶ Content
- ▶ A/B Testing
- ▶ Open Rates

**Distinct Newsletters**  
to reach unique demographics



click.  
share.  
like.

# Impact.

Increase  
in web traffic

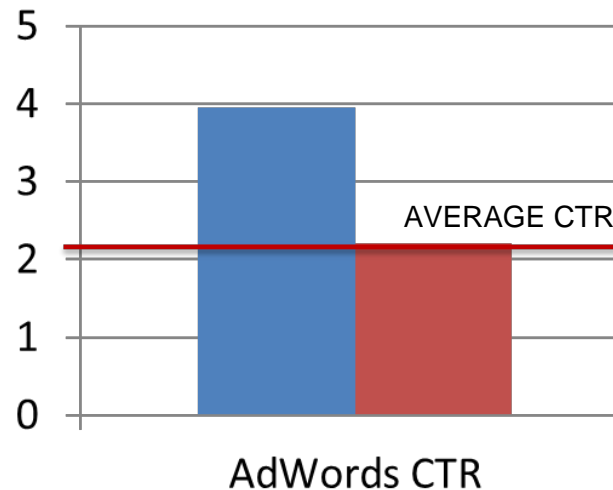


- ▶ YouTube TrueView
- ▶ Social Media Engagement
- ▶ Blog Traffic
- ▶ Google AdWords

benefits of  
an integrated  
strategy



YouTube TrueView



**Ann Arbor SPARK**  
Published by Lindsay Thomas [?] · 23 hrs ·

The autonomous vehicle research in the Ann Arbor region is fueled by our commitment to innovation in mobility technology! Love seeing our city recognized for this work on a national level. 🚗



**Michigan's new motor city: Ann Arbor as a driverless-car hub**  
This college town 40 miles west of Detroit has emerged as a one-of-a-kind, living laboratory for the technologies that will pave the way to driverless cars.  
BOSTONGLOBE.COM [Learn More](#)

4,235 people reached [View Results](#)

[Like](#) [Comment](#) [Share](#)

[You and 61 others](#) [Top Comments](#)

12 shares

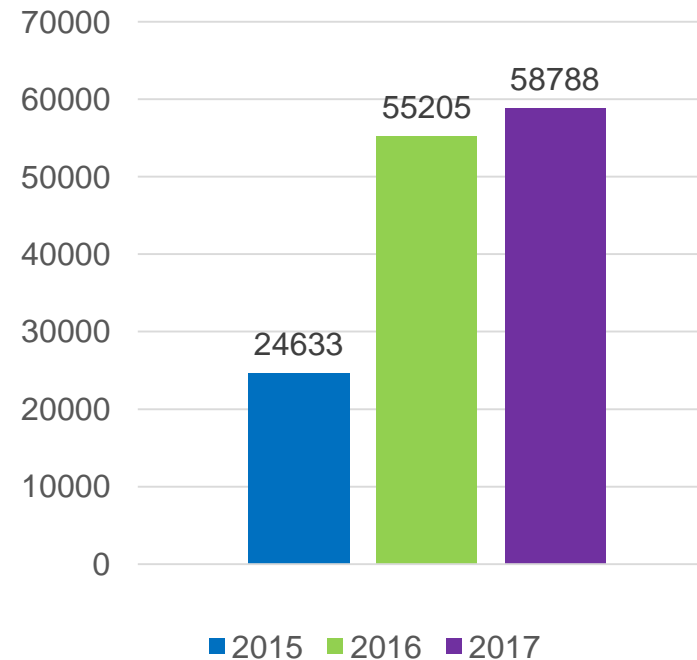
[Write a comment...](#)

