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Ring in 2020 with New Leads: How to Optimize your Investment Attraction and Marketing Practices

GISPlanning
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WELCOME

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Presenter: Erika Magder
Research Consultants International, FDI

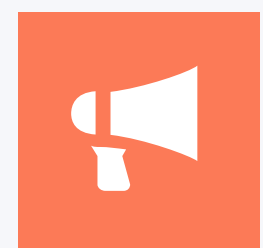
Presenter: Alissa Sklar, Ph, D.
GIS Planning Inc.



Business Intelligence
How to find the right companies
How to find the right contact



Database Tools



Outreach Techniques
Email
Phone
Social Media



Marketing Strategies
Email Marketing
Is your Website Ready?
Online “Musts” for Lead Generation



Data
Using Data Strategically
Tracking Engagement



Case Studies & Best Practices

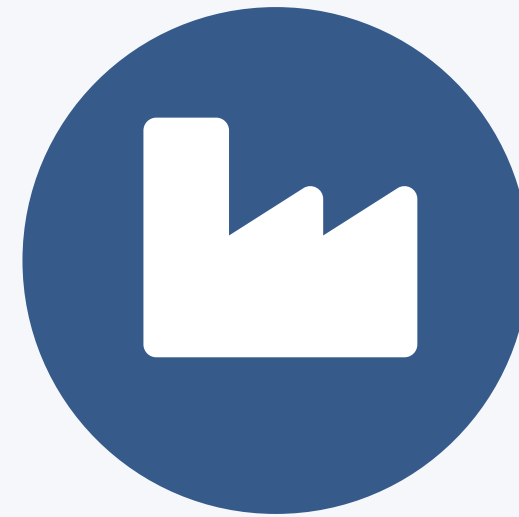


Business Intelligence

HOW TO FIND THE RIGHT COMPANIES TO TARGET

Industry Sector

Identify the sectors and subsectors that match your region's assets



Company Size

What is the ideal size of company you are interested in targeting? Can also include different sizes by sectors.



Global Footprint

Depending on your location you may look to target companies that have already expanded in other regions in the past.



Growth Indicators

What indicators can you identify to see that a company is in growth mode?





Renishaw plc

44-14535-24524

New Mills, Wotton-under-Edge, United Kingdom

www.renishaw.com



FDI365

BUSINESS INTELLIGENCE



Add to Lead Tracker

Manufacturing

Sector

Electrical/Electronic
Manufacturing

Industry

Engineering

Product Type

Over 1000

Employees

\$500M-\$1B

Revenue

1973

Year Established

Corporate Description

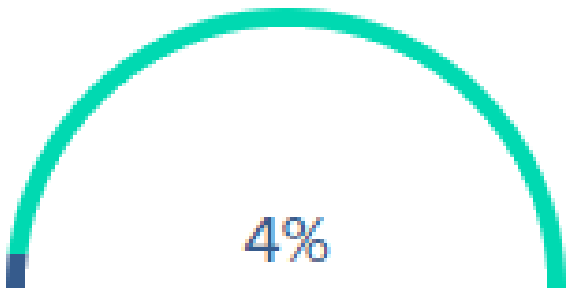
Renishaw plc, designs, manufactures, sells, distributes, and services metrology and healthcare products worldwide. The company offers metrology products, including co-ordinate measuring machine products, machine tool probe systems, styli for probe systems, performance test products, gauging systems, fixtures, position encoders, additive manufacturing systems, vacuum casting machines. It also provides services such as cryogenic processing and custom-made in-house manufacturing services. Renishaw plc also offers design and accessories, Rapid Prototyping, and design and manufacturing services. In addition, the company offers chemical imaging and analysis system for the pharmaceutical industry and imaging system for the pharmaceutical industry. The company serves aerospace, automotive, consumer products, power generation, agriculture, construction, healthcare, and resource exploration markets. Renishaw plc was founded in 1973 and is headquartered in Wotton-under-Edge, the United Kingdom.

