

## Governor's Office of Economic Development

### FY 2014-2015 Marketing Plan Outline

#### Background:

Montana state statutes charge the Governor's Office of Economic Development (GOED), among other duties, to "lead the state's business recruitment, retention, and expansion efforts." To maximize the effectiveness of GOED as it seeks to recruit, retain and assist business growth a comprehensive marketing plan for Montana is required.

#### Principles of the Marketing Plan:

It is necessary for Montana to plan and execute its marketing efforts in a strategic manner and utilize funding in a manner that maximizes its return on investment. GOED's marketing plan will embrace the following principles:

- Each element must be cost-effective
- Each element should leverage other potential public and private partners
- Each element should provide lasting benefits and build on previous investments
- The resources of other local, state, and federal programs and agencies should be leveraged to the maximum extent
- The marketing strategy should target industries with a high potential for growth and that will create good paying jobs for Montanans

#### Avenues for communicating the Marketing Plan Include:

1. GOED website
2. Trade shows
3. Montana Ambassadors – a corps of business and government leaders volunteering to support the Governor's efforts to grow Montana's economy
4. Trade missions and site visits
5. Targeted advertising
6. Working with site selectors
7. Direct marketing to targeted industries and firms
8. Direct communication from the Governor to prospective businesses
9. Sponsor or otherwise participate in conferences and meetings to highlight Montana industry clusters
10. Others TBD

## Website

The expression, “You only have one chance to make a first impression” is appropriate to an organization’s web site. Consumers increasingly rely on the web for initial research of a location, service, or product. While it is desirable to have a diversified, multi-faceted marketing program, a professional, comprehensive website is central to GOED’s marketing program. Following an extensive evaluation of all fifty state websites and those of various economic development organizations, a plan for upgrades for GOED’s web presence has been formulated. The elements of this plan include:

- Upgrade content, “look and feel”, and functionality of GOED’s primary web site
- Integrate Innovate.com website into GOED’s web presence and brand as Montana’s entrepreneurship site while updating design elements and functionality to conform to the GOED site
- Update and integrate Montana Site Selector website in terms of content, design elements and functionality to make this powerful marketing and development tool more effective, with the intent of increasing its use across the state and improving its sustainability from a cost/benefit standpoint
- Working in concert with other state agencies, create a business portal to provide a “one stop” connection for existing and prospective businesses, making it easier to access state, federal, and local resources, conduct transactions with state government, find permits, or generally to answer questions. While not strictly a marketing tool, the business portal will demonstrate to prospective firms that Montana is business friendly and streamline the licensing and permitting process.
- Providing content needed by prospective companies on a wide range of issues regarding the advantages of locating in Montana
- The various websites will contain critical information for prospective businesses regarding its business climate and other advantages to position Montana prominently when compared with its competitors
- The web sites will highlight its most successful large and small companies to further support the state’s image as a great place to do business
- Showcase Montana’s industry clusters
- Provide links to other economic development organizations in Montana and to provide mutual support for the economic development efforts of other organizations in the state

## 2. Trade Shows

- Attend targeted trade shows as exhibitors to market Montana and its businesses with a targeted plan for developing relationships with businesses and site selectors. In addition, GOED will work with local economic development organizations to maximize the effectiveness of trade show participation.
  - Agricultural trade shows
  - Bio-science trade shows
  - Economic development trade shows

- Energy trade shows
- Manufacturing trade shows
- Optics trade show
- Select-USA

3. Maximize the effectiveness of the Montana Ambassadors, volunteers in support of Montana, as a cost effective way to leverage human resources.

- Grow the Montana Ambassadors organization to provide effective one-on-one connections with prospective out-of-state businesses
- Support the existing Pacific Northwest Montana Ambassadors and the California Montana Ambassadors Chapters
- Seek to establish and grow Montana Ambassadors Chapters in Minneapolis-St. Paul and in Denver and evaluate other potential locations
- Undertake missions, supported by the Montana Ambassadors, headed by the Governor, in Seattle, San Francisco and elsewhere to develop lists of prospective firms that may have potential for expansion into Montana
- Engage Montana Ambassadors to assist with identifying and developing prospective firms who may be candidates to locate or expand in Montana

4. Take an active role in trade missions & site visits

- Engage in trade missions and site visits led by the Governor or other entities/agencies to identify and/or develop prospects for possible locations in the State or to develop business-to-business relations
- Make specific site visits to prospective, high potential businesses or industries as advisable or when convenient to maximize other travel purposes
- Engage Montana's economic development organizations either through direct participation by GOED staff or through financial support
- Develop professional materials and displays suitable for a variety of trade shows and missions

5. Develop targeted advertising campaigns

- Engage in advertising in trade publications and other media supporting a targeted strategy
- Identify unique ways to utilize low-cost methods to reach out-of-state business executives and entrepreneurs visiting Montana as tourists
- Identify ways to support other Montana economic development organizations in their targeted advertising efforts

6. Develop working relationships with site selection firms

- Attend select site selection events
- Provide materials to site selector firms specific to their needs and requirements regarding Montana

- Invite select site selection firms to Montana

7. Direct marketing to prospective firms

- Market directly to prospective firms using a variety of methods and media identified through other methods detailed in this plan or through referrals
- Identify company lists through industry organizations or by other methods for direct targeted marketing

8. Facilitate direct communication from the Governor to perspective businesses

- Facilitate direct calls by the Governor to business leaders to encourage them to consider Montana to locate or expand their business
- Facilitate meetings with the Governor to encourage businesses to locate or expand in Montana
- Facilitate meetings with Montana business leaders to solicit support for expanding their business in Montana
- Facilitate meetings with Montana business leaders to solicit their support for encouraging their business contacts to locate or expand in Montana
- Facilitate development of long-term relationships with out-of-state business leaders to gain support for growing Montana's economy

9. Facilitate and participate in conferences, meetings, reverse trade missions and other events to facilitate exposure of Montana to various industries and business as a good place to locate or conduct business and to showcase Montana industry clusters.

- Plan for and develop industry specific conferences and trade shows
- Facilitate or participate in other in-state events targeting industry clusters such as photonics, value-added agriculture, manufacturing, and others to highlight Montana businesses and industries