



**RESEARCH  
CONSULTANTS**  
INTERNATIONAL  
[www.researchFDI.com](http://www.researchFDI.com)

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

**GIS Planning**  
[gisplanning.com](http://gisplanning.com)



# WELCOME

---



Sam Driggers – Principal, Global Frontiers  
Chair of IEDC International Advisory Committee  
San Francisco, CA

[sdriggers@globalfrontiers.us](mailto:sdriggers@globalfrontiers.us)

+1 916-761-7821

# AGENDA

---

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



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



Database Tools



Data  
Using Data Strategically  
Tracking Engagement



Outreach Techniques  
Email  
Phone  
Social Media



Case Studies & Best Practices

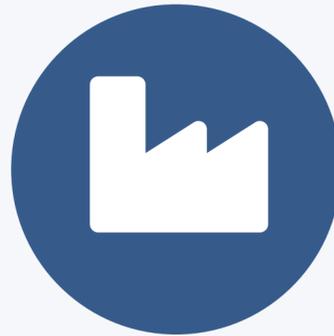
# Business Intelligence



# HOW TO FIND THE RIGHT COMPANIES TO TARGET

## Industry Sector

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



## Global Footprint

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

## Company Size

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



## 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](http://www.renishaw.com)



Manufacturing

Sector

Electrical/Electronic  
Manufacturing

Industry

Engineering

Product Type

Over 1000

Employees

\$500M-\$1B

Revenue

1973

Year Established

## Corporate Description

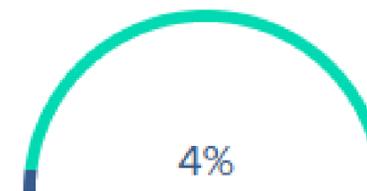
Renishaw plc, designs, manufactures, sells, distributes, and services metrology and healthcare products worldwide. The company offers metrology products, including co-ordinate measuring machine products, machine tool probe systems, styli for probe systems, performance test products, gauging systems, fixtures, position encoders, additive manufacturing systems, vacuum casting machines. It also provides services such as cryogenic processing and custom-made in-house components. The company also offers design and manufacturing services. In addition, the company offers chemical imaging and analysis systems for the pharmaceutical industry and laboratory 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

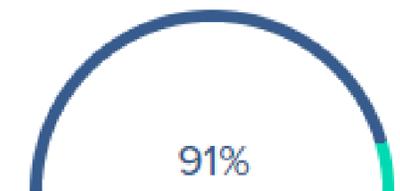
## Recent Activity

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

Six Important Growth Indicators to Track



of companies in your FDI365 are in this industry



of companies in your FDI365 are in this sector

Business Intelligence

# GROWTH INDICATORS

---

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

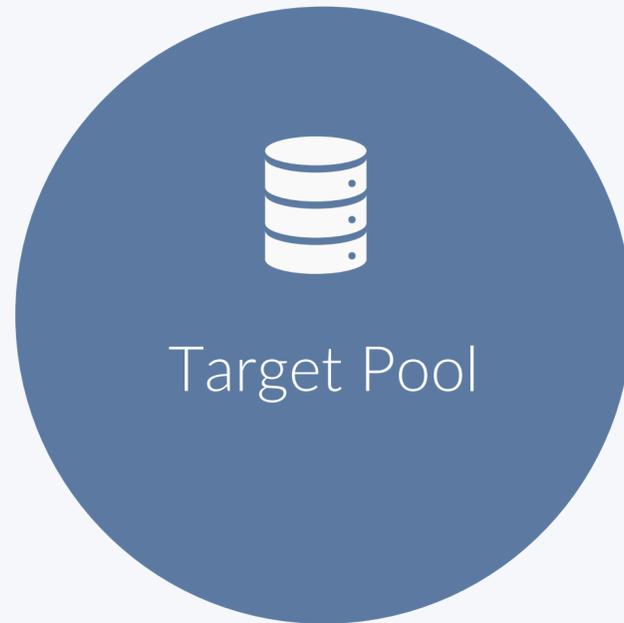
Companies launching new products on a regular basis may require additional manufacturing or distribution. Service companies need to establish their market share quickly in order to build momentum.

