

Marketing for
ROI. Seriously.

ATLAS

DESIGN LAB



Since 2001

6

Countries

Since 2001

6

Countries

Since 2001

6

Countries

48

States

48

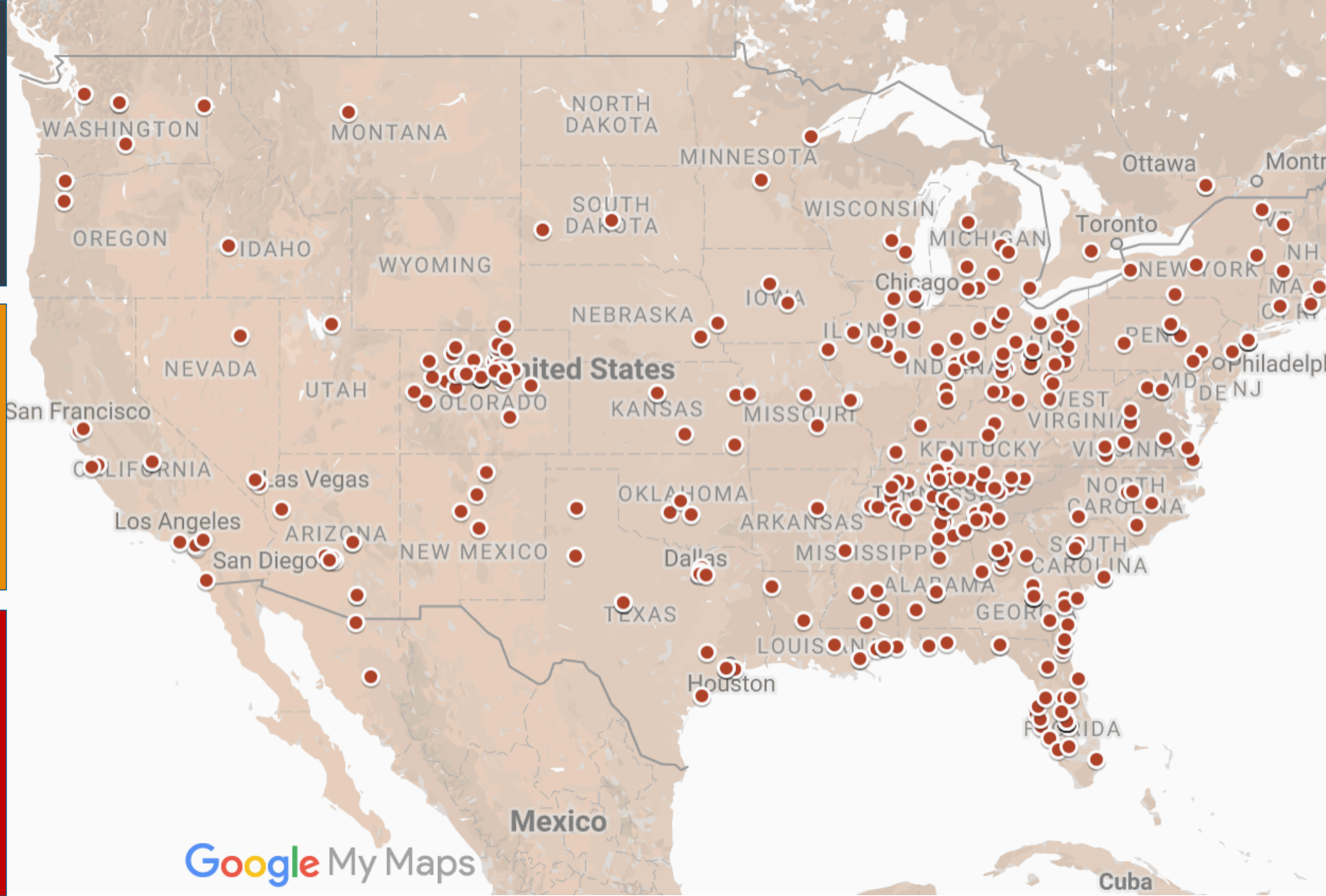
States

461

Places

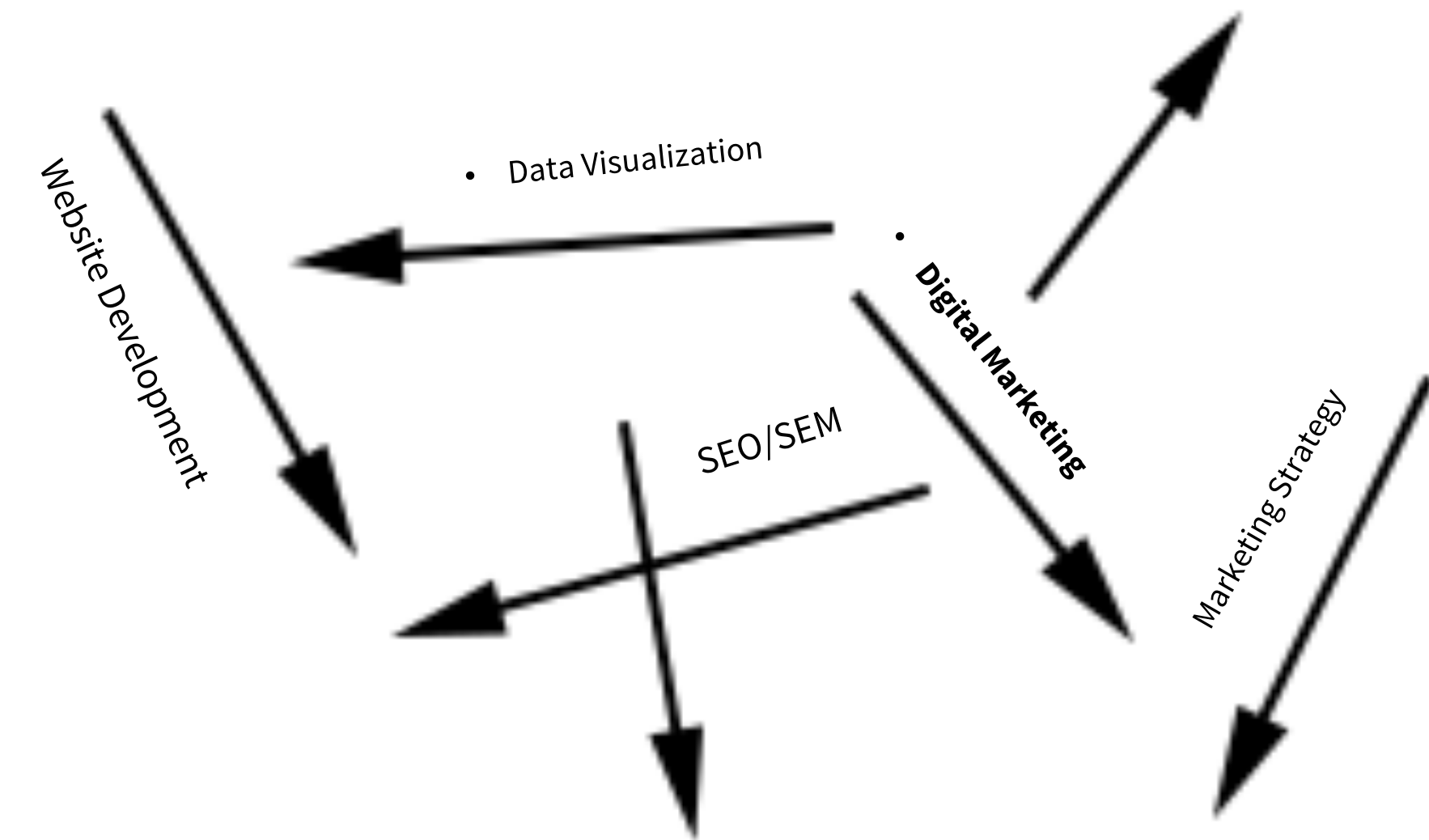
461

Places

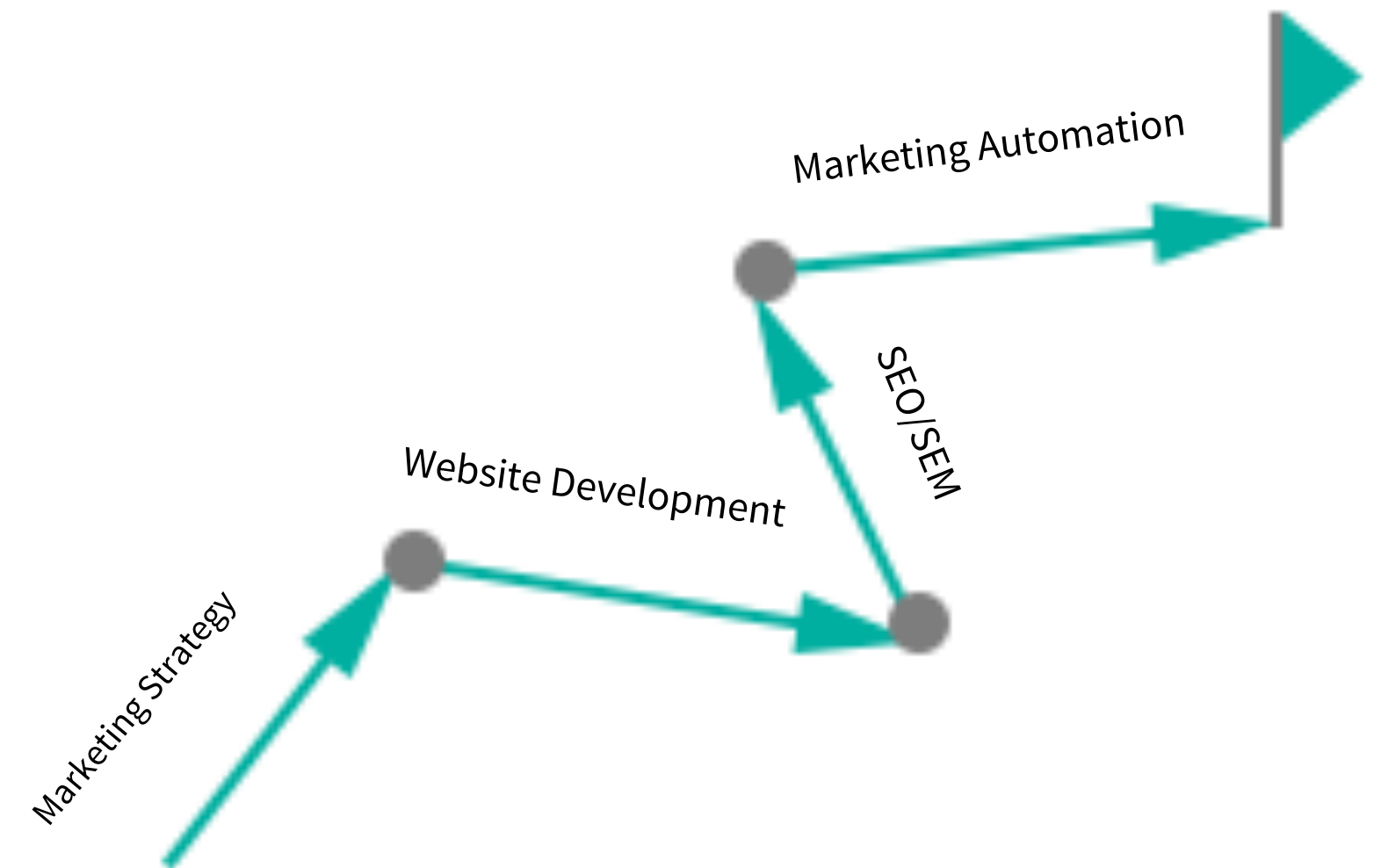


Random Acts of Marketing **Won't Work**

Random Acts of Marketing vs Marketing ROI



VS





Digital is the Future of ED Marketing

US Total Media Ad Spending Share, by Media, 2014-2020

% of total

	2014	2015	2016	2017	2018	2019	2020
TV*	39.1%	37.7%	36.8%	35.8%	34.8%	33.7%	32.9%
Digital	28.3%	32.6%	35.8%	38.4%	40.8%	43.1%	44.9%
—Mobile	10.9%	17.3%	22.7%	26.2%	28.8%	31.0%	32.9%
Print	17.4%	15.4%	13.9%	12.9%	12.2%	11.6%	11.1%
—Newspapers**	9.1%	8.0%	7.2%	6.6%	6.1%	5.7%	5.5%
—Magazines**	8.3%	7.4%	6.8%	6.4%	6.1%	5.8%	5.6%
Radio***	8.4%	7.8%	7.4%	7.0%	6.7%	6.4%	6.1%
Out-of-home	4.0%	4.0%	3.9%	3.8%	3.7%	3.5%	3.4%
Directories**	2.8%	2.5%	2.2%	2.0%	1.9%	1.7%	1.6%

