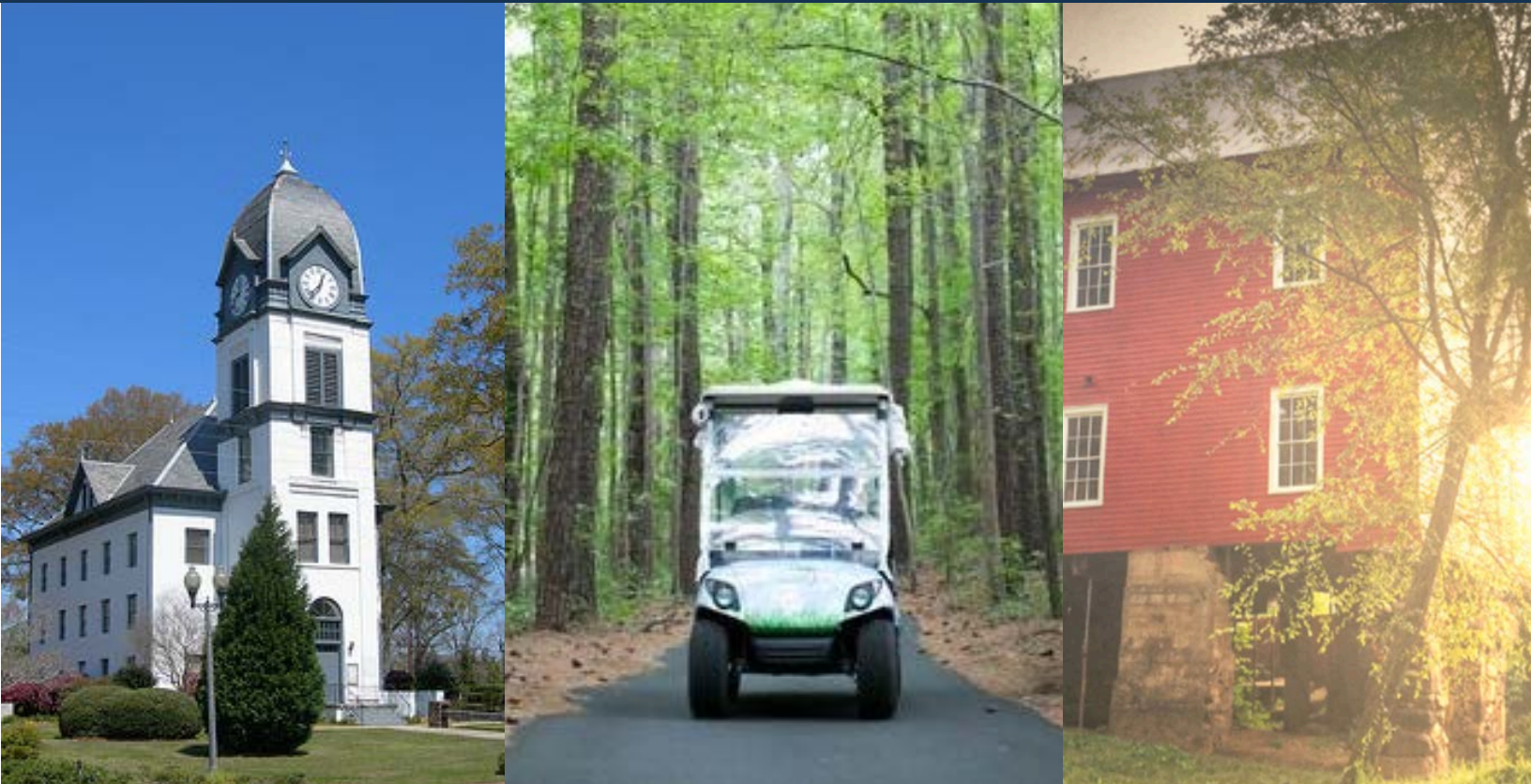




Submitted by  
Development Counsellors International



# FAYETTE COUNTY BRAND STRATEGY

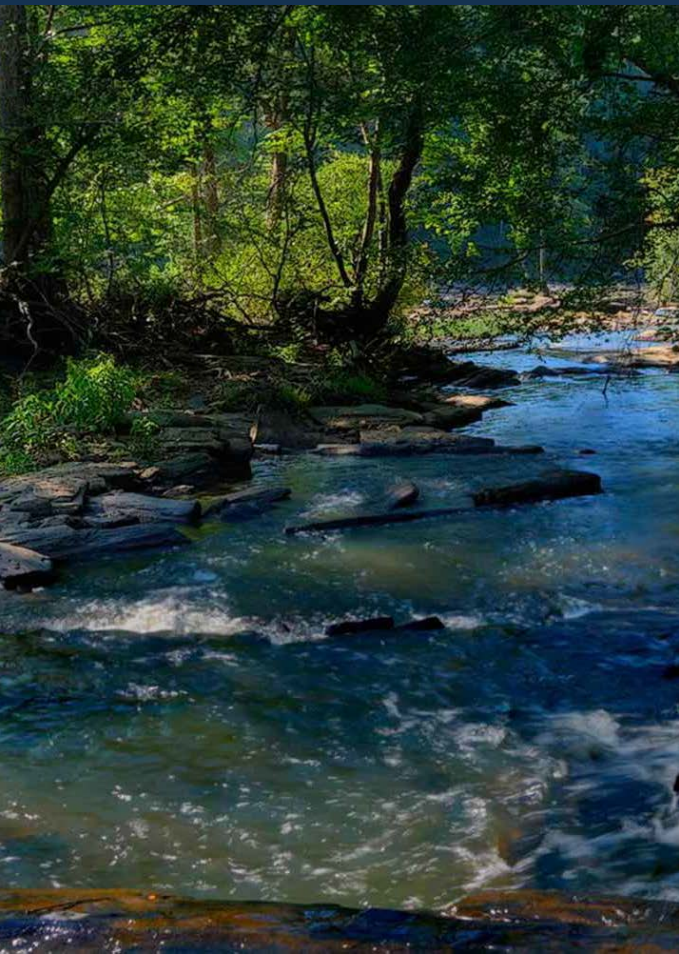
A MARKETING BLUEPRINT TO DRIVE JOBS, TALENT AND INVESTMENT TO  
FAYETTE COUNTY, GA  
April 2017



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## EXECUTIVE SUMMARY

Fayette Visioning engaged Development Counsellors International (DCI), a New York City agency that specializes in economic development and tourism marketing, to develop a new brand and marketing blueprint to attract investment and talent to Fayette County, Georgia. The following recaps six months of focused work from October 2016 – March 2017:

**Research and Discovery:** To conduct a 360-degree assessment Fayette County's offerings, DCI began by taking an intensive look at your "product" and what the county offers businesses, residents and potential new talent. Elements of the two-month research and discovery phase included:

- **Immersion Tour:** During a two-day immersion tour, DCI met with more than 45 key players and toured Fayetteville, Peachtree City (mostly via golf cart!), Brooks, Woolsey and Tyrone, meeting with city and county officials, private industry, healthcare and higher education professionals, representatives from the arts community and many more. See Appendix A for the immersion tour schedule.
- **Perception Surveys:** DCI conducted three targeted online surveys, averaging about 12 questions each, to gather insights from corporate executives within Fayette County, site selection consultants and potential talent – particularly millennials – to assess perceptions of the county. Distinct differences between the three audiences were noted. See Appendix B for the full findings.
- **SWOT Analysis:** Synthesizing existing and new research, as well as on-the-ground findings from our immersion tour, DCI developed a concise analysis of the county's strengths, weaknesses, threats and opportunities (SWOT).
- **Value Proposition:** DCI distilled everything learned in the research and discovery phase into a clear and concise statement of Fayette County's unique value proposition for companies and skilled talent.



**Brand Strategy:** Once the foundation was in place, DCI developed the brand strategy over the course of the next three months. The work included the following deliverables:

- **Key Messages:** DCI developed a set of key messages to serve as an “elevator speech” that are tailored to each of Fayette’s target audiences: businesses and talent.
- **Tagline, Logo and Style Guide:** After developing dozens of taglines and logos that emerged from the value proposition and key messages, DCI worked with the Fayette Chamber of Commerce and branding committee to narrow the options. The Fayette Chamber is Fayette Visioning’s implementation partner to execute the branding initiative. We also solicited input from Fayette young professionals, site selectors and millennial place marketing experts at DCI. A clear “winner” for the logo and tagline emerged: “Fayette County, GA: Create Your Story.”
- DCI developed a style guide to insure proper and consistent use of the new brand and provided photography suggestions to inject more life and energy into the marketing materials for the entities promoting Fayette County.
- **Marketing Blueprint:** DCI recommends adding marketing staff or outsourcing to an agency or freelancer to spearhead the highly-integrated marketing initiatives to reach the target audiences most effectively. For the talent attraction marketing blueprint portion, we suggest that local employers and other organizations that have a stake in Fayette County’s talent attraction efforts contribute funds and resources to maximize the recommended tactics. A succinct recap of recommendations for each marketing tactic follows:
  - **Media Relations:** The strategy underscores the power of third-party credibility achieved through earned media, outlining Fayette County’s top story lines and media targets on a regional and national basis. The plan also underscores the importance of creating more positive messaging in the local press since negative news stories tend to have a ripple effect.
  - **Social and Digital Media:** DCI recommends the creation of a standalone talent attraction website to help tell a story of what it is like to live, work and play in Fayette County. The new brand needs to be applied to all digital platforms – websites and social media – with an emphasis on improved user interface, search engine optimization, fresh content and dynamic photography. In addition, the plan suggests utilizing hashtags, posting more regularly, developing “evergreen” content to promote Fayette County, amplifying FCDA’s LinkedIn company page and launching an Instagram account to help attract top talent.
  - **Collateral, E-Newsletters, Video and Other Modes of Communication:** In this arena, DCI recommends creating a new four-page business-focused brochure and a new talent-attraction focused video; exploring contributing video to a new YouTube channel being created by the Metro Atlanta Chamber; and developing ongoing communications tools for site selection consultants, as well as talent.
  - **Trade Shows, Conferences and Special Events:** Because it would be difficult for Fayette County to stand out by itself at trade shows or conferences on its own, DCI recommends that the county leverage what is planned on the regional or state level – capitalizing on events like Georgia’s presence at Select USA, as well as the annual Georgia Red Carpet Tour and Quail Hunt. We also recommend exploring how to leverage the Metro Atlanta Chamber’s “activations” at special events.



- **Advertising:** DCI recommends that Fayette County take a hyper-targeted digital approach to advertising, zeroing in on the metro Atlanta region targeting young families and businesses through Google AdWords, LinkedIn and Facebook ads and branded content, as budget allows in subsequent years. Choose ATL may also be an option for advertising.
- **Site Selection Consultant Outreach:** To nurture relationships with site selection consultants, who are important multipliers, DCI recommends that FCDA staff attend the Site Selectors Guild Annual Conference or Consultant Connect Summit; arrange face-to-face meetings/luncheons with consultants in your region; consider hosting a consultants' familiarization tour; and launch a timely communications tool aimed at consultants.
- **Co-Branding:** DCI outlines several best practices and examples of how companies, municipalities and organizations can adopt and adapt the new logo as brand extensions.
- **Creating a Brand Culture:** DCI outlines several creative ways to spur Fayette County businesses, organizations and residents to embrace the brand culture, which should help engender greater cohesiveness within the county. Suggestions range from branded merchandise to innovative initiatives like a NPR StoryCorps knock-off called "What's Your Story."
- **Big Ideas:** DCI outlines eight additional "big" ideas that could be implemented in future years if resources allow. Ideas run the gamut from special events/festivals to bringing more energy to downtown spaces to considering a county-wide Convention and Visitors Bureau (CVB).



**Blueprint Implementation:** DCI's marketing blueprint for Fayette County is designed to be implemented, not sit on a shelf gathering dust. Detailed recommendations were provided on the following key elements of execution:

- **Timeline:** A month-to-month timeline, broken down by marketing tactic and entity responsible for carrying out the indicative is included in the report. Major initiatives for Year Two and Year Three are laid out by quarter.
- **Budget:** A line-item budget is included for 2017 and 2018 to suggest estimated allocations among the various marketing tactics – with an “adequate” budget of \$79,500 and “ample” budget of \$185,000 outlined. The recommended budgets for Year Two and Year Three are \$90,600 and \$106,600, respectively. The budgets are also broken down by the Chamber and FCDA. Other entities may also be the lead on special projects, particularly festivals.
- **Key Performance Indicators:** The blueprint goes into detail on tracking and measuring key performance indicators. Metrics range from inquiries and qualified leads to website and social media engagement and to key messages, impressions and advertising equivalency generated by media relations.



## RESEARCH AND DISCOVERY – PHASE 1

**Immersion Tour:** On October 13-14, 2016, Dariel Curren, Senior Vice President and Rebecca Gehman, Account Manager, at DCI conducted an immersion tour of Fayette County to do a deep dive into the county's assets. Over the course of the two days, we visited Fayetteville, Peachtree City, Brooks, Woolsey and Tyrone, Piedmont Fayette, Pinewood Atlanta Studios, Camp Southern Ground and numerous other locations, meeting with more than 50 people ranging from government officials to private industry to artisans. This first-hand, high-touch experience gave us rapid insight into what makes Fayette County tick and sets it apart.

