



Digital Lead Generation

Jennifer Wakefield

Senior Vice President, Marketing

New life 

 **Old life**

experience



 myspace





Why ORLANDO?



The *Why Orlando* initiative is aimed to generate awareness of Metro Orlando as a business destination worldwide. We want to tell the world what's happening in Metro Orlando and to reinforce that we're a top spot for business and industry.

We will engage diverse voices from the region in targeted international media, blog, social and online stories that are important for local business, clients and industry. Join in and help grow the conversation about "Why Orlando" is an ideal region for business and talent growth, retention and expansion.

This is an easy process that's been developed to help your organization, your clients and your leaders gain greater visibility. When using social media to share your organization's stories be sure to tag posts with the hash tag #WhyOrlando. When you see other #WhyOrlando posts please repost, retweet, share, like ... pass it on!

Document Downloads

-  [Calendar of Opportunities](#)
-  [Metro Orlando \(MSA\) Demographics and Statistics](#)
-  [Talking Points](#)
-  [Targeted Journalist](#)
-  [Why Orlando PPT](#)



Selling it to higher ups

- Research
- Strategic Plan

- My experience
 - Overcoming resistance and fear
 - Justification and strategic planning
 - Proof points – leads!
- Process – RPIE
 - Evaluating what we currently have (RESEARCH)
 - Website review – CTAs, landing pages
 - SEO/keywords + tweaking anything Hubspot says to
 - Competitor benchmarking
 - Developing personas
 - Writing strategic plan (PLANNING)
 - Implementation
 - Evaluation

TOP SECRET

Target Audiences



**CEO
Charley**



**Site
Consultant
Sam**



**Local
Business
Bernice**

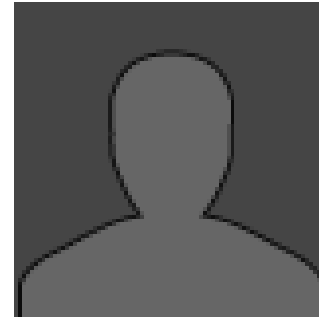
Target Audiences



**Investor
Ian**



**Media
Martha**



**Evangelist
Eve**

EVANGELIST EVE

BLOGGER, ILOVEMYCOMMUNITY

- **Involvement:** Social media ambassador
- **Goal:** She loves to tell the story of YOUR COMMUNITY as a great place to live, work and play and showing off all the sides of YOUR REGION that most people don't know about.
- **Age:** 23
- **Education:** Bachelors degree from UCF (Go Knights!)
- **Work:** Corporate social responsibility
- **Media habits:**
 - Instagram, Snapchat, Twitter, FB but only for her parents
 - Very social with hyperlocal bloggers
 - Emails back immediately
 - Only touches paper at work



Site Location Consultant Newsletter

March 2017

ORLANDO
YOU DON'T KNOW
THE HALF OF IT.

KPMG Selects Orlando for \$430M Global Training Center



KPMG LLC announced its plans to build a 55-acre learning, development, and innovation facility in Lake Nona located in the City of Orlando. KPMG expects to create 80 high wage jobs in Orlando and a \$430 million capital investment, the largest economic development project in 10 years. Construction on the new, state-of-the-art facility is scheduled to begin in spring 2017 and be completed in late 2019.

[Learn more](#)

Samsung signs lease for large distribution HQ

Global consumer electronics giant Samsung is relocating its existing Jacksonville operations to take advantage of the logistical benefits of being located in the middle of the state of Florida in the Orlando region's Lake County. Samsung recently signed a lease to take over one of the largest industrial buildings in Orlando for its new southeast distribution headquarters. With 706,000 square feet of available and ready warehouse space, the property is located near the intersection of Florida's Turnpike and U.S. Highway 27.

