

# **Appendix E**

## **Marketing and Economic Development Action Plan**

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## Appendix E - Marketing and Economic Development Action Plan

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Implementation of the NCGTP Marketing and Economic Development Action Plan will be a multi-year process. This Marketing and Economic Development Action Plan will serve as a guide in creating a “best in class” economic development marketing plan, putting NCGTP on a trajectory of economic growth through increased jobs and capital investment.

Dates in the action plan summaries below indicate planned activity start date.

## Marketing Strategies and Tactics

Action Plan		Timeline
<b>Tactic 7.1: Increase Business Attraction and Marketing Capacity</b>		
7.1.1	Develop and distribute an RFP to be distributed to “best in field” economic development marketing firms	2018 Q2
7.1.2	Select a marketing firm to assist with implementation of the Economic Development Marketing Plan	2018 Q3
7.1.3	Develop job description for marketing professional to lead implementation of the Economic Development Marketing Plan	2019
7.1.4	Hire a marketing professional to lead implementation of the Economic Development Marketing Plan	2020
<b>Tactic 7.2: Enhance Brand Identity</b>		
7.2.1	Conduct a brand identity analysis to understand the vision, mission, brand message, logo and tag line	2019 Q3
7.2.2	Understand how NCGTP assets, such as quality of life, workforce, and transportation, influence targeted sectors; clearly articulate these assets in all marketing and communications efforts	2018 Q3
7.2.4	Continue to enhance web site to align with targeted sectors and to provide relevant and easily accessible information for the site selectors audience	2019 Q1
7.2.6	Establish a gateway and wayfinding throughout the NCGTP campus	2018 Q3
7.2.7	Pursue NCGTP zip code	2018 Q3
7.2.8	Promote benefits of locating in Foreign Trade Zone 214	2018 Q3
7.2.9	Investigate available site certification programs and pursue programs that resonate with targeted clusters	2018 Q2
7.2.10	Partner with and host conferences and trade events to create exposure and awareness (e.g., Aviation Conference)	2018 Q1
<b>Tactic 7.3: Directly Engage Clients and Stakeholders</b>		
7.3.1	Conduct face-to-face visits with decision-makers, site selection consultants, real estate professionals, and corporate representatives active in targeted clusters	2018 Q2
7.3.2	Attend tradeshow that expose NCGTP assets to targeted clusters	2018 Q2
7.3.3	Analyze how NCGTP assets resonate with targeted sectors and develop collateral material to support recruitment of these sectors	2018 Q3
7.3.4	Communicate announcements, accolades, and other positive messages through targeted outreach	2018 Q2
7.3.5	Use public relations efforts to generate favorable coverage and publicity for NCGTP and to position it as an ideal location for targeted industries	2018 Q3
7.3.6	Host an annual economic development summit to celebrate existing industry and to illuminate assets and accomplishments	2018 Q4
<b>Tactic 7.4: Leverage Collaboration and Partner Relationships</b>		
7.4.1	Not-for-profit entity restructuring to increase stakeholder engagement, champion the NCGTP brand, generate leads, provide market intelligence, and augment the real estate and incentive portfolio	2018 Q4
7.4.2	Partner with local regional, and state economic development entities on business recruitment and marketing activities, including Lenoir County, EDPNC, North Carolina Department of Commerce, North Carolina’s East Alliance and North Carolina’s Southeast	2018 Q2
7.4.3	Partner with Universities and Community Colleges to develop and market training programs attractive to targeted clusters	2018 Q2
7.4.4	Partner with infrastructure providers to extend the NCGTP brand, including Duke Energy, Electricities, PSNC, Century Link, and North Carolina Rail Road	2018 Q2
7.4.5	Collaborate with the NC Ports to create business recruitment and retention opportunities	2018 Q2
7.4.6	Participate in events held by trade associations representing targeted clusters	2018 Q4