*Please see Appendix A for the immersion tour itinerary.*





**Perception Surveys:** DCI’s Director of Research, Robyn Domber, conducted three online surveys, averaging about a dozen questions each, to gauge the perceptions (and misperceptions) of three audiences, as well as to contrast the differences between their responses:

**Site Selection Consultants:** Believed to impact at least 40 percent of relocation and expansions projects involving 100 or more jobs, these important influencers viewed labor availability and transportation as the county’s key strengths, while naming traffic, population and quality of life most frequently as weaknesses. A total of 36 responses were received from site selection consultants located along the Eastern seaboard.

**Talent:** A total of 250 responses were received from individuals from the Atlanta Metro areas (excluding Fayette County) in the age bracket between 25 and 44 years old. For this audience, the quality of K-12 education, housing costs and housing availability were key factors in relocation decisions, while they registered a gap between how important alternative job opportunities for themselves and job opportunities for their spouse/partner were and what they perceived Fayette County’s job opportunities to be.

This audiences relies on the Internet, family and friends, popular rankings in media and first-hand experience when considering a life or career move.

**Stakeholders:** About 75 stakeholders identified by the Fayette Chamber responded to the survey. These business owners and residents rated the county very highly as a great place to raise a family, live and do business or invest. They were less positive about the county as a great place to start or advance career, rating it only 5.6 on a scale of 1 to 10. When asked to describe Fayette County in their own words, a wide range of responses emerged with a marked “divide” between growth and no-growth sentiments.

*Please see Appendix B for key findings of the perception survey results, which were presented in-depth to Carlotta Ungaro and to the Branding Task Force.*





**Atlanta Speaks Survey – Fayette County Rankings:** Each fall, the Atlanta Regional Commission does a survey on how people in Metro Atlanta feel about their community and the region on a variety of issues. Survey results show that residents in Fayette County have more positive attitudes about their community on many key issues than the rest of Metro Atlanta. The 2016 results on key issues are highlighted below. Note that when Fayette was not ranked at the top, the first-ranked county and response percentage is indicated.

On rating safety in your community, percent of respondents giving the rating of “excellent” or “good.”

- ARC region – 65.4%
- Cherokee County – 86.7%
- Fayette County – 85.3%

On rating job opportunities in your community, percent of respondents giving the rating of “excellent” or “good.”

- ARC region – 47.6%
- Fayette County – 58.6%

On the question, “How would you pay for a \$400 financial emergency” percent of respondent providing the answer “cash.”

- ARC region – 49.8%
- Fayette County – 63.3%

On rating your neighborhood as a place to live, percent of respondents giving the rating of “excellent” or “good.”

- ARC region – 78.9%
- Fayette County – 95%

On rating how bright the future looks, percent of respondents giving the rating of “better in 3-4 years” or “stay the same.”

- ARC region – 77.3%
- Fayette County – 83.2%

*Note: Fayette County respondents had the largest percentage (54.1%) in the region to say “stay the same” and the smallest percentage (15.5%) in the region to say “worse in 3-4 years”*

On rating public education in the district where you live, percent of respondents giving the rating of “excellent” or “good.”

- ARC region – 55.6%
- Fayette County – 86.1%

*Note: Fayette County respondents had the largest percentage (49.3%) of respondents to say “excellent.”*



**SWOT Analysis:** Synthesizing existing and new research, as well as on-the-ground findings from our immersion tour, DCI developed a succinct analysis of the county's strengths, weaknesses, threats and opportunities (SWOT). ■

## STRENGTHS

- Access to Atlanta
- Top-Ranked K-12 Schools
- Georgia Business Climate
- Airport Accessibility
- Safe
- Family-Friendly

## WEAKNESSES

- Lack of Awareness
- Skills Mismatch
- Political Environment
- Limited Lifestyle Offerings / Amenities
- Limited Opportunities for Younger Residents

## OPPORTUNITIES

- Passionate “Next Generation”
- New Developments (Pinewood Forrest, Southern Ground)
- International Businesses
- Appeal to Younger Residents

## THREATS

- Change-Resistant
- Aging Demographics
- County Politics/Leadership
- Competitors are Catching Up
- Growth vs. No-Growth



## VALUE PROPOSITION

**Purpose of Value Proposition:** The value proposition is a clear and concise statement on what makes Fayette County a unique and ideal location for its target audiences. While the value proposition is not meant to be seen externally or used in any printed materials, it should serve as an internal guide for all of Fayette County's marketing efforts.

**Fayette County Value Proposition:** Less than 30 miles south of downtown Atlanta and even closer to the world's busiest airport, Atlanta Hartsfield-Jackson International Airport, Fayette County is known for its safe, close-knit communities that offer Georgia's top-ranked hospital and some of its best public K-12 schools. The county, which is untouched by an interstate despite its proximity, is an oasis in the metro region.

Home to the world-class Pinewood Atlanta Studios, a film mecca rivaling Hollywood for producing movies, television, music and video games, Fayette County boasts a growing roster of global businesses. Panasonic Automotive Systems, Hoshizaki America, NCR, Eaton and TDK all have major operations in the county, thanks to unimpeded international access and Georgia's strong business climate. Entrepreneurs are also flourishing in vibrant communities that support their small businesses.

Chick-fil-A CEO and resident Dan Cathy is developing Pinewood Forrest, a 234-acre game-changing development adjacent to the studios that will offer 1,200 residences designed to inspire creativity, a boutique hotel and more than a quarter million square feet of office, restaurant and retail space. Country music star and resident Zac Brown is also building a remarkable camp for children, including those with neuro-developmental disorders like autism, which is being fueled by multiple enterprises located in Fayette County under his Southern Ground lifestyle brand.

In terms of quality of life, Fayette County is a community that has been crafted for better living. The county's five cities offer the perks of easy access to urban amenities and small town living without the drawbacks of either. Residents are drawn to the county's short commute times, green spaces, recreational opportunities and variety of lifestyle options -- whether its Fayetteville with its historic town center, the master-planned Peachtree City with more than 100 miles of cart paths, Tyrone with its easy interstate access, the charming villages of Brooks and Woolsey or the more rural areas in between with wide open spaces.







## BRAND STRATEGY – PHASE 2

### KEY MESSAGES

**Purpose of Key Messages:** Serving the purpose of “elevator speeches,” the key messages highlight the “top reasons” why Fayette County is an ideal location. There are separate sets of key messages tailored for Fayette County’s target objectives: economic development and talent attraction. Each set of key messages is designed to meet the needs of what that specific audience is looking for in a location.

In each set of key messages, the text in bold is meant to be the overarching message that can be said verbally in a meeting or presentation. Each of the information-packed bullets are designed to further support why Fayette County is a unique destination for that audience. The bullets are listed in order of priority. All text in the key messages can be used verbally or in written materials.

The key messages are meant to quickly capture the attention of target audiences in situations where time or space is limited, such as meetings, presentations and marketing materials. Instead of communicating all points, it is important that Fayette County communicates its most important points well.

**Economic Development Key Messages:** Fayette County offers companies, big and small, the benefits of being located near Atlanta, while offering a lifestyle that feels a world away.

**Access to Atlanta.** Located less than 30 miles south of downtown Atlanta and even closer to the world's busiest airport, Atlanta Hartsfield-Jackson International Airport, Fayette County offers access to Atlanta without the area's congestion, costs and complications. Companies located in Fayette County also benefit from the region's Foreign Trade Zone designation and the Atlanta MSA's civilian workforce of more 2.9 million.

**Located in One of the Best States for Business.** Fayette County also offers the benefit of being located in Georgia, which is consistently ranked as one of the best states for business and earning accolades for its corporate tax structure.

**Global Businesses Call Fayette County Home.** Whether it's corporate headquarters or Hollywood-style blockbuster studio productions, companies find a welcoming and supportive home in Fayette County for their business and employees. International businesses too, have called Fayette County home for decades, including Panasonic Automotive Systems, Hoshizaki America, NCR, TDK Components and nearly two dozen others. Other industries that thrive in Fayette County include aviation, advanced manufacturing and research technology.

**Technology Thrives in Fayette County.** Thanks to high-tech companies like Panasonic, Eaton and NAECO, Fayette County is on Georgia's top ten list for patents issued. Between 2000 and 2015, 456 patents were issued to companies in Fayette

County. Fueling Fayette County's pipeline are the top-notch schools that focus on STEM programs across all grades. Fayette County also attracts entrepreneurs looking for a family-focused location with access to Atlanta.

**A Community of Innovators.** Fayette County is poised to attract millennials and creative talent with new communities. An exciting first-of-its kind development designed for storytellers and creators is coming to Fayette County called Pinewood Forrest. The development, spearheaded by Chick-fil-A CEO and resident Dan Cathy, will provide 234-acres for 1,200 residences designed to inspire creativity, a boutique hotel and more than a quarter million square feet of office, restaurant and retail space. Local resident Zac Brown is also building a remarkable camp for children, including those with neuro-developmental disorders like autism, which is being fueled by multiple enterprises located in Fayette County under his Southern Ground lifestyle brand.

**Atlanta's Finest Neighborhoods.** Companies feel confident that Fayette County's quality communities attract and retain top talent for years to come. Families will find some of the region's best public K-12 schools, Georgia's top-ranked hospital (one of the top 50 in the U.S.), and the metro area's safest communities in Fayette County. Not to mention, 100+ miles of scenic paths and four championship golf courses make Fayette County feel like a haven from the hustle and bustle of Atlanta.





**Talent Attraction Key Messages:** Just outside Atlanta is a community that has been crafted for better living: Fayette County. Fayette County is a perfect blend of upscale suburban living and urban access, offering short commute times, natural beauty and friendly neighbors.

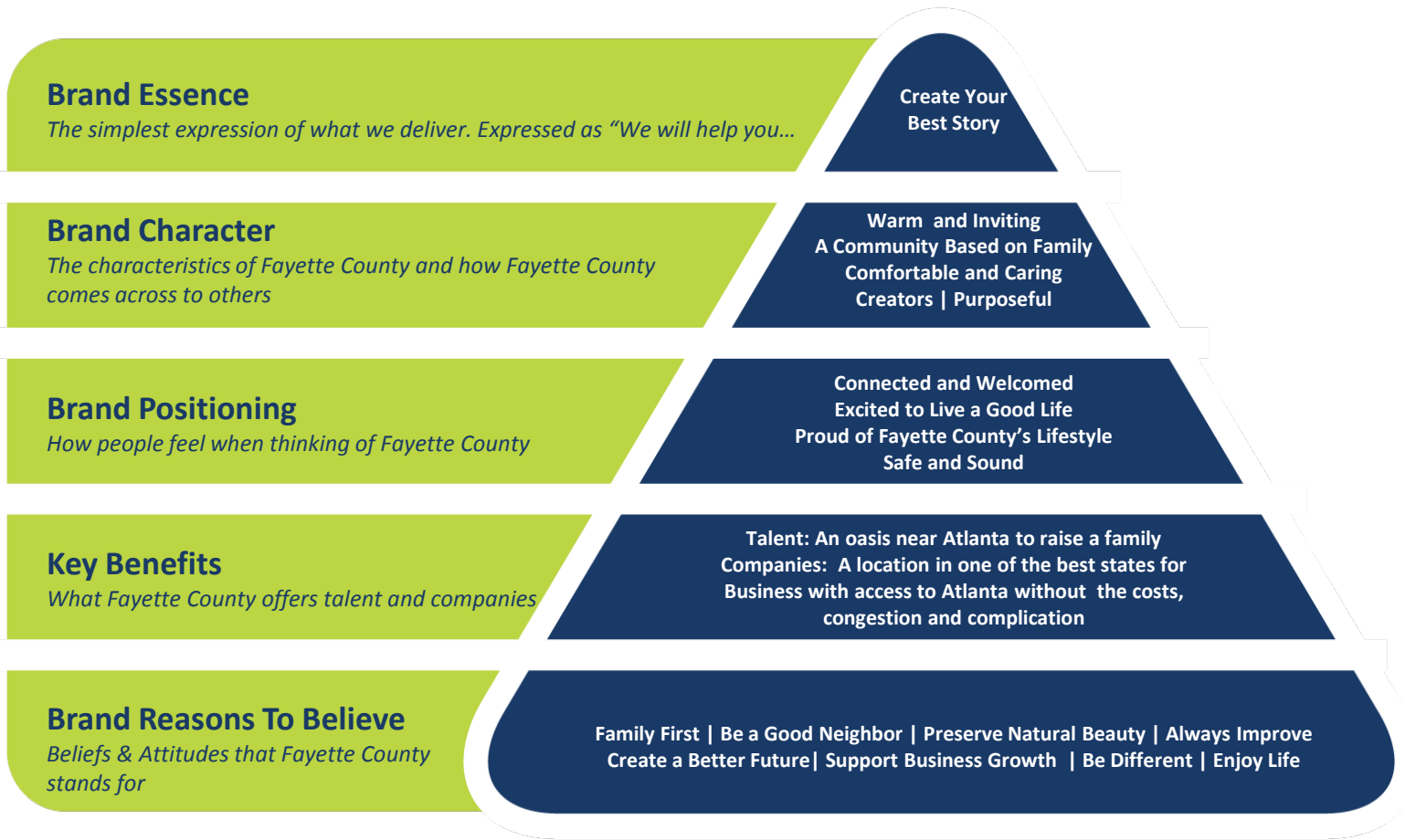
- **Access to Atlanta.** Located less than 30 miles south of downtown Atlanta and even closer to the Atlanta Hartsfield-Jackson International Airport, Fayette County offers the perks of easy access to big city amenities without the area's congestion, costs and complications.
- **Georgia's Finest Address.** Ranked among the top ten best counties to live in Georgia, Fayette County is one of the most desirable and safest places to live in the metro Atlanta region. The county is also home to Georgia's top-ranked hospital (and one of the top 50 in the U.S.) and some of its best public K-12 schools, making it perfect for families. You'll find that newcomers, global citizens and longtime locals alike are all proud to call Fayette County home.
- **A Neighborhood for Every Lifestyle.** Whether it's Fayetteville with its historic town center, the master-planned Peachtree City with more than 100 miles of cart paths, Tyrone with its easy interstate access, the charming villages of Brooks and Woolsey or the more rural areas in between with wide open spaces, there is a neighborhood fit for every lifestyle in Fayette County. Fayette County residents take full advantage of the recreational and cultural opportunities right in their own backyard—from kayaking and cycling to live music and golfing.
- **A Community of Creators.** Fayette County residents are always improving the region to make life better. An exciting first-of-its kind community designed for storytellers and creators is coming to Fayette County called Pinewood Forrest. The development, spearheaded by Chick-fil-A CEO and resident Dan Cathy, will provide 234-acres for 1,200 residences designed to inspire creativity, a boutique hotel and more than a quarter million square feet of office, restaurant and retail space. Local resident Zac Brown is also building a remarkable camp for children, including those with neuro-developmental disorders like autism, which is being fueled by multiple enterprises located in Fayette County under his Southern Ground lifestyle brand.