Locations: Global

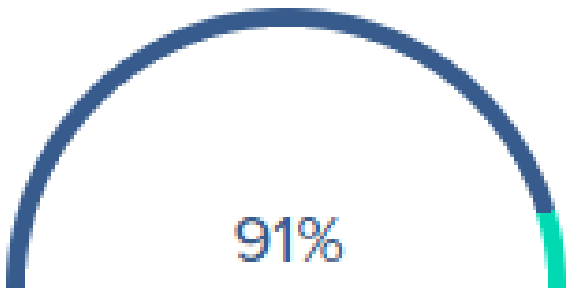
Recent Activity

- ✗ NEW FUNDING
- ✓ RECENT EXPANSION
- ✗ M&A ACTIVITY
- ✓ R&D ACTIVITY
- ✓ PRODUCT LAUNCH
- ✓ MANAGEMENT CHANGE

Six Important Growth
Indicators to Track



4%
of companies in your
FDI365 are in this industry



91%
of companies in your
FDI365 are in this sector

Business Intelligence

GROWTH INDICATORS

7

Companies that exhibit certain growth indicators are more likely to accept an initial investor meeting. Companies with a strong record are statistically more likely to expand again in the short-term.

Recent Expansion

Companies tend to use the same strategies to expand into new markets. Therefore a company that growth through greenfield expansion is likely to continue to execute a similar strategy in new markets.

New Funding

Companies funded by VC or other capital sources are required to show quick revenue growth therefore market expansion may be an important tool to quickly increase revenue and market share.

M&A Activity

M&A are generally well documented in media and can lead to subsequent expansions in the region after the acquisition takes place.

R&D Activity

Companies that invest in R&D require highly qualified labor pool. Access to universities and talent can assist in ensuring a diverse set of skills and resources to take advantage of and ensure competitiveness.

Product Launch

Companies launching new products on a regular basis may require additional manufacturing or distribution. Service companies need to establish their market share quickly in order to build momentum.

Management Change

Can lead to consolidation or growth. New management will spend the first 6-12 months evaluating opportunities so will be more open at this phase.

Business Intelligence LIST DEVELOPMENT

8



Target Pool

Target Pool

Initial market sizing based on target sectors and regions to determine total number of potential companies in your initial target pool



Exclusion

Exclusion

Excluding companies that do not fit your marketing goals based on secondary research such as global locations, news, recent expansions etc.



Prioritization

Prioritization

Prioritizing companies based on growth factors, their existing track record, regions that they are currently located in, connections to your region, etc.



Contacts Search

Contacts

Identifying appropriate contacts within the priority companies and creating customized messaging for them

FINDING THE CONTACTS TO TARGET



- ✓ Contacts that were originally from your region
- ✓ Alumni from your local universities that have moved out of the area
- ✓ People with keywords such as: expansion, growth, facilities, real estate on their LinkedIn profile
- ✓ News releases may indicate decision makers/influencers
- ✓ R&D partnerships (talk to the local universities)
- ✓ Suppliers or partners who are already working with local companies