*Note: *excludes digital; **print only, excludes digital; ***excludes off-air radio & digital*

Source: eMarketer, March 2016

A Re-cap of the Learnings

From a digital lead gen to SEO, the name of the game is impact



1. Digital Lead Generation



Assignment

**\$24,000/8
months**



Reach

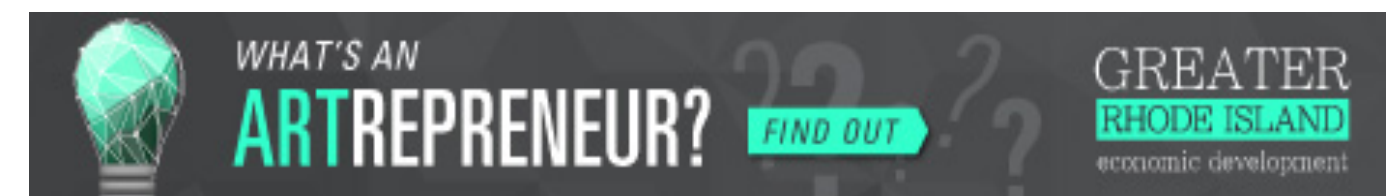
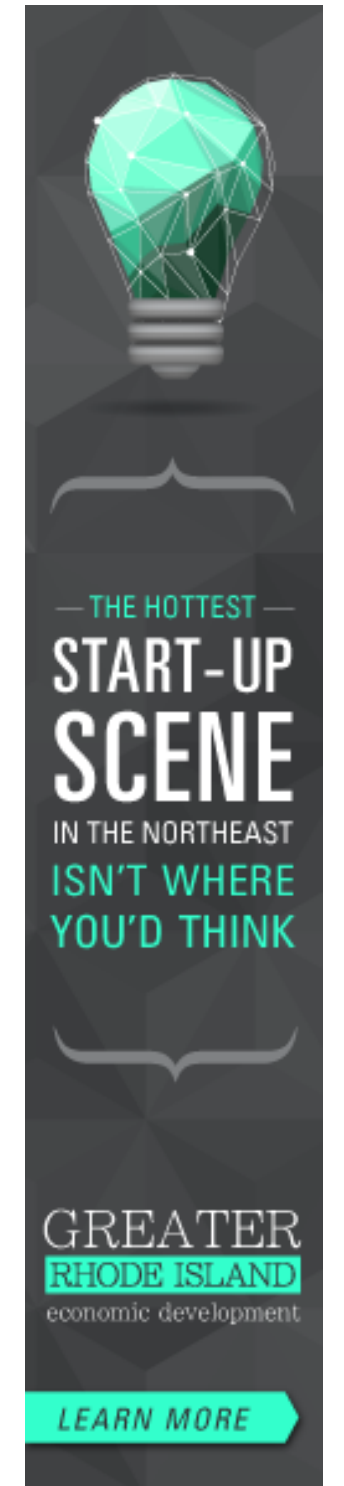
**4 Million
Targets**



