Creating an Economic Development Marketing Strategy

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Elements of the Plan

- An allocated budget...
- And timeframe...
- With tactics and strategies...
- That communicates a message...
- At a targeted audience...
- To achieve specific objectives and goals.
Start with the Ending

1. Set objectives and goals...
2. Identify audiences...
3. Create messages...
4. Determine strategies and tactics...
5. Establish a timeframe...
6. Coordinate with budget...
   then measure against step 1.
1. Goal/Objectives

- An *objective* is the desired result that should complement overall business plan/vision.
- A goal should be specific and measurable related to the objective.
2. Audiences

- Targets relate specifically to achievement of objectives/goals
- Group by characteristic and/or sales opportunities, create a matrix to help determine priorities
- Don’t forget legislators, media and competitors (partners)
3. Messages

- Define what action/reaction is required by each audience in order to achieve goal
- Create message for each audience that will produce cause-effect
- Fit with strategies
4a. Strategies

- Positioning statements that support the objectives
- Ties the messages to the tactics and to the objectives
- Group by audience
4b. Tactics

- Vehicles that carry the messages
- Should support each strategy for each audience
- Go beyond the basics
  - Guerilla campaign
  - Social media
  - Relationship marketing
5. Timeframe/6. Budget

- Completes the picture
- Create a calendar
- Tier the plan to budget levels
Research

- **Pre-campaign**
  - Analyze current trends/situations
  - Confirm opinion/attitudes of audiences

- **Post-campaign**
  - Metrics measure success
  - Baseline, plus consistent evaluation
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Comprehensive resources to support business attraction, formation and expansion

Strategic counsel and implementation to exceed communications goals

Expert researchers providing current economic data and in-depth analyses

Comprehensive resources to support business attraction, formation and expansion
Thank you!

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