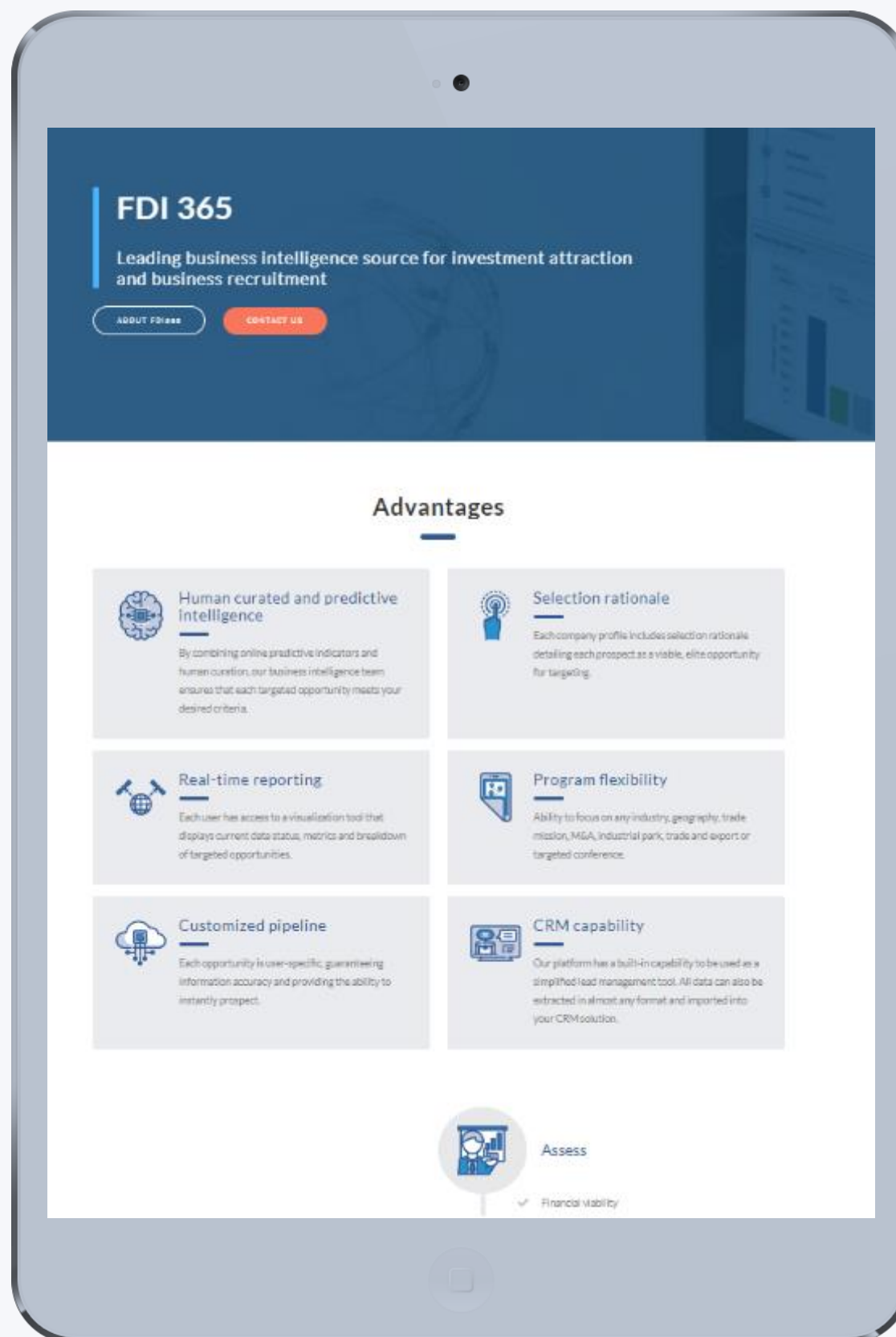
Business Intelligence
RESEARCH TOOLS

Commercial	Venture Capital	News Sources	Customized Contacts
Kompass B2B company directory and business data solution covering 70 countries	PitchBook Data Owned by Morningstar provides research on M&A, private equity and venture capital transactions	Factiva Global news database of nearly 33,000 premium sources aggregates licensed and free sources	LinkedIn Sales Navigator Enables advanced contact searching based on many different fields
Dun & Bradstreet World's largest database of companies designed for credit reporting purposes	Crunchbase Primary data source for venture capital and equity investment firms including funding rounds	Google Alerts Can be easily setup based on your keywords and sent to your email each day	FDI365 Customized global online business intelligence platform
S&P Capital IQ Global database providing financial intelligence on companies			

FDI365



FDI365 was launched in response to our clients' requests for targeted leads. The platform was developed by combining the newest technologies, human curated business intelligence, online analytics, proprietary research methodologies and predictive company indicators which enables us to identify the best possible prospects that match your desired criteria. Each company profile is custom-developed, detailing the synergies between your regions' value proposition and the prospect companies needs.



Human Curated and Predictive Intelligence

Combining online predictive indicators and human curation



Real-Time Reporting

Each user has access to a visualization tool that displays current data status, metrics and breakdown of targeted opportunities.



