

Kate McEnroe

C O N S U L T I N G

High Impact Marketing

Northwest Economic Development Course

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Kate McEnroe
770.333.6343
kate@katemcenroe.com

Topics

- What is marketing supposed to do for you?
- Who should you market to?
- What should you tell them?
- High and Low impact materials and activities
- What to do after it works

Good Ideas for Recession Marketing

- DO: Reconsider trade show investments
- DO: Reconsider traditional advertising
-

Projects are Happening Now, BUT

- Geography is not evenly distributed
- Industry is not evenly distributed
 - *It's not all bio, alternative, and green*
- Capital intensive investments are slow

What is marketing supposed to do?

- Raise visibility

Even if the news isn't good?

- Develop leads
- Correct misperceptions
- Broadcast new information

Who should you be marketing to?

- Allies
- Consultants
- Companies
 - Current Employers
 - Targets you aspire to
 - Targets you get attention from

Choose targets that are credible

Your wish list

(plus)

things you might not have thought of

(minus)

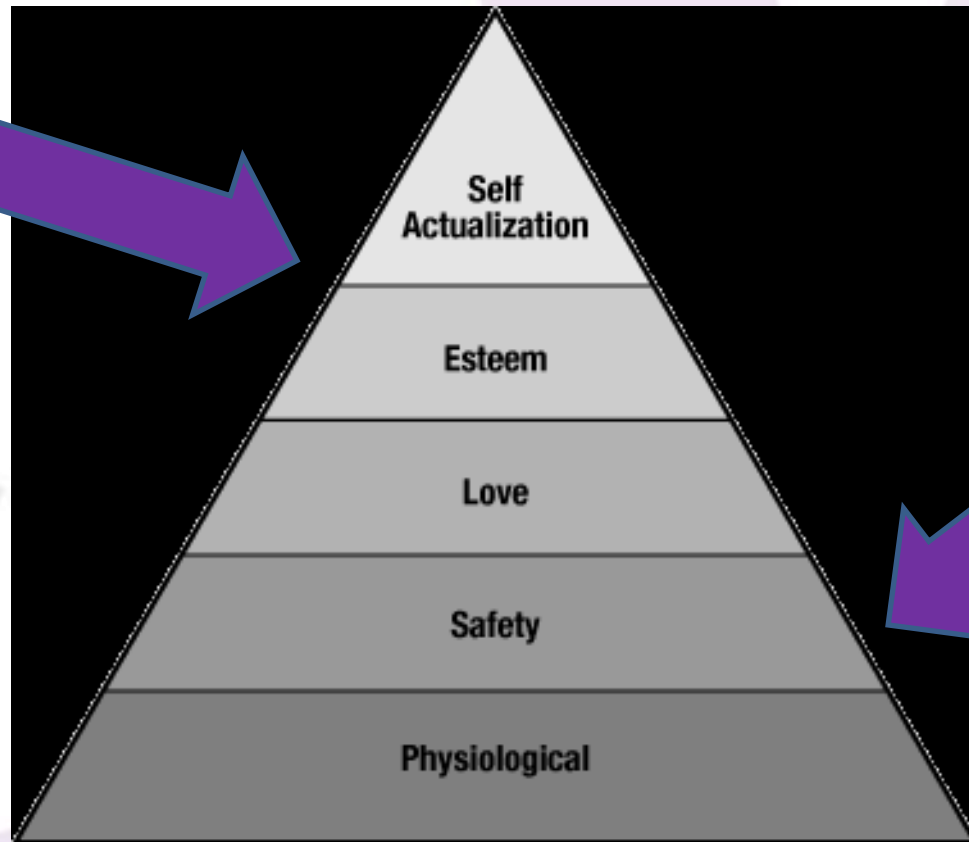
things you aren't ready for

NOT

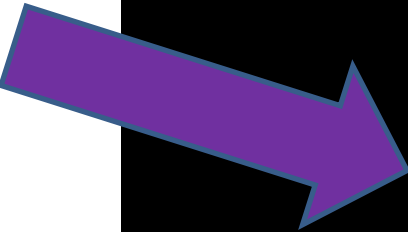
How can we be like _____?

Don't forget short-term targets

Maslow's Hierarchy of Needs



Many of your targets are here



Many of your people are stuck here right now



What do they want?

- Talent pool and talent pipeline
 - *Not just unemployed people*
- Ready-to-go infrastructure
- Competitive costs
- Stable political, tax, and regulatory process
- Responsive process

How do they decide who has “it”?

- Decisions are made at arm’s length
- Eliminations are made quickly
- Expertise and process varies
- Reputations travel and linger

What should you tell them?

- What is truly unique about your area?
- What is different now than it used to be?
- What am I afraid they know or are thinking?
- What would I do with people if they came to town?
 - What would I show them?
 - Who would I introduce them to?
 - What stories would I tell them?

