

BUILD YOUR MARKETING TECHNOLOGY STACK FOR BUSINESS OUTREACH SUCCESS

International Economic Development Council
webinar

April 3, 2019



Your Speakers



SIMON LEROUX
EXECUTIVE
VICE PRESIDENT

- 15 years of experience in B2B marketing and ec dev
- Expert B2B consultant for Fortune 1000 incl. Salesforce, Aon, SAP, Cisco, BNP Paribas
- Lead international business development efforts of ROI
- Co-founder of Gazelle.ai



REBECCA MOUDRY
VP ECONOMIC
DEVELOPMENT

- Recognized leader in investment attraction – former Deputy for SelectUSA
- Leads ROI's global economic development practice
- 15 years of local, federal and international experience

Agenda

- 1 What Firms Are Looking For, How They Find It
- 2 Building your Marketing Technology Stack
- 3 Business Outreach Success
- 4 Examples

The ROI Story

60
EMPLOYEES

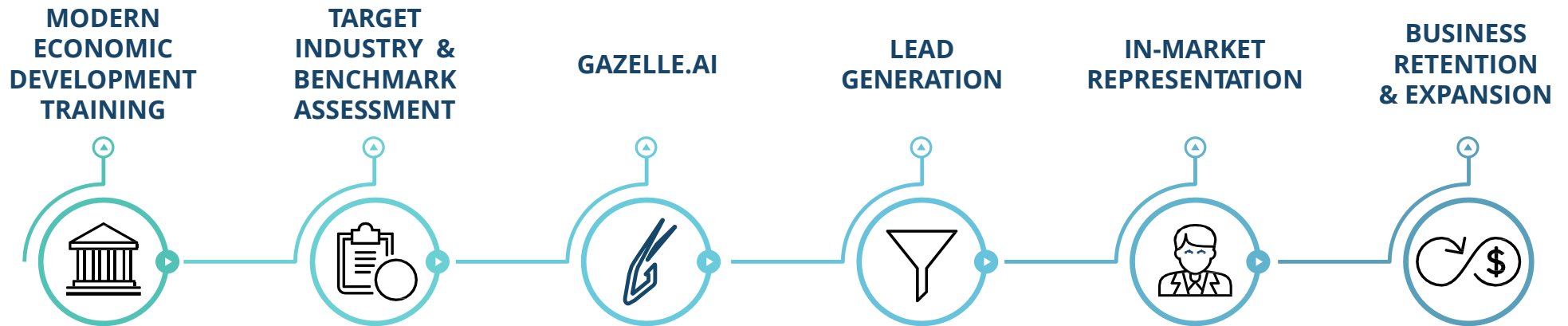
25
LANGUAGES

12+
GLOBAL
LOCATIONS

- Over **350** clients around the world
- Over **20** representation programs
- More than 20 State; 30 Country and 15 utility clients
- Experience across all major industries



ROI's Core Services



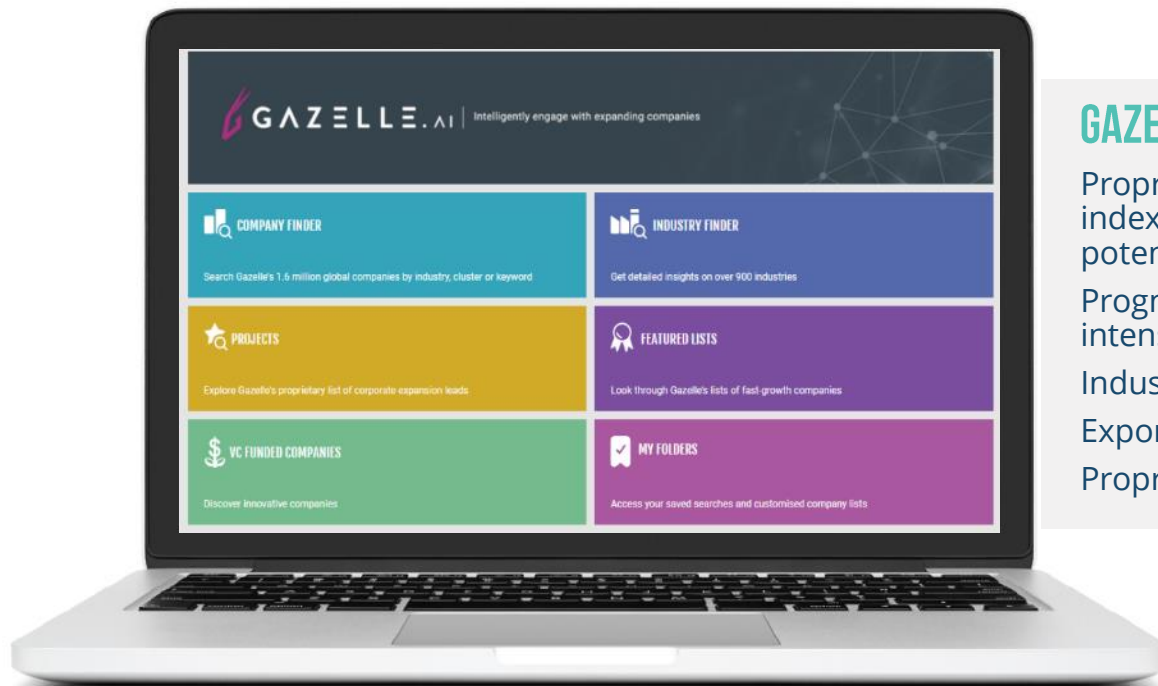
Through our activities we:

- Interview over 150,000 firms annually
- Deploy Gazelle.ai data for over 7 million growing firms
- Have 15 years of lead generation experience
- Conduct in-house analysis and surveys

DATA SERVICE



Gazelle is the first database designed to detect and expose companies that are expanding. Gazelle combines machine-learning algorithms, big data and human curated intelligence to identify expanding companies.



