Doing a Lot with a Little
Or: How to Make the Most of Your Marketing Dollars

Marketing Strategist

Marketing
Enhance your existing website.
Send emailers.

Detailed
Measurable

Cost Effective
Emailer vs Mailer Comparison

$10,000

Mailers vs Emailers

$10,000

− $5,000

$5,000

− $5,000

$5,000

$1.00/piece

$0.10/piece

5,000 pieces

50,000 pieces

Use social media.

“Use social media. This business has always been about relationships. Social media gives us the opportunity to connect with the hundreds of economic developers we usually only see infrequently.”

Didi Caldwell

Founding Principal

Global Location Strategies
Dedicate 1 Hour a Week.

Use multiple platforms.

Share useful content.
Build relationships.

Put your freakin’ state name.

3,140 counties in the US
1,714 share a name with 1+ other counties

726 share a name with 6+ other counties

49 share a name with 1+ other counties.
13 share a name with more than 10 other counties.