



SITE SELECTORS GUILD

FALL FORUM

DETROIT



**SEP 23-25
2024**

#SSGFallForum

The Pitch

Marketing Practices that Hit My Radar



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Best Practices – Baldwin County, AL



Why Baldwin?

Career

Internships

Things To Do

Find Your Community

Adventure Calls.
Opportunity Awaits.



White sand beaches to nature preserves. Music, food, and cultural fests. Plus, a tight-knit community that marries hometown charm with big city opportunity. Everything's Better in Baldwin.



Announcements



- ✓ **Project announcements**
- ✓ **General/targeted news releases**
- ✓ **Site information**
- ✓ **Utility updates**
- ✓ **Incentive updates**



Promotional Gifts



- ✓ Make gifts intentional
- ✓ How does it relate back to your community or state?
- ✓ Think about using logos
- ✓ Be mindful of size
- ✓ ...And be mindful of perishable products



Peaches from
Peach County, GA



Tumblers from
Everyone



Gift basket on site
tour



Pecan pie from
Savannah, GA

Site Tours



- ✓ Think of your site tour as an event
- ✓ How are you packaging your tour?
- ✓ Tailor to your audience
- ✓ Use unique locations to host the investor



Sundays on site
tours



Making site tours
brand-specific



Unique meeting
location

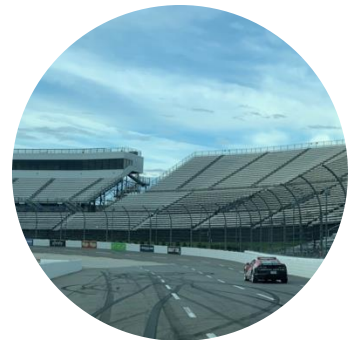


Immersive
experiences

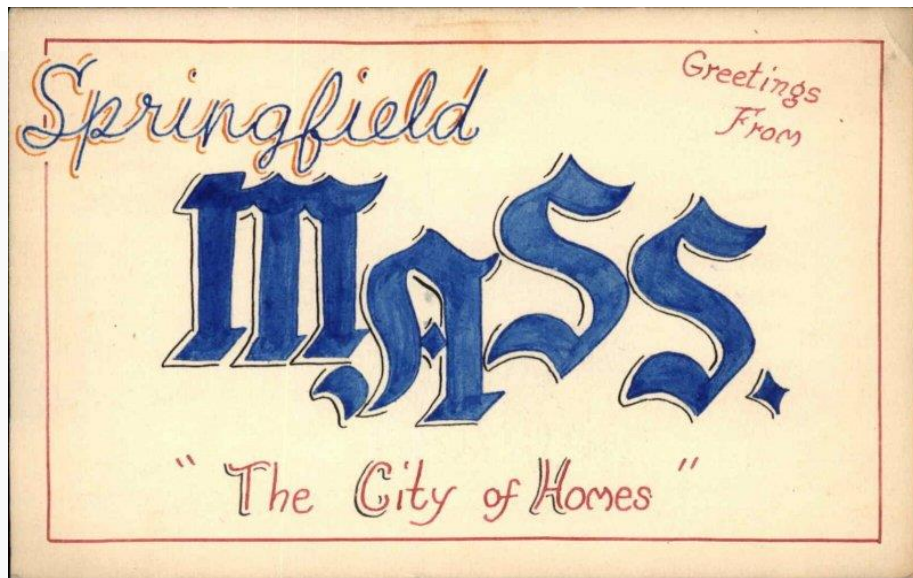


Red Carpet / Fam Tours

- ✓ **Make the event intentional**
- ✓ **How do you tie experiences back to our work?**
- ✓ **Partner with neighboring communities to promote a region**
- ✓ **Involve high-ranking officials for larger impact**



