

# Marketing Your Community

What to do, and  
more important,  
What not to do!

Presented to you by

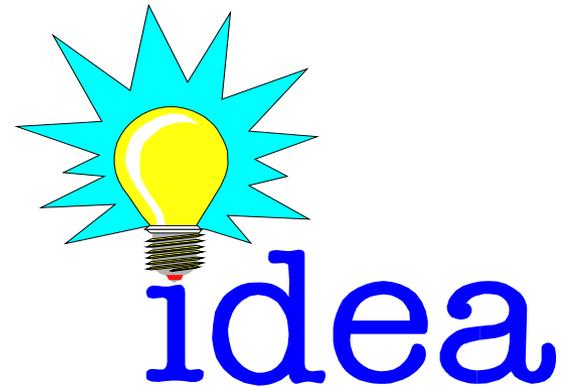
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# Objectives

- Confuse
- Provoke
- Excite
- Inform



# Universal Truths about Marketing a Community

- Its regional in nature
- It involves partnerships
- It requires knowledge
- It is not the same as consumer marketing
- It has to be internal and external

# New Jobs, Where do they come from?

55% Expansion of Existing Business

44% Local New Start Up Business

1% Relocation of Existing Business

Source: Harvesting Hometown Jobs, National Center for Small Communities.

# Marketing is a 4 step process

1. Understand and develop the product
2. Determine to whom you will market
3. Develop marketing tools
4. Handle and Service the prospect

# 1. Understand and develop your product—(the community is the product)

- Take care of business. Care for what you already have.
- SWOT-Unique strengths
- Develop a marketable product

# “Product” information

1. Data Standards
2. Workforce
3. Available sites
4. Available buildings: 80-85% of prospects want an available building-now
5. Cost of doing business—compete on quality-not just price

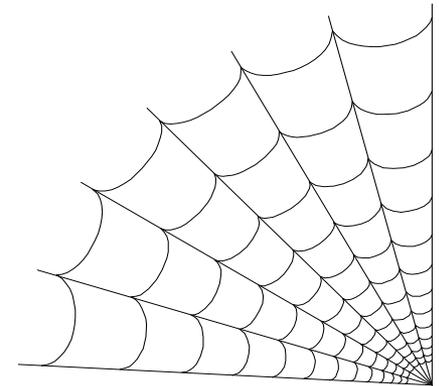
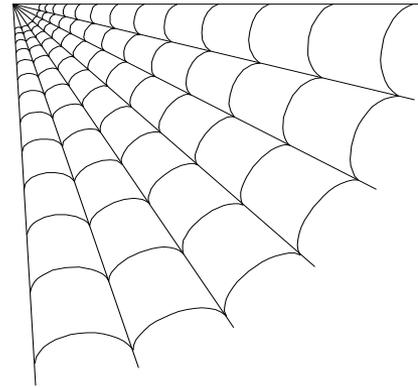
# Who will you market to?

- Target marketing
  - Clusters
  - Best fit
  - Linkages
  - Growth businesses
- Professional help?



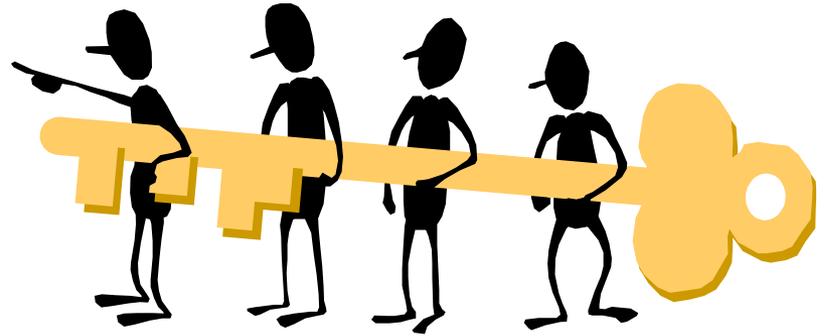
# Tools/techniques for marketing

- Web site
- Booklets/pamphlets/
- Direct mail
- Trade shows
- Cold calls
- Paid advertising



# Handle the prospect

- The marketing team
  - Community
  - Training
  - Labor
  - Building
  - Site
  - Utilities
  - Government-incentives
  - Finance
  - Quality of life



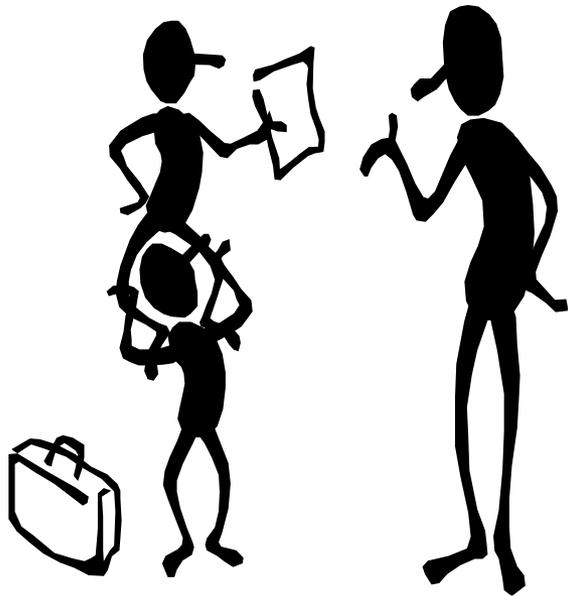
# The economic developer's role

The economic developer usually serves as the initial and single point of contact-provides information, facilitates, coordinates, and serves the prospect.

# Understand what is important to the prospect-ranked in order.

- Labor force
- Cost factors of doing business
- Utilities-quality and cost
- Transportation-cost
- Taxes and business climate
- Environmental regulations
- Quality of life
- Incentives-expected

# Where to get help



- Utility Companies
- State Economic Dev. Agency
- Successful communities
- Consultants
- Professional associations
- OCD national training conference