Results

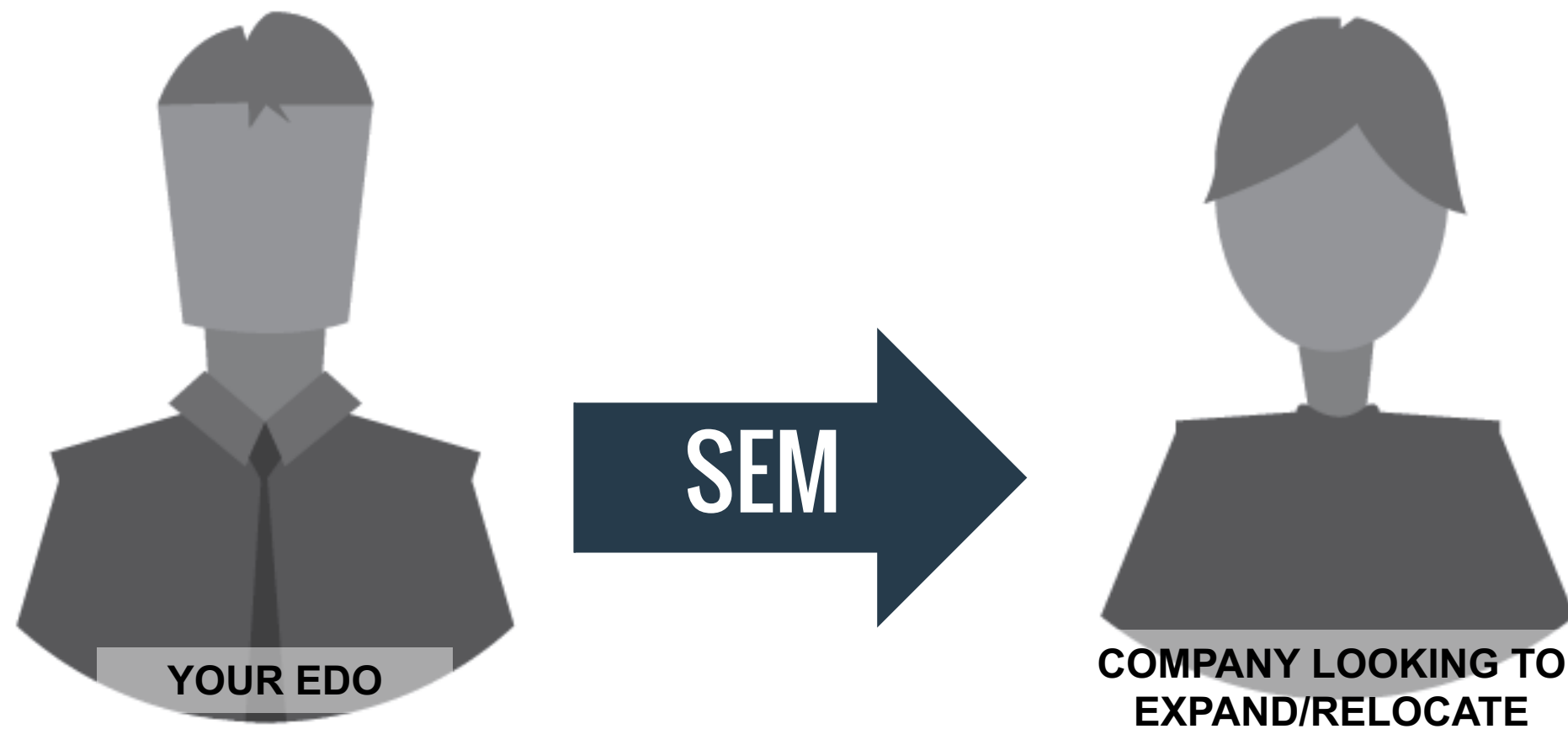
**168
MQLs**

GREATER
RHODE ISLAND
economic development

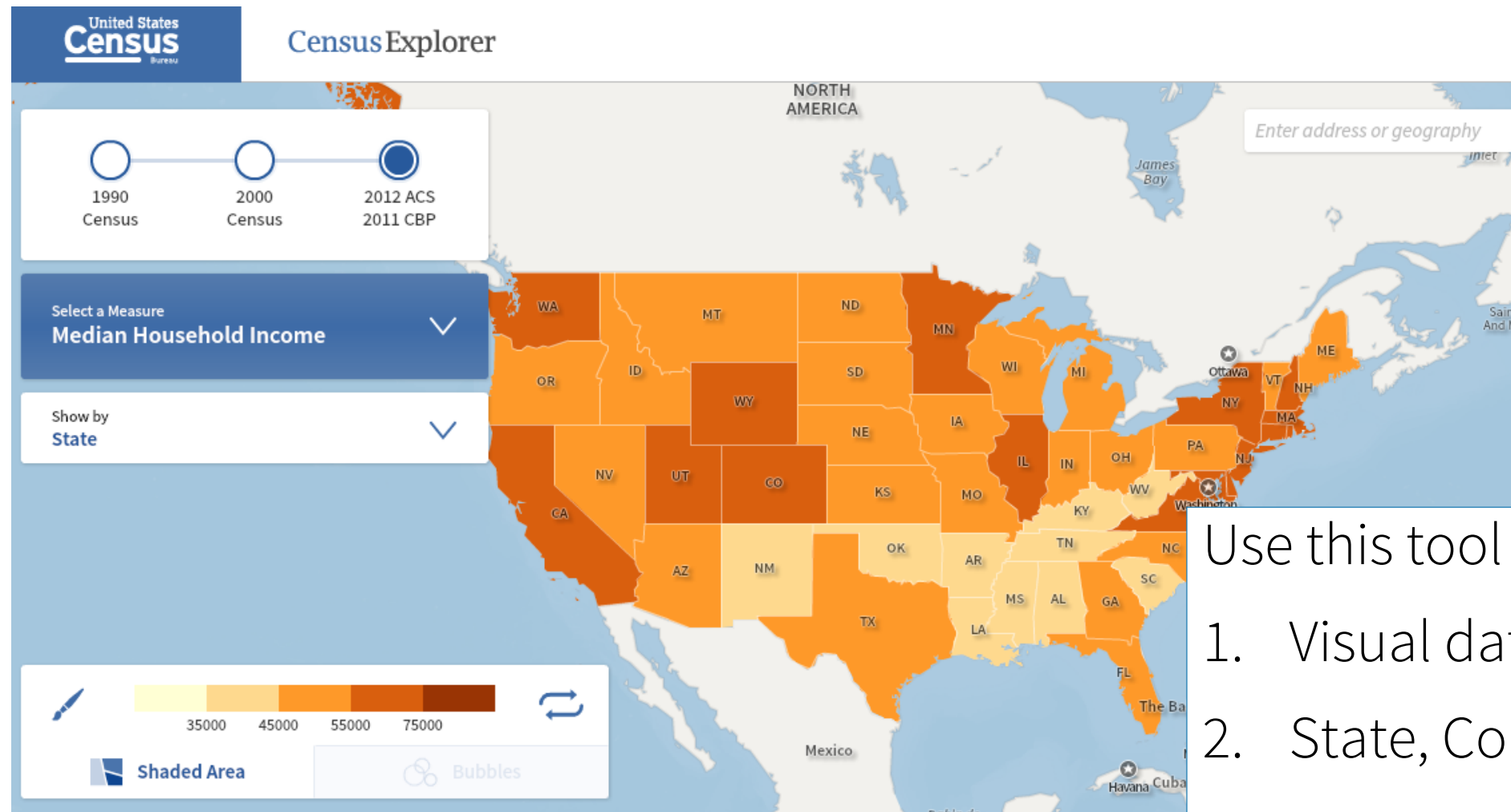


2. Win Google's Attention + Affection

Internet Marketing and SEO strategies are the only form of marketing that can put your economic development organization, product or service in front of your targeted market and prospective customers who are actively seeking exactly what your community has to offer.



3. Online Storytelling (Using Specific Data Tools)



Use this tool for:

1. Visual data for background
2. State, County and Tract Geographies
3. Historic comparison
4. ACS 5-year data and County Business Patterns

www.census.gov/censusexplorer/

WHERE TALENT CONVERGES

As one of the fastest growing megaregions in the U.S., the continuing in-migration of talent at all levels positively impacts the regional economy and translates into increased workforce availability. Combined with being ranked as a top five entrepreneurial city, Tucson and Southern Arizona is well equipped to meet your workforce and talent needs.

[LEARN MORE](#)

THE UNIVERSITY OF ARIZONA

1

2

3



SOUTHERN ARIZONA'S ECONOMIC ENGINE

Sun Corridor Inc. is a transformative economic development organization representing one of the most dynamic and growing major business centers in North America. Located in Southern Arizona and encompassing four counties (Pinal, Pima, Santa Cruz and Cochise), Sun Corridor Inc. is a CEO-driven regional alliance whose members aggressively champion mega-regional issues that impact economic competitiveness and quality of life.

The organization has helped to drive significant business investment into the Tucson and Southern Arizona region through primary job creation, resulting in an

DATA THAT DRIVES DECISIONS

Workforce, available properties and sites, cost of doing business. These are all critical components of any relocation or expansion decision. Sun Corridor Inc. is home to this information and is ready to assist you to find the data you need.