Customized Pipeline

Each opportunity is user-specific, guaranteeing information accuracy and providing the ability to instantly prospect.



Selection Rationale

Each company profile includes selection rationale detailing each prospect as a viable, elite opportunity for targeting.



Program Flexibility

Ability to focus on any industry, geography, trade mission, M&A, industrial park, trade and export or targeted conference.



CRM Capability

Our platform has a built-in capability to be used as a simplified lead management tool. All data can also be extracted in almost any format and imported into your CRM solution.



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Add to Lead Tracker

Manufacturing	Electrical/Electronic Manufacturing	Engineering	Over 1000	\$500M-\$1B	1973
Sector	Industry	Product Type	Employees	Revenue	Year Established

Corporate Description

Renishaw plc, designs, manufactures, sells, distributes, and services metrology and healthcare products worldwide. The company offers metrology products, including co-ordinate measuring machine products, machine tool probe systems, styli for probe systems, performance testing products, gauging systems, fixtures, position encoders, additive manufacturing systems, and vacuum casting machines. It also provides healthcare products, such as craniomaxillofacial custom-made implants, neurosurgical robots, dental scanners, neurosurgical implants and accessories, Raman microscopes, and hybrid Raman systems; and dental computer-aided design and neurosurgical planning software, as well as dental structures manufacturing services. In addition, the company offers RA800, a benchtop platform that provides chemical imaging and analysis system for companies; and RA802, a benchtop Raman imaging system for the pharmaceutical industry. Further, it offers travel agency services. The company serves aerospace, automotive, consumer products, power generation, agriculture, construction, healthcare, and resource exploration markets. Renishaw plc was founded in 1973 and is headquartered in Wotton-under-Edge, the United Kingdom.