## Marketing Tactics – Action Items by Quarter

Action Plan		Timeline
<b>Tactic 7.1: Increase Business Attraction and Marketing Capacity</b>		
<b>Tactic 7.2: Enhance Brand Identity</b>		
<b>Tactic 7.3: Directly Engage Clients and Stakeholders</b>		
<b>Tactic 7.4: Leverage Collaboration and Partner Relationships</b>		
<b>2018 Q1</b>		
Tactic 7.2 .10	Partner with and host conferences and trade events to create exposure and awareness (e.g., Aviation Conference)	2018 Q1
<b>2018 Q2</b>		
Tactic 7.1 .1	Develop and distribute an RFP to be distributed to “best in field” economic development marketing firms	2018 Q2
Tactic 7.2 .9	Investigate available site certification programs and pursue programs that resonate with targeted clusters	2018 Q2
Tactic 7.3 .1	Conduct face-to-face visits with decision-makers, site selection consultants, real estate professionals, and corporate representatives active in targeted clusters	2018 Q2
Tactic 7.3 .2	Attend tradeshow that expose NCGTP assets to targeted clusters	2018 Q2
Tactic 7.3 .4	Communicate announcements, accolades, and other positive messages through targeted outreach	2018 Q2
Tactic 7.4 .2	Partner with local regional, and state economic development entities on business recruitment and marketing activities, including Lenoir County, EDPNC, North Carolina Department of Commerce, North Carolina’s East Alliance and North Carolina’s Southeast	2018 Q2
Tactic 7.4 .3	Partner with Universities and Community Colleges to develop and market training programs attractive to targeted clusters	2018 Q2
Tactic 7.4 .4	Partner with infrastructure providers to extend the NCGTP brand, including Duke Energy, Electricities, PSNC, Century Link, and North Carolina Rail Road	2018 Q2
Tactic 7.4 .5	Collaborate with the NC Ports to create business recruitment and retention opportunities	2018 Q2
<b>2018 Q3</b>		
Tactic 7.1 .2	Select a marketing firm to assist with implementation of the Economic Development Marketing Plan	2018 Q3
Tactic 7.2 .2	Understand how NCGTP assets, such as quality of life, workforce, and transportation, influence targeted sectors; clearly articulate these assets in all marketing and communications efforts	2018 Q3
Tactic 7.2 .6	Establish a gateway and wayfinding throughout the NCGTP campus	2018 Q3
Tactic 7.2 .7	Pursue NCGTP zip code	2018 Q3
Tactic 7.2 .8	Promote benefits of locating in Foreign Trade Zone 214	2018 Q3
Tactic 7.3 .3	Analyze how NCGTP assets resonate with targeted sectors and develop collateral material to support recruitment of these sectors	2018 Q3
Tactic 7.3 .5	Use public relations efforts to generate favorable coverage and publicity for NCGTP and to position it as an ideal location for targeted industries	2018 Q3
<b>2018 Q4</b>		
Tactic 7.3 .6	Host an annual economic development summit to celebrate existing industry and to illuminate assets and accomplishments	2018 Q4
Tactic 7.4 .1	Not-for-profit entity restructuring to increase stakeholder engagement, champion the NCGTP brand, generate leads, provide market intelligence, and augment the real estate and incentive portfolio	2018 Q4
Tactic 7.4 .6	Participate in events held by trade associations representing targeted clusters	2018 Q4
<b>2019</b>		
Tactic 7.2 .4	Continue to enhance web site to align with targeted sectors and to provide relevant and easily accessible information for the site selectors audience	2019 Q1
Tactic 7.2 .1	Conduct a brand identity analysis to understand the vision, mission, brand message, logo and tag line	2019 Q3
Tactic 7.1 .3	Develop job description for marketing professional to lead implementation of the Economic Development Marketing Plan	2019
<b>2020</b>		
Tactic 7.1 .4	Hire a marketing professional to lead implementation of the Economic Development Marketing Plan	2020

## Metrics Worksheet

	January-18	February-18	March-18	April-18	May-18	June-18	July-18	August-18	September-18	October-18	November-18	December-18	Person Assigned
Web Site Unique Visits													
Google Analytics Reviewed (Y or N)													
Jobs Announced NEW													
Jobs Announced EXPANSION													
Average Wage of Announced Jobs													
Investment Announced NEW													
Investment Announced EXPANSION													
# Prospect Meetings & Visits													
New Prospects													
Expansions													
Agency RFP Created and Awarded													
Marketing Job Description Created													
Marketing Staff Person Hired													
Brand Identity Analysis Conducted													
Website Enhanced to Align with Targeted Clusters and Site Selector Audience													
Gateway and Wayfinding Program Implemented													
NC GTP Zip Code Registered													
Site Certifications Obtained													
Conferences/ Events Hosted													
Face-to-face visits with Lead/Project Creators													
Trade Shows Attended													
Social Media Posts													
Press Releases Issued													
Annual Economic Development Summit													
Partner/Collaboration Events													
Collateral material created/published													