

# GOING DIGITAL:

## A TECH-BASED APPROACH TO ECONOMIC DEVELOPMENT MARKETING



Presented by Lucy Bowman  
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ATLAS ADVERTISING



**ON YOUR WAY  
INTO WORK  
TODAY, HOW  
MANY  
ADVERTISEMENTS  
DID YOU SEE OR  
HEAR?**





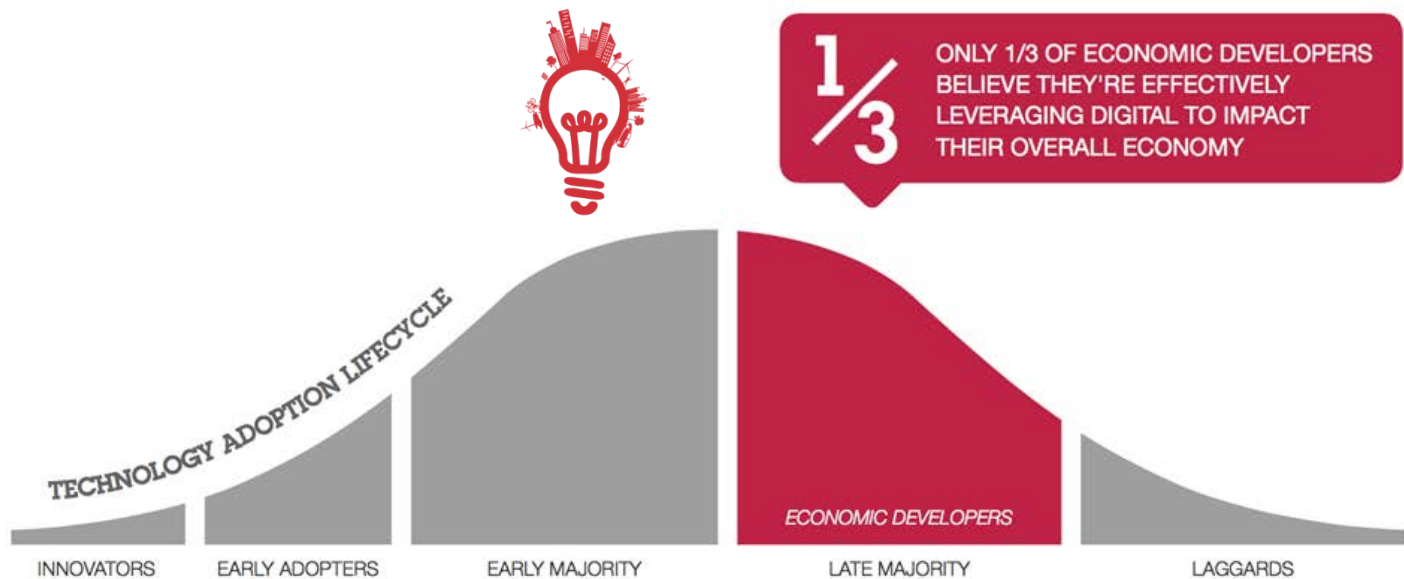
**YOU NEVER  
KNOW WHEN  
YOU ARE BEING  
AFFECTED BY  
GOOD  
MARKETING.**



**AS GOOGLE CEO  
ERIC SCHMIDT  
PUT IT, THE  
AMOUNT OF  
CONTENT WE  
CREATED EVERY  
TWO DAYS WAS  
EQUAL TO THE  
AMOUNT  
HUMANITY HAD  
PRODUCED FROM  
THE DAWN OF  
TIME.**



# Economic Developers are **SLOW TO ADOPT DIGITAL**





# **BUILD QUALITY, MEANINGFUL OFFERS**

Good marketing offers customers  
something of value for their attention.

