

Swipe Right Scottsdale:

A disruptive approach to 'hooking up' with your target audience.



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Why

#Hashtag

??



- ✓ Common on all platforms
- ✓ 46% of US millennials have Instagram
- ✓ 128M check twitter daily

Why



??

TOP DEFINITION



Swipe right

(verb) A phrase used to describe your acceptance of something. The term was originally a reference to the Tinder app. On Tinder, swiping right means you approve of a male/female after judging them by a few picture and a short bio. "Swipe right" can be used anytime you make a good choice or approve of something.

Original usage:

That girl Hannah over there is really hott. I would definitely swipe right on her.

Other uses:

"These burritos are so good! I'm glad we swiped right on [Chipotle](#).

Tom: Did you see the trailer for that new video game?

Dan: Swipe right!

- ✓ 100 m downloads
- ✓ 50 m users
- ✓ 14 billion daily swipes
- ✓ Users that are millennials: 79%



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Tip 1: Leverage the right partners

- Trust relationships
- Market knowledge
- Vested in success



“Scottsdale was chosen because of its great talent pool, proximity to our corporate HQ, and favorable cost of living.”

– *Alan Chambless, VP Customer Success,
Weebly*



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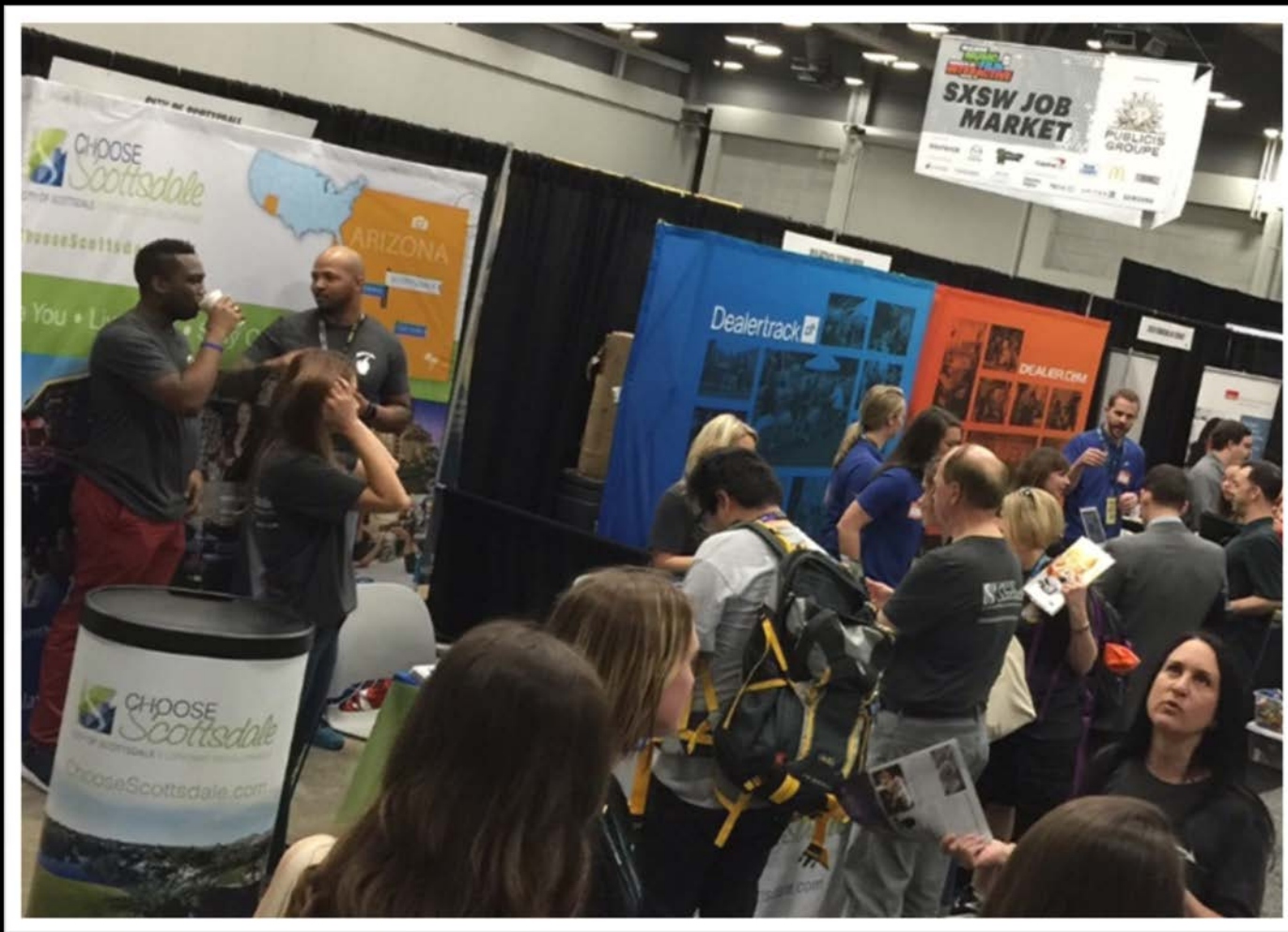


