



All Marketing Minds on Deck!

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Why use Marketing for Economic Development?

- Recruitment of jobs and investment
- Tourism – attract visitors
- Promote services to local businesses
- Attract retail shoppers
- What else can we add to this list?

Marketing Fundamentals

- What is your **goal**?
- **What** are you marketing? (product)
- **Who** is your target audience?
- What is your **message**?
- **How** will you reach your target audience with your message?

CHECK: How will you stand out from the competition?

Marketing Challenges

- **Breaking thru the Clutter**
- **Brand Identity**
- **Is the Message Sticking?**
- **Consistency**

Session Goal

You walk away with implementable ideas for your community



Turn the Spotlight on... Your Interests



- What questions do you have about marketing that you always wanted to ask but never had the forum?
- What marketing situations have you experienced that you wish you handled differently but not sure how?
- What marketing question do you want answered today?

Possible Areas of Interest

- Message
- Understanding your target audience
- Marketing Collateral
- Marketing Tools
- Outreach Tactics
- Measuring Results
- Expectations for successful marketing