## TAGLINE, LOGO AND STYLE GUIDE

With the value proposition and key messages approved, DCI developed the following brand pyramid to crystallize our thinking and arrive at the brand promise and essence.



Over the course of three months, DCI developed dozens of taglines and logos, refining each with the input of the core Fayette Visioning Branding Design Task Force. In addition, we conducted a survey of qualified experts – including economic development and tourism practitioners, site selection consultants and Fayette County millennials – to solicit and consider the “external” and “internal” point of view.

As can be expected with anything as subjective as a logo/tagline, there was a wide range of feedback and opinions expressed – all of which was taken into consideration. Although we had two very strong contenders, a clear-cut “winner” emerged from the painstaking process: Fayette County, GA: Create your Story.

The tagline pays homage to Fayette County’s rich history of storytelling ranging from Margaret Mitchell’s roots in Fayetteville, to Ferrol Sams and Robert Burch, while being a direct reference to Fayette County’s bright future as a storytelling stronghold with Pinewood Atlanta Studios, Zac Brown and the community of makers that are sure to be attracted to Pinewood Forrest. The tagline also suggests that companies, entrepreneurs and millennials can create their own story – and a better company, a better profit and a better life – in Fayette County.



To help ensure that the unified brand is used properly and consistently by all parties, DCI developed brand guidelines for the logo, fonts, color palettes, photography suggestions and content voice. These brand guidelines – along with EPS, AI and JPG versions of the logo – should be shared with your partners.

*A separate brand book provided to Fayette County outlines guidelines for using the new brand and is included as Appendix C.*

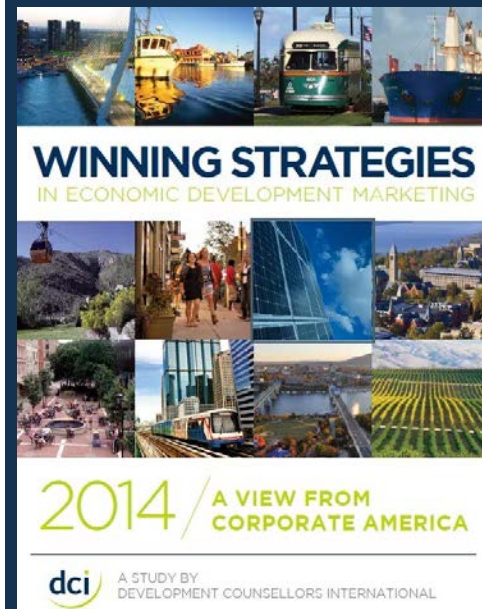
## MARKETING BLUEPRINT

Because there are no silver bullets or cookie-cutter solutions in economic development marketing, a highly integrated approach is required to reach Fayette County's target audiences most effectively.

Before we delve into the specific tactics, we want to recommend strongly that Fayette County's primary marketing organizations consider hiring additional marketing support. This might be in the form of a full- or part-time staff member shared by the Chamber and FCDA, a marketing agency or a sole practitioner/freelancer who can assist with marketing initiatives. Since both organizations are leanly staffed, we fear that many of these marketing tactics will never get off the ground without dedicating additional resources. Following are the tactics we recommend:

**Media Relations:** Fayette County is Atlanta's best-kept secret. While this "hidden gem" position makes the region a great place for its residents, it has also meant that Fayette County has failed to capture the attention of executives and talent. In a media audit, DCI found that Fayette County receives some attention from Atlanta-focused outlets like the *Atlanta Business Chronicle* and *Atlanta Journal-Constitution*, but when it comes to national media, Atlanta almost always takes the credit for Fayette County's top stories.

Strong placements in national and regional media are essential for Fayette County to take ownership of its exciting storylines without being grouped with Atlanta. In addition, DCI's "Winning Strategies in Economic Development Marketing" triennial survey of corporate executives and site selectors also points to the importance of articles in newspapers and magazines as one of the leading sources of information that influences executive perceptions of a location's business climate.





The storylines below have the potential to be of national interest if noteworthy announcements or data could supplement them:

**Fayette County's Growing Roster of Global Businesses:** When a new international business announcement is made in Fayette County, or if a ranking shows Fayette County in the top five for foreign direct investment, use it as an opportunity to talk about Fayette County's global business community.

**Fayette County's Excellence in Education:** Publicize when Fayette County students garner national recognition for their innovations. For example, spotlight the robotics First Lego League team. An example of this type of story is CNN's coverage of the University of Central Florida students in Orlando that created a robotic arm: "College kids make robotic arms for children without real ones."

**The Most Walkable City in America:** Fayette County should consider how to promote Peachtree City's unique design of miles and miles of multi-use paths. One recommendation would be to research the data necessary to claim Peachtree City is "The Most Walkable City in America" or another similar title that emphasizes quality of life given the fact that Peachtree City has 10,000 registered golf carts, more than any other city in America.



The following are the top storylines that we believe will resonate most strongly with the national media:

- **Developing a Community for Creators Outside Atlanta:** Pinewood Forrest will be a first-of-its kind community designed for storytellers and creators recently opened in Fayette County. The development, spearheaded by Chick-fil-A CEO and resident Dan Cathy, offers 234-acres for 1,200 residences designed to inspire creativity, a boutique hotel and more than a quarter million square feet of office, restaurant and retail space.
- **This Georgia County is the “Hollywood of the South”:** Thanks to Pinewood Atlanta Studios—Georgia is one of the top five production destinations. In fact, Pinewood Atlanta Studios is the largest studio complex in the U.S. outside of L.A. Note: Whenever Pinewood-made films are nominated (or win) awards, Fayette County should pitch to the local media with the angle “10+ Academy Award-Winners Made in Fayette County, GA.” Connection should also be made to movies generating top box office revenues.
- **Zac Brown is Building a Philanthropic Brand Empire:** Show a look inside Zac Brown’s lifestyle brand “Southern Ground” headquarters in Fayette County and reveal the inspiration behind it all: Camp Southern Ground, a remarkable camp for children, including those with neuro-developmental disorders.



In addition to pitching the storylines, Fayette County should consider the following strategies to amplify its media relations efforts:

**Don't Just Think National, Think Local:** Positive stories about Fayette County should saturate the local press on a regular basis to counter-balance some of the negative stories that can sometimes bubble up. Continually share news and story ideas with regional and state media, with a special focus on Atlanta media.

**Collaborate with Other Organizations:** Meet with the communications teams for the Metro Atlanta Chamber, the Georgia Department of Economic Development, among others, to discover mutually-beneficial pitching opportunities and media activities. Because these organizations are more likely to interact with media frequently, they should be fully briefed on Fayette County's top stories. For example, Choose ATL features "stories" on the website home page, where the Metro Atlanta Chamber advised us that they are open to Fayette County identifying and paying for a qualified writer/contributor to provide stories with national appeal, such as the Zac Brown story outlined above.

**Create a "Bank" of Spokespeople:** Identify and prep Fayette County's best spokespeople to be ready to speak about the region's key messages for economic development when interview requests arise. Examples include Dan Cathy, CEO of Chick-fil-A, Rob Parker, President of Pinewood Forrest and executives from major employers such as Panasonic, etc.

**Lifestyle Media is Talent Attraction Media:** In the talent attraction perception survey conducted by DCI, it was clear that the opportunity to visit and see the region first-hand was key to shaping people's perceptions of Fayette County. To directly address this, Fayette County should aim to showcase itself as a great place to visit and live in lifestyle outlets that reach targeted talent audiences, such as Thrillist and BuzzFeed. Fayette County should also target the travel sections of outlets like *Atlanta Magazine* and *Southern Living*. The target lifestyle outlets include ones that reach either the Millennial Generation (1980-1995) and/or Generation X (1965-1979). Fayette County should adapt this list per the talent level needs of local employers.

A target list of national and regional media is included on the following page.





### **Major Newspapers/Wires**

Associated Press  
The New York Times  
Bloomberg News  
Dow Jones Newswires  
Financial Times  
Thomson Reuters  
USA Today  
The Wall Street Journal  
Washington Post

### **National Business Magazines**

The Atlantic  
Bloomberg Businessweek  
The Economist  
Entrepreneur  
Fast Company  
Forbes  
Fortune  
Inc.  
New York Times Magazine  
Newsweek  
Popular Science  
Popular Mechanics  
Smart Money  
Time  
Wired  
WSJ Magazine

### **National Broadcast Media**

ABC  
Al Jazeera America  
BBC  
Fox Business  
Bloomberg TV  
MSNBC  
CBS  
NBC  
CNBC  
NPR  
CNN  
PBS  
FOX News Channel

### **Online Outlets**

Business Insider  
CNMoney  
The Daily Beast  
Huffington Post  
International Business Times  
MarketWatch  
Mashable  
Quartz  
Salon  
Slate  
TheStreet  
TechCrunch  
US News & World Report  
Wall Street Journal Live

### **Engineering Trade Media**

ISE Magazine  
IEEE Spectrum  
Plant Engineering  
EE Times  
Control Engineering  
Engineering News-Record  
Chemical & Engineering News  
Chemical Engineering  
Electrical Engineering

### **Regional Outlets**

GeorgiaTrend  
Atlanta Business Chronicle  
Atlanta Journal-Constitution  
WABE 90.1 "Where ATL meets NPR"  
Georgia Public Broadcasting (WRAS)  
The Atlantan  
Creative Loafing  
Atlanta Homes & Lifestyles  
Atlanta Magazine  
Atlanta Tech Edge  
Tech.Co (Atlanta)

### **Lifestyle Outlets**

Thrillist  
Elite Daily  
BuzzFeed  
Refinery29  
Garden & Gun  
The Southern Weekend  
Southern Living

**Social and Digital Media:** Clicking a social media hashtag or searching on Google is how many of Fayette County’s external audiences will first experience the region. In today’s world, a digital presence serves as a first impression and DCI believes a cohesive and smart strategy across all social and digital platforms is crucial for Fayette County. Following are recommendations for how Fayette County’s brand should be presented digitally:

**Digital Media/Website:** The Fayette County Development Authority website is aesthetically pleasing from its homepage and generally very strong as far as a resource that would be needed by site selectors and business executives. Similarly, the Fayette County Chamber of Commerce website is also comprehensive from a content standpoint and easy to navigate.

Recommendations:

**Bring Talent to a Dedicated Info Hub:** Create a standalone talent attraction website, microsite or landing page. People looking for a job or place to move are looking for very different information than what might be offered on the FCDA or Chamber websites. The talent attraction website should provide a one-stop-shop for potential, new and existing residents – including job opportunities (via an aggregated search tool that pulls openings from Indeed or Glassdoor, etc.), key employers, community profiles, local events and attractions, real estate listings and cost of living comparisons. We recommend that the Chamber solicit local employers in need of talent to help underwrite the cost of the microsite.

The website should also be chock-full with colorful photos and compelling video to help tell a story of what it is like to live, work and play in Fayette County. A best practice talent attraction website to model is Wake County, North Carolina’s [www.WorkintheTriangle.com](http://www.WorkintheTriangle.com). A short list of recommended keywords for talent audiences follows:

- Best places to live in Georgia
- Best cities to live in Georgia
- Best cities in Georgia
- Best suburbs of Atlanta
- Cities close to Atlanta
- Most livable cities in the US
- Most walkable cities in US
- Best places to raise a family in Georgia
- Best Atlanta suburbs
- Best Atlanta suburbs for families
- Best schools in Atlanta suburbs
- Safest cities in Georgia
- Safest neighborhoods in Atlanta
- Jobs in Fayetteville, GA
- Jobs Peachtree City, GA
- Jobs in Tyrone, GA
- Top 10 places to live in Georgia
- Cost of living in Georgia

**Have Local Employers Make Dedicated Fayette County Career Pages:** Local employers should understand that talent is more aware of their options for both careers and places. Local employers should create dedicated career pages within their websites that spotlight positions in Fayette County and include live, work, play messaging. These pages should also drive traffic to Fayette County’s new talent attraction website. A best practice example of this is CenturyLink’s corporate headquarters career page that promotes living in Northeast Louisiana.