High Impact

- WEB SITES
- Announcements –good and bad
- Testimonials
- *Some* events and tours
- Public Relations
- Items uniquely from your area

Low Impact

- Fact book mailings
- CD-ROM mailings
- Slide shows
- Logo items
- Generic building flyers
- Ads (for consultants)

Add Value

Be Disruptive

Surprise Me

Add Value

What

- Employer Detail
- Testimonials
- Anecdotes
- Incentive Calculation Detail

Where

- Web sites
- Newsletters – don't abandon hard copy
- Announcements
- Personal Meetings

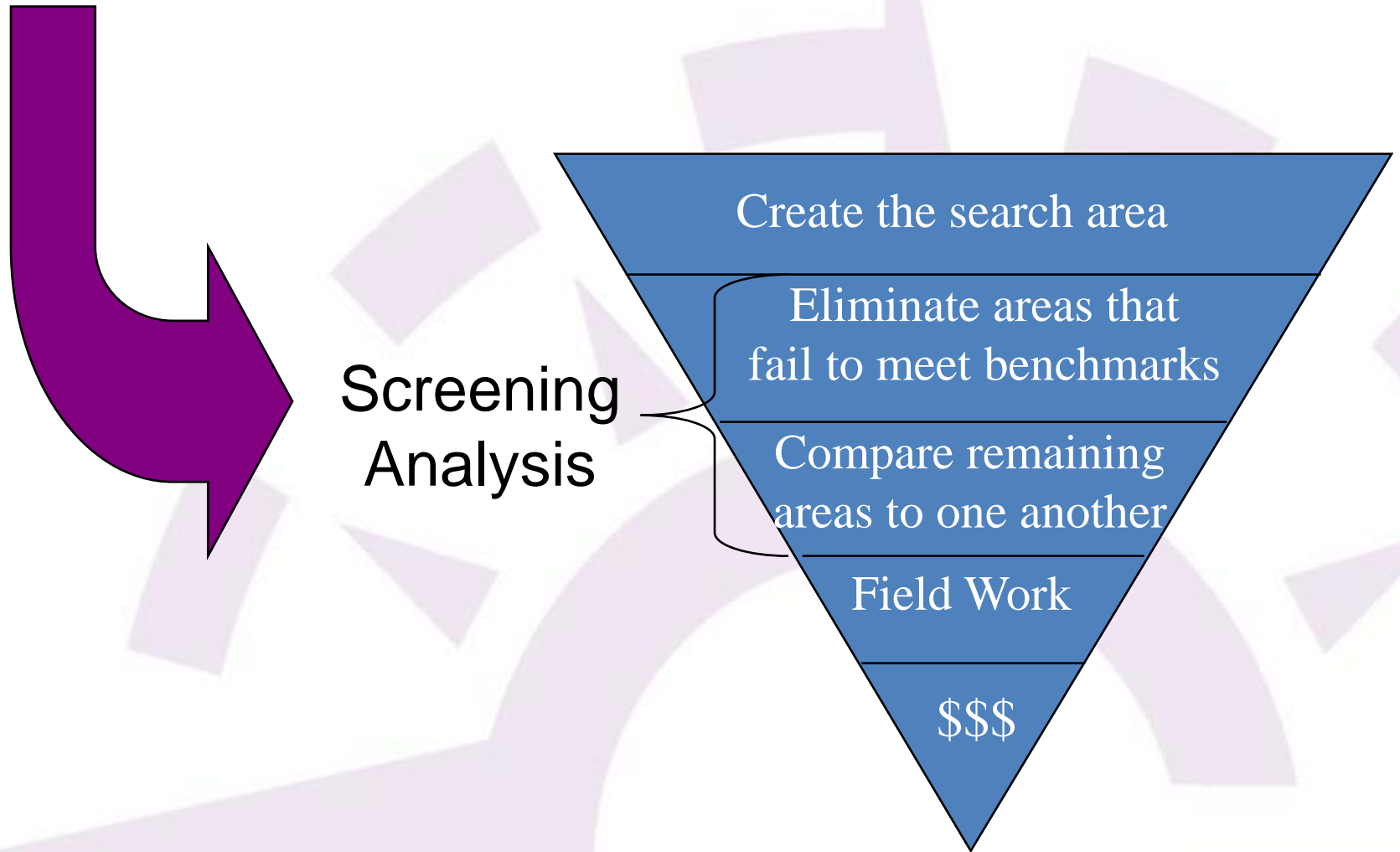
When

- On the Web – Continuously
- In Print – As Information Changes
- In Person – Once or Twice a Year

Be Disruptive



Interfere with the Invisible Process



What's the point?

Get to them with information
before
there is a project at stake

Invisible Hurdles to Overcome

- Small Population
- Low Unemployment
- Low Education Attainment
- Saturated with competition
- High Costs

Cox Enterprises

Layoffs? Not if we can help it

How Cox Enterprises closed a plant and saved 400 jobs.

Wanted: New employer for 300-plus experienced workers. Production facility included. If your company has a need to expand operations in the near future, we have the perfect opportunity for you.