QUARTERLY

PRIMARY AUDIENCE



SITE SELECTOR SAM

PRIMARY CONTENT



PROJECT
ANNOUNCEMENT



ORGANIZATION
STORY



AVAILABLE
PROPERTY

Awareness
Stage

Consideration
Stage

Decision
Stage

Free Whitepaper
Free Guides & Tip-Sheets
Free eBooks
Free Checklists
Free Videos
Free Kits (combo of
above)

Free Webinars
Case Studies
Free Sample
Product Spec Sheets
Catalogs

Free Trials
Demos
Free Consultations
Estimates or Quotes
Coupons

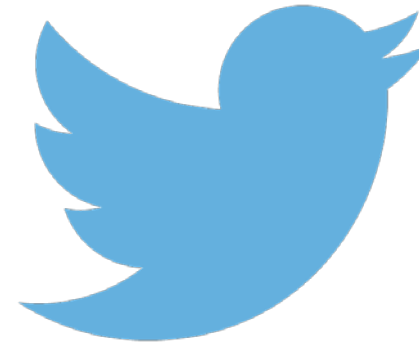




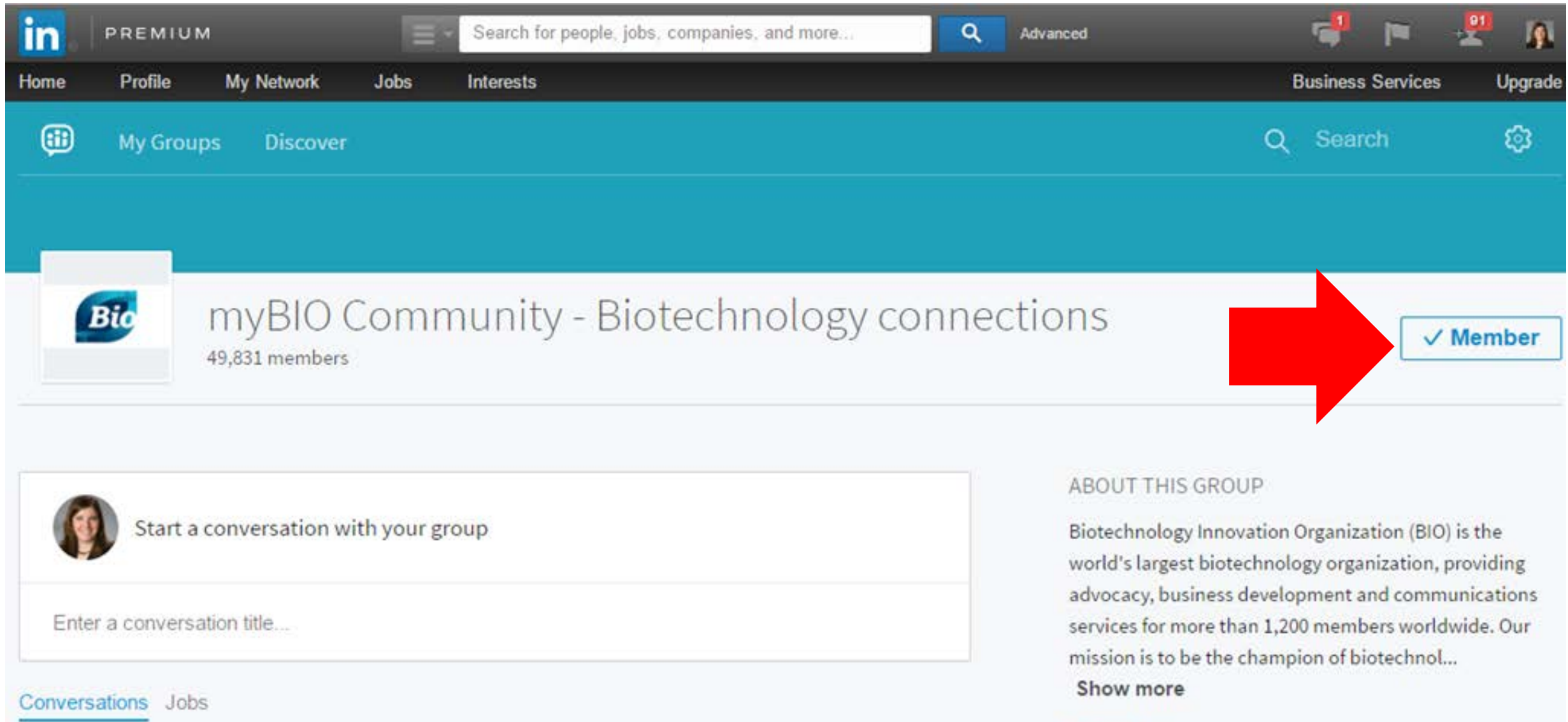
Tools



Google
Analytics



Tools




The image is a screenshot of the LinkedIn interface, specifically the 'myBIO Community - Biotechnology connections' group page. The top navigation bar includes the LinkedIn logo, a 'PREMIUM' badge, a search bar with the text 'Search for people, jobs, companies, and more...', and links for 'Home', 'Profile', 'My Network', 'Jobs', 'Interests', 'Business Services', and 'Upgrade'. Below this is a teal bar with 'My Groups' and 'Discover' links, a search icon, and a settings gear. The main header area features the group's profile picture (a blue square with 'Bio' in white), the group name 'myBIO Community - Biotechnology connections', and the member count '49,831 members'. A large red arrow points from the group name towards the 'Member' button. The 'Member' button is a blue-outlined rectangle with a checkmark and the text 'Member'. Below the header, there is a section for starting a conversation with the group, featuring a profile picture of a woman and the text 'Start a conversation with your group'. Below this is a text input field with the placeholder 'Enter a conversation title...'. At the bottom left, there are links for 'Conversations' and 'Jobs'. On the right side, there is a section titled 'ABOUT THIS GROUP' with a paragraph of text about the Biotechnology Innovation Organization (BIO) and a 'Show more' link.

