

2022-2024

# MARKETING PLAN



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**Prepared By: REDI Staff**

Approved by  
REDI Board of Directors  
on May 11, 2022



# REDI MARKETING PLAN 2022-2024

## REDI'S VISION

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

## REDI'S MISSION

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

## Marketing Goals

Attract business to Columbia and Boone County by raising awareness nationally of Columbia and the communities of Boone County as a business location.

Retain and expand local employers by collaborating with educational institutions to increase and improve the community's workforce and educating residents about the positive economic impact of existing legacy companies.

Grow entrepreneurship in Columbia and Boone County by promoting REDI's Hub and Minority Business Enterprises (MBE's) and providing valuable resources to assist them with starting and growing their businesses.

Raise awareness of REDI and its mission by educating the public about REDI's programs and the positive economic impacts of capital investment and job creation.

# BUSINESS ATTRACTION

## Targeted Industry Development

### MARKETING GOAL

Attract business to Columbia and Boone County by raising awareness nationally of Columbia and the communities of Boone County as a business location.

## 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's website to reflect the needs of site selectors.
- Include valuable information from Fact Book on REDI's Attract web page (i.e. promoting largest employers, quality of life, labor availability analysis, incentives, attraction related press releases, etc.)
- Utilize LinkedIn to connect with site selectors, realtors, Missouri Partnership, and other business attraction contacts to share information about 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 as deemed appropriate.
- Implement marketing and advertising by featuring REDI attraction video(s) to targeted industries and geographic areas.
- Host informational visits to the area for potential site selectors.

### RELATED STRATEGIC PLAN STRATEGIES

*Improved Infrastructure  
Municipal Ombudsman*

### TARGET AUDIENCE

Site selection consultants and Missouri area real estate brokers.

### METRICS

Site visits to Columbia and 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

Maintain quality RFI's, conduct site visits to Columbia and Boone County, and attain successful attraction projects.

### RESOURCES

REDI website, videos, Facebook, LinkedIn, site selection consultants, and related publications.

# BUSINESS EXPANSION/RETENTION

## Stability of Existing Legacy Companies

### MARKETING GOAL

Retain and expand local employers by collaborating with educational institutions to increase and improve the community's workforce and educating residents about the positive economic impact of existing legacy companies.

#### TARGET AUDIENCE

Residents and employers of Columbia and Boone County.

#### METRICS

Number of events, size of audience, news coverage.

#### OUTCOMES

Positive reception of local expansion and retention projects and activities; retention of local employers; maintain low unemployment figures.

#### RESOURCES

Area employers, REDI website, social media, local news and media outlets, City and County planning staff, Business Development Specialist (i.e. Municipal Ombudsman).

## Objectives

- Generate and distribute press releases with news of economic activity, intentionally including explanations of project benefits and programs that promote the project.
- Public awareness ads: Framed ads with general info about REDI with alternating timely info within (i.e. timely news about expansion projects such as Dana and Kraft-Heinz) or short snippet explaining an incentive or economic benefit or specific activities.
- Facilitate opportunities for collaboration and relationship building between local government, private industry, nonprofit organizations, and engaged citizenry.
- 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
- Participate in community events as a representative(s) of REDI and educate the attendees on what REDI does for economic development in the community (i.e. business to business interaction and REDI staff interaction with the public).
- Promote area employers who provide business briefings at monthly REDI Board of Directors meetings in Newslinks.
- Serve as a liaison between developers, businesses and government to help the business community navigate City and County regulatory processes.
- Implement marketing and advertising by featuring REDI expansion video(s) to targeted industries and geographic areas.
- Host quarterly networking events for existing legacy companies.

#### RELATED STRATEGIC PLAN STRATEGIES

*Relationships with Corporate Headquarters  
Workforce Consortium  
Municipal Ombudsman  
County-Wide Marketing for Talent Attraction*

# ENTREPRENEURSHIP

## Support Startups and Emerging Technologies

### MARKETING GOAL

Grow entrepreneurship in Columbia and Boone County by promoting REDI's Hub and Minority Business Enterprises (MBE's) and providing valuable resources to assist them with starting and growing their businesses.

## 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 and activities, information and opportunities regarding the Hub and the Minority Business Program to the region.
- Promote Hub and Minority Business Program clientele through social media and press releases.
- Recruit REDI investors to provide network of professionals with business coaching services, consulting, mentoring and training.
- Network with local entrepreneurs and resources in the community who understand REDI programs and interact with the organization.
- Generate awareness for Columbia and Boone County's startup ecosystem locally and nationally through entrepreneurial related channels.
- Utilize the entrepreneurial calendars on REDI's website as a resource to promote educational events and encourage networking.
- Provide marketing support for the region's food/beverage/agriculture ecosystem as resources develop and commercial outlets come online.
- Implement marketing and advertising by featuring REDI entrepreneurship and MBE video(s) to targeted industries and geographic areas.
- Host quarterly networking events for those entities that support entrepreneurs and business startups.

### RELATED STRATEGIC PLAN STRATEGIES

Central Point of Contact for Entrepreneurial Resources  
Anchor Institution Program  
Risk Capital for Entrepreneurs  
Young, Diverse Professionals

### TARGET AUDIENCE

Entrepreneurs of mid-Missouri

### METRICS

Marketing pieces created, attendance at Hub events, increased social media insights, increase in MBE attendance at REDI events, increased views of REDI website pages.

### OUTCOMES

Increased number of Hub clientele and participation in Hub events, increased number of Minority-Owned Business Enterprises (MBE's) in the Hub and Minority Business Program.

### RESOURCES

Community partners, Entrepreneurship Coordinator, REDI investors, local news and media outlets, community calendars, website, social media, Newlinks, local businesses and entrepreneurs, Minority Business Program Coordinator, Missouri Women's Business Center, and Coaches Cohort.

# ORGANIZATIONAL EXCELLENCE

## Leadership, Teamwork, and Problem Solving

### MARKETING GOAL

Raise awareness of REDI and its mission by educating the public about REDI's programs and the positive economic impacts of capital investment and job creation.

#### TARGET AUDIENCE

Residents and business community of Columbia and Boone County.

#### METRICS

Number of events, size of audience, number of advertisement and article placements, number of mailings, number of email contacts, increased traffic to REDI's website, increased insights on social media, increased number of investors, increased investments.

#### OUTCOMES

Positive reception of projects and economic activities, increase in social media insights, increased investments and participation in REDI.

#### RESOURCES

Investors, staff, marketing materials, website, social media, local businesses and entrepreneurs, Newslinks, publications, local news and media outlets, Investor Relations and Communications Manager, REDI Strategic Plan 2021-2024, local promotional publications.

## Objectives

- Promote organizational leadership and economic development opportunities through the release of marketing materials.
- Showcase REDI videos on website and social media platforms.
- Use social media platforms (Facebook, Instagram, Twitter, and LinkedIn) to showcase REDI activities and programs.
- Distribute 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.
- Create a media campaign to highlight REDI partners, staff, clients, and investors (i.e. Testimonials and Highlights.)
- Run public awareness ads: Targeted ads with general info about REDI with alternating timely info within.
- Participate (formally and informally) in a wide variety of community events that highlight REDI.
- Host quarterly events that showcase the work of REDI.

#### RESOURCE

2021-2024 Strategic Plan



**Regional Economic Development Inc.**

**IEDC ACCREDITED**

500 East Walnut, Suite 102  
Columbia, MO 65201  
573-442-8303  
[www.ColumbiaREDI.com](http://www.ColumbiaREDI.com)