[LEARN MORE](#)

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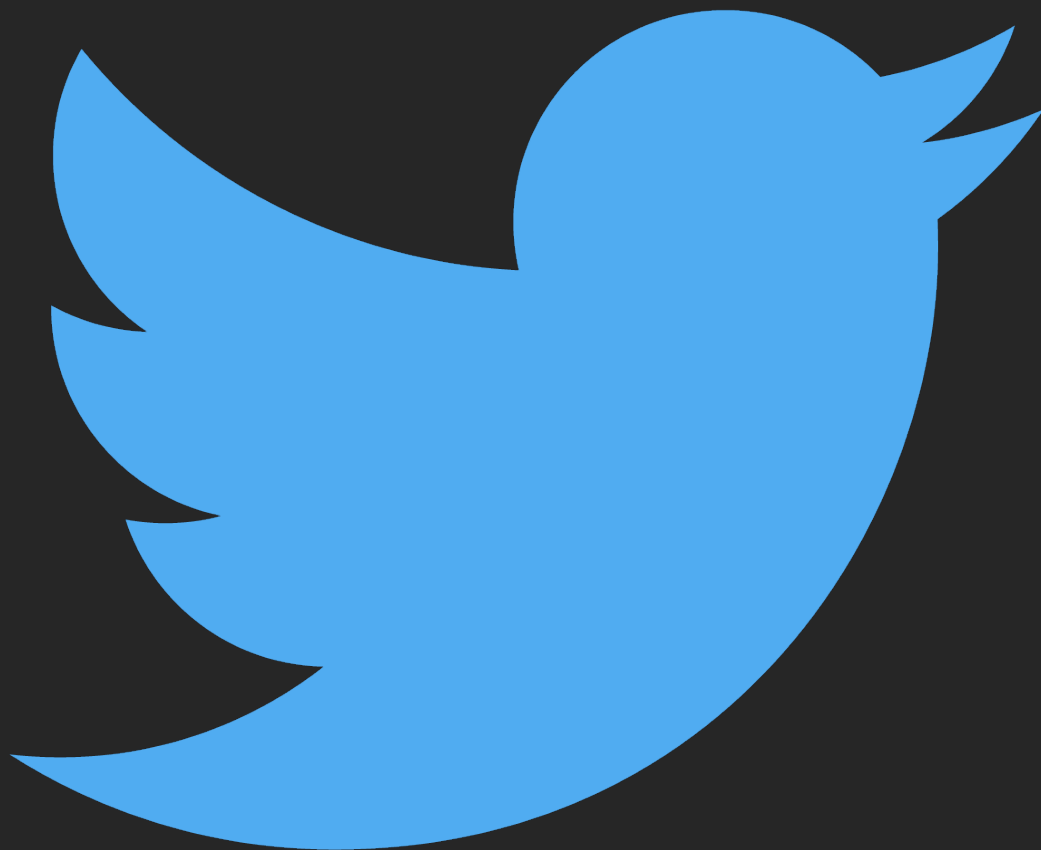


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3. Social Media



THE BOTTOM LINE: COST PER CONVERSATION

After this framework was built, Atlas compiled the available performance data we had on spending, and overall economic development marketing results. What you find below is our analysis, segmented by category.