in PREMIUM Search for people, jobs, companies, and more... Advanced 1 91

Home Profile My Network Jobs Interests Business Services Upgrade

My Groups Discover Search

 myBIO Community - Biotechnology connections 49,831 members

Member

Start a conversation with your group

Enter a conversation title...

Conversations Jobs

ABOUT THIS GROUP

Biotechnology Innovation Organization (BIO) is the world's largest biotechnology organization, providing advocacy, business development and communications services for more than 1,200 members worldwide. Our mission is to be the champion of biotechnol...

Show more

Sharing Successes



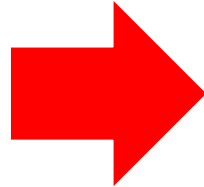
Orlando Economic Development Commission The Orlando region welcomes imec - the world's leading nanoelectronics research center. Imec's collaboration with the International Consortium for Advanced Manufacturing Research (ICAMR) will bring 100 high-wage jobs and position our region as the new hub for smart sensor innovation. <http://bit.ly/29ucDAK>





Tradeshow Marketing




Orlando Economic Development Commission There is only one week left until NBAA 2016 in Orlando. Schedule your meeting with Casey Barnes, VP, to discuss your business location needs or visit the Orlando EDC at booth #4366.




 Organic 
Targeted to: TOP SECRET

Calls-To-Action

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Our home is more than our castle.


Welcome to the other Orlando. A place where the quantity and diversity of commercial and industrial properties are major attractions. From Ultra-modern high-rises to undeveloped acreage and everything in between, our inventory includes over 177 million sq. ft. of industrial space and 102 million sq. ft. of office space. No wonder businesses quickly grow to love it here.

[Download the latest report on Orlando's economy](#)