Tip 2: Keep it visual, simple, and know your audience



Tip 3: Commit to the strategy fully

- ✓ Attraction (site selectors)
- ✓ Retention (champions)
- ✓ Workforce (talent)
- ✓ Don't abandon it. Rinse and repeat...



**Tip 4: Extend
your reach in
real time –
bribery is a
great tool**

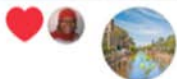
Use #SwipeRightScottsdale
to win two tickets to a San Francisco Giants
Game in the Charros VIP Lodge (includes food
and beverage) and two nights at the Saguaro
hotel located in downtown Scottsdale!



Follow us on Twitter at @ScottsdaleEcDev or
visit our website at ChooseScottsdale.com



SWEETTALENTEDONE



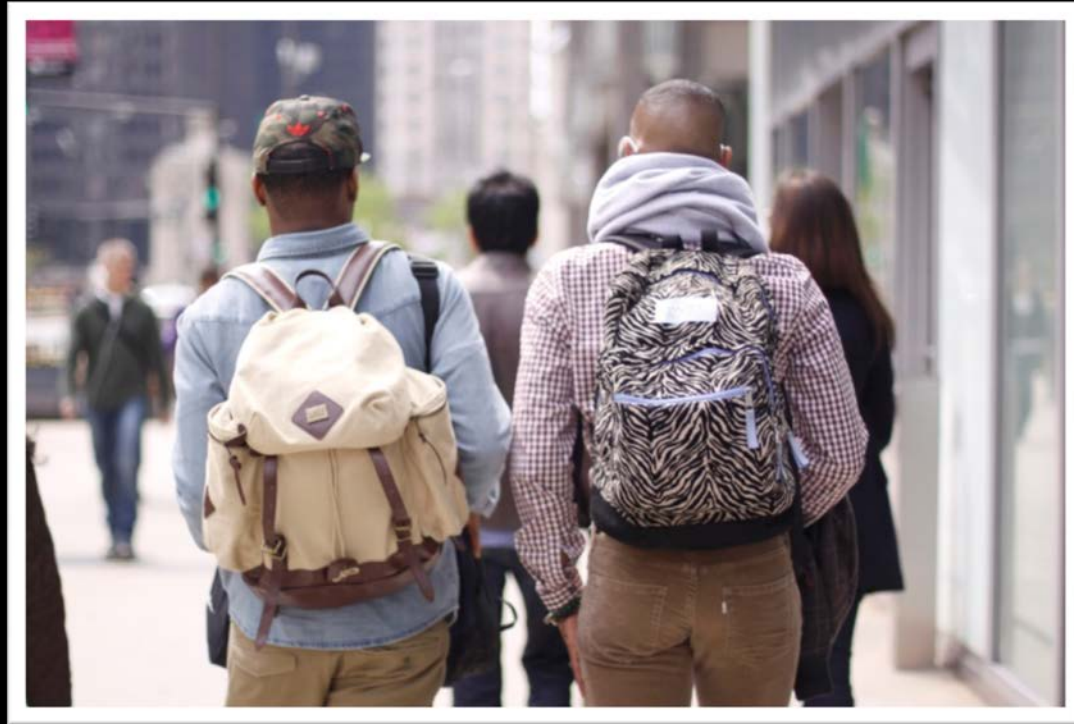
Sweettalentdone, your messages and use of #swiperightscottsdale rock! You are the winner of a new Apple TV - if you are still in Austin please come claim at our job expo booth!