GAZELLE'S FEATURES

Proprietary algorithm indexing company growth potential

Prognosticative Job posting intensity

Industry Overviews

Export/Import analysis

Proprietary analytics

Cluster heat maps by number of companies

Dynamic company updates

Company news feeds

10-year revenue and employment forecast



① What Firms Are Looking For, How They Find It

Site Selection Now

The Site Selector's Perspective

78% of site selectors *do not reach out to EDOs* when developing a long list of options

65% of site selectors visit an EDO's website *before* making contact

Are you proactively presenting the information site selectors and firms need to consider your location?

Site Selection Now

The Firm's Perspective

The Location Decision Process Today:

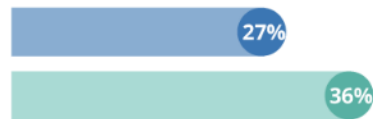
- 68% of firms *do not* use outside site selection or business consultants when site selecting
- 41% of firms are in information-gathering mode for 1-2 years, and 33% take more than 2 years
- 65% of firms make contact with the location of interest within 3-6 months
- 90% of firms select just 1-5 locations for their 'short list'

Site Selection Now

First Contact with an EDO: Firms vs. Site Selectors



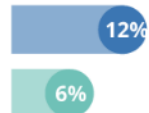
After we have developed a shortlist of potential communities, to request specific data or arrange site visits.



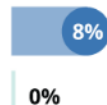
During the initial screening of all possible locations, to request preliminary data.



We would not contact an economic development organization at any stage in a site location search



After the field has been narrowed to a few finalists, to negotiate incentive offers.

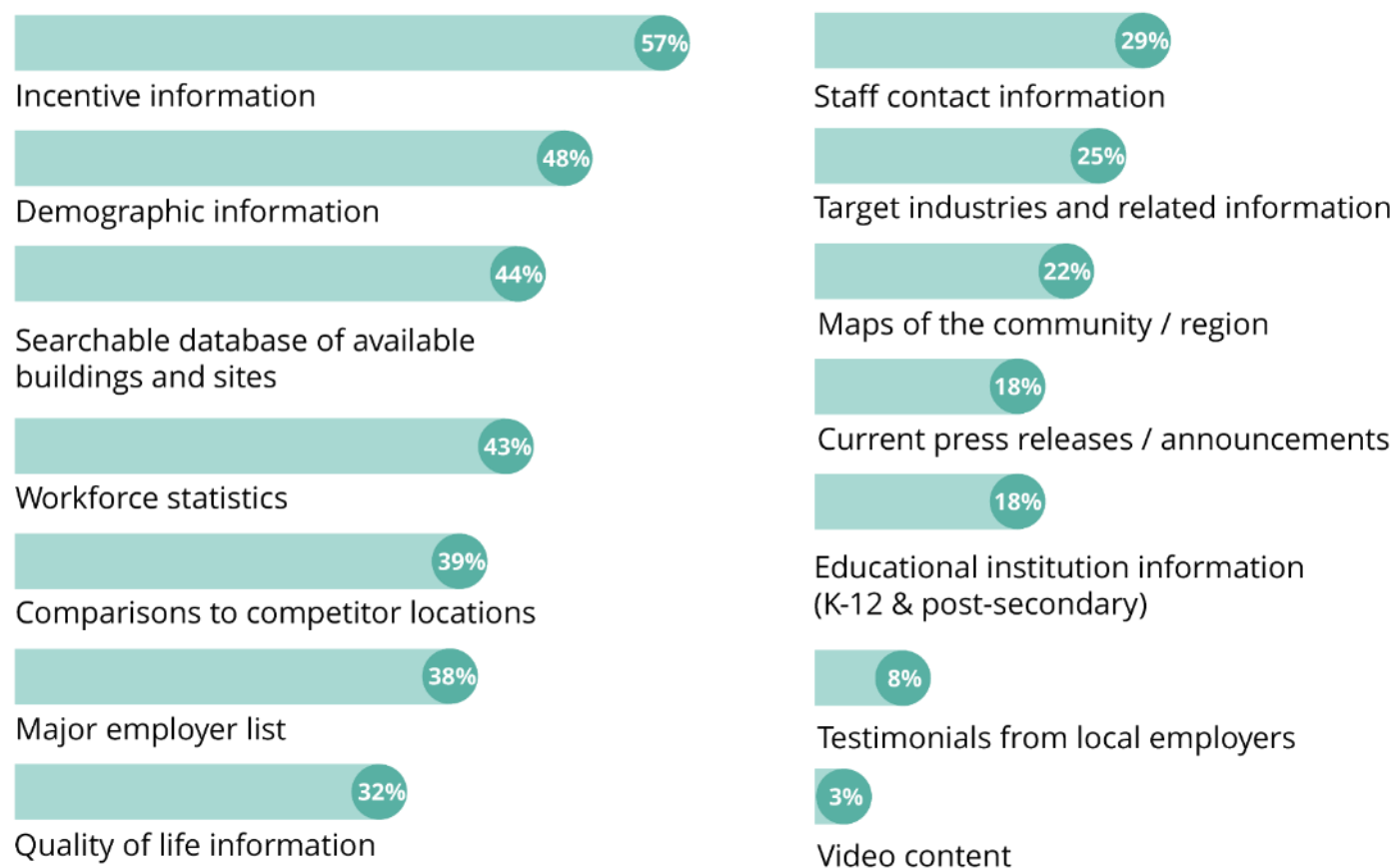


After a location has already been selected, for assistance in identifying a suitable building/lot.

Source: DCI 'Winning Strategies', 2017

Finding the Data

Most-Useful Features of an Economic Development Organization's Website



#1 site selector recommendation on 'how to increase profile with site selectors:'
update website

Finding the Data

Leading Sources of Information Influencing Executive Perceptions of Business Climate Comparisons

Sources	2017	2014	2011	2008	2005	2002	1999	1996
Dialogue with industry peers	46%	55%	50%	61%	54%	56%	71%	68%
Business travel	42%	37%	27%	42%	45%	47%	45%	52%
Articles in newspapers and magazines	34%	44%	46%	53%	45%	62%	61%	60%
Meetings with economic development organizations	33%	31%	28%	32%	33%	21%	27%	24%
Online sources	27%	22%	20%	28%	22%	9%	9%	--
Word of mouth	22%	21%	19%	19%	16%	29%	21%	24%
Rankings/surveys	21%	24%	36%	22%	17%	23%	31%	34%
Personal travel	17%	13%	9%	14%	13%	14%	8%	21%
Social media	11%	2%	0%	--	--	--	--	--
Advertising	9%	4%	3%	4%	3%	4%	4%	4%
Other	8%	12%	13%	10%	14%	14%	8%	15%
TV/radio newscasts/shows	6%	9%	14%	7%	5%	14%	7%	4%
Direct mail	2%	2%	0%	2%	2%	2%	3%	4%

Know your businesses... they are talking to your prospects

A.T. Kearney FDI Confidence Index

What are the most important factors overall for where to make investments?