Locations: Global

Recent Activity

- ✗

NEW FUNDING
- ✓

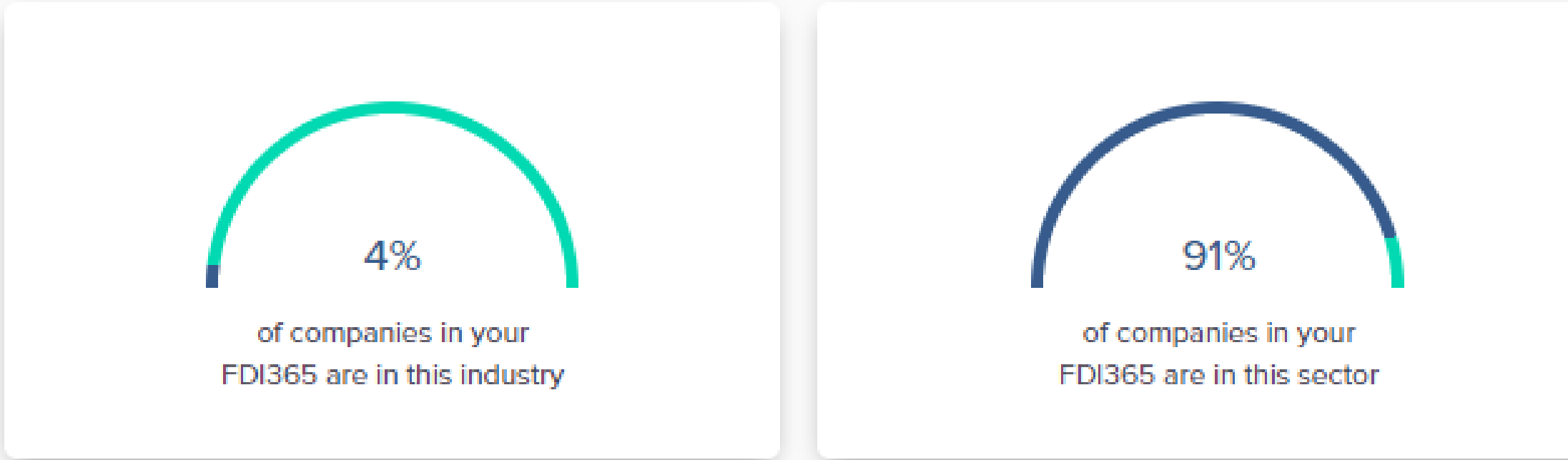
RECENT EXPANSION
- ✗

M&A ACTIVITY
- ✓

R&D ACTIVITY
- ✓

PRODUCT LAUNCH
- ✓

MANAGEMENT CHANGE

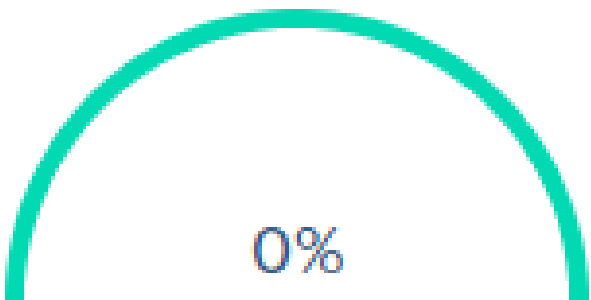


Selection Rationale

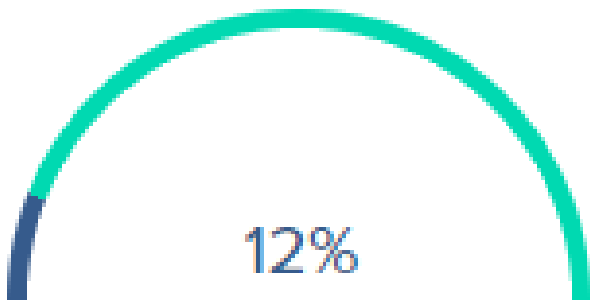
A world leader in engineering technologies, Renishaw supplies products for applications as diverse as metrology, raman spectroscopy, motion control, machine tool automation, calibration, co-ordinate measurement, CAD/CAM dentistry, additive manufacturing/3D printing, stereotactic neurosurgery, and molecular diagnostics. Renishaw has over 4,500 employees based in 35 countries. Products include sensors for co-ordinate measuring machines (CMMs) and sensors for CNC machine tools including laser tool setters, contact tool setters, tool breakage detectors, touch probes and high accuracy inspection probes. Renishaw is also a world leader in additive manufacturing (3D printing) with machines that 'print' metal parts. As a high-revenue company with several locations, Renishaw is likely always open to expansion opportunities.

Recent News

In September 2019, Renishaw announced it was evaluating a potential reorganisation of its additive manufacturing (AM) business by co-locating its AM engineering, marketing and commercial activities at its New Mills headquarters site in Gloucestershire, UK. The manufacturing of AM systems will continue at the company's Miskin site near Cardiff, South Wales. As part of this proposed consolidation of activities, the company's site at Stone in Staffordshire would close at the end of 2019. Renishaw is therefore today beginning a collective consultation process with 120 affected employees at the Stone site. If it is decided to close the Stone site, it is hoped that the level of redundancies would be reduced by a number of the affected employees taking up new positions which would be available in Gloucestershire. These employees would be supported with relocation packages.