DIGITAL TECHNOLOGIES

# 01

# How It Works

## Awareness

Whitepaper, E-Book, Kit, Tip Sheet, Checklist, How-To Video, Educational Webinar

## Evaluation

Product Webinar, Case Study, Sample, FAQ, Data Sheet, Demo Video

## Opt-In

Free Trial, Live Demo, Consultation, Estimate, Coupon



**Your Content** + **Landing Pages** = **Leads**

## Offer:

Atlas' annual economic development white paper

## What readers get:

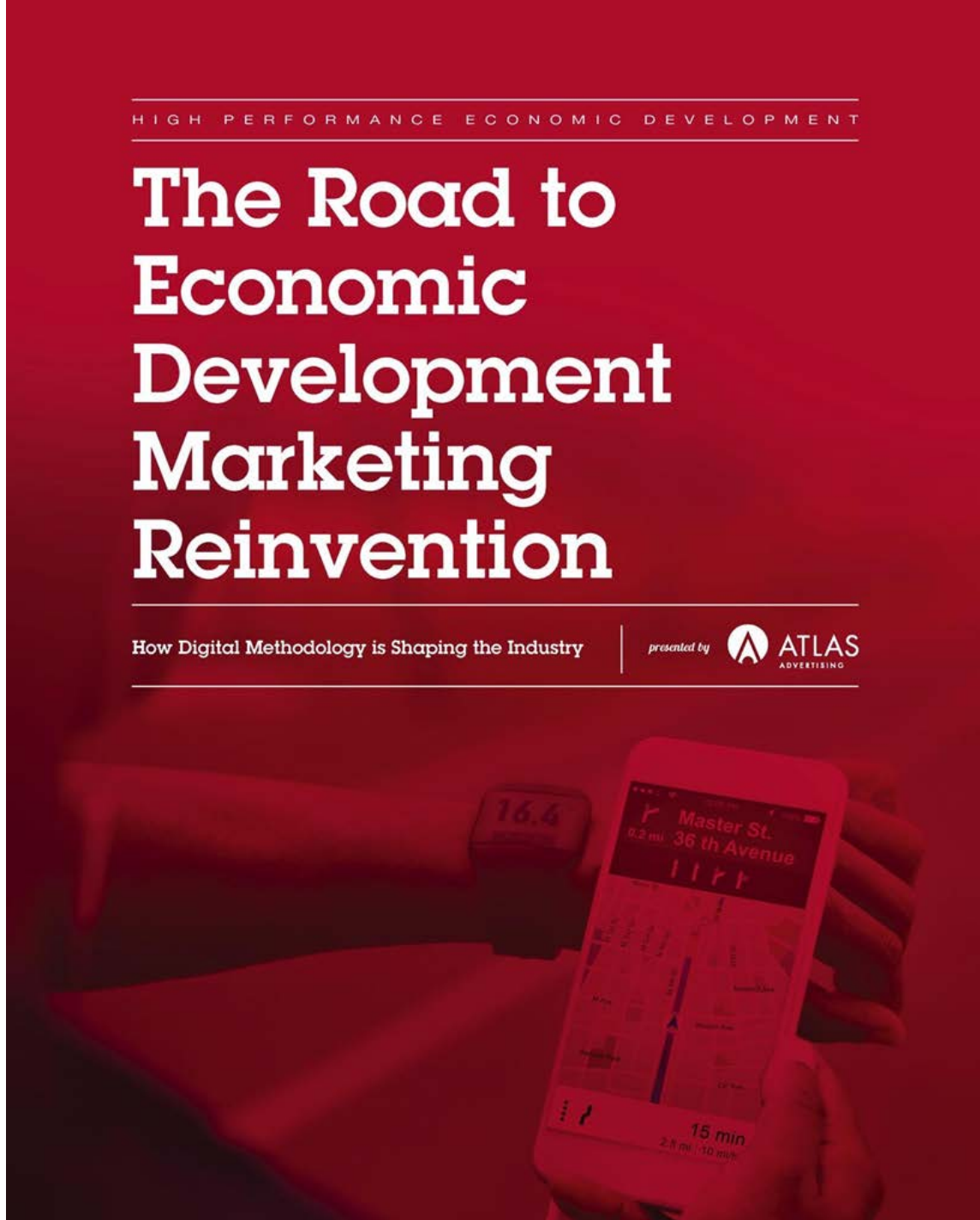
- Top 5 channels to reach site selectors
- Top 5 economic development websites
- Top 5 ways to drive traffic to content
- Top 5 social platforms for economic development
- Results from 2015 High Performance Economic Development benchmarking survey
- 5 steps to put digital methodologies into practice

HIGH PERFORMANCE ECONOMIC DEVELOPMENT

# The Road to Economic Development Marketing Reinvention

How Digital Methodology is Shaping the Industry

presented by  **ATLAS**  
ADVERTISING





# ESTABLISH BUYER PERSONAS

DIGITAL TECHNOLOGIES

If you want to target the right customers, you first have to know who they are. For this purpose, you establish buyer personas - the foundation for any effective marketing campaign.



# BUYER PERSONA



# LEVERAGE NEW MARKETING TOOLS

Well-designed websites, powerful images, digital advertising, and engaging audio or video clips are the new tools marketers are using to gain competitive advantages.

DIGITAL TECHNOLOGIES

03

Advanced &lt;

1st Connections x

2nd Connections x

Group Members x

Reset Close

## People

## Keywords

## First Name

## Last Name

## Title

✓ Current or past

Current

Past

Past not current

Current



## School

## Location

## Advanced People Search

## Relationship

- ☐ 1st Connections
- ☐ 2nd Connections
- ☐ Group Members
- ☐ 3rd + Everyone Else

## Location

## Current Company

## Industry

## Past Company

## School

## Profile Language

## Nonprofit Interests

## Upgrade to access multiple

## in Groups

- ☐ 5 College Alumni NY Area
- ☐ Urban Girl Squad
- ☐ Five Colleges Alumni
- ☐ Cause Marketing Forum
- ☐ Sustainable & Socially Responsible Develo...