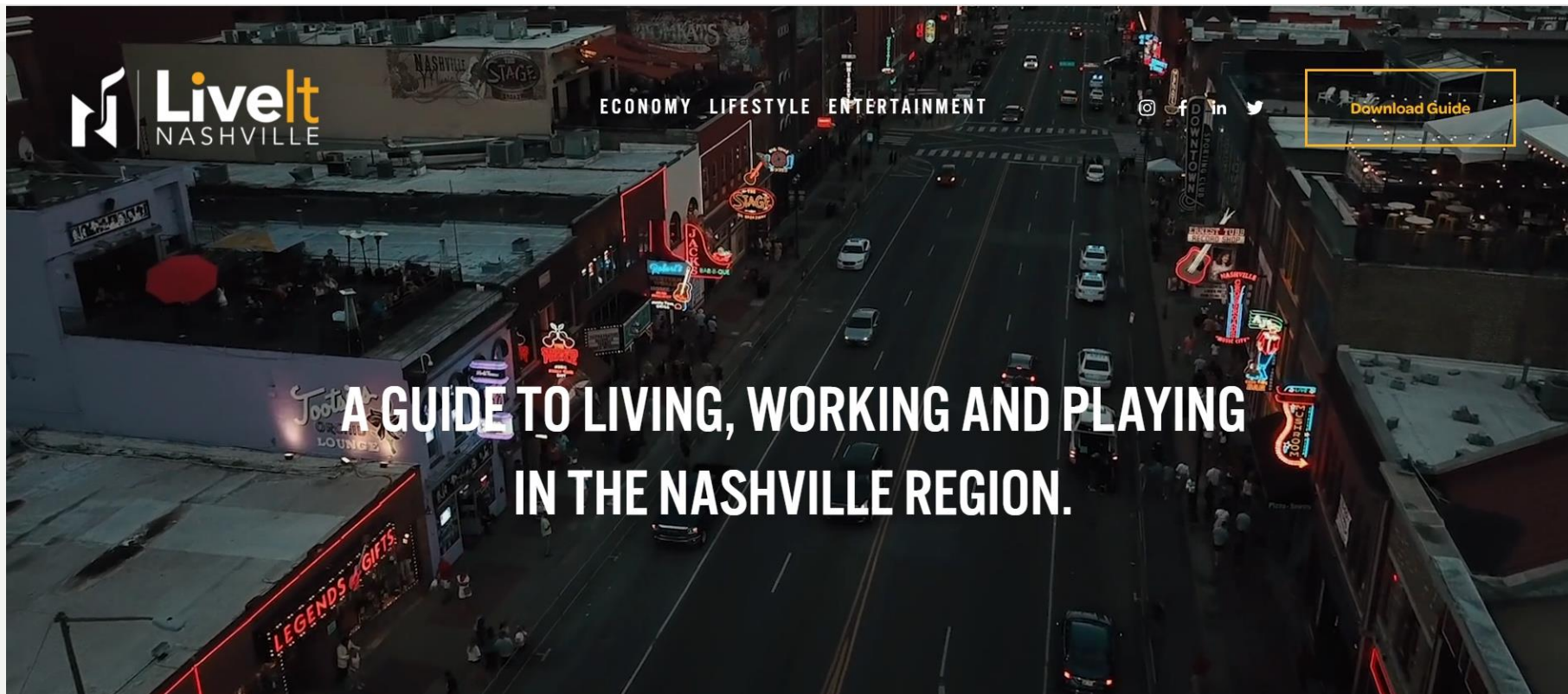
Best Practices - Springfield, MA Brand



VS



Best Practices – Nashville, TN Specialty Website



Best Practices – Georgia Allies FAM Tour



The Consultants Weekend

Best Practices – Port of Virginia Site Tour



OPERATIONS PORTAL



THE PORT OF VIRGINIA

AMERICA'S MOST MODERN GATEWAY

Be positioned for success at
The Port of Virginia.



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Getting Your Message Across



- Information with a long shelf life
- Know your audience: consultant vs. corporate
- Be clear about your geography: Springfield, where?
- Consistency, persistence, patience
- Email
 - Subject line is critical
 - Consider paper? Utah's announcement postcards.

Branding: What's in a Name?



- Many good regional: Kansas City Area Development Council; Greater Phoenix Economic Council
- Geography and target:
 - I-39 Logistics Corridor
 - Tech Parks Arizona. University of Arizona takes "second billing."
- Target: Sub-brand: KC Animal Health Corridor

Top 10 Best Practices for Websites



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Website Best Practices



1. Complete and readily available primary point of contact information

- Per specialism or geography, e.g. industry / investment type, particular geography of the state, if relevant

2. Easy to find site selection tab from the homepage

3. Perform annual audit to ensure all links are active and none are broken

4. Ensure website is designed for mobile/tablet access

5. Available sites and buildings

- Transportation infrastructure and maps
- Utilities
- Community data, demographics

6. Industry sector testimonials

7. Workforce/human capital profile

8. Incentive overview, state and local - provide examples

9. Vision for the state/region/community including quality of place/life

10. News (keep updated) - latest announcements and expansions

Top 10 Best Practices for Marketing Materials



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For Specific Site Materials



Top 10 Best Practices for Pitches



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Pitch Perfect Practices



1. **Know your audience** – company versus site selector versus commercial real estate versus accounting firm, etc.
2. **Sincerity** – sharing information vs. hard sales approach
3. **Keep it short** – aim for 90 seconds or less
4. **Simple is better** – use language that is easy to understand; avoid jargon
5. **Differentiate** – what makes your community/organization unique
6. **Numbers matter** – a relevant data point is powerful and memorable, provides evidence and validation
7. **Communicate your physical location** – make it easy for your audience to place on a map
8. **Visuals** – use them whenever possible
9. **Be prepared** – will lead to confidence
 - Includes answers to weaknesses that you may not bring up yourself
10. **Start with a bang** - surprising statistic, intriguing question, or a captivating story or case study.
11. **Call to action** - Be sure to have one.



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