	2018	2017	2016	2015
Regulatory transparency and lack of corruption	1	5	3	2
Tax Rates and ease of tax payment	2	3	7	3
Cost of Labor	3	12	2	5
General Security Environment	4	1	4	4
Domestic Market Size	5	6	1	1
Technological and innovation capabilities	6	4	6	n/a
Domestic economic performance	7	7	n/a	n/a
Ease of moving capital into and out of country	8	8	9	9
Government incentives for investors	9	10	11	7
Strength of investor and property rights	10	9	14	11
Country's participation in trade agreements	11	11	11	14
Efficiency of legal and regulatory process	12	2	5	6
Quality of telecommunications infrastructure	13	19	10	15
R&D Capabilities	14	16	12	n/a

Source: A.T. Kearney FDI Confidence Index, 2018



2 Building Your Marketing Technology Stack

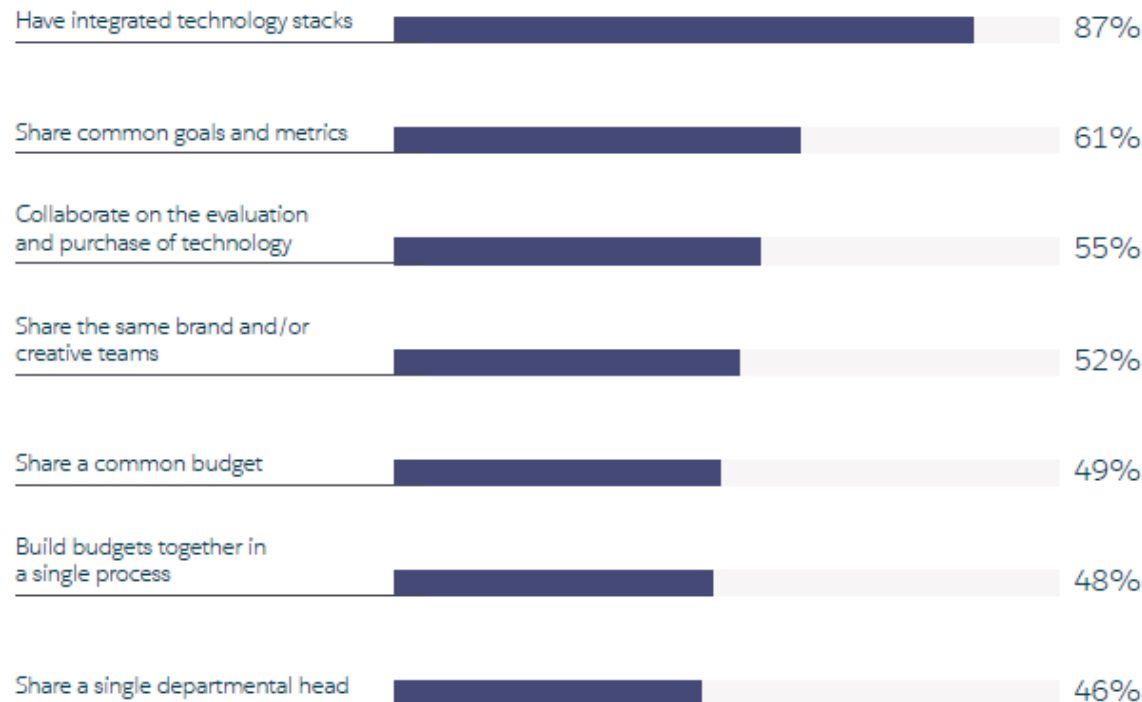
Marketing Technology Stack: The definition

Your martech (marketing technology) stack is how you organize, or stack, your marketing technology tools together in the most efficient way possible.

With the right stack, tools and approach you can become much more productive and stay on top of all your Business Retention, Expansion and Attraction activities.

High performers have integrated martech stacks

Percentage of Marketers Who Say They Do the Following with Advertising Teams



93%

of high performers have integrated marketing and advertising technology stacks versus 69% of underperformers.