### Recommendations for FCDA Website:

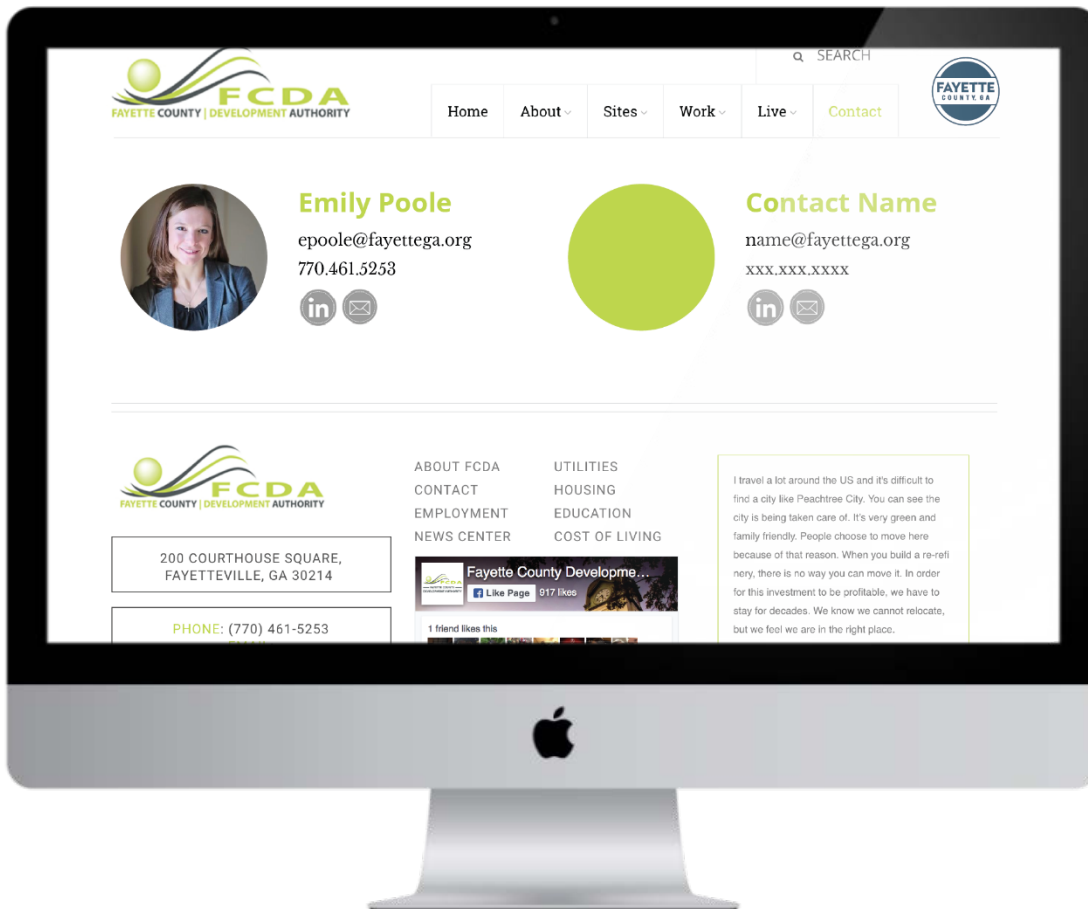
Though the FCDA website is strong as-is, several improvements can bring it from “good” to “great.”

**Put Key Messages Front and Center:** FCDA’s existing homepage dedicates copy to explaining the role of the FCDA. Instead, use this valuable “real estate” to capture the attention of users. Include catchy titles and supporting information, drawing inspiration from the new brand key messages. Examples of this best practice in action are included on below:





**Provide Streamlined Contact Information:** The homepage should feature an FCDA employee with a name, title and contact email. Currently, users have the option to use the current information on the homepage (although it is not clear who it directs to), or go to the “Contact Us” page to find out that the email on the homepage is for the office manager - which is understandably helpful for vetting leads, though most executives will want to go straight to a business development contact. On the staff bios page, DCI also recommends including direct contact information.



**Social Media Functionality:** Currently, the social media buttons on the FCDA homepage are small and in a dark color, so they are difficult to find. Additionally, they are extremely misleading—when clicking them it leads users to share the homepage (something they likely won’t need to do), rather than linking to the FCDA’s various social media profiles, which will provide additional information to a user.

**Focus on SEO (Search Engine Optimization):** Use target keywords throughout the website and set up Google AdWords with keywords such as:

- Atlanta Georgia Fayette
- Jobs in Fayette County, GA
- Land in Fayetteville, GA
- Land in Atlanta
- Land in Georgia
- Cities Near Atlanta
- Atlanta Suburbs
- Fayette County, GA Office Space
- Atlanta Workforce
- Fayette County, GA Companies

**Social Media:** Fayette County's Development Authority does not have a strong presence on social media. The last tweet from @FCDA was in September 2016, as was on its Facebook page, which was difficult to find. A simple search on LinkedIn resulted in the FCDA company page, which showed no news or evergreen content – only a profile. Overall, searching on any social media platform yields little result.

The Fayette County Chamber of Commerce is much more active on all social media accounts compared to the FCDA. One of the Chamber's biggest challenges will be to separate themselves from the many other Fayette Counties found on social media. Additionally, Fayette County needs to address whether or not the Chamber's social media should be responsible for communicating to external audiences – currently, the Chamber accounts include member- and program-focused content.

#### Recommendations:

Since Fayette County's goals include communicating with its internal stakeholders, company prospects for economic development as well as job candidates and talent attraction, there will be benefits to create multiple social media profiles aimed at connecting with various audiences.

- **Use Different Accounts for Different Audiences:** If the bandwidth is available, DCI highly recommends dividing social media accounts by the three separate audiences:
  - **Economic Development:** FCDA should manage its Twitter, Facebook and LinkedIn accounts to regularly post content that relates to business attraction, investment, economic climate, etc.
  - **Internal Stakeholders:** The Chamber should manage its Twitter, Facebook and LinkedIn accounts to regularly post content that relates to local business, resources, community issues, etc.
  - **Talent:** DCI recommends that the entities marketing Fayette County create a new, standalone Twitter, Facebook, LinkedIn and Instagram account to regular post job openings, local events and attractions and other live, work, play messaging. If there is not enough bandwidth to maintain four accounts for talent attraction, we recommend starting with Twitter and Facebook. We recommend a staff member from the Chamber manage the talent attraction social media accounts.



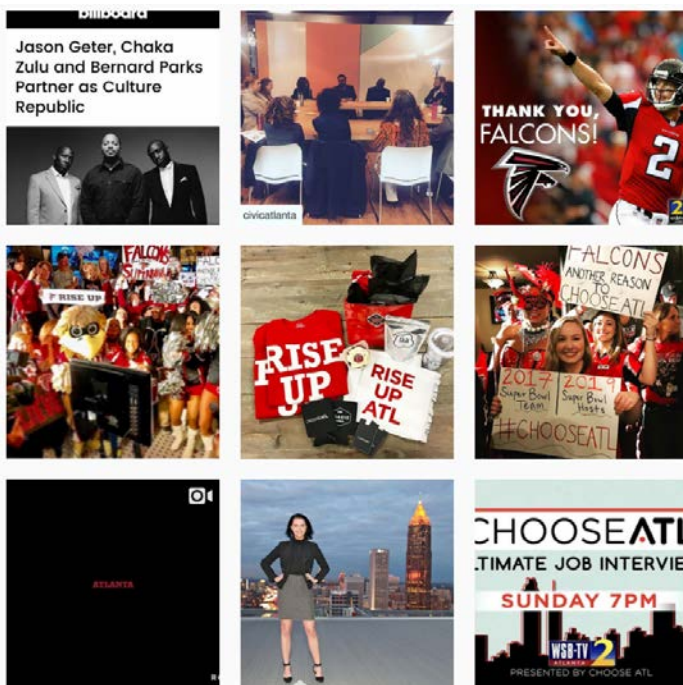
- **Differentiate with the State:** Include GA or Georgia in all profile page names, handles and descriptions. Due to multiple Fayette Counties located in other states, it is important to differentiate Fayette County, GA on social media for users to find. In addition to including Georgia in the actual location field of any given profile, it is a best practice to include GA or Georgia in the profile descriptions to increase showing up in keyword searches. Additionally, adding GA to the end of an actual Twitter or Facebook handle (@) will differentiate from other communities in the country and inactive profiles.
- **Keep Branding Consistent:** Apply cohesive, consistent branding across platforms and profiles. The new Fayette County brand should be applied to all social media profile elements and key messages should be incorporated into any profile descriptions. One way to differentiate between multiple profiles on the same platform is to use a different secondary color depending on the audience (i.e. internal chamber, external economic development, talent attraction).
- **Develop and Utilize a Hashtag:** Hashtags can tie together brand messaging in a more tailored way than a handle alone can. DCI recommends consistently using a hashtag that can be tailored for Fayette County's target audiences. For example, hashtags can tie together content from multiple accounts allowing Fayette County to use the same or similar hashtag between the FCDA and Chamber, like #FayetteGALife and #FayetteGABiz. With a strong tie to the tagline, additional hashtags might be #CreateYourFayette or #CreateYourStory + #FayetteGA. We recommend transitioning away from #FabFayette.

DCI also recommends using Fayette's local hashtags with general ones, to reach a wider audience – for example #talent, #workforce, #bizdev, #economy, #traveltuesday and more. Popular hashtags associated with national and 'day' holidays are also optimal to get Fayette County in on a national conversation. Don't let hashtags overpower your content though. For Twitter and Facebook, keep the number of hashtags to 1-3, and on Instagram closer to a dozen.





- **Post Regularly:** Post at a regular frequency on all social platforms (i.e. daily – once a day on LinkedIn and Facebook and multiple times a day on Twitter) by using a mix of timely and evergreen content to keep audiences engaged. The cohesive flow of information will keep Fayette County top-of-mind for targeted audiences.
- **Grow Evergreen Content:** While the Chamber social media accounts post a lot of timely local news, there is great benefit in posting general stats about the county, companies in the area and things to do on a regular basis. To an outside audience, sharing evergreen content can paint a picture of the region. Evergreen content will also educate your internal audiences on Fayette County’s key messages.
- **Amplify FCDA’s LinkedIn Company Page for External Audiences:** Post content on the FCDA LinkedIn company page to reach the news feeds of prospect companies and decision-making executives. Having a presence on LinkedIn is crucial and currently the FCDA’s page is static. While the description of the organization is up to par, FCDA should begin posting content on its LinkedIn page. Sharing stories of recent investment news or quality talent will reinforce to potential investors that Fayette is somewhere to consider for relocations or expansion.
- **Keep the Chamber LinkedIn Group Private:** Keep Fayette Chamber as a private LinkedIn group since these people are members and the audience is looking for internal information.
- **Reach Top Talent on Instagram:** To compliment Twitter, DCI suggests implementing an Instagram page for talent attraction. Following the lead of ChooseATL, Instagram can be great source of content for lifestyle posts that attract people to move to a region, such as Fayette County, for its quality of life.



**Collateral, E-Newsletters and Video and Other Modes of Communication:** While a quality website should be Fayette County's priority for talent and economic development marketing assets, other materials such as brochures, e-newsletters and video will also be important to develop. Below are our recommendations:

- **General Business Brochure:** A simple 2-4-page brochure should be created for Fayette County Development Authority. The messaging should mirror the new economic development key messages and include content such as a map, rankings, top employers and incentive information. A digital version of the brochure should also be available for download online.
- **Capitalize on Existing Videos and Create New Ones:** These video strategies for Fayette County's economic development and talent attraction efforts should be considered:
  - **Economic Development:** Have local organizations such as Fayette County's cities, top employers and real estate developers share the existing FCDA video on their social media accounts. Snippets of the video can also be repurposed into gifs that are the perfect "bite size" for social media posts.
  - **Talent Attraction:** Just as the FCDA video highlights why Fayette County is a great location for business, a talent attraction video should be created to show why Fayette County is a great place to live, work and play. The video should be featured prominently on the new Fayette County talent attraction website and can be promoted on social media by other relevant organizations, such as Pinewood Forrest and ChooseATL. The video should highlight Fayette County's real estate offerings, recreational activities and real residents. The tone of the video should be authentic and unique. Take a cue from this award-winning video for Buffalo's talent attraction efforts: [Are You Right for Buffalo?](#)
  - **C ATL YouTube Channel:** We also learned that the Metro Atlanta Chamber is about to launch a new YouTube channel with a "Made in Atlanta" theme. Using the YouTube celebrity Trip Crosby to jump-start the initiative by interviewing Pinewood Atlanta Studios President Frank Patterson at the 2017 SXSW and creating a series of videos about making a film in Atlanta, the organization hopes that others, like Fayette County, will contribute "authentic" content. DCI recommends trying to leverage some of the products being made by Zac Brown Enterprises or Panasonic's work creative automotive cockpit systems.



- **E-Newsletters:** E-newsletters are important for keeping target audiences updated on new developments in your region. Fayette County should take the following e-newsletter approaches for its two target audiences:
  - **Economic Development:** Recommendations for FCDA’s e-newsletter are included in the site selection consultant section of this blueprint.
  - **Talent Attraction:** Fayette County should distribute an e-newsletter targeted to existing and new residents (see below example from Baton Rouge Area Chamber of Commerce). The e-newsletter will feature upcoming events in Fayette County, job openings and useful information about living in the region. To broaden the reach of the e-newsletter, Fayette County should include HR professionals from local employers and real estate brokers on the distribution list so they are fully briefed on what’s happening in Fayette County when talking to potential hires and residents, respectively. Additionally, Fayette County’s new talent attraction website should feature a prominent call-to-action for people considering Fayette County to sign-up for the e-newsletter.