First Name Last Name

Company Name

Email*

 **SEARCH
PROPERTIES**

Calls-To-Action

Greater Osceola Partnership

 3 Courthouse Square, 2nd Floor  407.742.4200  christina.morris@osceola.org

Subscribe to our newsletter

First Name*

Last Name*

Company Name

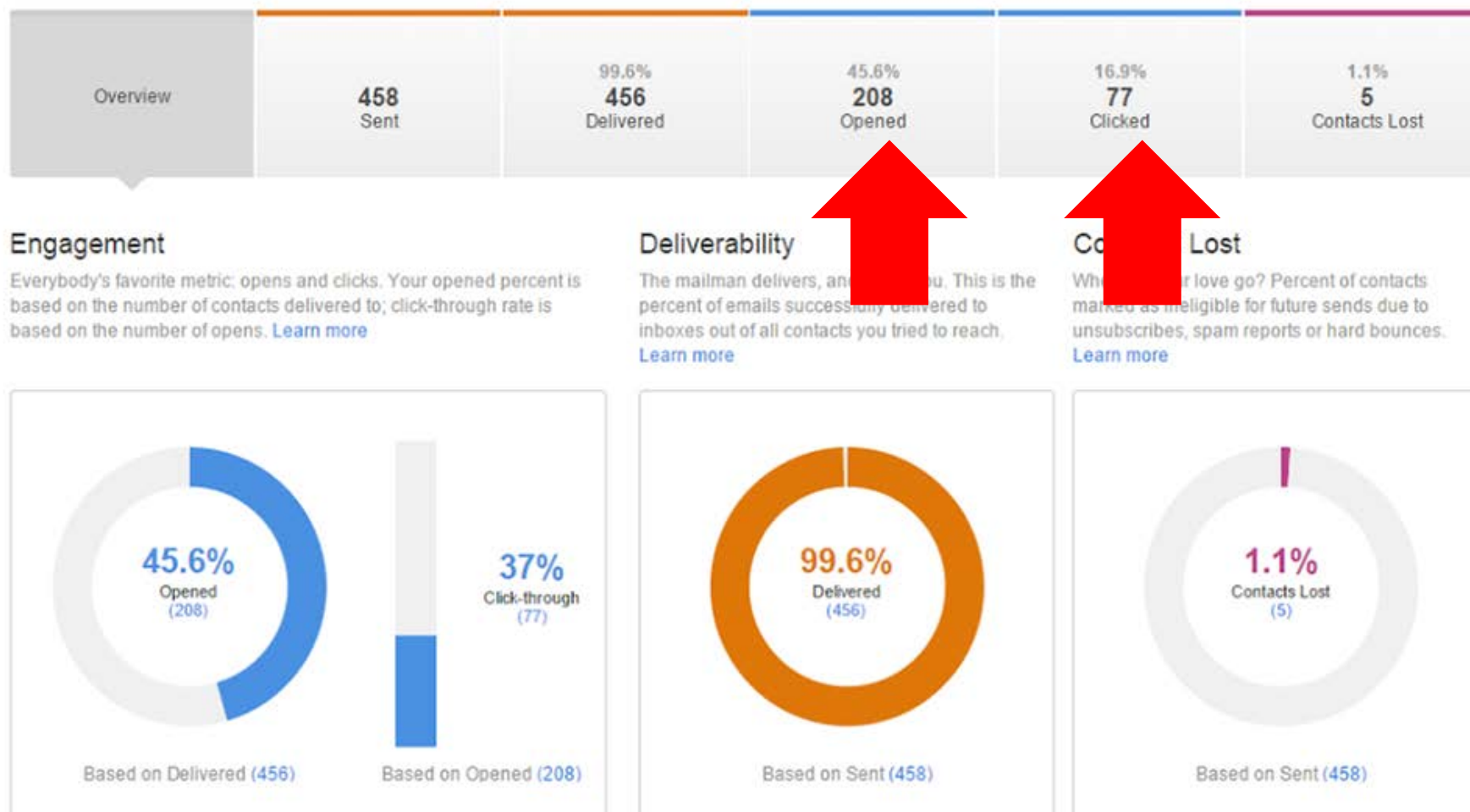
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- ☐ Weekly
- ☐ Monthly

Subscribe now!

Average Open Rate = 22%
Average Click-Through Rate = 3%



What's Worked for Me

- Digital advertising
- Aggressive media outreach
- Social media – esp LinkedIn
- Setting up website to optimize leads
- Spending time to pour through metrics regularly

Tips

- Invest in tools needed
- Obsess over metrics
- Spend time to create a solid digital marketing plan