Source: Salesforce Research, State of Marketing (fifth edition), March 2019

The martech landscape



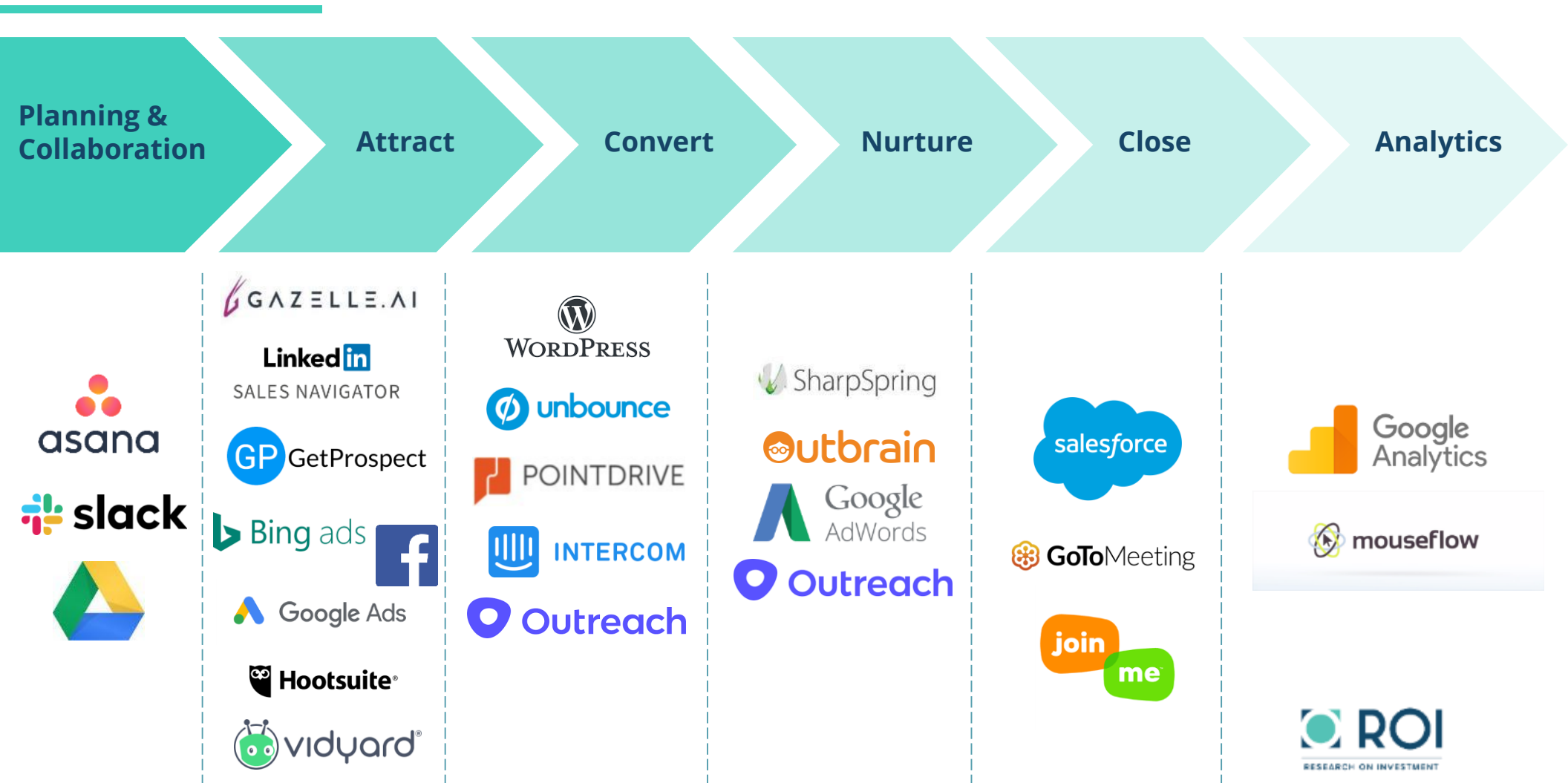
~3,500
(3,874 logos)
2016

The martech landscape

simplified



The ROI martech stack for outreach success








3 Effective Outreach

Outreach Reality

1%   
of cold calls
(Keller Research center
at Baylor University)

convert to
appointments

28%   
of those called
(Keller Research Center)

engage in
conversations

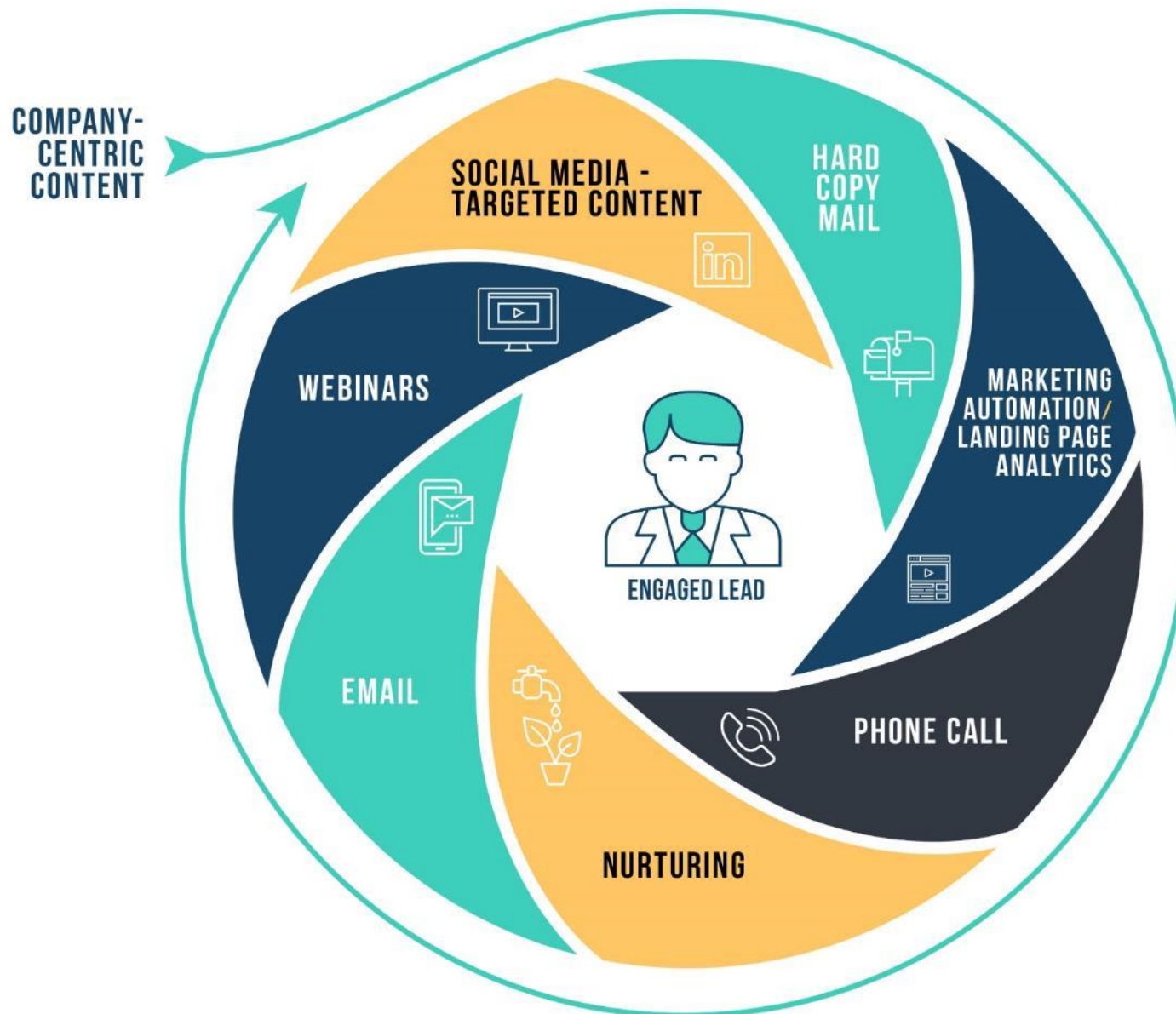


9 OF 10 TOP LEVEL DECISION-MAKERS

simply do not respond to cold outreach anymore

- How do we make connections?
- What are the most efficient ways to network?