For both e-newsletters, Fayette County should supplement its existing lists by including multiple “call-to-action” sections on each respective website to encourage e-newsletter sign-ups. Both e-newsletters should also have a mobile-responsive design.



## GO WITH THE EBB & FLOW

South Louisiana is no stranger to a festival. Our festivals celebrate everything from strawberries and poboys to blues and zydeco music. This spring, the Arts Council of Greater Baton Rouge is launching a new festival, **Ebb & Flow Festival**, to celebrate our community and our connection to the Mississippi River. The festival will take place April 1-2 in downtown Baton Rouge along the river and will feature music, food, creative experiences and loads of kid-friendly activities.

The music performances include local, national and international talent on multiple stages. The festival also features flamenco dancers, singer-songwriters and slam poets. Check out the full lineup [here](#).

Along the Mighty Mississippi, there will be several creative experiences, including bubble art, interactive sculpture gardens and temporary sculptural installations. Play stations for kids of all ages will include: “Kidd’s Corner” at the USS Kidd, theatre performances at Louisiana’s Old State Capitol, a storytelling village, a **“human library”** and an exhibit by the West Baton Rouge Museum highlighting the river’s connection to Creole culture.



### Out on the Town

**Kristin Chenoweth**  
**March 16**  
 Emmy and Tony-award winning singer live in concert


**She Geauxs! Networking Event**  
**March 16**  
 Celebrate Women’s History Month at this networking event

**St. Patrick’s Day Parade**  
**March 18**  
 32nd annual Wearin’ of the Green parade

**Bella’s Ball**  
**March 23**  
 8th annual fundraiser for pediatric cancer

### Flavor of the Week: Sammy’s Grill

**Sammy’s Grill** has been serving up some of the best crawfish, burgers and poboys since 1988 when the menu only contained 10 items and was displayed on a chalkboard. The specials are still featured on chalkboards, but they now serve a full menu of Louisiana





**Trade Shows, Conferences and Special Events:** We'll be blunt. It will be difficult for Fayette County to stand out by itself at trade shows or conferences on your own. Your best bet is to take advantage of what is planned on the regional or state level. A few specific examples in the short-term follow, but you should be continually checking their calendars online:

- **SelectUSA Investment Summit, June 18-20, 2017, Washington DC:**  
Explore joining the Georgia Pavilion at this high-profile event sponsored by the U.S. Department of Commerce and dedicated to promoting foreign direct investment (FDI) in the United States.
- **SEUS Japan, October 20-24, Greenville, SC:** Established in 1976 and rotating each year between Japan and the Southeast US, this annual meeting with top government and business leaders was established to promote trade and investment between the southeastern states and Japan. Explore participating this year.



Southeast U.S./Japan &  
Japan - U.S. Southeast  
Associations



As part of its Choose ATL talent attraction initiative, the Metro Atlanta Chamber is also planning a series of special events and “activations” at conferences ranging from South by Southwest, Sundance Film Festival and London Tech Week. The Chamber should explore ways to buy into and piggy back on these events.

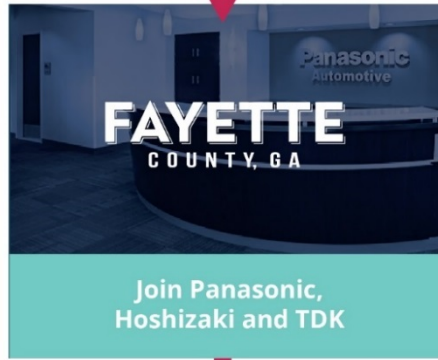
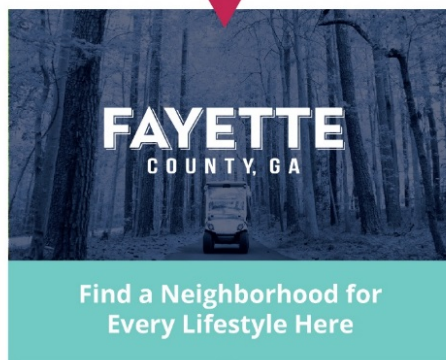
Two other high-profile Georgia events sponsored by the Georgia Chamber are worth exploring the opportunity to piggy-back on their success:

- **Georgia Red Carpet Tour:** Hosted each April in conjunction with The Masters, this event showcases Georgia’s thriving business community to business leaders from around the world. Throughout the four-day, invitation-only event, guests are paired with an existing Georgia industry leader and each year the executives visit a different part of the state. Fayette County should seek to have prospects and local companies with expansions on the tour.
- **Georgia Quail Hunt:** Although this event is held in Southwest Georgia each February, it does bring in both international and stateside business executives who are likely coming through the Atlanta airport. Fayette County should explore the idea of extending a “Warm Welcome” with a memorable lunch or dinner at a unique venue like Pinewood Atlanta Studios or Camp Southern Ground before they head south. Even if you don’t have success with that tactic, try to have your prospects and expanding Fayette County companies included in the hunt.

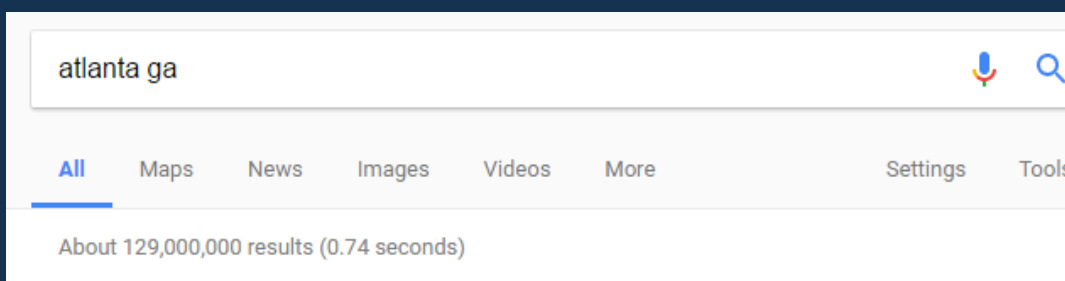


**Advertising:** All too often, communities get sucked into spending gobs of money on glossy print advertising that yields little if no return on investment and virtually no way to measure the efficacy. In particular, economic development organizations often waste precious dollars on economic development trade publications where they swim in a sea of sameness.

DCI recommends that Fayette County take a hyper-targeted digital approach instead, which will give you the metrics you need to tweak and optimize performance. Specially, we suggest zeroing in on the metro Atlanta region targeting young families (see left) and businesses (see right) as follows:



- **Google AdWords:** Following the launch of your new talent attraction microsite and enhancement of the FCDA website, we recommend launching a Google AdWords pay-per-click (PPC) campaign to extend the reach of your messaging and drive traffic to both websites. The ads should incorporate your key messages targeting young professionals, entrepreneurs and businesses and include strong calls to action to visit the sites. A display PPC ad example is included on the previous page while a text only example is included below.
- **LinkedIn and Facebook Advertising:** We recommend that FCDA utilize LinkedIn's targeting to zero-in on prospects by company, seniority, location in Metro Atlanta and industry, with messaging about Fayette County as a strong business location. Likewise, the Chamber can explore targeted ads on Facebook.
- **ChooseATL.com Promotions:** Although we've been told that the Metro Atlanta Chamber is not currently doing any paid advertising to promote ChooseATL.com, they do have a place for Fayette County companies in need of talent to be a "Featured Company" on its Work Here page and are considering a similar paid "Featured Community" section on the Live Here page. Alert your biggest employers to the Featured Company opportunity and work to partner with the Metro Atlanta Chamber to be an early adapter of the "Featured Community" program when it is rolled out.



## Looking for the Best Atlanta Suburbs? – Live in Fayette County, Georgia

 [www.livefayettecounty.com](http://www.livefayettecounty.com)

Find job opportunities, housing and all the reasons why Fayette County is the best place outside Atlanta to live, work and play. Atlanta's Best Neighborhoods • Homes for Sale in Fayette County • Jobs in Fayette County • Atlanta Airport

[Career Opportunities](#)

[Real Estate Options](#)

[Relocation Guide](#)

[Contact Fayette County](#)

## Relocating to Atlanta? Expand Your Business in Fayette County, Georgia

 [www.fayettega.org](http://www.fayettega.org)

Learn how the Fayette County Development Authority can help relocate or expand your business. Access to Atlanta • Atlanta Hartsfield-Jackson International Airport • Pro-Business State • Atlanta's Best Neighborhoods

[Economic Overview](#)

[Incentives & Taxes](#)

[Success Stories](#)

[Contact FCDA](#)



- **Branded Content:** A hybrid of advertising and editorial coverage, branded content can be a powerful way to reach your target audiences with your key messages. We recommend exploring the following:
  - **Atlanta Business Journal:** This publication offers a three-month content hub package with 1.2 million native headline ad impressions and a social media push. Tailored to a business audience, this content should highlight the advantages of doing business in Fayette County and your attractiveness for international companies, etc. A sample headline might be “Why Global Companies are Flocking to Fayette County.”
  - **Atlanta Journal-Constitution:** Here, we recommend focusing content on reasons why Fayette County is a good place to live – excellent schools, proximity to Atlanta without the headaches, etc. The headline, for example, might read: “12 Reasons why Fayette County is Atlanta’s Best Family Neighborhood.”
- **Select Print Advertising:** We recommend that FCDA recommend an “all-purpose” print ad that reinforces the new brand and key messages for use in publications like *Georgia Trend* when Fayette County is being featured in a positive manner, such as in the April 2017 issue.

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Why Global Companies are Flocking to Fayette County



Create

FAYETTE

COUNTY, GA

Your Story

MOST READ

1. Duo charged in Henry homicides facing death penalty

2. Cops: Woman used reality star's identity on \$9K shopping spree

3. Georgia man dies in jail after domestic incident

THINGS TO DO



Vinings Business EXPO

Tue, Mar 21 4:00 pm



Progressive Techniques, Inc. presents ...

Thu, Mar 23 9:00 am



Spring Atlanta Home Show

Fri, Mar 24 10:00 am

Add Event +

SEE MORE ➔

The standard Lorem Ipsum passage, used since the 1500s

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

Section 1.10.32 of "de Finibus Bonorum et Malorum", written by Cicero in 45 BC

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi

33

**Site Selection Consultant Outreach:** By some estimates, site selection consultants impact up to 40 percent of corporate relocation and expansion projects involving 100 or more jobs. Suffice to say that are important multipliers and are highly sought after and “wooded” by economic developers. Following are three smart strategies for Fayette County to employ to start building relationships and stay in front of these influencers:

- **Site Selection Consultant Conferences:** We highly recommend attending the [Site Selectors Guild Annual Conference](#), where you would have the opportunity to meet face-to-face with many of the Guild’s 40-plus members (Jay Garner included!). Since the organization was launched in 2010, the annual conference has become highly competitive to get into and sells out rapidly, so you’ll need to set a Google Alert for when registration opens and jump on it immediately.
- Since the 2017 conference in Tucson has been sold out for some time, an alternative to consider would be one of the [Consultant Connect Summits](#), such as the one in New York on July 13-14 that is still open. Like the Guild, it’s an efficient way to meet and develop relationships with site selection consultants. The Southern Economic Development Council also has its 10<sup>th</sup> Annual [“Meet the Consultants”](#) forum on April 19-20 in Atlanta.
- **Face-to-Face Meetings/FAM Tour:** Unlike many locations, Fayette County is in an enviable position being so close to a concentration of site selection consultants in the Southeast. Take advantage of this by visiting these consultants in their offices, inviting a select group to a luncheon in downtown Atlanta (possibly augmented by international tax advisors) or potentially hosting a familiarization tour to Fayette County, which would include meetings at Panasonic and other businesses; a behind-the-scenes tour of Pinewood Atlanta Studios with a meeting with Dan Cathy; lunch at Camp Southern Ground and an optional round of golf. Consider bringing in other high-level consultants in the Southeast, such as Mike Mullis from J.M Mullis in Memphis, Tennessee or Mark Sweeney from McCallum Sweeney Consulting in Greenville, SC.





Dear Name,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Regards,  
Name Person



Site selection questions?  
Contact Emily Poole,  
epoole@fayettega.org | 770.461.5253  
www.fayettega.org  
Fayette County Development Authority  
200 Courthouse Square | Fayetteville, GA 30214



- **Timely E-News and/or Postcards:** Although site selection consultants will sometimes complain about the digital onslaught from economic developers, others welcome “short and sweet” news about projects, expansions, relocations, etc., to keep them in the know. We recommend creating an e-postcard template to send timely tidbits to site selectors and to reinforce the county’s business assets and who to contact. You can either build your own email distribution list or DCI, for example, offers an annual subscription to LocationAdvisors.net, a database of 450 site selection consultants that is continually being updated. An example of what this e-newsletter might look like is featured below. Alternately, you might consider breaking through the clutter with a more “old school” approach of mailing an actual postcard, featured on the left.



LATEST INVESTMENT NEWS FROM FAYETTE COUNTY, GA



MONTH 2017

TITLE GOES RIGHT HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. [Read more.](#)

FAYETTE COUNTY BOASTS A GROWING ROSTER OF GLOBAL BUSINESSES THANKS TO SUPERB INTERNATIONAL ACCESS AND GEORGIA'S STRONG BUSINESS CLIMATE.