## 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**

---



### Target Pool

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



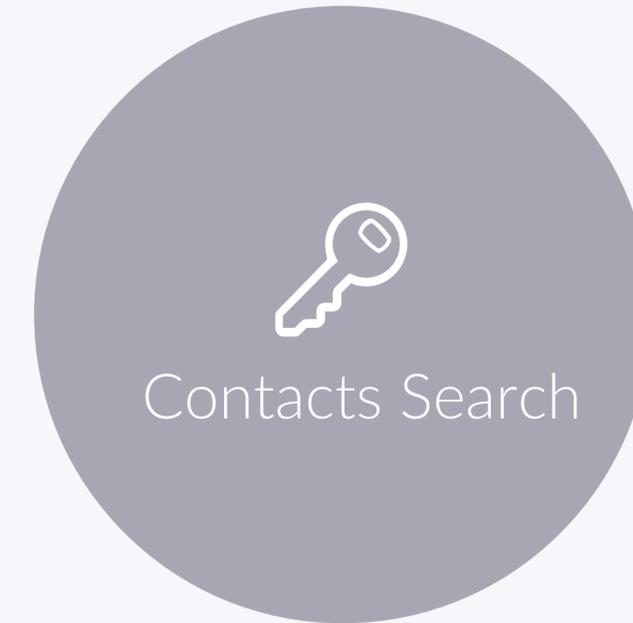
### Exclusion

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



### Prioritization

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



### 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

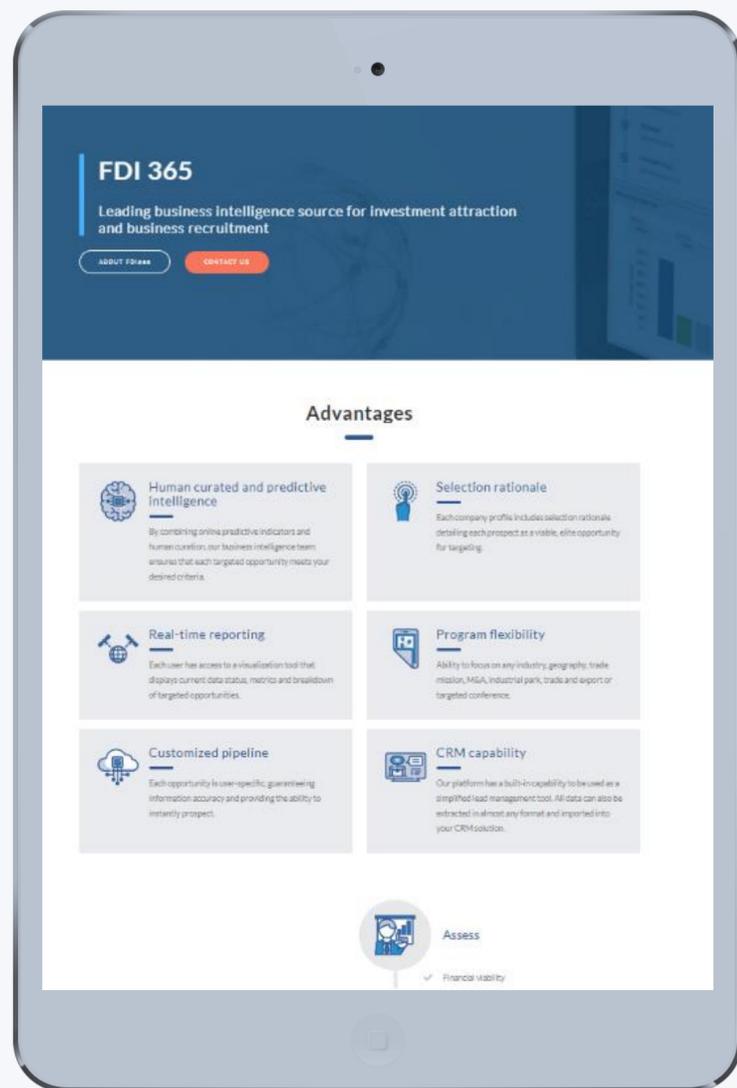
Business Intelligence  
**RESEARCH TOOLS**

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

**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



## Selection Rationale

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



## Real-Time Reporting

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



## Program Flexibility

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



## Customized Pipeline

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



## 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.



# Renishaw plc

44-14535-24524

New Mills, Wotton-under-Edge, United Kingdom

[www.renishaw.com](http://www.renishaw.com)



Add to Lead Tracker

Manufacturing

Sector

Electrical/Electronic Manufacturing

Industry

Engineering

Product Type

Over 1000

Employees

\$500M-\$1B

Revenue

1973

Year Established

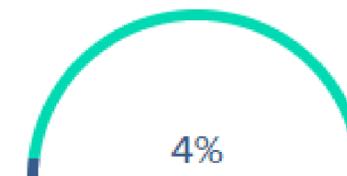
## Corporate Description

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 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.