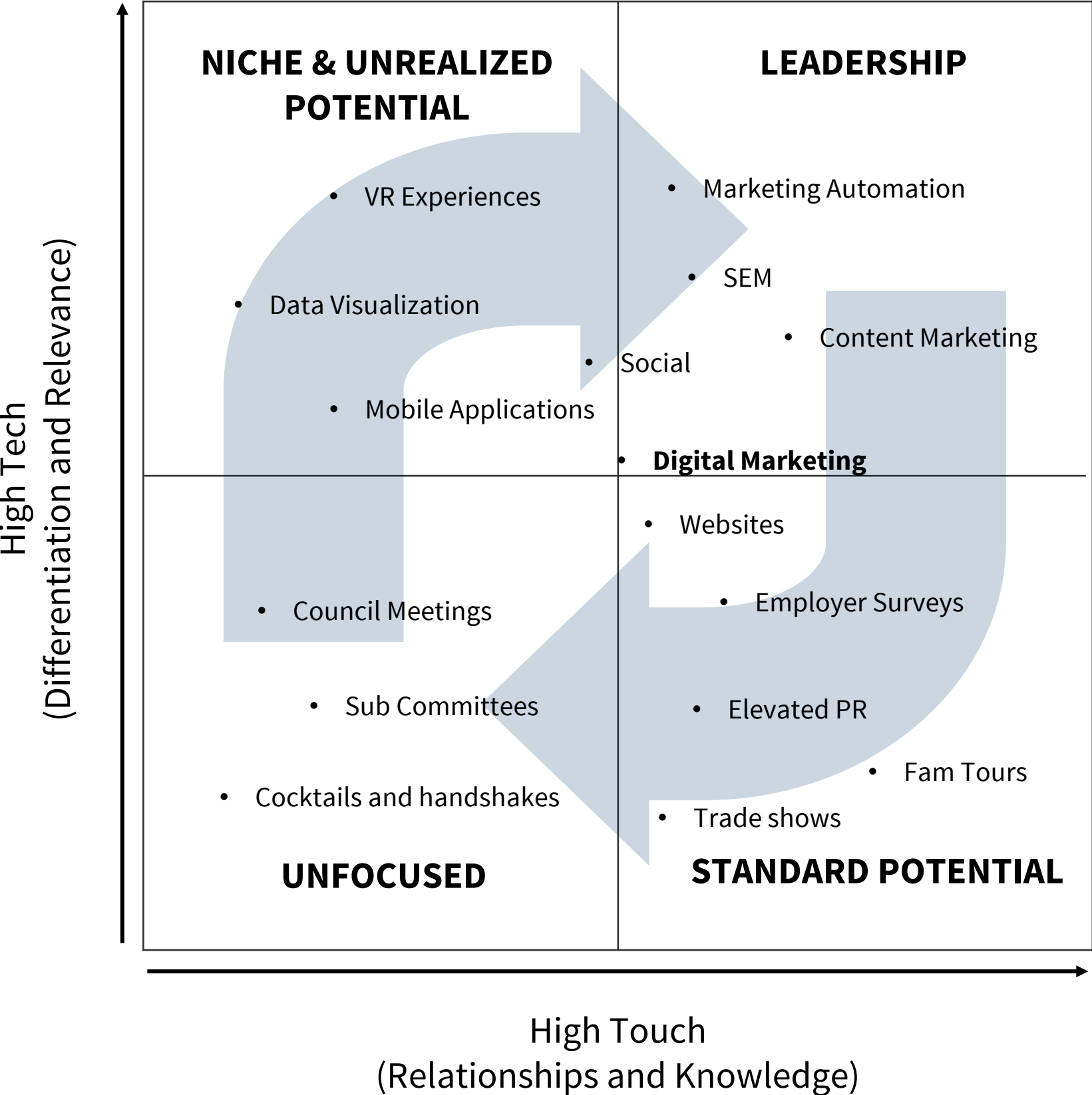


Category 1: Base marketing tools to manage, measure, and produce results

In this category, you can see that a website can represent half of your overall marketing costs, while developing relevant content is the second highest cost item. Many of the tools you use to manage communications are significantly less costly overall, and per conversation.

TACTICS THAT HELP ORGANIZATIONS RESPOND EFFICIENTLY AND MANAGE CAMPAIGNS	TYPICAL ANNUAL SPENDING	TOTAL CONVERSATIONS	TYPICAL COST PER CONVERSATION
Economic Development website	\$7,500	155	\$48
Base of content about your community	\$5,000	155	\$32
CRM	\$2,000	155	\$13
Email marketing tools	\$250	155	\$2
Content management systems	\$1,000	155	\$6
Social media management tools	\$250	155	\$2
PowerPoint templates	\$250	155	\$2
Proposal templates	\$250	155	\$2
TOTAL BASE MARKETING EXPENDITURES	\$16,500	155	\$106

4. Marketing for ROI



The old
marketing playbook
_____ is _____
BROKEN.

CHECKLIST FOR:

Economic Development Marketing

1. Benchmarked current metrics
2. Determined goals
3. Inventory current assets
4. Analyze the competition
5. Identify “Unique Value Propositions”
- 6. Design campaign around industries**
- 7. Optimize the website for search**
- 8. Identify calls to action**
- 9. Develop targeted content**
- 10. Integrate industry specific tools + MEASURE**



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