Multitouch Outreach

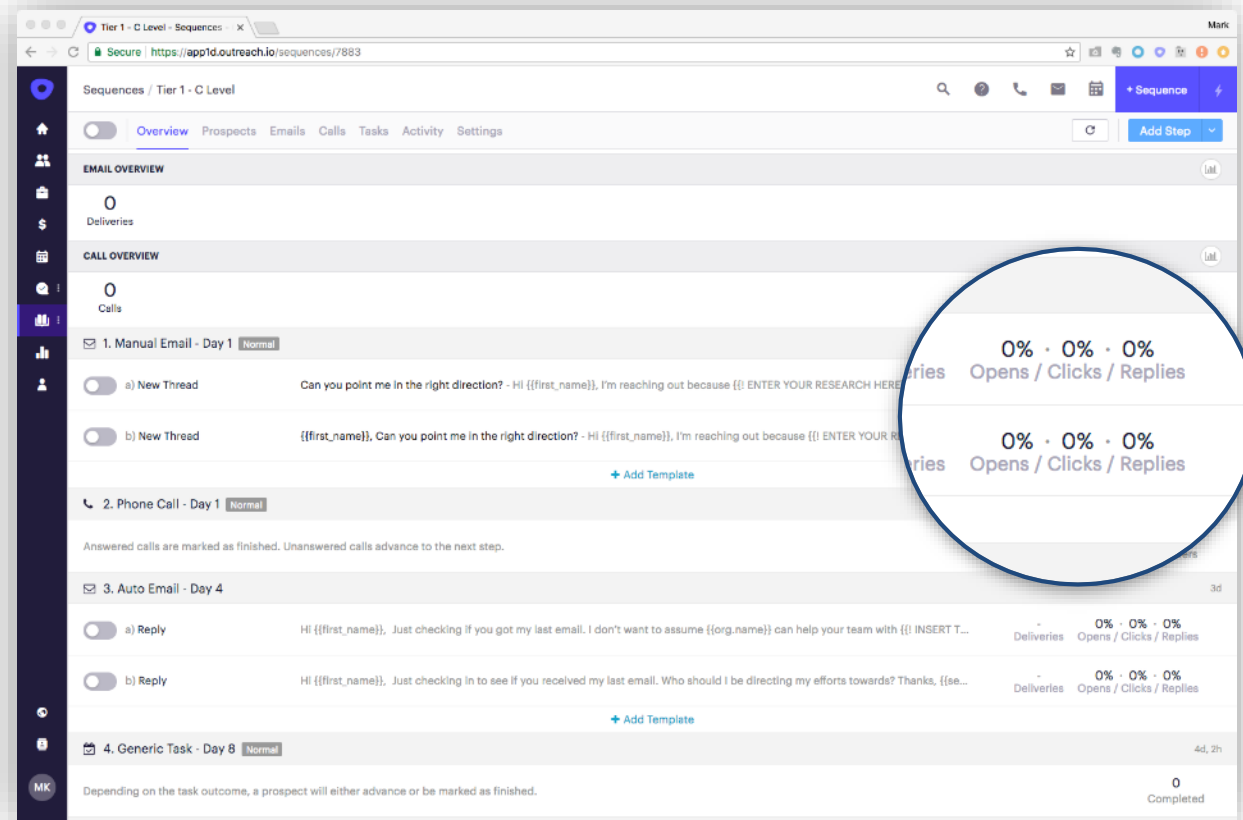


Outreach.io



- **Outreach.io** receives MQL from **Gazelle.ai** to begin executing communication to potential investors using sequence touchpoints (email/calls/social).
- Using structured workflow to provide a sequence of timely touch points and follow-ups, **ROI's** Economic Development Associates engages prospect, qualify expansion opportunity and schedules meetings.
- Depending on initial meeting, the lead (prospect) can be recycled into Outreach or Marketing automation.

Example of a sequence



Step 1: Manually personalized email template by ROI testing the subject line effectiveness with A/B testing

Step 2: ROI phone call 10 minutes after email sends with script referencing the email

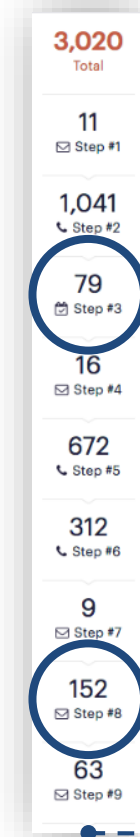
Step 3: Outreach.io sends an automated email in thread on your behalf bumping personalized email to top of inbox

Step 4: Rep executed LinkedIn task with suggested language

Call leads that engage:

Call task created for 2+ opens or 2+ clicks

What we learn from a sequence

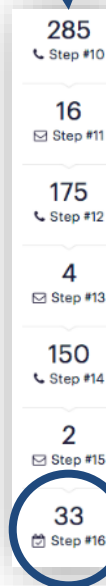


1131 Replies by step #3:

This is where most people give up.

2292 Replies by step #8:

90% of people never get here



728 Replies by end of sequence:

24% of all production of this sequence would never happen on most Lead Gen firms.