Site selection questions?  
Contact Emily Poole  
epoole@fayettega.org or 770.461.5253

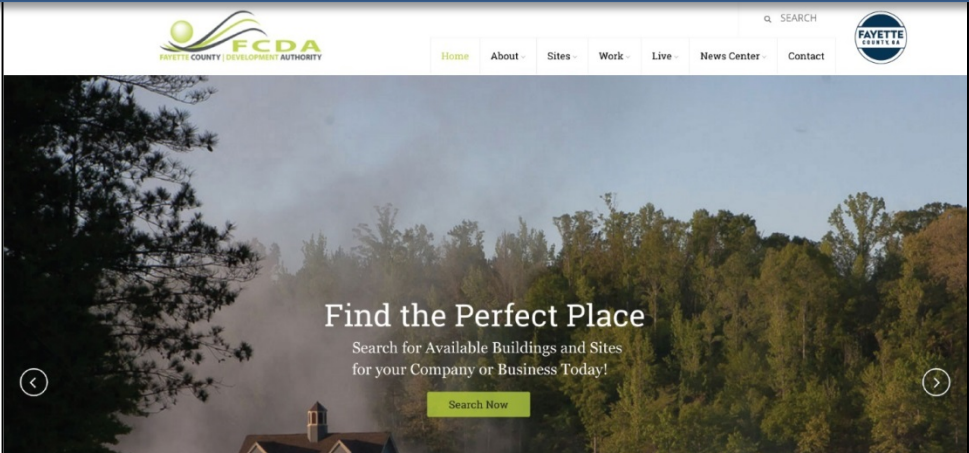
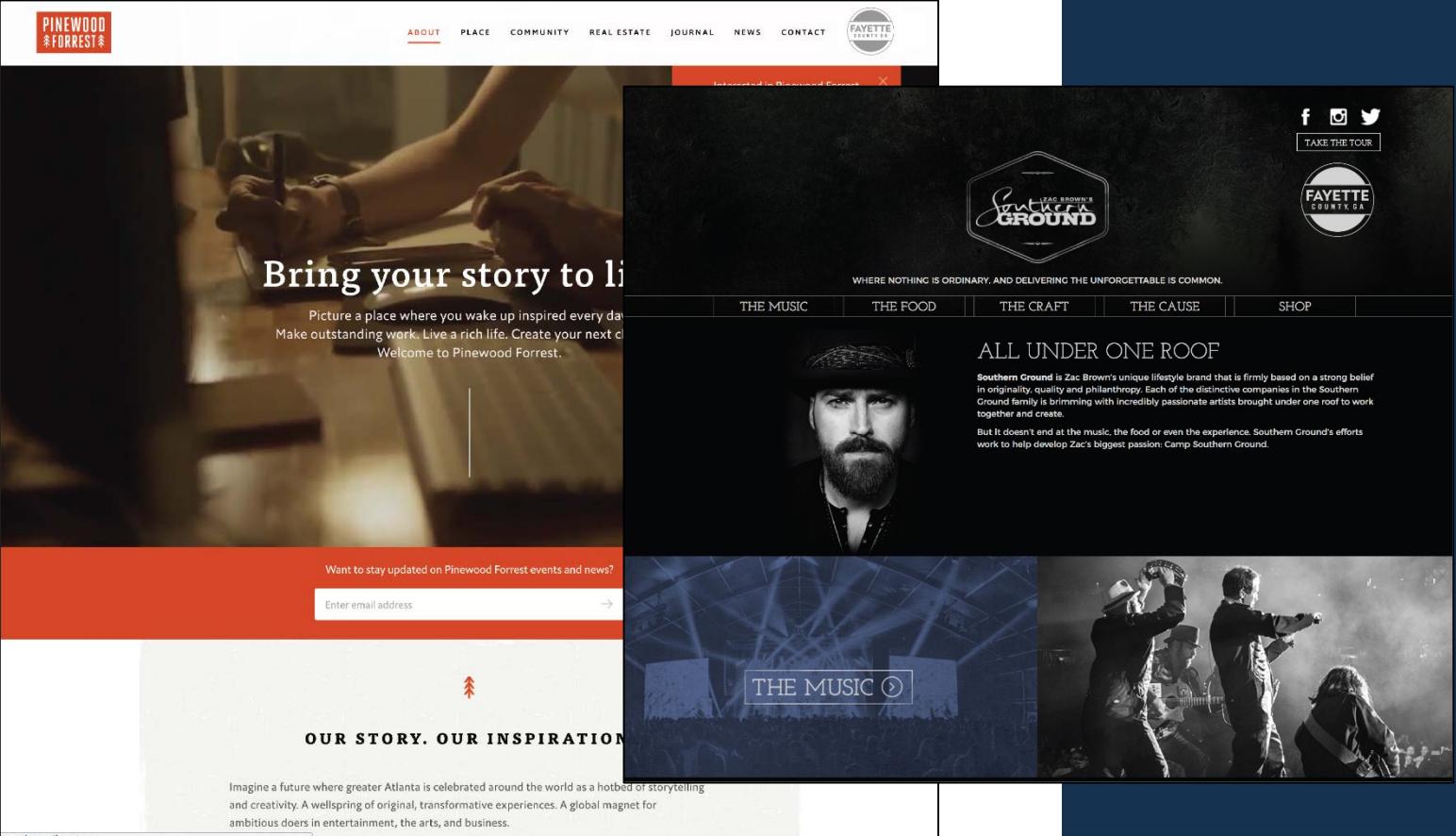


www.fayettega.org  
Fayette County Development Authority  
200 Courthouse Square | Fayetteville, GA 30214



**Co-Branding:** You will know the new Fayette County brand is successful when local organizations start using it. To help ensure that the unified brand is used properly and consistently by all parties, DCI developed brand guidelines for the logo, fonts, color palettes and content voice. These brand guidelines – along with EPS, AI and JPG versions of the logo – should be shared with a wide range of partners.

The City of Fayetteville is considering adapting the logo and several other municipalities have expressed initial interest in doing so. The Fayette Chamber is adopting the new brand and other examples of co-branding follow.

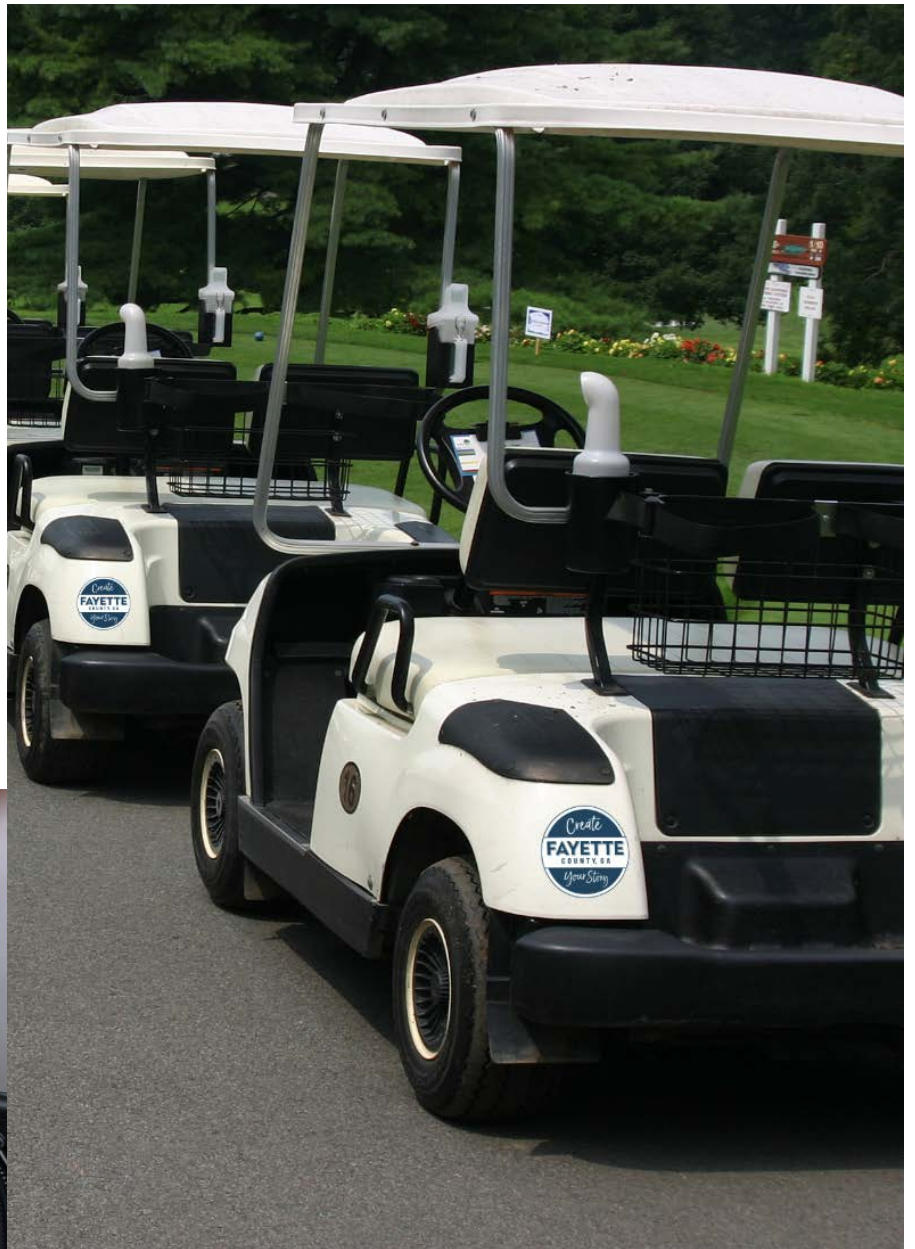


**Creating a Brand Culture:** It's important for Fayette County businesses, organizations and residents to embrace the brand culture, which should help engender greater cohesiveness within the county. Following are some suggestions on how to create a strong brand culture:

- **Go Big:** Think about repainting and branding some of the county's water towers with the new logo. This will immediately "legitimize" it. In addition, or alternatively, think about where the logo might also be displayed – the airport, murals, empty storefronts, etc.
- **Give 'em Swag:** Cool, branded merchandise can go a long way to jump-starting the adoption of the brand. T-shirts, caps, bumper stickers for cars and golf carts, water bottles, cell phone covers, luggage tags (given your proximity to the airport) and more.









- **Get People to Tell Their Stories:** Given Fayette County's new tagline, we think it would good for community engagement to encourage residents, newcomers and employees to "tell their stories." This might be done through NPR's highly regarded [StoryCorps](#) platform, which has a storybooth at the Atlanta History Center or through a "do-it-yourself" pop-up version that might be hosted at the Margaret Mitchell Library, a popular festival or possibly even a Chamber event. Another idea would be to encourage local newspapers or women's magazine to run a series called "What's Your Story" or "How I Create My Story," which features op-eds or interviews with dynamic and inspiring Fayette County residents.

If you like this idea and want to blow it out even further, consider hiring a photojournalist for one month to collect as many stories as possible for posting on your new talent attraction website. Consider short video segments. Be authentic and be inspired. An example is the hugely successful Humans of New York project.

**Note:** Several of the ideas in the next "Big Ideas" section will also engender community cohesiveness and pride.



*Fayette County could build or brand its own StoryCorps-type booth.*

## BIG IDEAS

Fayette County's priority should be to incorporate its new brand into existing marketing materials. Once Fayette County has successfully been using the brand in traditional marketing tactics, we recommend executing at least one big idea to bring the brand to life.

Many of our big ideas center around events. Based on our research and observations, we believe that for Fayette County to reach its goals, placemaking locally is just as important as marketing externally. Additionally, because millennials are so experience-focused, events are a powerful talent attraction tool.

Note: The Chamber, FCDA, local governments and other organizations may want to collaborate on this initiative since it can be a "heavy lift." If conceived and executed well, events can eventually be a revenue generator.

- **Make Local Events, Regional Events:** While it seems like each community in Fayette County is involved in their own city events, they rarely go to events outside their own city. To bring the region together, publicize local events like Suds on the Square and WWII Heritage Days as Fayette County events, not just Fayetteville or Peachtree City, respectively. Include Fayette County branding in the marketing materials and have a presence with the brand on-the-ground. This could include a Fayette County-branded "step and repeat" or giveaways.



- **Create Your Story Fayette Scavenger Hunt:** Modeled after the highly successful Cary Scavenger Hunt in North Carolina and conceived as a community-building exercise, this day-long scavenger hunt would feature family teams, adult teams and corporate teams. Bonus points would be given to teams who bring in people from outside the county to give Fayette more exposure since we know that is important to relocation decisions.

Fashioned after a good story, the hunt will be divided into five “chapters” to be played out in each of the cities/towns so everyone gets to know Fayette County better. There would be a morning “prologue” where the teams meet and are given a “book” with clues and a Create your Story t-shirt and a late afternoon “epilogue” where everyone comes back together for prizes.

Clues are assigned a point value and cover a range of topics, including:

- Fayette History
- Fayette Business
- Fayette Arts
- Fayette Parks
- Fayette Food
- Fayette Famous People

Although mostly about building community pride/cohesiveness and getting residents to embrace the new brand, it might also be a fundraiser or at least a break-even proposition if banks, publishers or companies help underwrite the costs and teams pay an entry fee.

