

Advanced Location Marketing

Jim Walton, CEO
Brand Acceleration, Inc.



BrandAcceleration

ECONOMIC DEVELOPMENT MARKETING

We only work in
economic development.

We know your audiences
like no one else.

What is a brand?

Your brand is
not your
logo.

Your brand is
not your
slogan.

Your brand is
your promise.

Part One:

Search

Part Two:

Sharpen

Part Three:

Share

Part One: Search

Stakeholders

Existing
Employers

Prospects

Stakeholders

Existing
Employers

Prospects

Stakeholders

Existing
Employers

Prospects





Common Beliefs



Feelings and Emotions



Strengths and Weaknesses



Questions?

What are your Strengths
and Weaknesses?

Worksheet 1: Analysis

Questions?



What are your Target Industries?



What are your Target
Industries?
Why?

Worksheet 2: Targets

Questions?

Part Two: Sharpen

My community is a great place to live and raise a family. We have great schools. We have a highly-skilled workforce that knows how to work hard. We have affordable electricity, and we're located within a one-day drive of 70% of the population.

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How are you different?

What are your most
important messages?

My community is ideal for automotive components manufacturing. We are located within a six-hour drive of four major automotive manufacturing cities. We have redundant electricity with rates 7% lower than the national average.

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Worksheet 3: Message

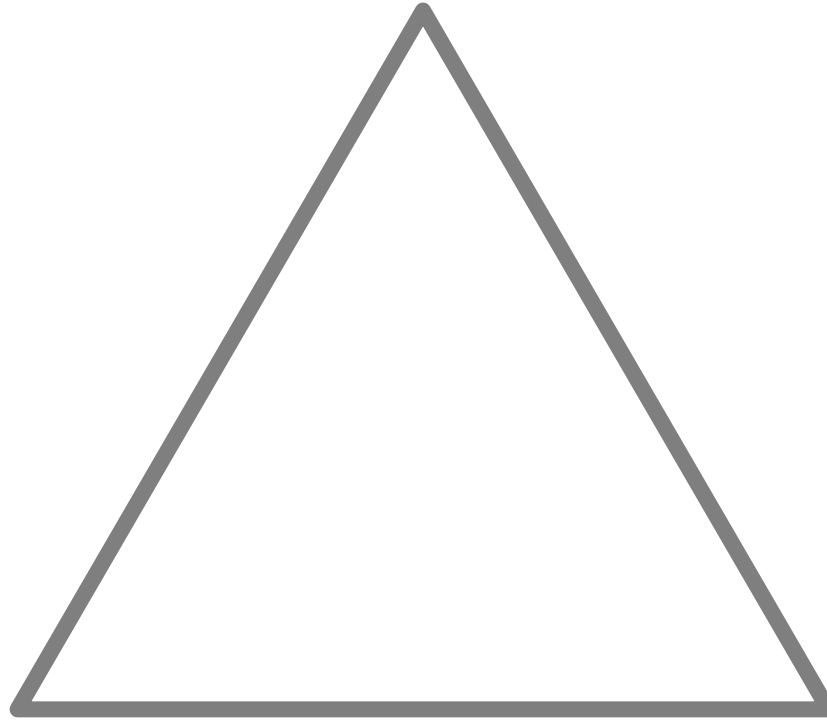
Questions?

Part Three: Share

Website

Outreach

Site Visit



Purpose

Website

Site Map



1. Sites and Buildings
2. Economic Data
3. Workforce and Education
4. Labor Force
5. District and County
6. Community
7. Advertising List
8. Total and Unemployed
9. Unemployed by Education
10. US Labor
11. US District
12. Major Areas
13. US Labor and Unemployed
14. Labor and Unemployed
15. Quality of Life
16. Healthcare