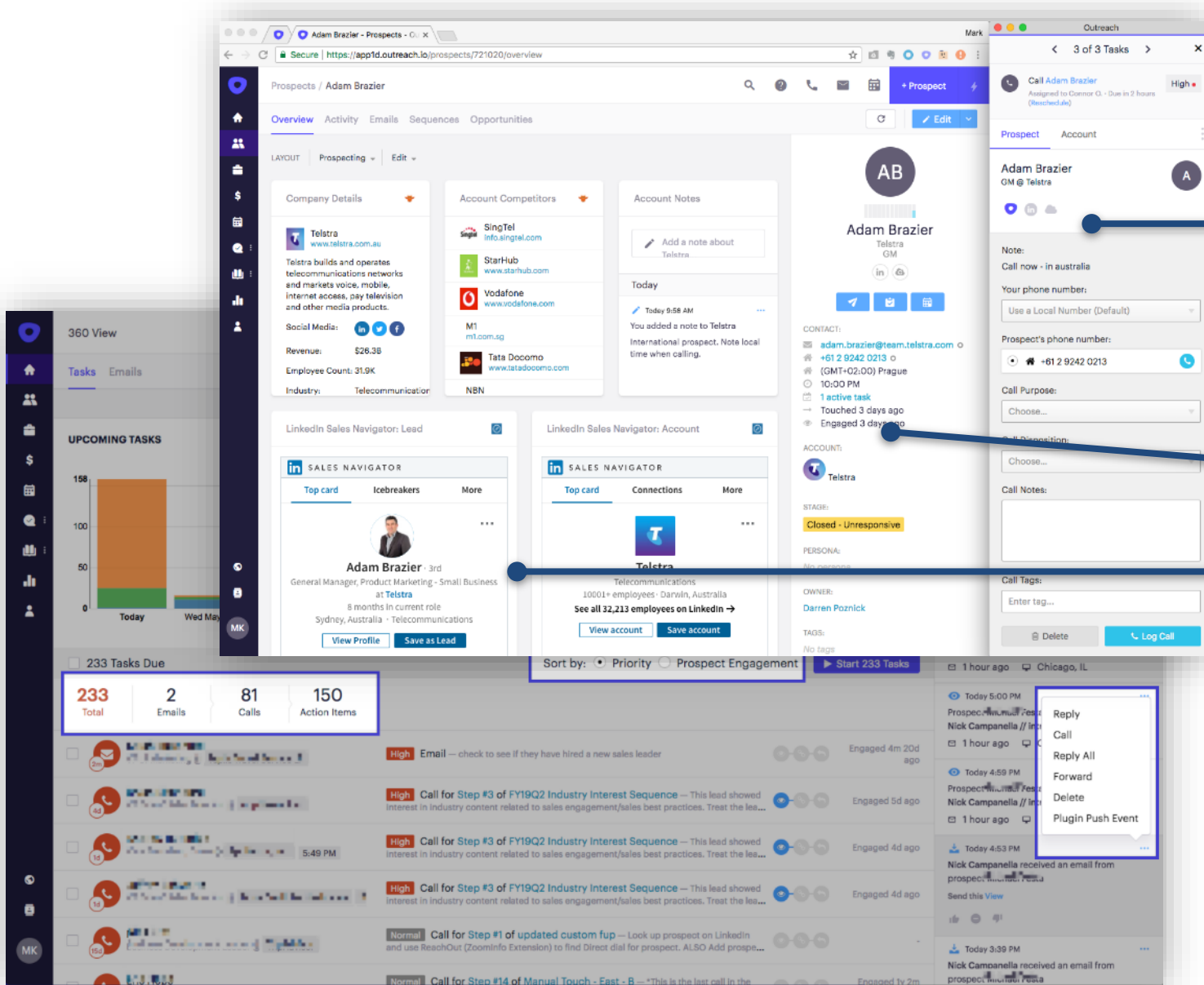
What we learn:

- Phone is 87% of responses
- Steps 8, 9 are auto emails w/ 200 replies
- Email dies after step #11
- LinkedIn steps 3, 16 are better than emails
- Call more
- Automate emails
- Try more LinkedIn steps

(+)

This would be **IMPOSSIBLE** without the use of a sequence and automation.

Measure and Improve



Act: Do tasks faster than ever before, move on to the next task instantly. EDAs never thinks “what do I need to do next” again.

Update: New information captured, implement a new tactic, edit important Salesforce data. Data is never out of sync.

Equip: All research on one screen. Do more tasks and do them better.



4

Examples

Targeted Marketing



SWITZERLAND GLOBAL ENTERPRISE
enabling new business



A WORLD LEADER AND UNIQUE STATE-OF-THE-ART MEDICAL TECHNOLOGY

DYNAMIC BUSINESS ENVIRONMENT

- Highly diversified industry strengths
- Superior regulatory environment benchmarking compared to Germany, France, and the Netherlands
- Close proximity to a world leading financial center
- Exemption from corporate and capital taxes at national level
- Internationally valid registration procedure for intellectual property protection

HIGHLY QUALIFIED WORKFORCE

- World-class educational institutions
- Highest level of productivity per employee compared with other top international locations
- Highly collaborative environment amongst universities, hospitals, and companies
- World leader in medical technology patent applications

10
capital tax exemption up to 10 years

127
number of countries Switzerland topped to earn the highest GII score

21,000
Graduate students in science, engineering and IT (2014)

3x
more medical patent applications versus global average

Easy access to capital

Best-in-class IP protection

Medtech Companies' Top 5 Reasons for Investing in Switzerland

As a result of our research, we identified the following reasons for investment in Switzerland:

- 1. High quality of life
- 2. High level of innovation
- 3. High level of productivity
- 4. High level of education
- 5. High level of infrastructure

MEDICAL TECHNOLOGY IN SWITZERLAND



SWITZERLAND GLOBAL ENTERPRISE
enabling new business

Switzerland is one of the most important locations for the global medical technology industry. There is no other country in which medical technology enjoys such high status in comparison with total GDP and the working population than Switzerland. The combination of first-class research facilities and a highly developed healthcare system that demands the right products and stimulates innovation makes Switzerland an extremely attractive location for research, development and production in the medtech sector.

DIAGNOSTIC IMAGING

Home of the Paul Scherrer Institut (PSI), a multi-disciplinary research centre with a special focus on the natural and engineering sciences. PSI has over 2100 employees, of which a full quarter is comprised of postdoctoral, doctoral, and undergraduate students.

Home to innovative companies like Mindmax, a brain O/S pioneer, and Deemosafe, an early-stage cancer detection system.

