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

Colleen

INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL
Marketing
Enhance your existing website.
1. Sites and Buildings
2. Economic Data
3. Water Use and Land Area
4. Land Use
5. Cost of Asset
6. Land Use Trends
7. Addressing Land Use
8. Land Use Limitations
9. Transport Infrastructure
10. UI Land Use
11. LI Land Use
12. LI Cost
13. Energy Analysis
14. UI Cost of Ownership
15. Quality of Life
16. Households
Sites and Buildings
Katy Parker
Business Recruitment Coordinator
Economic Development Partnership of North Carolina

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katy.parker@edpnc.com
### Project Name
Lancaster County

### Description
[Project Description]

#### Table 1: Project Details

<table>
<thead>
<tr>
<th>Field</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area</td>
<td>[Area Measurement]</td>
</tr>
<tr>
<td>Building Costs</td>
<td>[Cost Details]</td>
</tr>
<tr>
<td>Square Footage</td>
<td>[Square Footage]</td>
</tr>
<tr>
<td>Completion Date</td>
<td>[Date]</td>
</tr>
</tbody>
</table>

#### Table 2: Project Cost Breakdown

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Material</td>
<td>[Cost]</td>
</tr>
<tr>
<td>Labor</td>
<td>[Cost]</td>
</tr>
<tr>
<td>Equipment</td>
<td>[Cost]</td>
</tr>
</tbody>
</table>

#### Table 3: Project Schedule

<table>
<thead>
<tr>
<th>Stage</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design</td>
<td>[Duration]</td>
</tr>
<tr>
<td>Construction</td>
<td>[Duration]</td>
</tr>
<tr>
<td>Testing</td>
<td>[Duration]</td>
</tr>
</tbody>
</table>

### Conclusion
[Project Conclusion]

[BrandAcceleration logo]
Economic Data
Population Overview

Population 2018: 30,421
Population 2023: 30,951
Female Population 2018: 14,785
Labor Force

Unemployment Rate Change Apr 2013 to Apr 2018

- Vermillion County: 5.2%
- Region: 4.1%
- Indiana: 4.2%
- U.S.: 3.4%


Source: U.S. Bureau of Labor Statistics

Labor Force Change Apr 2013 to Apr 2018

- Vermillion County: 2.4%
- Region: 2.7%
- Indiana: 5.3%
- U.S.: 4.9%


Source: U.S. Bureau of Labor Statistics

Workers Living in County in 2010

- Total: 9,865 (100.0%)
- Working in County: 2,829 (42.4%)

Workers Living in County

- In County: 7,036
- In Metro Area: 3,351

Source: U.S. Bureau of Labor Statistics
Send emailers.
Detailed
Measurable
Cost Effective
Emailer vs Mailer Comparison

$10,000

Mailers

Emailers

$10,000

$5,000

$5,000

$5,000

$1.00/piece

$0.10/piece

5,000 pieces

50,000 pieces
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.