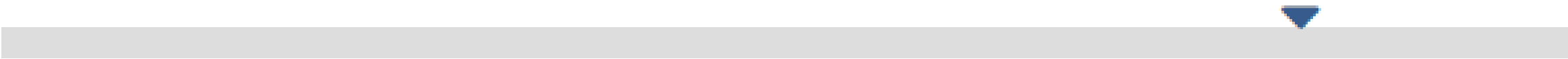


of companies in your
FDI365 are in this region



of companies in your
FDI365 are in this country

Revenue range relative to FDI365 annual turnover categories



Employee range relative to FDI365 headcount categories



Company Contacts

David Bozich
Vice President, US Operations
info@renishaw.com

David Anderson
Chief Financial Officer
info@renishaw.com



Company Name

Countries

Industry

Destination

Project

Release Date After
01-Jan-2018

Release Date Before
31-Dec-2020

Submit

Reset

<div>12-Nov-2019</div> <div>Sumitomo (SHI) Demag Press-Release</div> <div>Destination: United States Timeframe: Ongoing Project: Manufacturing Facility</div> <div>www.sumitomo-shi-demag.com United States John Martich, COO info@dpg.com</div>	<div>12-Nov-2019</div> <div>Immersive Labs Press-Release</div> <div>Destination: United States Timeframe: Ongoing Project: Office</div> <div>www.immersivelabs.com United Kingdom Rupert Cook, Chief Strategy Officer info@immersivelabs.com</div>	<div>05-Nov-2019</div> <div>Brut Press-Release</div> <div>Destination: United States Timeframe: Ongoing Project: Office</div> <div>www.brut.media France Guillaume Lacroix, Founder contact@brut.media</div>	<div>05-Nov-2019</div> <div>Primark Press-Release</div> <div>Destination: United States Timeframe: Ongoing Project: Retail Location</div> <div>www.primark.com United Kingdom George Weston, CEO info@primark.com</div>
<div>28-Oct-2019</div> <div>Revolut Press-Release</div> <div>Destination: United States Timeframe: Ongoing Project: Undisclosed</div> <div>www.revolut.com United Kingdom Nik Storonsky, CEO support@revolut.com</div>	<div>28-Oct-2019</div> <div>Potato Corner Press-Release</div> <div>Destination: Canada Timeframe: Undetermined Project: Retail Location</div> <div>www.potatocorner.com Philippines Nelson Rodriguez, Founder info@potatocorner.com</div>	<div>22-Oct-2019</div> <div>Smartlands Press-Release</div> <div>Destination: United States Timeframe: Ongoing Project: Office</div> <div>www.smartlands.io United Kingdom Ilia Obrastsov, CEO contact@smartlands.io</div>	<div>22-Oct-2019</div> <div>Relative Insight Press-Release</div> <div>Destination: United States Timeframe: Undetermined Project: Office</div> <div>www.relativeinsight.com United Kingdom Ben Hookway, CEO hello@relativeinsight.com</div>

5

Open Leads

1

Closed Leads

6

Total Leads

4

High Priority Leads

4

Users

Lead Tracker Calendar

Month

Week

Day

December, 2019

<

>

Today



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16 Renishaw plc	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

Lead Tracker Task



Specify the name of the company that you wish to add to the Lead Tracker report.

Company Name *

Renishaw plc



Type *

In Person Meeting



Lead Priority *

High



Status *

Open



Opportunity *

In Progress



Assigned User

Rob Creamer



Pick a date and time for a follow-up on the assigned task.

Follow Up *

16-Dec-2019 11:35:44



Notes

Spoke with David about expansion opportunities asked that I follow up with a meeting in person on Dec. 16



Outreach

Outreach – One to One

MULTI-CHANNEL OUTREACH

18



Email



Phone



Social Media



Website



Content Marketing

One to one
vs.
One to many

Outreach – One to One

HOW TO WRITE AN EFFECTIVE EMAIL



1

Subject Line

Keep it short and enticing. The goal is to pique their interest, not to sound like a used car salesman

2

Opening Line

Clearly identify yourself, the organization and the reason for your outreach

3

Body Copy

The body copy of your email should convey value by connecting you to your prospect. Avoid generic value props.

4

Closing or Call to Action

A good closing at the end of our email will give our prospect a clear path to action

5

Signature

The email signature should not be a distraction nor a source of cliché inspiration.

Subject: Paris Airshow – Meeting Request

Hello *[First Name]*,

I am reaching out on behalf of **ORGANISATION NAME**, the primary non-profit economic development organization representing the **REGION OF XX**.

REPRESENTATIVE NAME, **REPRESENTATIVE TITLE**, will be attending the Paris Airshow and would be pleased to have an introductory meeting with **ENTER COMPANY NAME** to discuss any plans you may have for expansion into the **YOUR REGION**.

REPRESENTATIVE NAME would be happy to provide further information about **YOUR REGION'S** business climate, available incentives, and the skillset of the local workforce that may prove helpful with your growth planning. For more information, please visit: www.yourwebsite.com.