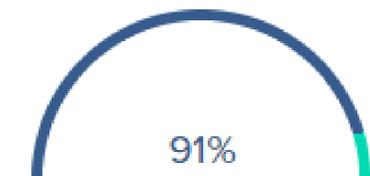
Locations: Global

## Recent Activity

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



of companies in your FDI365 are in this industry



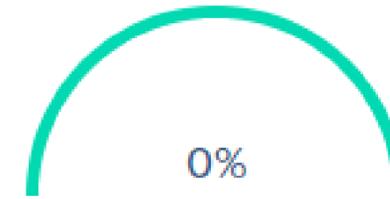
of companies in your FDI365 are in this sector

## 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](mailto:info@renishaw.com)

David Anderson  
Chief Financial Officer  
[info@renishaw.com](mailto:info@renishaw.com)



Company Name

Countries

Industry

Destination

Project

Release Date After

Release Date Before

**Submit** Reset

12-Nov-2019

**Sumitomo (SHI) Demag**  
Press-Release

Destination: United States  
Timeframe: Ongoing  
Project: Manufacturing Facility

[www.sumitomo-shi-demag.com](http://www.sumitomo-shi-demag.com)  
United States  
John Martich, COO  
info@dpg.com

12-Nov-2019

**Immersive Labs**  
Press-Release

Destination: United States  
Timeframe: Ongoing  
Project: Office

[www.immersivelabs.com](http://www.immersivelabs.com)  
United Kingdom  
Rupert Cook, Chief Strategy Officer  
info@immersivelabs.com

05-Nov-2019

**Brut**  
Press-Release

Destination: United States  
Timeframe: Ongoing  
Project: Office

[www.brut.media](http://www.brut.media)  
France  
Guillaume Lacroix, Founder  
contact@brut.media

05-Nov-2019

**Primark**  
Press-Release

Destination: United States  
Timeframe: Ongoing  
Project: Retail Location

[www.primark.com](http://www.primark.com)  
United Kingdom  
George Weston, CEO  
info@primark.com

28-Oct-2019

**Revolut**  
Press-Release

Destination: United States  
Timeframe: Ongoing  
Project: Undisclosed

[www.revolut.com](http://www.revolut.com)  
United Kingdom  
Nik Storonsky, CEO  
support@revolut.com

28-Oct-2019

**Potato Corner**  
Press-Release

Destination: Canada  
Timeframe: Undetermined  
Project: Retail Location

[www.potatocorner.com](http://www.potatocorner.com)  
Philippines  
Nelson Rodriguez, Founder  
info@potatocorner.com

22-Oct-2019

**Smartlands**  
Press-Release

Destination: United States  
Timeframe: Ongoing  
Project: Office

[www.smartlands.io](http://www.smartlands.io)  
United Kingdom  
Ilia Obratsov, CEO  
contact@smartlands.io

22-Oct-2019

**Relative Insight**  
Press-Release

Destination: United States  
Timeframe: Undetermined  
Project: Office

[www.relativeinsight.com](http://www.relativeinsight.com)  
United Kingdom  
Ben Hookway, CEO  
hello@relativeinsight.com