Ties to the growing Swiss AI industry, bolstered by the presence of Google Research, Europe in Zurich, for diagnostic data analysis.

The transfer of expertise and the level of cooperation in the Swiss medical technology industry are unique. 94% of the medical equipment manufacturers in Switzerland collaborate with partners - whether they are universities, hospitals or companies from related sectors, such as in mechanical engineering or pharmaceuticals. This very specifically promotes innovation. Over 200 suppliers, service providers, retailers and distributors can be found in Switzerland, along with around 300 medtech manufacturers.

PSI SCHERRER INSTITUT

ETH zürich

SWISS MEDTECH

EPFL

Roche

Johnson & Johnson

BIOTRONIK

Medtronic

ZIMMER BIOMET



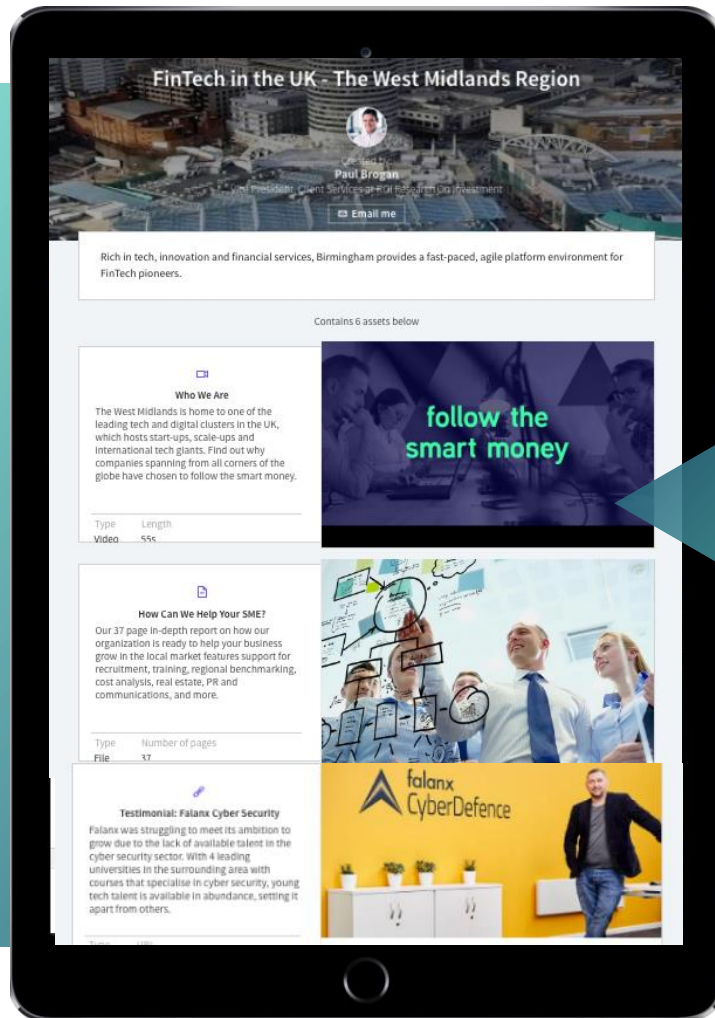
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Liv Minder