Please let me know if this would be of interest. I look forward to following up with you shortly.

Best regards,
[First Name]

Signature

- ✓ Keep it short, use either plain black and white text or subtle colors that align with the company's branding.
- ✓ Include a phone number as contact information.
- ✓ Make sure to include a shorter version of your signature for all replies that has your phone number
- ✓ Don't copy and paste an image into the signature.
- ✓ Please don't use a corny quotes.



Outreach – One to One

CALL PHASE



Cold Calling

Calling is the singular most important aspect of the lead generation process. All research performed is done as a prerequisite to the call.



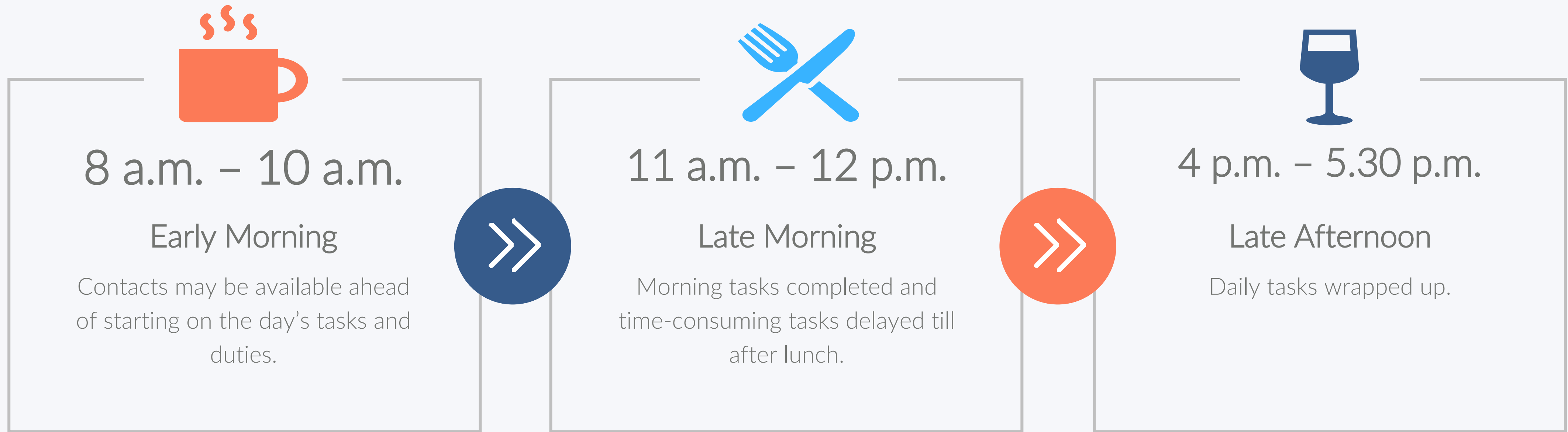
- Can grab a prospect’s attention quickly and easily
- Establishes a more intimate connection
- Timelier than email communication



- Call can be overwhelming for prospect
- There’s no guarantee a prospect will pick up

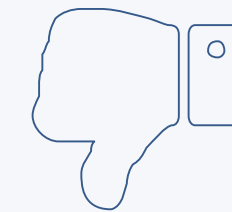
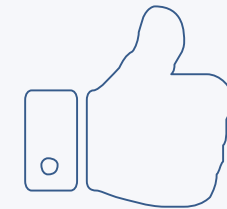
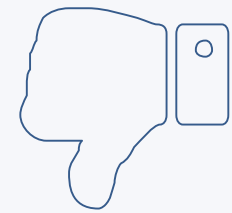
Outreach – One to One
TOUCH CYCLE

23



Outreach – One to One TOUCH CYCLE

24



Monday

Tends to be the least productive period for contact as people wind up following the weekend and start planning on the week ahead.



Tuesday

Slightly better than Monday but usually an erratic day that can either be exceptionally good or return no results.



Wednesday

Starting to hit peak time of the week and is the second best day for contact.



Thursday

By far the best day of the week for contact with at least a 50% better response rate than early week.