## in Years of Experience

## in Function

## in Seniority Level

## in Interested In

## in Company Size

## in When Joined



# ACCESS DIGITAL NETWORKS OF EXCHANGE

Widely accessible technologies have transformed digital media sources into networks of exchange. People don't sit idly and consume information; they actively access it. ONLINE. And that's where 90% of the site selection process starts.

04

# AND JOIN THE SOCIAL REVOLUTION

New forms of advertising are indicative of the emergence of a new economy. Social media is another increasingly important aspect of contemporary digital marketing.

- LinkedIn (Business attraction)
- Twitter (Business attraction & retention)
- Facebook (BRE)
- Instagram (Events, tourism)
- Snapchat & Pinterest (Special projects)

# 04



**AS LONG AS  
YOUR  
MARKETING  
REFLECTS THE  
CHANGING  
DIGITAL  
LANDSCAPE,  
YOUR EDO WILL  
FIND SUCCESS.**

# USE TRADITIONAL MARKETING IF YOU CAN AFFORD IT

In today's digital landscape,  
attention and budgets are a precious  
resource.

# 05



# SMALL COMMUNITIES COMPETE BETTER ONLINE

In 2010, Google predicted that the age of big companies selling to the masses was ending and that specialized companies were on the rise.

What if we think this way about communities? Is it easier for small communities to succeed in marketing than it ever has been before?

06



**1/25 EDOS HAS  
PARTICIPATED IN  
SOME FORM OF  
DIGITAL  
MARKETING**

**NIMBLE EDOS ARE  
ON THE RISE TO  
CATER TO THE  
NEW WAVE OF  
INNOVATION FOR  
ECONOMIC  
DEVELOPMENT**

# USE METRICS TO DRIVE OUTCOMES

DIGITAL TECHNOLOGIES

Keep score. Know what you're doing, and if it's working. Transparency leads to accountability, and accountability leads to staff awareness and activity. And more activity bears more fruit. Leverage metrics to find the particular strategies that work best for your organization.

07

# Sample Digital Campaign Tracking For EDO (One Month)



**11** Form Fills



**2** Emails



**14** PDFs

**27**  
Total Goals

Impressions

**65,292**

Clicks

**459**

CTR%

**0.70%**

\$ / Click

**\$3.22**

Cost Per Goal

**\$54.74**

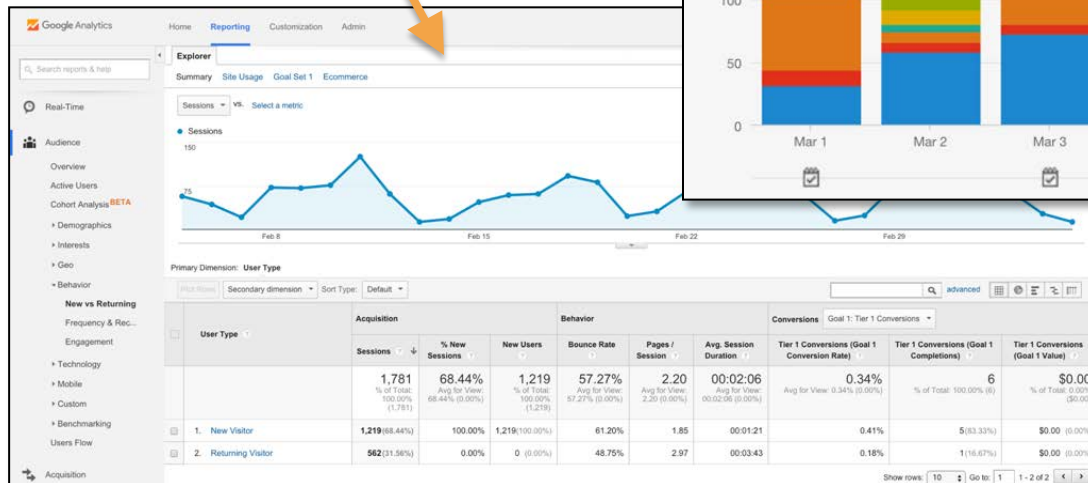
Total Cost

**\$1,478.10**



# How to Measure Digital Marketing

- Custom Dashboards
- Marketing Automation Platform Analytics
- Google Analytics



# 4 Steps to Start a Digital Marketing Program



1

Establish an Integrated Digital/  
**Marketing Automation** Infrastructure



2

Extend Digital **Presence, Set Goals**



3

Tell Your Story Where **Your Audience**  
Looks for Information



4

Create a Continuous **Digital Lead Gen**  
Program, Measure Results



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*Grade your*  
**MARKETING**  
sign up to get your free report