- **Host a Music Festival at Camp Southern Ground:** A notable festival could be a huge draw for residents looking to escape the hustle and bustle of Atlanta for a weekend. Plus, Fayette County’s proximity to the airport makes it even easier to draw people even outside of the Atlanta region to a festival. Southern Ground already has an existing, successful music festival—Southern Ground Music & Food festival. The only problem: it’s held in Charleston, South Carolina. Consider working with Southern Ground to relocate the festival, or add a new, unique festival backed by the Southern Ground name. The festival could be held at the beautiful, open space created by Camp Southern Ground. If a festival connection to Southern Ground is not possible, consider other themed festivals centered around a music genre (i.e. [Newport Jazz Festival](#)), specific food (i.e. [Hilton Head Island Seafood Festival](#)), or season (i.e. [Oktoberfest Zinzinnati](#)).





- Create Your Story(telling) Festival:** Continue the tradition of Fayette County’s great storytellers all while exposing the new “Create Your Story” brand by hosting a storytelling festival in Fayette County. Since there are multiple storytelling festivals across the nation, we recommend tacking on a unique hook to the festival to draw attention to it. For example, it could be focused on a theme such as “Stories of the South,” and feature authors, screenwriters, musicians, comedians and poets that are either from the South, or have a unique story to share about the South. Invite authors that are passionate about writing about the South, such as Pulitzer Prize-winner Rick Bragg ([My Southern Journey](#)). Learn best practices from other successful storytelling festivals and events, such as [The National Storytelling Festival](#) in Jonesborough, Tennessee, which draws visitors from around the world and has grown its clout over its 43 years. Or, try linking the event to something already successful, such as The Moth “StorySLAMs” – some of which are featured on NPR stations. The Moth already hosts a [monthly event](#) in Atlanta, we recommend reaching out to their organizers to create a larger festival, or ask to bring one of the monthly events to Fayette County. Another form of storytelling would be to host a local [TEDx](#) event in Fayette County—TEDx events have themes and Fayette County’s could be “Create Your Story.” Note: We learned Pinewood Forrest is considering hosting a storytelling, music and food festival in the future. We recommend capitalizing on this event with sponsorship.
- Expand Talent Attraction Resources:** Offering an abundance of resources and a personal touch can make or break Fayette County’s ability to attract top talent. DCI suggests putting more resources towards talent attraction efforts so that a regional spokesperson can assist people with their personal relocation decisions. Two specific “big ideas” for talent attraction would be hiring a full-time employee at the Chamber who can dedicate their time to welcoming and assisting new and potential hires for local employers. This position would also focus on talent retention. The Baton Rouge Area Chamber currently uses this model and has seen great success with it. The employee would work closely with local HR professionals to assess and assist their talent needs. Fayette County could also host quarterly bus tours for new and potential residents that includes stops to all city attractions. The bus could also be a draw for Atlanta residents. This offering would need to be highlighted by local employers, real estate brokers and featured on the Fayette County talent attraction website.



- **Add Energy to Downtown Spaces:** Fayette County has charming, historical downtowns. However, on a given evening, or even during the day time, they lack the energy and offerings of other downtowns. We heard from residents, that they wish more stores stayed open and would be launched in their downtown spaces. Depending on what is permitted by local landlords, offer empty spaces to makers and entrepreneurs, at least temporarily, so they can add energy to downtowns and storefronts. This could be part of a “pop-up shop” series.
- **Bring Journalists to Fayette County:** Visits by members of press almost always generate positive coverage. For economic development, consider hosting an international press trip for outlets that represent Fayette County’s foreign direct investment sources, for example Japanese media. For tourism, consider hosting Atlanta-based parenting media (“Mommy Bloggers”) to promote the family activities and schools in Fayette County.
- **Consider a County CVB:** With new assets such as Pinewood Forrest being added to Fayetteville, combined with Peachtree City’s existing tourism strengths, Fayette County may want to consider a county approach to a CVB. By working together, cities within Fayette County would collaborate to win more opportunities instead of competing for the same opportunities. For example, if a large conference comes to one city, another city can handle its “overflow.” Additionally, a county can offer more activities and amenities together than just alone. Cities with the most to market should contribute the most to the budget. Fayette County tourism officials may want to study other successful county CVB models before implementing, such as [Monterey County CVB](#) in California, which represents 10+ cities or the Raleigh CVB, which represents 12 cities.



- **Fayette County Presents...Fayette Con:** Building on the success that some Fayette County companies have employed to recruit new talent, we recommend “blowing out” the idea as follows: Target markets that Fayette County employers most in need of talent see as key labor markets. Start close to home such as Georgia Tech, but look further afield such as Detroit and other areas with a density of engineering talent that might be amenable to moving to the south. Use LinkedIn recruiter to identify potential prospective employees and invite to “Fayette County Presents...Fayette Con.

Based on wildly popular Comic Con, a celebration of geek culture, Fayette Con will give potential employees in target cities the chance to celebrate and learn about Fayette County. The "con" theme is a nod to the Marvel movies produced at Pinewood Atlanta Studio without using a superhero theme as a gimmick through the night. Various Fayette businesses/industries will have bar booths with specialty drinks (such as a golf cart gimlet) and hors d'oeuvres around the event space, and guests will be encouraged to walk around the room, mingle and try them all.

Just as big movie studios and TV networks have panels, exclusive reveals and key note speakers at Comic Con, each Fayette Con will have a Fayette County-themed presentation. This could be an interview with an interesting business leader (live or on video), a short video featuring what's unique about Fayette, or a business-card draw for a prize.



*TAG events also reach Fayette County's targeted talent audience and should be considered for sponsorship, for example the upcoming 2017 TAG Techie 10k*







## Execution Priorities and Timeline

The following details a month-by-month plan for executing the priority marketing tactics recommended for the first year of activity from May 1, 2017 through the end of April 2018. Although we'd love to see the entire program be front-loaded with all the assets and marketing tactics launched in the first quarter, we tried to be realistic about staffing bandwidth, so we've spread out initiatives throughout the year. We've also indicated which organization should be the lead on each major activity and tried to keep the timeline relatively simple by indicating the launch of major initiatives, many of which will be ongoing.

NOTE: Job 1 is finding and hiring a part-time marketing/talent attraction staff member, local marketing agency or sole practitioner whose job it will be to spearhead and drive the lion's share of these activities. We feel that without dedicating some resources to this position, great chunks of this marketing program will never get off the ground or will languish.

### May 2017

TACTIC	ACTIVITY	RESPONSIBILITY
Digital and Social Media	Apply new Fayette brand to all existing digital and social media platforms; include state of Georgia in all profiles.	Chamber + FCDA
	Create standalone Twitter, Facebook, LinkedIn and Instagram accounts for talent attraction.	Chamber
	Begin using recommended hashtags.	Chamber + FCDA
Co-Branding	Adopt new brand on stationery, etc; launch pro-active push to share logo and encourage co-branding	Chamber + FCDA
Brand Culture	Produce branded merchandise to help launch brand	Chamber + FCDA
Big Brand Execution Ideas	Confirm date for Fayette Con and sponsorship details for TAG Techie 10K in 2017  Learn dates and sponsorship opportunities for Pinewood Forrest's storytelling festival	Chamber
All	Establish baseline metrics and begin developing dashboards to track KPIs	Chamber + FCDA

## June 2017

TACTIC	ACTIVITY	RESPONSIBILITY
<b>Digital and Social Media</b>	Ramp up FCDA social media to post more content related to business attraction – both timely and evergreen content.	FCDA
	Refresh FCDA website home page with new branding, key messages, contact information and social media functionality.	FCDA
<b>SSC Outreach</b>	Consider attending Consultant Connect Summit in NYC July 13-14 (Check on this immediately.)	FCDA

## July 2017

TACTIC	ACTIVITY	RESPONSIBILITY
<b>Media Relations</b>	Build out media relations/story lines more fully; begin local, regional and national media outreach; continue throughout year.	Outsource
<b>Digital and Social Media</b>	Ramp up FCDA social media to post more content related to business attraction – both timely and evergreen content.	FCDA
	Refresh FCDA website home page with new branding, key messages, contact information and social media functionality.	FCDA
	Amplify LinkedIn Company Page for external audiences; continue posting at least once a month through year.	FCDA

## August 2017

TACTIC	ACTIVITY	RESPONSIBILITY
<b>Media Relations</b>	Meet with communications teams for Metro Atlanta Chamber and Georgia Department of Economic Development to brief on Fayette County's top stories (as well as to explore partnership opportunities)	Chamber + FCDA
<b>Collateral</b>	Begin development of new business attraction brochure aligned with new brand and key messages; allow 2 months for completion	FCDA

## September 2017

TACTIC	ACTIVITY	RESPONSIBILITY
Digital and Social Media	Develop and issue an RFP for a new talent website	Chamber
	Launch an Instagram page for talent attraction	Chamber
SSC Outreach	Know when registration for Site Selection Guild's Annual Conference opens and register immediately	FCDA
	Meet with Georgia Chamber to insure Fayette prospects and existing industry are part of the Georgia Red Carpet Tour and/or Quail Hunt for 2018.	FCDA

## October 2017

TACTIC	ACTIVITY	RESPONSIBILITY
SSC Outreach	Launch face-to-face meetings with site selection consultants, including meeting with McCallum Sweeney while in Greenville	FCDA
TAG Techie 10K	Sponsor TAG Techie 10K on October 7	Chamber

## November 2017

TACTIC	ACTIVITY	RESPONSIBILITY
SSC Outreach	Launch new e-newsletter aimed at site selection consultants	FCDA
Digital and Social Media	Select agency to develop talent attraction website; begin work on 4-month project	Chamber

## December 2017

TACTIC	ACTIVITY	RESPONSIBILITY
All	Develop year-end metrics report/dashboard to report on KPIs/successes	Chamber + FCDA

## January 2018

TACTIC	ACTIVITY	RESPONSIBILITY
Digital and Social Media	Launch new e-newsletter aimed at existing and new residents.	Chamber

## February 2018

TACTIC	ACTIVITY	RESPONSIBILITY
Advertising	Launch Google AdWords campaign to drive traffic to enhanced FCDA website and new talent attraction website; continue throughout year.	Chamber + FCDA
	Launch "Featured Communities" campaign on ChooseATL.com	Chamber
Video	Issue RFP for talent attraction video	Chamber
SSC Outreach	Launch new e-newsletter aimed at site selection consultants.	FCDA



## February 2018

TACTIC	ACTIVITY	RESPONSIBILITY
Advertising	Launch Google AdWords campaign to drive traffic to enhanced FCDA website and new talent attraction website; continue throughout year.	Chamber + FCDA
	Launch “Featured Communities” campaign on ChooseATL.com	Chamber
Video	Issue RFP for talent attraction video	Chamber
SSC Outreach	Launch new e-newsletter aimed at site selection consultants.	FCDA

## March 2018

TACTIC	ACTIVITY	RESPONSIBILITY
Digital and Social Media	Launch new talent attraction website	Chamber
Trade Shows And Events	Attend Go Global Reception hosted by the Georgia Department of Economic Development, assuming they have it again.	FCDA

## April 2018

TACTIC	ACTIVITY	RESPONSIBILITY
All	Evaluate effectiveness of Year 1 marketing program; make adjustments accordingly.	Chamber + FCDA

## YEAR 2

TACTIC	ACTIVITY	RESPONSIBILITY
<b>Q2 2018</b>		
<b>Media Relations</b>	Continue media outreach throughout year	Outsource
<b>Digital/Social Media</b>	Continue regular posting on all social media channels	Chamber + FCDA
<b>Video/E-Newsletter</b>	Continue with quarterly talent attraction newsletter	Chamber
	Launch talent attraction video with PR, social and advertising push behind it	Chamber
<b>Trade Shows and Events</b>	Determine schedule for year, including possibility to participate in SelectUSA in June and SUES Japan in October.	FCDA
<b>Advertising</b>	Adjust and continue Google AdWords and Bing	Chamber
	Test hyper-targeted LinkedIn advertising campaign	FCDA
	Create “all-purpose” print ad with key messages	FCDA
<b>SSC Outreach</b>	Launch new e-newsletter/postcards aimed at site selection consultants.	FCDA
	Attend Site Selectors Guild Annual Conference	FCDA
<b>Brand Culture</b>	Launch “What’s Your Story” initiative, either in conjunction with NPR or at local libraries/events.	Chamber
<b>Big Ideas Executions</b>	Select and start planning for one Big Idea	FCDA
<b>Q3 2018</b>		
<b>Collateral</b>	Begin development of new business attraction brochure aligned with new brand and key messages; allow 2 months for completion	FCDA
<b>Advertising</b>	Explore and build out branded content in Atlanta Business Journal and Atlanta Journal-Constitution.	Chamber + FCDA
<b>Q4 2018</b>		
<b>SSC Outreach</b>	Host SSC Familiarization Tour	FCDA

### YEAR 3

TACTIC	ACTIVITY	RESPONSIBILITY
<b>Q1 2019</b>		
<b>Media Relations</b>	Continue media outreach throughout year	Outsourced
<b>Digital/Social Media</b>	Continue regular posting on all social media channels	Chamber + FCDA
<b>Video/E-Newsletter</b>	Continue with quarterly talent attraction newsletter	Chamber
<b>Trade Shows and Events</b>	Plan and register for trade shows and events for year	FCDA
<b>Advertising</b>	Adjust and continue Google AdWords and Bing	Chamber
	Test hyper-targeted LinkedIn advertising campaign	FCDA
<b>SSC Outreach</b>	Attend Site Selectors Guild Annual Conference	FCDA
	Host site selection consultants' familiarization tour	FCDA
<b>Big Idea Executions</b>	Launch second big idea execution or repeat successful event from Year 2	Chamber + FCDA
<b>Q2 2019</b>		
<b>Advertising</b>	Explore and build out branded content in Atlanta Business Journal and Atlanta Journal-Constitution	Chamber + FCDA
<b>Media Relations</b>	Host press familiarization tour	Chamber + FCDA



# FAYETTE COUNTY, GA - MARKETING PLAN BUDGET ALLOCATION FOR 2017-2018

Note: These are ballpark estimates to give rough idea of allocation priorities.