# Impact.

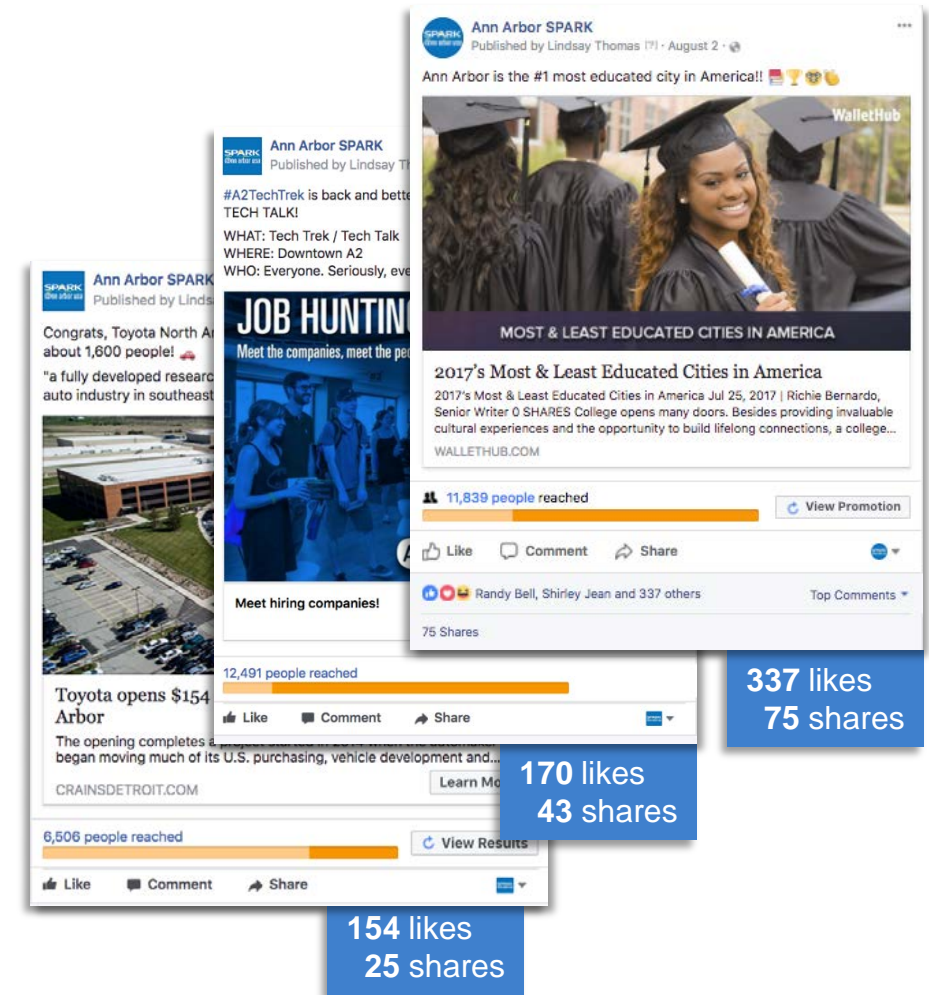
## Social Media

- ▶ Maximize Organic & Paid Reach
- ▶ Staff Engagement

Social Media Engagement



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share.















# How do we stack up?

## Regional & National Economic Organizations

- Don't underestimate size

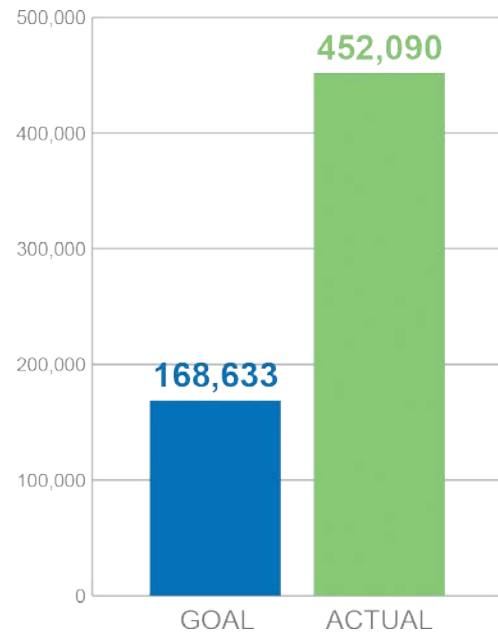
Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
 Ann Arbor SPARK	59.9K	0%	2	65
 University of Michigan Business School	18.5K	▲ 0.3%	4	73
 University of Michigan	12K	▲ 0.4%	11	71
 Ann Arbor SPARK	5K	▲ 0.1%	14	237
 University of Michigan Business School	3.7K	▲ 0.3%	9	32
 University of Michigan Business School	2.9K	▲ 0.1%	28	27
 University of Michigan Business School	2.6K	▲ 0.4%	3	53
 University of Michigan Business School	2.2K	▲ 0.1%	0	0
 University of Michigan Business School	1.8K	▲ 0.4%	0	0
 University of Michigan Business School	1.7K	▲ 0.2%	1	3

click.  
share.  
like.

