

#NCEDA18
@BrandCoachColl

Doing a Lot with a Little

Or: How to Make the Most of Your Marketing Dollars





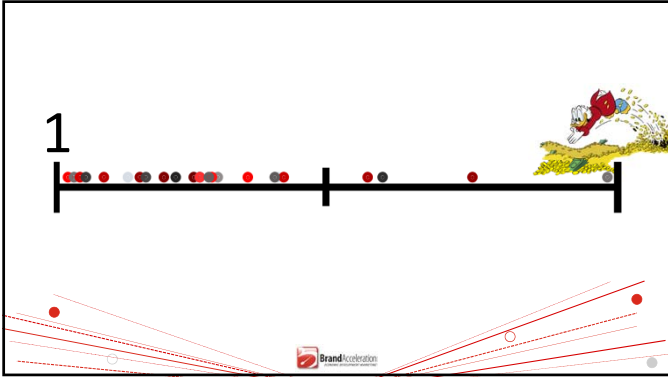
COLLEEN

Marketing Strategist



Marketing

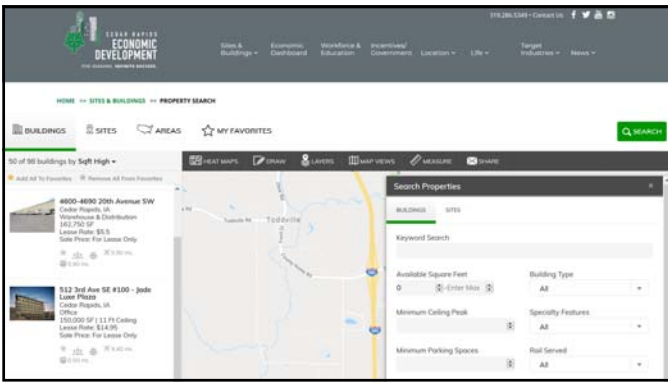


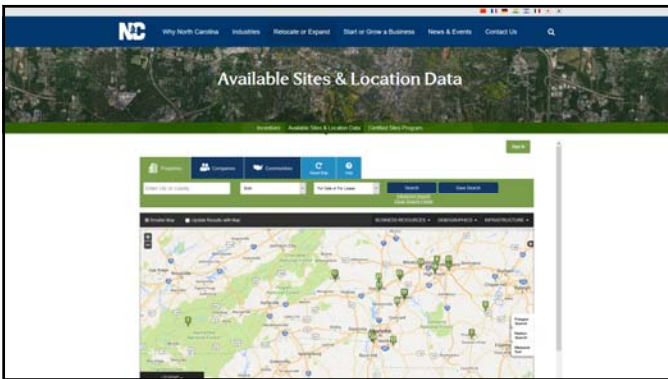












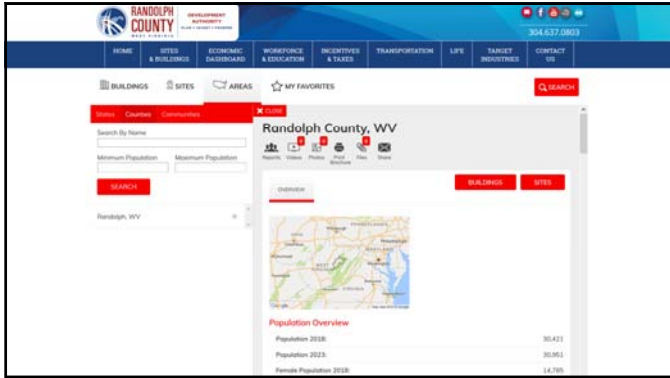
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Economic Data



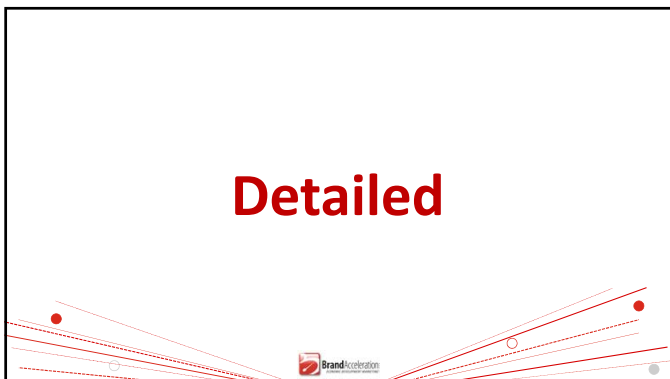


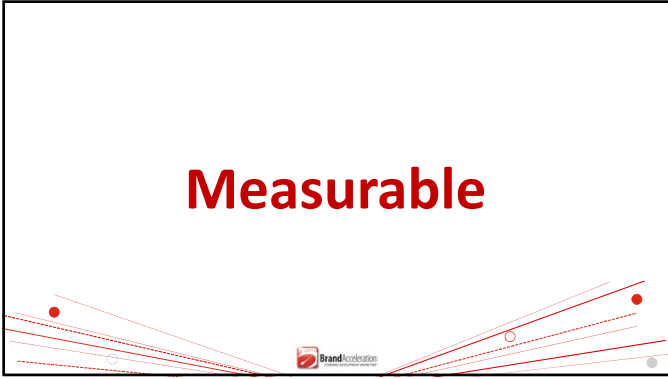


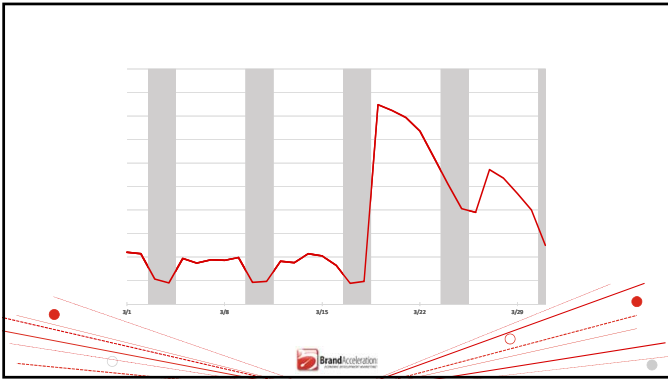






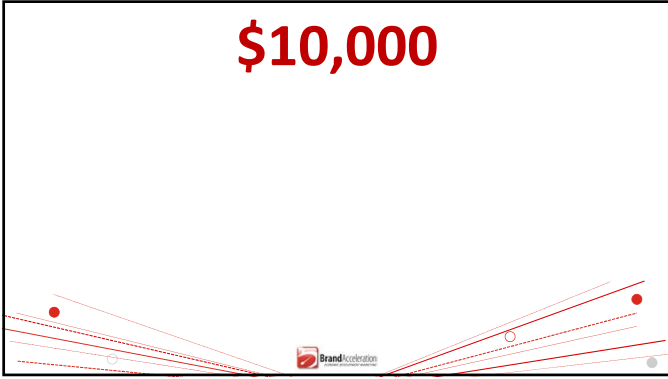








\$10,000



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.

BONUS



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.**