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

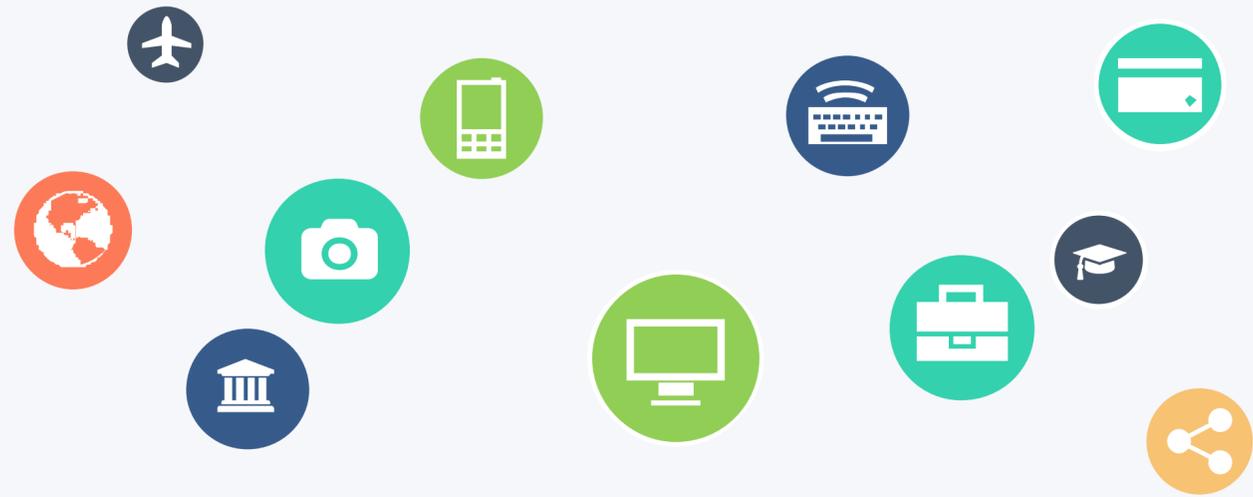
# MULTI-CHANNEL OUTREACH

---

-  Email
-  Phone
-  Social Media
-  Website
-  Content Marketing

One to one  
vs.  
One to many

# 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**.

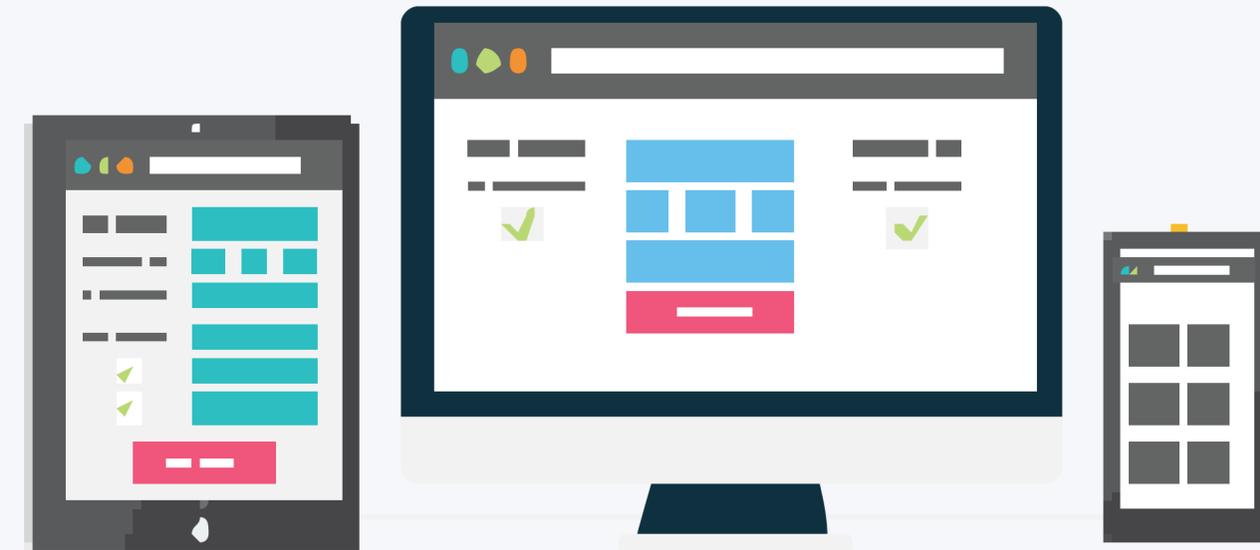
**REPRESENTATIVE NAME** would be happy to provide further information about **YOUR REGION'S** business climate, available incentives, and the skillset of the local workforce that may prove helpful with your growth planning. For more information, please visit: [www.yourwebsite.com](http://www.yourwebsite.com).

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.