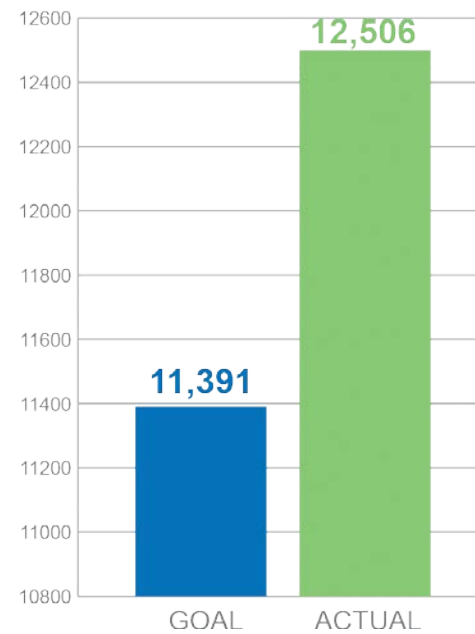
# Impact.

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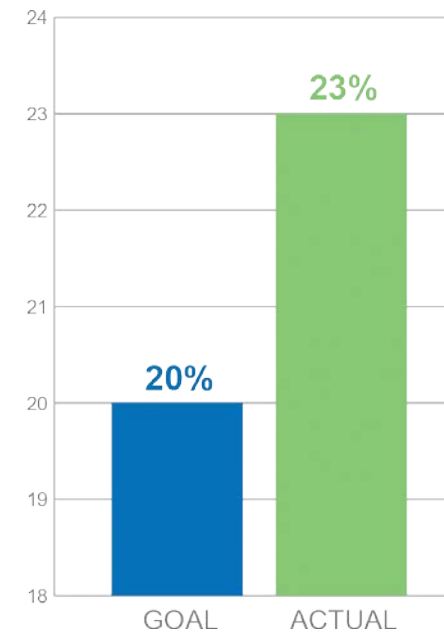
Web Pageviews



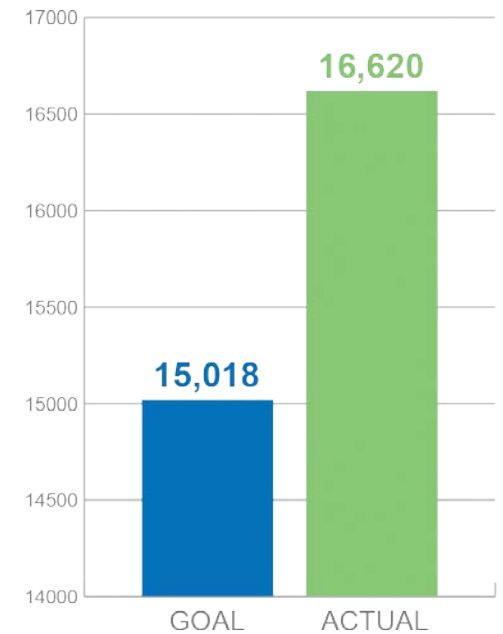
Social Media Referrals



Digital Outbound Open Rates



YouTube Views



# There's more work to do.

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## Build a Broader Awareness of Ann Arbor's Growing Industries



thriving  
tech hub

# PLACE and TALENT are the name of the game.

Today... Talent chooses where to LIVE before they determine where to WORK.