Friday

Friday can be erratic and dependent on yearly/monthly activity (shortened days on holiday periods, extended focus during reporting periods).

SOCIAL MEDIA – INDIVIDUAL ENGAGEMENT



LinkedIn

Connect with contacts after you meet them or reach out by phone or email. Send a personal note to connect. Engage with their content – Like, Comment and Share their posts.



Twitter

Follow your new contacts Retweet, Reply and Engage with their content. They will appreciate and notice the engagement.

Outreach – One to One

AFTER YOU CONNECT/FOLLOW

26

1

Follow their activities

Like but also try and comment on their posts, this will make your name familiar to them and also show them that you are active and interested in their content

2

Once you get a sense of their activities

If the person is active on the platform send them a message. Keep it short. If you are attending the same tradeshow or traveling to their city mention that. Make sure to include your email address and phone number.

3

If they do not respond or are not particularly active

Try and continue to reach out by phone. Use the information gathered in your research to help you be better prepared when you speak to them.



About Us

Research Consultants International FDI, Inc., was founded in 2010 and is a specialized market research firm that offers services for economic development and trade organizations worldwide. Our experienced team of consultants have generated projects for more than 500 government and private sector clients. All members of our research team have been comprehensively trained in economics, business development and investment attraction and are fluent in numerous languages with worldwide market experience in North America, South America, Asia, the Middle East, Europe, and Australia.

In 2017, our firm joined forces with **WAVTEQ**, to create the world's largest economic development and investment attraction consultancy consortium. The partnership between two of the fastest growing companies in the industry combines WAVTEQ's pan-Asia and pan-Europe lead generation teams with Research Consultants International North and South America teams. The group provides a seamless service to our economic development clients allowing them to target all the major source countries worldwide for inward investment



75 Consultants



Global Reach



500+ Clients Served



Over \$50 billion in CAPEX



Over 1,000 Greenfield Projects

OUR SERVICES

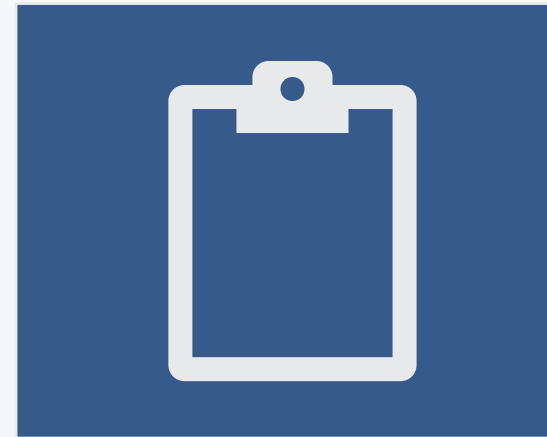
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Lead Generation



Trade & Export
Development



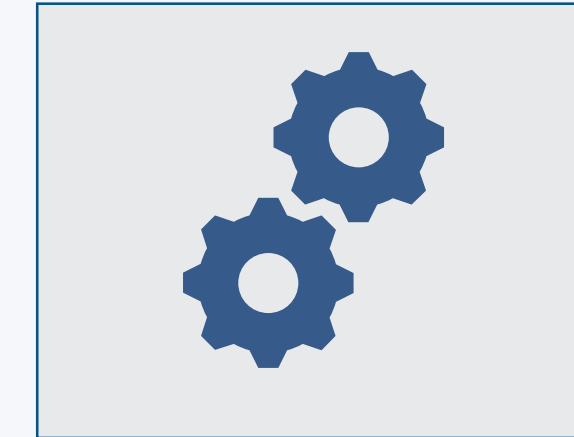
Aftercare



In-Market
Representation



Training



Strategy



Database
Development



Branding &
Marketing



Cultural
Consulting



Event Planning



Company
Mapping



Mission Logistics



Keep in touch with us

RESEARCH CONSULTANTS INTERNATIONAL
RIGHT PLACE, RIGHT TIME

Research Consultants International is a specialized market research firm that works with economic development organizations and regional promotion agencies to identify and capture direct investment opportunities.



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