Writing



Designing and Programming



Community Websites



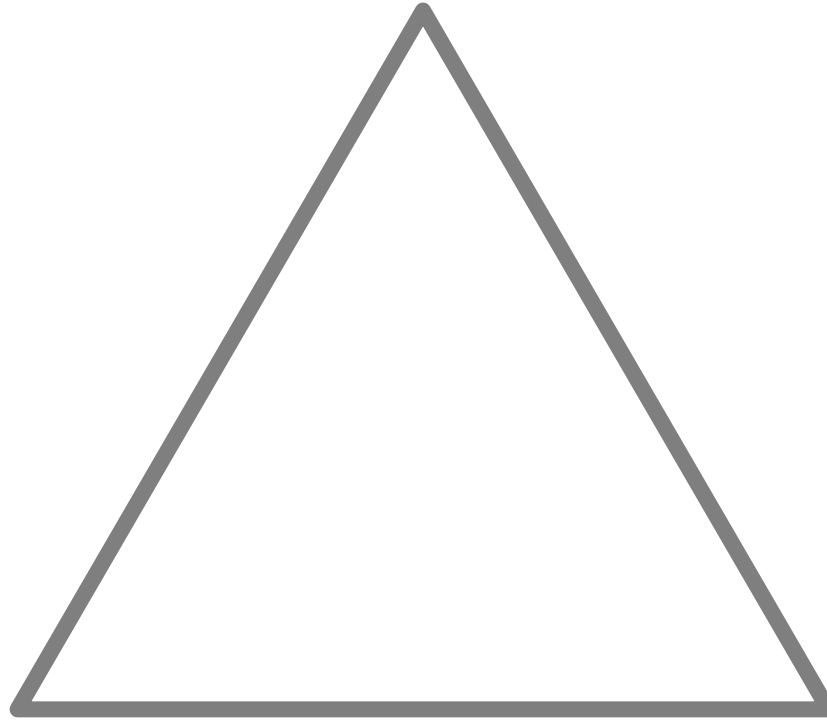
A Few of our Websites



Website

Outreach

Site Visit

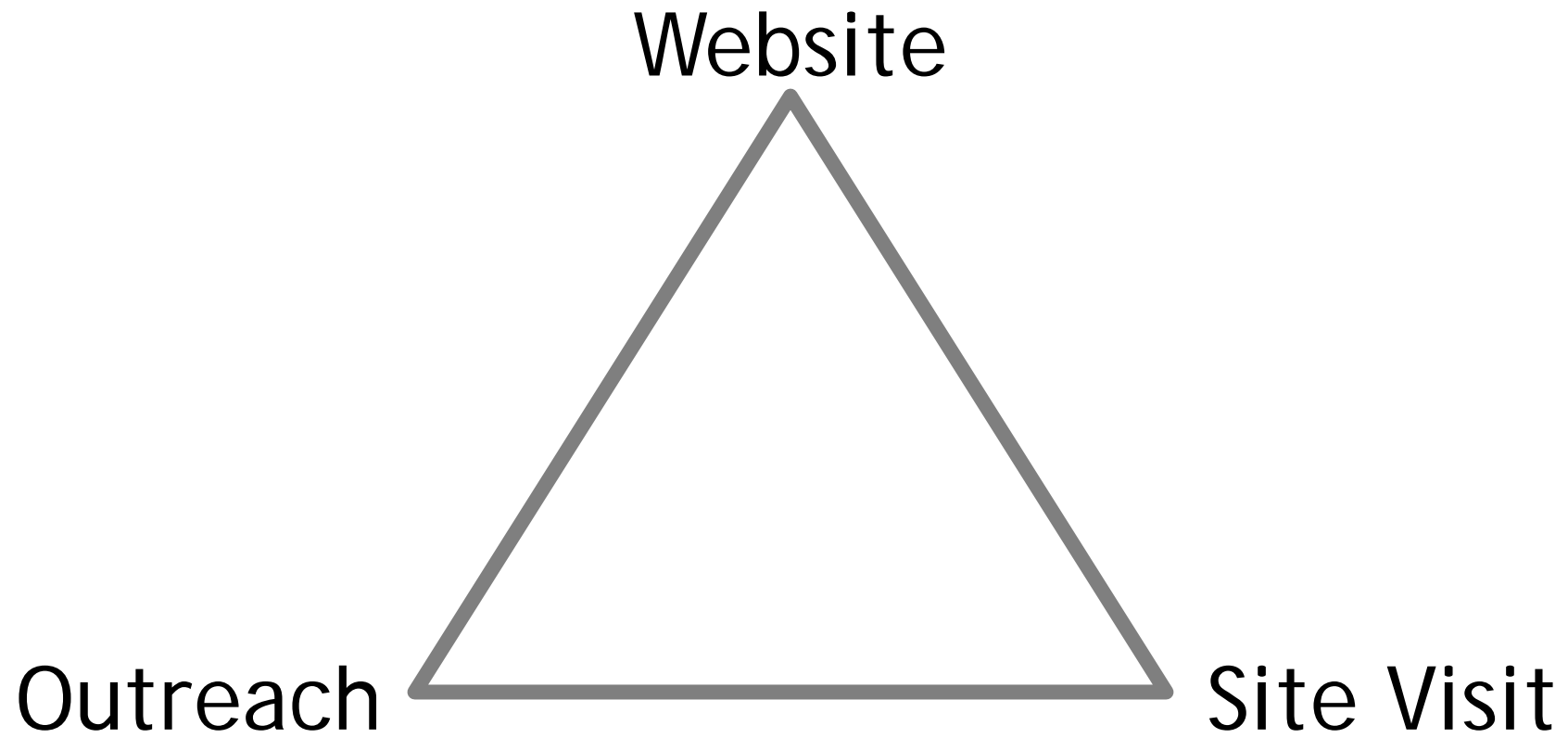


Email Marketing

Collateral

Video

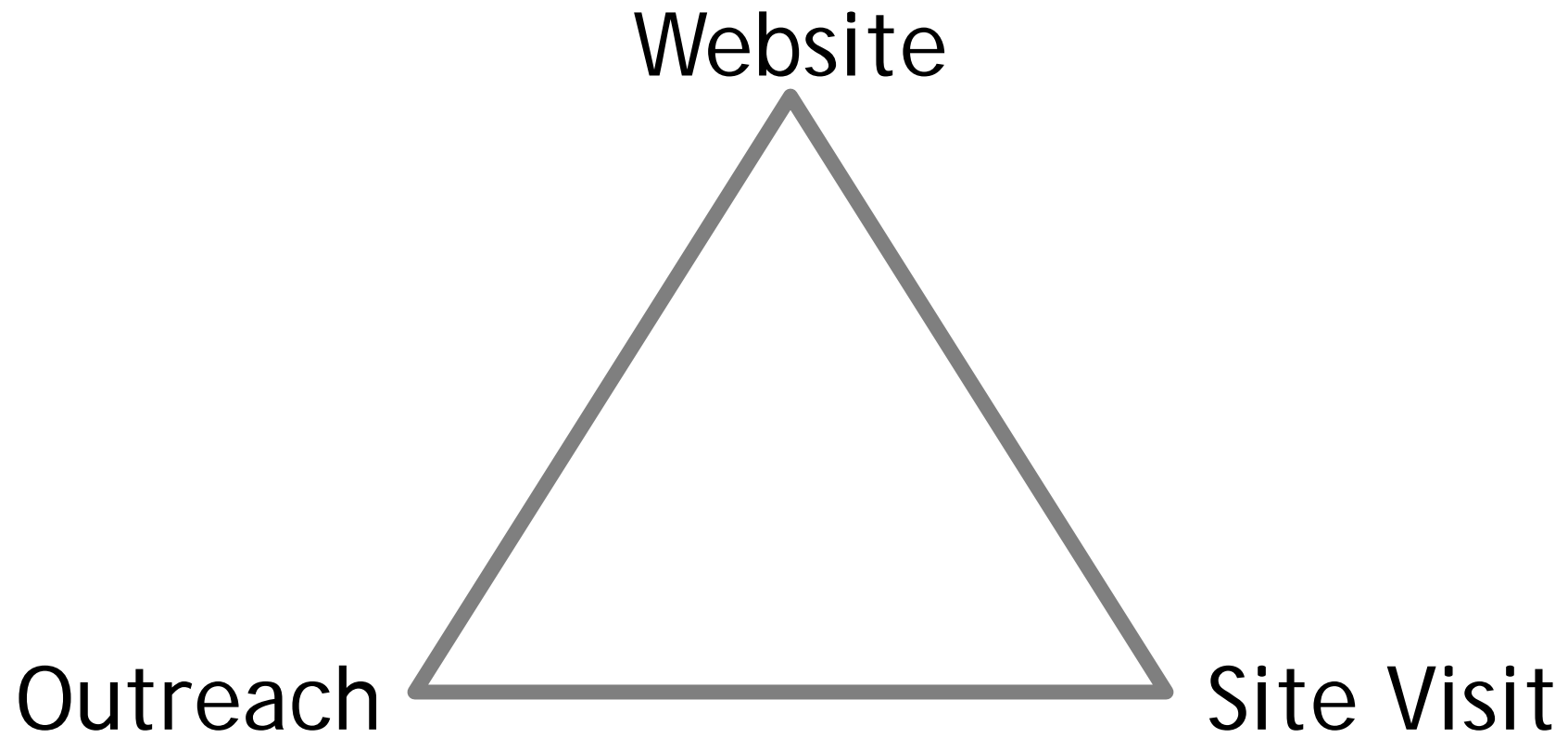
Social Media



Preparation

Visit Management

Questions?



Mastering Your Community Pitch

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Imagine a face-to-face
pitch opportunity.

You have a minute
or less.

We've seen *great*
pitches.

We've seen *awful*
pitches.

We asked leading site consultants and c-suite executives what they like and dislike.

Here's what they said:

1. Tell them where
you're from.

2. Don't try to sell!

3. Do your homework.
Know them.

4. Be succinct and show a specific business rationale.

5. Explain your target industries and why you selected them.

6. Explain how you've mitigated their risks.

7. Mention companies that have successfully located there.

At the first meeting,
here's what you should
ask them:

1. What services does your firm provide?

2. In which industries
does your firm work?

3. What are your clients
looking for?

4. What specific site attributes are you looking for?

What are the most
common mistakes made
during the first
encounter?

1. Talking about quality of life.

2. Talking about
everything but the
business deal.

Questions?

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