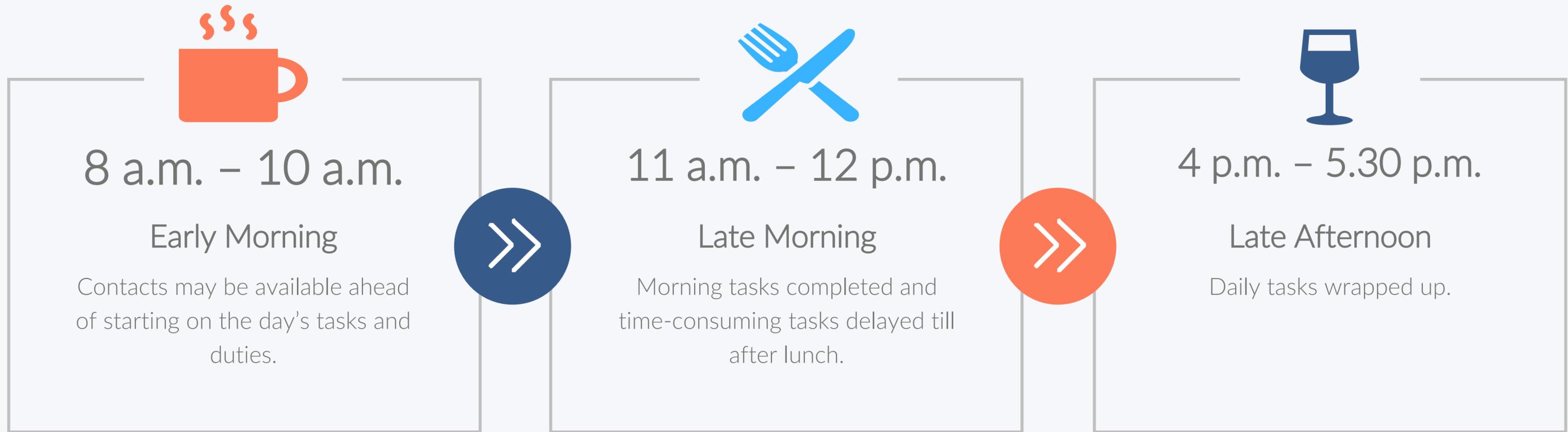


- Can grab a prospect's attention quickly and easily
- Establishes a more intimate connection
- Timelier than email communication

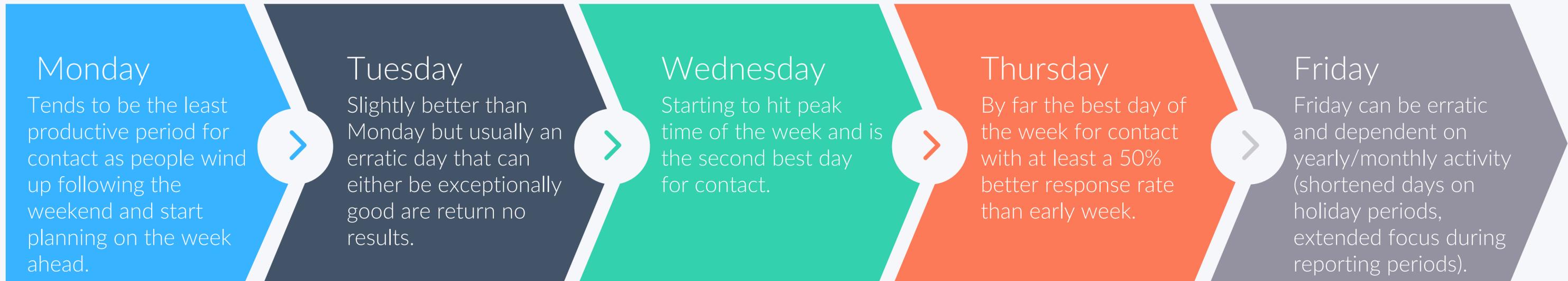


- Call can be overwhelming for prospect
- There's no guarantee a prospect will pick up

Outreach – One to One  
**TOUCH CYCLE**



# Outreach – One to One TOUCH CYCLE



# 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.

# AFTER YOU CONNECT/FOLLOW



## 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

## 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.

## 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

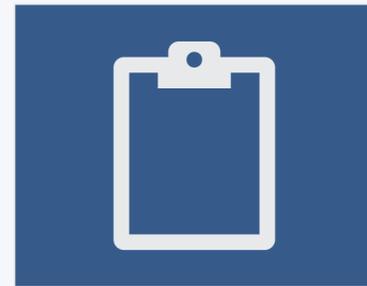
# OUR SERVICES



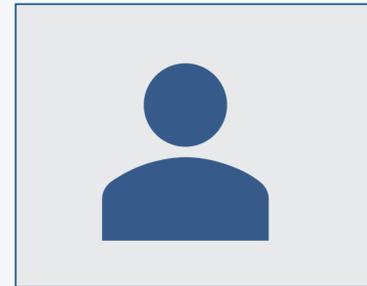
Lead Generation



Trade & Export  
Development



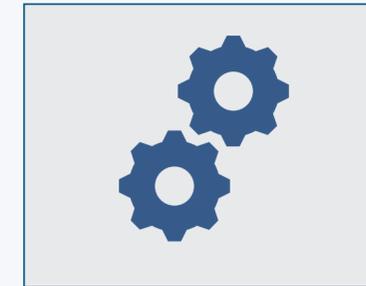
Aftercare



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.



 Address  
1980 Sherbrooke Street West  
Montréal, QC

 Contact Info  
Erika Magder  
Vice President Global Sales and Products  
erika@researchfdi.com  
www.researchfdi.com

 Telephone  
Phone: +1 (514) 944-8359