# Great ideas come from great teams.



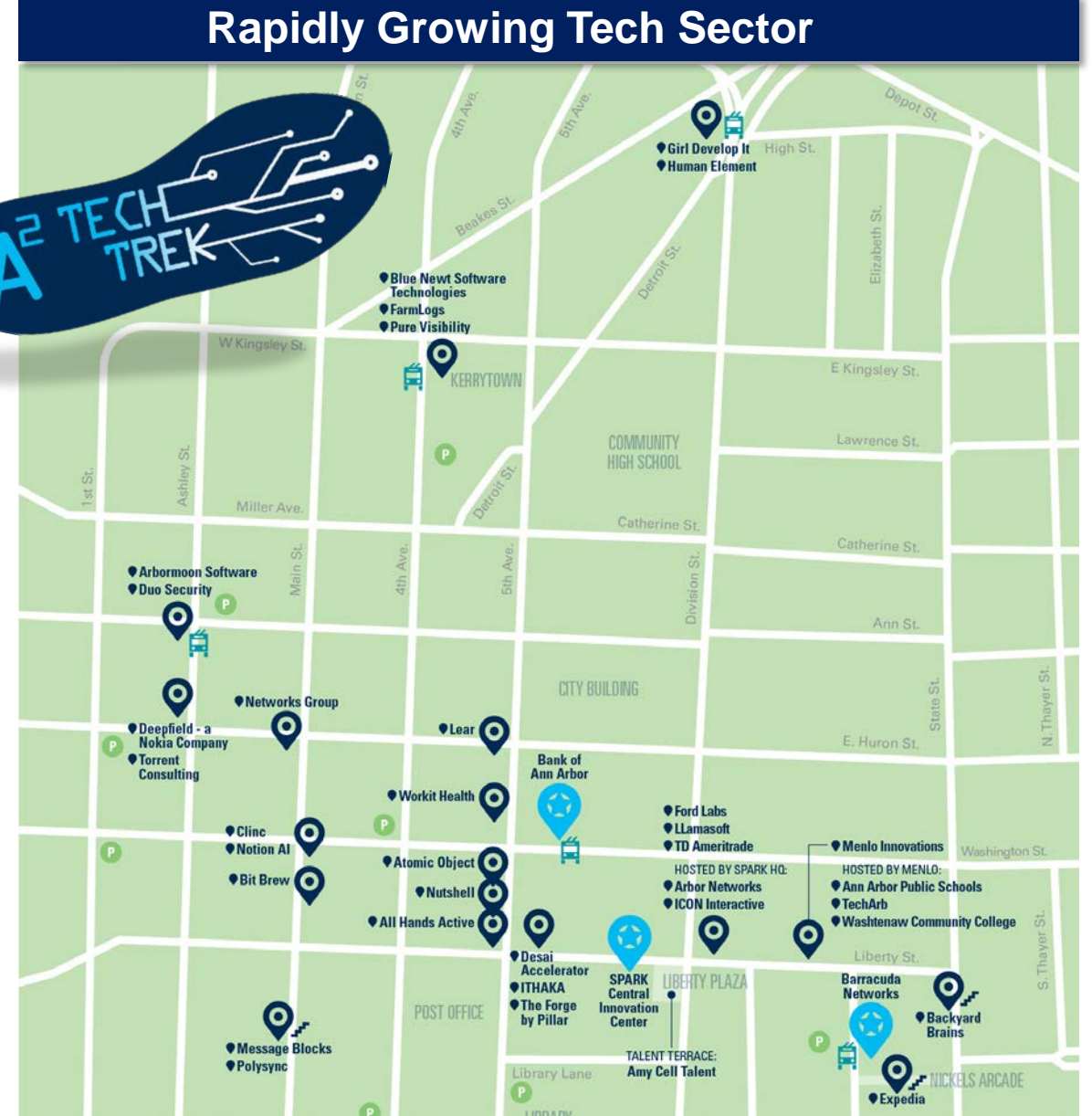
# Why Tech Trek?

Increase exposure of vibrant tech sector in Ann Arbor  
Experience Marketing



Brand • Talent • Community

impact.



# Strategic advertising campaign

## Digital Outbound

Email Campaigns, Newsletters, Social, etc.

## Broadcasting

Radio, TV, YouTube Videos, etc.

## Advertisements

Display, Bus, Print, Banners, etc.





# Impact. By the Numbers

#A2TechTrek  
**Trended in U.S.**

**4,200** registered participants  
Up from 1,500 in 2016

**70** participating companies  
Up from 25 in 2016

**20k** visits to landing page  
Up from 11k in 2016

## Trends · Change

### Whole Foods

Amazon is buying Whole Foods Market for \$13.7 billion

### #A2TechTrek

@TechArb, @menloinnovation and 4 more are Tweeting about this

### #AMC2017

### #NASCAR

@detroitnews is Tweeting about this

### #FridayFeeling

35K Tweets

### #NexstarCares

### #WhatWomenWantIn4Words

### #OIEAHC17

### #Amazon

@Reuters and @EconomicTimes are Tweeting about this

# Results

**100,854**  
emails

**4,456,161**  
impressions

**53%**  
email open rate

**109,000**  
video views



# Impact. Brand Recognition



**"Ann Arbor home to Michigan's New Economy"**

*- Detroit Free Press*

**"Ann Arbor appears to be our Silicon Valley"**

*- Detroit Free Press*

**"Michigan's new Motor City"**

*- New York Times*

**"Start-up City"**

*- Delta Sky Magazine*

**"A New Tech Hub"**

*- New York Times*



# Living the brand.

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# Thank you.

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Ann Arbor SPARK  
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**SPARK**  
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