



**Regional Economic Development Inc.**

# **MARKETING PLAN 2018-2020**

**Adopted by REDI Board of Directors: April 11, 2018**

**Prepared by: REDI Staff**

## REDI MARKETING PLAN 2018-2020

### **VISION:**

To *work together with community partners* to create a better economic future for Columbia and Boone County.

### **MISSION:**

To assist in the *creation of quality job opportunities* that support upward economic mobility for the residents of Columbia and Boone County.

### **MARKETING GOALS:**

1. *Attract* business to Columbia and Boone County by raising awareness nationally of Columbia and the communities of Boone County as a business location.
2. *Retain and expand* the local employment base by educating residents about the positive economic impact of existing legacy companies, the value of services REDI provides, and the opportunities for collaboration with local educational institutions to increase and improve the community's workforce.
3. *Grow* startups in Columbia and Boone County by promoting REDI's Innovation Hub and the region's entrepreneurial ecosystem.
4. *Raise local awareness of REDI* and its mission, educate the public about REDI's programs and the benefits of positive economic impacts and job creation.

**GOAL #1: Attract business to Columbia and Boone County by raising awareness nationally of Columbia and the communities of Boone County as a business location.**

*(Strategic Plan Goal: Attraction - Targeted Industry Development)*

**Target audience:** Site selection consultants and Missouri area real estate brokers

**Objectives:**

- Continue Missouri Partnership marketing trips with an emphasis on consultant briefing missions; and, participate in Kansas City and St. Louis Society of Industrial and Office Realtor (SIOR) events, and conduct visits to metro area brokers/realtors.
- Increase information sought by site selectors on REDI website to reflect needs of site selectors. (More clearly list info in Fact Book on Attract web page, for example, largest employers, quality of life, incentives; attraction related press releases, etc.).
- Utilize LinkedIn to connect with site selectors, realtors, the Missouri Partnership, and other business attraction contacts to share information on our region, our area workforce, and assets for attraction of new business and industries.
- Evaluate effectiveness of advertisements in industry magazines such as Forbes, Site Selection, Area Development and place ads if deemed appropriate.
- Focus Facebook advertising featuring REDI attraction video(s) to targeted industry and geographic area.

**Metrics:** Site visits to Columbia/Boone County, circulation of advertisements placed or articles published, visits to REDI website and pages viewed, connections to LinkedIn and views/likes of social media posts.

**Outcomes:** Increased RFI's, site visits to Columbia/Boone County and successful attraction projects.

**Resources:** REDI Website, videos, Facebook, LinkedIn, site selection consultant publications.

**GOAL #2: Retain and expand the local employment base by educating residents about the positive economic impact of existing legacy companies, the value of services REDI provides, and the opportunities for collaboration with local educational institutions to increase and improve the community's workforce.**

*(Strategic Plan Goal: Expansion/Retention – Stability of Existing Legacy Companies)*

**Target audience:** Residents and employers of Columbia/Boone County

**Objectives:**

- Generate and distribute press releases with news of economic activity, intentionally including explanations of project benefits and programs that promoted the project.
- Public awareness ads: Framed ads with general info about REDI (REDI's mission, REDI's general work) with alternating timely info within (timely news about expansion projects such as Dana and Kraft-Heinz) or short snippet explaining an incentive or economic benefit or specific activities.
- Distribute REDI coverage, news, and re-sharing old stories of local successes and REDI projects through social media channels (Facebook, Twitter, LinkedIn) at regular frequency.
- Pitch articles on different topics for local publications – Columbia Business Times, Columbia CEO, Inside Columbia, Relocate, others.
- Participate in community events: Chamber of Commerce Showcase CoMo (for example, business to business interaction and REDI staff interaction with public).

**Metrics:** Number of events, size of audience, placements of positive news stories.

**Outcomes:** Positive reception of local expansion and retention economic projects and activities; retention of local employment sectors; maintain low unemployment figures.

**Resources:** REDI website; social media, Columbia Missourian, Columbia Daily Tribune, local promotional publications, City Source, MyColumbia city employee intranet, Zimmer Radio Group, Cumulus Radio stations, City Channel, Columbia Business Times, Columbia CEO, Inside Columbia, Relocate magazine.

**GOAL #3: Grow startups in Columbia and Boone County by promoting REDI's Innovation Hub and the region's entrepreneurial ecosystem.**

*(Strategic Goal Plan: Entrepreneurship – Support Startups and Advance Emerging Technologies)*

**Target audience:** Entrepreneurs of mid-Missouri

**Objectives:**

- Create marketing materials for the Hub and the region's ecosystem, including recruitment of new clients and promotion of local talent.
- Use community calendars, and those of our partners, to promote collaboration, regional events and activities, information about the Hub, and Hub opportunities.
- Promote Hub clientele through social media and press releases, as part of support to clients and avenue of showcasing REDI's work in entrepreneurship.
- Recruit REDI investors to provide network of professionals to provide business counseling services, consulting, mentoring and training; gain entrepreneurial contacts and resources in community who have actionable understanding of REDI programs.
- Generate buzz and awareness for Columbia and Boone County's startup ecosystem locally and nationally through entrepreneurial related channels; host annual Entrepreneur Hall of Fame event to highlight legacy of excellence in entrepreneurship.
- Provide marketing support for the region's food/beverage/agriculture ecosystem as resources develop and commercial outlets come online.

**Metrics:** Marketing pieces created, attendance at Hub events, placement of advertisements and positive articles, increased views and likes of social media posts, increase views of REDI website pages, number of views and likes.

**Outcomes:** Increased number of Hub clientele and participation in Hub events, jobs created by present and past Hub clients, increased awareness of region's startup ecosystem.

**Resources:** Community partners, REDI investors, community calendars, REDI website, social media.

**GOAL #4: Raise local awareness of REDI and its mission, educate the public about REDI's programs and the benefits of positive economic impacts and job creation.**

*(Strategic Plan Goal: Organizational Excellence – Leadership, Teamwork and Problem Solving)*

**Target audience:** Residents and business community of Columbia/Boone County

**Objectives:**

- Distribute marketing pieces to larger audience.
- Showcase REDI videos on website.
- Use social media (Facebook, twitter and LinkedIn) to showcase REDI activities.
- REDI e-mail campaigns sharing news, kudos and promotions with wide distribution.
- Generate and distribute press releases on a regular basis to raise awareness of accomplishments, events, activities.
- Public awareness ads: Framed ads with general info about REDI (REDI's mission, REDI's general work) with alternating timely info within.
- Pitch articles on different topics for local publications (Columbia Business Times, Columbia CEO, Inside Columbia, Relocate, others).
- Participate in community events such as Chamber of Commerce Showcase CoMo and District activities.

**Metrics:** Number of events, size of audience, number of advertisement and article placements, number of mailings, number of email contacts, number of views on REDI's website, views and likes on social media, connections on LinkedIn.

**Outcomes:** Positive reception of projects and economic activities, increased investments and participation in REDI.

**Resources:** REDI marketing materials, REDI website; social media, Columbia Missourian, Columbia Daily Tribune, local promotional publications, City Source, MyColumbia city employee intranet, Zimmer Radio Group, Cumulus Radio stations, City Channel, Columbia Business Times, Columbia CEO, Inside Columbia, Relocate magazine.