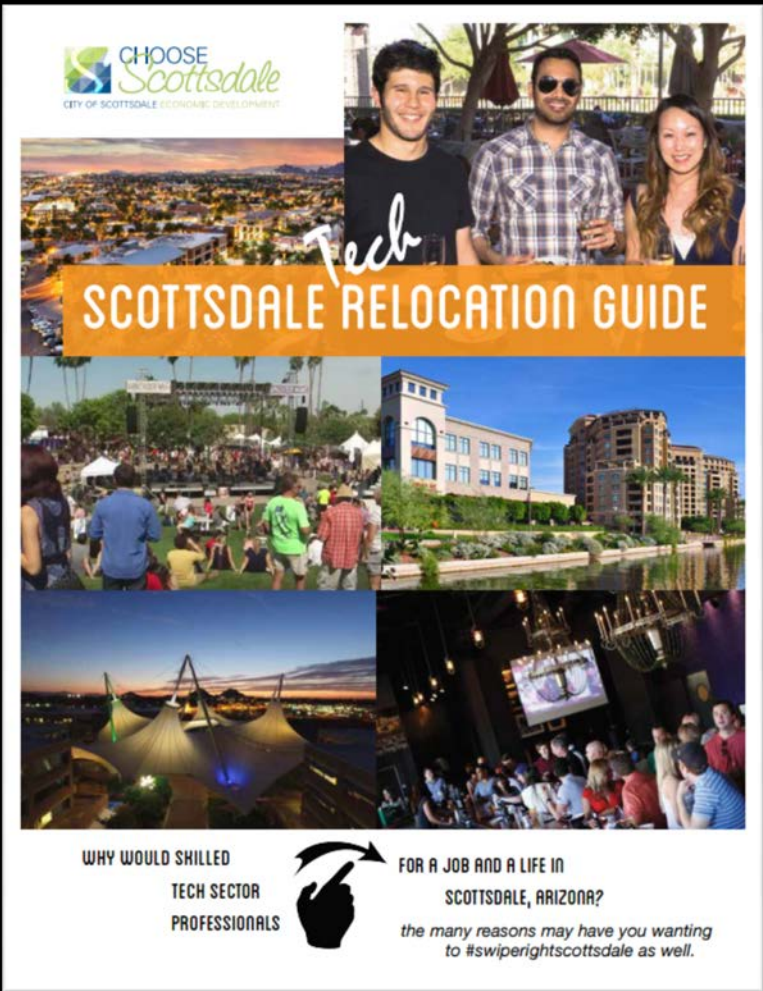


Write a message...



BONUS TIP: Most millennial tech workers don't carry business cards...

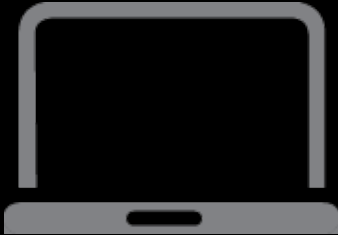




90+ attendees
3 new direct prospects



>50
Talent Attraction Partners



1,000+
Relocation Guides



>100 direct Twitter engagements

Earned media spreads the word at home

TECHFLASH

EXCLUSIVE: Tinder, swiping right and bringing more techies to Old Town Scottsdale

Feb 24, 2016, 12:12pm MST Updated Feb 24, 2016, 12:21pm MST

INDUSTRIES & TAGS Technology, Commercial Real Estate, Residential Real Estate, TechFlash

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Mike Sunnucks

Senior Reporter
Phoenix Business
Journal



Danielle Casey doesn't like T-shirts.

But Casey, economic development director for the city of Scottsdale, made an exception for a new effort she has launched with some commercial real estate brokers and the Scottsdale Chamber of Commerce.

tinder

An effort by the city of... more



Danielle Casey



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Photo



15 likes

bappletree Working from home means comfy clothes. #BernsFashionChallenge Day 23 of 30: #ootd - @choosescottsdale t-shirt, @champion tank, @underarmourwomen leggings, @fitbit & @brooksrrunning --- The #fashion challenge is: for ea follower I retain by the end of June, I will donate \$1 to the #sf #sanfrancisco chapter of



Success

(we have no idea who @bappletree is... and we like it that way)



Want a shirt?

Mention Ignite IEDC on any social media network and use #SwipeRightScottsdale – and we will mail the first 10 of you a *high quality collectible* Swipe Right Scottsdale shirt.