FORTUNE

Imation Campus – North Dakota

Available Workforce

<http://www.growingnd.com/searchproperty/wicpdf.asp>

Current Imation Employment Statistics

336 Production and Support Personnel

40 Technical & Operations Staff

7 R&D and 15 Contingent Workers

Age (Average) 45 Years

Service 14 Years

Workforce 60.2% Male
39.8% Female
2.9% Minority

Dependability 96.5% Attendance



North Dakota is
a Right to Work
state.



Not So Great



Ideally suited for a wide range of electronic, life sciences, medical products, R&D and manufacturing and distribution users, this single-story, 168,700 square foot manufacturing/industrial building was owned and occupied by Genzyme for the development and manufacturing of surgical equipment and cardiothoracic products.

Located on 15.45 acres, the building was constructed in stages beginning in 1978 and gut-rehabilitated in 1988 when the building was purchased by DeKnatel, a wholly owned subsidiary of Pfizer; for the next fifteen years it served as the corporate headquarters and primary manufacturing facility for DeKnatel (later known as DeKnatel Snowden Spencer), at which time warehouse space was added. The building features 41,216 square feet of office; 70,292 square feet of fully air conditioned "white room" manufacturing space; 52,592 square feet of warehouse space and a 4,600 square foot full-service cafeteria. These features, combined with the strategic location of the building, make it an excellent purchase or lease option.



600 Airport Road is located in the Fall River Industrial Park in Fall River, Massachusetts at Exit 8 off Route 24. Home to a wide variety of office, food products, R&D, manufacturing and industrial users, the park has excellent highway access to Boston, Rhode Island and the eastern Massachusetts markets and a large pool of skilled labor.

Perfect for:

- Medical
- Electronics
- F&O
- Life Sciences
- Biotech
- Food Products

Easy Access

Established business park
Very Clean/Meticulously Maintained
Many Capital Improvements by Pfizer and Genzyme
Economic Target Area
Built in 1978; Established in 1988

Building Construction

Framing: Steel
Walls: Masonry and insulated metal panels
Floor: Polished reinforced concrete

Roof: Rubber membrane over warehouse and office. Standing-seam metal panel over balance of building.

Manufacturing: 70,292 SF (white rooms)
Warehouse: 52,592 SF
Office/retail: 41,216 SF
Cafeteria: 4,600 SF
Total: 168,700 SF

Clearing Height:

- 28' in warehouse
 - 17' - 22' in office/manufacturing
Loading: Nine 9' fullboard height loading docks with levelers

Drive-in door

Parking: 433 Spaces

Specialized

Electric: 2500 KW / 3000 AMPS
 400 Volts, 3-phase

For more information, please contact:

Cook & Bliz
 300 State Street • 12th Floor
 Boston, MA 02109

817.772.7220 (office)
 817.772.7273 (cell)
www.cook-bliz.com



MVAC

Office/Manufacturing

Heat: 7 gas fired boilers
AC: 10 units (20-60 tons)
 265 Ton Total

Warehouse

Heat: Suspended unit gas heaters
AC: No air-conditioning. Two supplemental rooftop units provide heating and cooling to areas within the warehouse

Utilities

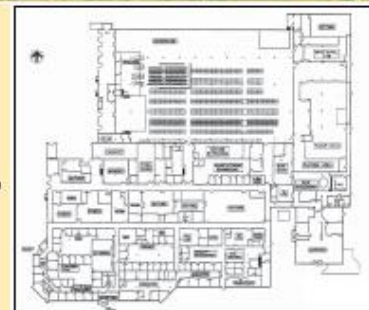
Electric: National Grid
Gas: Fall River Gas
Water/Sewer: Municipal

Lighting

Office: Parabolic commercial fluorescent fixtures in the office
Warehouse: Metal Halide and fluorescent

Building Amenities

Cafeteria: Full service kitchen
Generator: Caterpillar Olympian natural gas fired 75 KW standby power, 277-480 VAC, 3 phase, 60 Hz, 1500 rpm, at .9 power factor, 5.7L engine
UPS: Liebert uninterruptible 3 phase power system 400 VAC, 60Hz, 30 FLA
Restrooms: Multiple throughout building ADA compliant



For more information, please contact:

Terri Wilson
 Vice President
 817.772.7213
terri.wilson@cook-bliz.com

Tony Corio
 Vice President
 817.772.7213
tony.corio@cook-bliz.com

Lenae Carlson
 Vice President
 817.772.7205
lenae.carlson@cook-bliz.com

Neah Hama
 Vice President, Investment Services
 817.772.7204
neah.hama@cook-bliz.com



Surprise Me

I've heard this before:

- Biotech/life sciences/biosciences targets
- Underemployment studies
- People will drive long distances
- Great rural quality of life
- We have land
- We'd love to have you

Stories I remember

- Memphis – new targets
- West Virginia – new image
- Jacksonville – real underemployment
- Elkhart – center of a crisis

**Make Yourself
One of
The Places I'll Remember**