For more information, visit:
www.sg-ge.com/en/invest-switzerland

Switzerland Global Enterprise
Stämpfenbachstrasse 95
CH-8005 Zurich

Translate USP into specific messaging for specific firms

Targeted Marketing



CUSTOMIZED POINTDRIVE PORTAL

Feature of LinkedIn

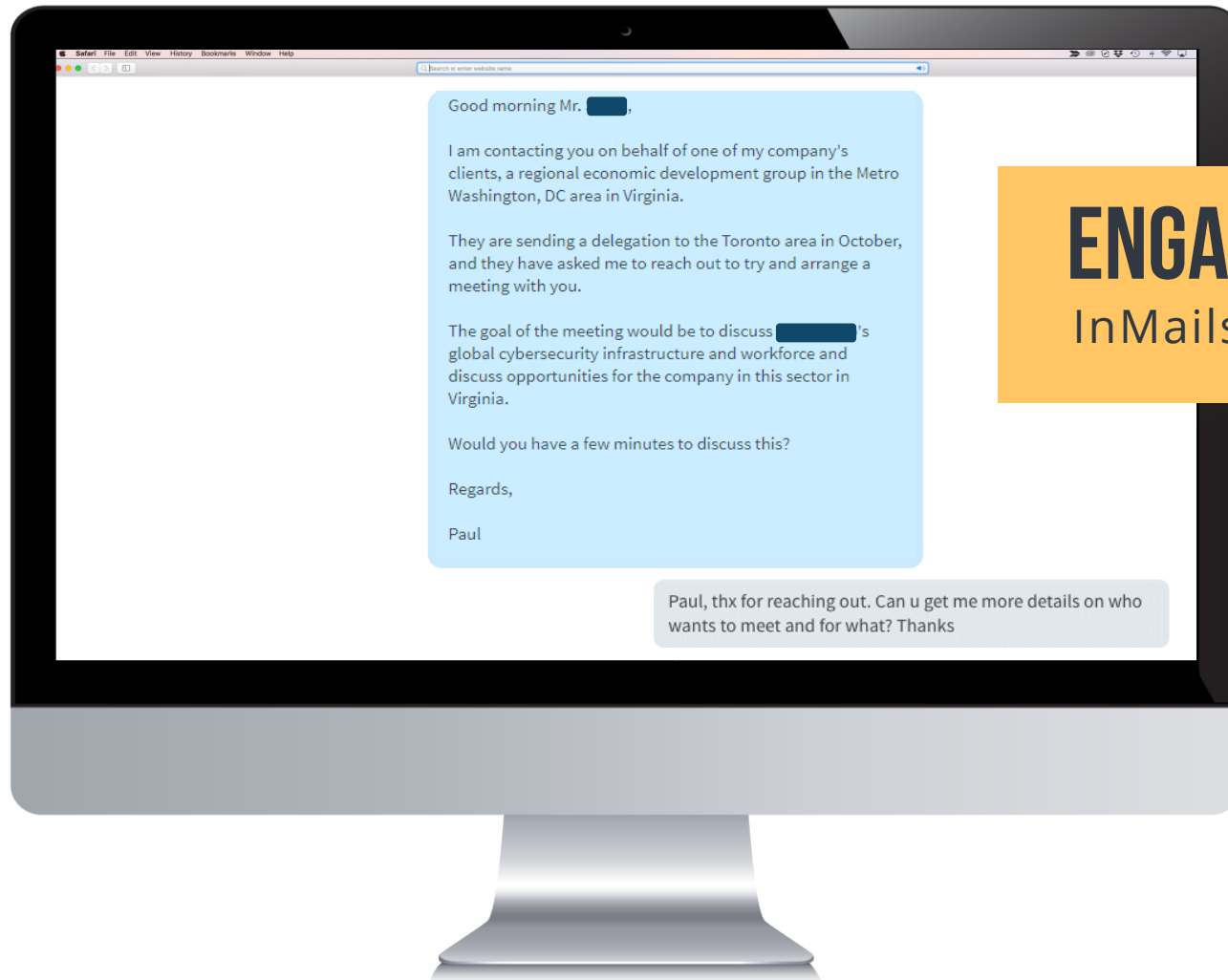
Total Viewers: 20 Download as CSV

	Casey Colomb Von Tress Energy > Senior Communications Specialist Last Activity: 04/16/2018 > Clinton, Mississippi > Computer > Chrome	View in Sales Navigator	View Activity
	Kristy Higdon Last Activity: 04/18/2018 > Atlanta, Georgia > Computer > Chrome		View Activity
	Kristy Higdon Object 9 > Advertising and Marketing Account Manager Last Activity: 03/30/2018 > Atlanta, Georgia > Computer > Chrome	View in Sales Navigator	View Activity
	Perry Pertuit Energy > Manager, Research & Engineering Services - Energy Corporate Business Development Last Activity: 03/30/2018 > Clinton, Mississippi > Computer > IE11	View in Sales Navigator	View Activity
	Deanna Morrow, PCED Energy > Analyst III, Research & Engineering Services (Business Development Services) Last Activity: 03/20/2018 > Clinton, Mississippi > Computer > IE11	View in Sales Navigator	View Activity

Real-Time Insights/Analytics:

- Who is engaging
- Total views
- Time viewed
- Pages viewed
- Downloads

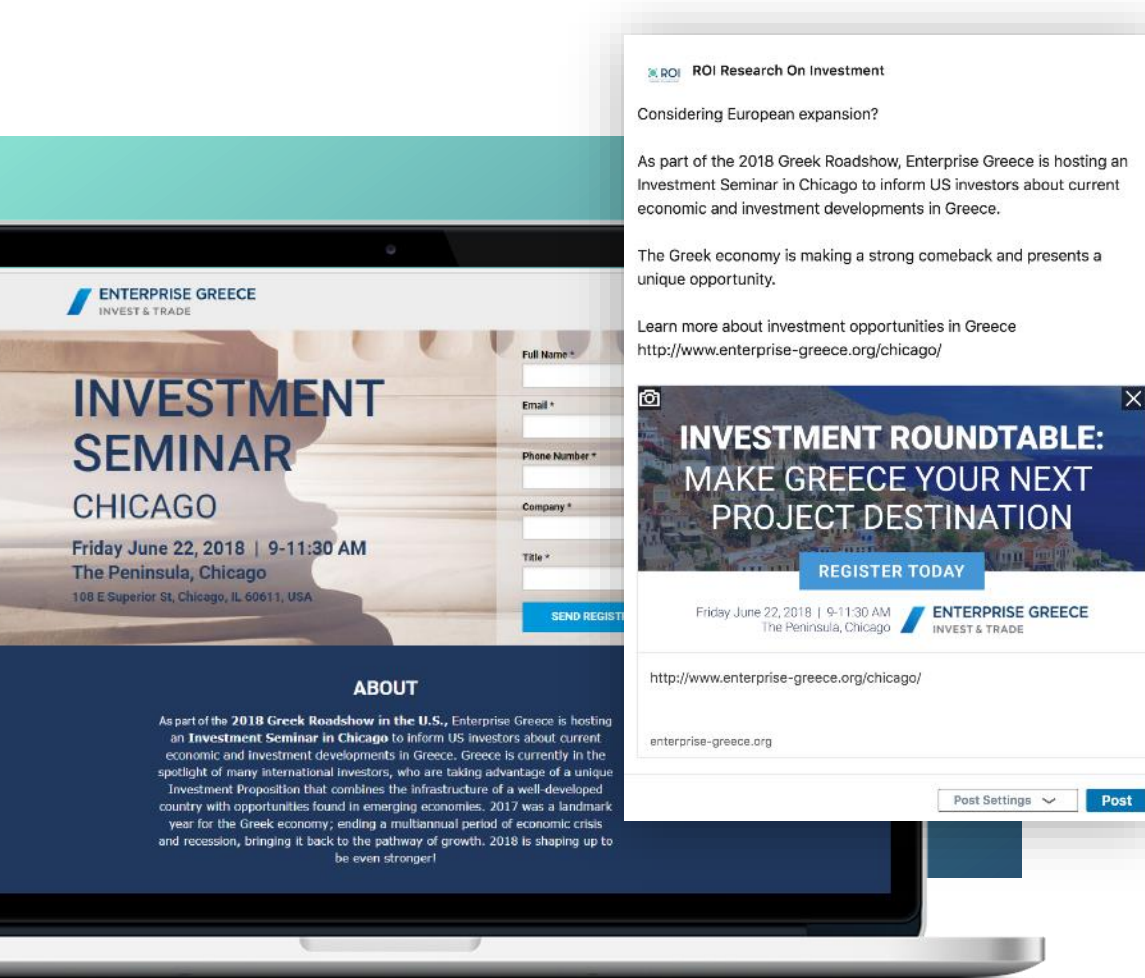
Targeted Marketing



ENGAGEMENT TOOLS

InMails 25% conversion rate

Targeted Marketing



LANDING PAGE

- Specific messaging without completing re-building a website

THANK YOU!



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