MARKETING TACTIC	ADEQUATE BUDGET			AMPLE BUDGET			NOTES
	FCoC	FCDA	Total	FCoC	FCDA	Total	
Media Relations							
Proactive Media Pitching			\$0	\$18,000	\$18,000	\$36,000	Publicist fees
Digital/Social							
FCDA Website Upgrades			\$0			\$0	Done in-house
Talent Attraction Website	\$25,000		\$25,000	\$40,000		\$40,000	Outsourced
Social Media			\$0			\$0	Done in-house
Collateral/E-Newsletters/Video							
Business Brochure		\$7,500	\$7,500	0	\$7,500	\$7,500	Writing and design
Talent Attraction Video	\$10,000		\$10,000	\$25,000		\$25,000	Concept, video, editing
Talent Attraction E-Newsletter	\$750		\$750	\$750		\$750	Template design
Trade Shows/Conferences/Events							
Trade Show/Event Participation/Fees		\$2,500	\$2,500		\$8,500	\$8,500	Registration, travel costs
Advertising							
Digital Advertising	\$3,000	\$3,000	\$6,000	\$6,000	\$6,000	\$12,000	Google AdWords + Bing
LinkedIn Advertising		\$3,600	\$3,600		\$3,600	\$3,600	Ad buys
Branded Content			\$0	\$11,000		\$11,000	Select buys
Site Selection Consultant Outreach							
Conference Attendance		\$3,500	\$3,500		\$6,000	\$6,000	Registration, travel for 1 conf.
Face-to-Face Meetings		\$1,500	\$1,500		\$3,000	\$3,000	Travel, lunches, etc.
E-Newsletter/Postcard		\$4,150	\$4,150		\$4,150	\$4,150	Design + database + printing
Creating a Brand Culture							
Branded Merchandise	\$5,000	\$5,000	\$10,000	\$7,500	\$7,500	\$15,000	Select 1-2 items
Create Your Story Initiative			\$0		\$7,500	\$7,500	Booth, photojournalist fees
Big Brand Execution Ideas							
FayetteCon	\$5,000		\$5,000	\$5,000		\$5,000	Travel, branding (1-2 markets)
TAG Sponsorship	\$1,000		\$1,000	\$1,000		\$1,000	
Choose ATL Sponsorship							
ChooseATL Website "Stories" Writer			\$0	\$2,500		\$2,500	Fees for 2 articles
Video Content for Choose ATL			\$0	\$5,000		\$5,000	Edits from longer video
Chose ATL "Featured Communities"			\$0	\$10,000		\$10,000	Estimate for 5
TOTAL	\$49,750	\$30,750	\$79,500	\$120,750	\$64,250	\$185,000	

# FAYETTE COUNTY, GA - MARKETING PLAN BUDGET ALLOCATION FOR YEARS 2 AND 3

Note: These are ballpark estimates to give rough idea of allocation priorities.

MARKETING TACTIC	YEAR 2			YEAR 3			NOTES
	FCoC	FCDA	Total	FCoC	FCDA	Total	
Media Relations							
Proactive Media Pitching	\$12,000	\$12,000	\$24,000	\$12,000	\$12,000	\$24,000	Publicist fees
Digital/Social							
FCDA Website Maintenance							Done in-house
Talent Attraction Website	\$5,000		\$5,000				Fresh content, maintenance
Social Media							Done in-house
Collateral/E-Newsletters/Video							
Business Brochure							Assumes no updates
Talent Attraction Video	\$2,500		\$2,500	\$2,500		\$2,500	New success stories for website
Talent Attraction E-Newsletter							Continue in-house
Trade Shows/Conferences/Events							
Trade Show/Event Participation/Fees		\$5,000	\$5,000		\$5,000	\$5,000	Registration, travel costs
Special Event Participation/Fees		\$3,500	\$3,500		\$3,500	\$3,500	Fees and travel costs
Advertising							
Digital Advertising	\$6,000	\$6,000	\$12,000	\$12,000	\$12,000	\$24,000	Google AdWords + Bing
LinkedIn Advertising		\$3,600	\$3,600		\$3,600	\$3,600	Ad buys
Branded Content	\$5,000	\$5,000	\$10,000	\$5,000	\$5,000	\$10,000	Select buys
Site Selection Consultant Outreach							
Conference Attendance		\$3,500	\$3,500		\$3,500	\$3,500	Registration, travel for 1 conf.
Face-to-Face Meetings		\$1,500	\$1,500		\$3,000	\$3,000	Travel, lunches, etc.
Familiarization Tour		\$7,500	\$7,500			\$0	Hosting 4-5 consultants
E-Newsletter			\$0			\$0	Ongoing in-house
Creating a Brand Culture							
Branded Merchandise	\$1,250	\$1,250	\$2,500	\$1,250	\$1,250	\$2,500	Additional items
What's Your Story Initiative	\$2,500		\$2,500	\$2,500		\$2,500	Ongoing content
Big Brand Execution Ideas							
Sponsorship of 1 Big Event (Music, Food, etc.)	\$7,500		\$7,500	\$15,000		\$15,000	Capitalize on existing big event
Press Familiarization Trip				\$7,500		\$7,500	Hosting 4-5 journalists
Choose ATL Sponsorship							
Choose ATL Website "Stories" Writer	\$2,500		\$2,500	\$2,500		\$2,500	Fees for 2 articles
Video Content for Choose ATL	\$2,500		\$2,500	\$2,500		\$2,500	New video cuts
Choose ATL "Featured Communities"	\$5,000		\$5,000	\$10,000		\$10,000	Estimate for 5
TOTAL	\$41,750	\$48,850	\$90,600	\$57,750	\$48,850	\$106,600	



## KEY PERFORMANCE INDICATORS

As we have highlighted throughout this strategy, this program was developed to drive results and support Fayette County's goal of creating and retaining good paying jobs and attracting talent to fuel economic prosperity.

It is important to track ongoing progress, and DCI recommends that your marketing team track and measure the following metrics to ensure the program is moving forward in the right direction.

- **Conversations/Inquiries:** We recommend that FCDA track engagement with individuals demonstrating preliminary interest in Fayette County
- **Website and Social Media Engagement:** See detailed tracking information below.
- **Perceptions:** After two years of executing the marketing strategy, we recommend distributing the same perception surveys that we conducted at the onset of this project, to compare perceptions and see how you have moved the needle. DCI or another contractor could conduct these surveys.
- **Media Relations:** If you initiate a media relations program, track the number of editorial placements or byline articles; audience reach; key messages communicated and advertising equivalency.
- In addition, there are metrics where marketing will play a role, but should be considered secondary metrics to the marketing mix, since they are primarily used for measuring the success of business development programs.
- **Trade Shows:** Number of shows attended; quantity/quality of connections generated
- **Missions to Target Markets:** Number of missions held; quantity/quality of connections generated site visits: corporate executives/consultants visiting your community; leads that resulted
- **Qualified Leads:** Potential investors whose interest has been vetted. DCI recommends that FCDA work with your CRM to devise a reporting template, if you don't already have one, so that you can easily track leads and review metrics monthly





## YOUR DIGITAL PERFORMANCE AND WHAT TO TRACK

We recommend reporting on the following digital mediums only for the organizations and activities that represent Fayette County externally (Fayette County Development Authority and the new talent attraction website and social media accounts):

**Website:** For website reporting, we recommend using Google Analytics, as it's free and tracks important stats that showcase how your site is doing. Below is a list of items and definitions DCI recommends tracking and recording monthly:

### Traffic :

- **Users:** A user is a unique visitor coming to your website. On economic development websites, DCI has seen monthly users range from 900–15,000, but because you are only representing a county, we recommend aiming for 5,000 users per month.
- **Percent of New Sessions:** Percent of new sessions is the percent of total users who came to the website for the first time. It's nice to keep fresh eyes on your content because that means you're expanding your reach. We recommend that this percentage stays within 60 – 70 percent.
- **Locations:** Tracking locations is a great way to get a general sense of which locations are visiting your site the most, and which locations are "most engaged" and "least engaged." DCI recommends looking at traffic coming from several different angles, including in state, nationally and internationally. This data can tell you if you need to adjust your content to tailor to different key audiences.
- **Devices:** We recommend considering how users are interacting with different platforms—including desktop, mobile and tablet traffic—to gauge any significant concerns (i.e. engagement may be higher on a desktop than mobile) and then addressing them.
- **Sources/Mediums:** Sources and mediums are indicators on where your traffic is coming from, whether it's organic, direct, referral sites, social media, e-newsletters or PPC campaigns. It will be important to track the percentage of sessions from each source, and analyze within each to understand which mediums are working best (i.e. more traffic may be coming from Twitter than Facebook, and some referral sites may be driving more traffic to your site than others).
- **Top-Performing Content (Pages and Blogs):** Tracking your top-performing content will give you a sense as to what content is really resonating with your visitors, and your team will have a good sense as to which pages to focus on as you look to improve your site. We recommend tracking the number of users and engagement on the top 10 web pages and all blog posts.

## Engagement :

- **Pages per Session:** Tracking this gives you an understanding of the average number of pages viewed during a session on your website. More pages per session means that users are more engaged and exploring more of your site. We recommend striving for at least three pages per session.
- **Average Session Duration:** This is calculated by taking the total duration of all sessions (in seconds), divided by the number of sessions, and gives a good indication engagement on content. We recommend striving for three minutes on each page on average.
- **Bounce Rate:** A bounce rate is the percentage of visits in which the visitor only views one page of your website before leaving. This information helps analyze the quality of user visits—a high bounce rate often indicates that your pages are not relevant to what your visitors are looking for. DCI recommends keeping the bounce rate between 40-45 percent.

The Netherlands Foreign Investment Agency uses a dashboard like the one below to help visualize key metrics.





## Conversions:

**Events:** Setting up “Event Tracking” will be crucial in understanding how people are interacting with your website and how it’s bringing in leads. With event tracking, you are able to track email clicks, PDF report downloads, external clicks, video clicks, phone number clicks, e-newsletter sign-ups and more. We recommend setting this up in Google Analytics once the site is launched.

**Social Media:** Most social platforms have analytics and insights tied to their backend, including Facebook Insights, Twitter Analytics, and LinkedIn Analytics.

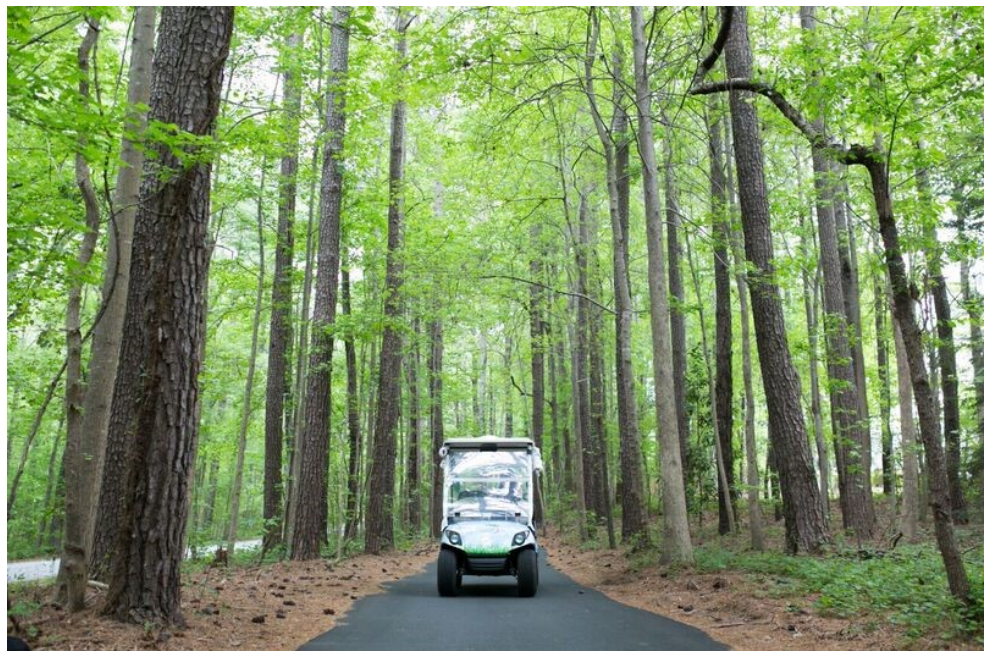
Below is a list of metrics to track on each social profile using data from each backend.

- **Followers:** Going forward, it will be important to track how many followers you’re gaining per month. Once tracked on a regular basis, you’ll be able to see trends (i.e. why one month (or particular date) had a spike in growth compared to others). Always strive for month-to-month growth.
- **Engagement:** As the FCDA’s and new talent attraction account social audiences grow, we suggest ensuring that your messages are getting across and that your audience is listening and engaged. DCI suggests keeping track of engagement on all posts sent out to help better measure what content is resonating and what is not. If followers are becoming more engaged, you’ll see these metrics go up over time. Below are key metrics tied to engagement to keep track of:
  - Number of clicks per post
  - Comments per post
  - Likes per post
  - Retweets (only on Twitter)
  - Replies
  - Shares per post
  - Most engaging posts



**Digital Advertising:** DCI recommends reporting on the following digital advertising metrics to ensure successful campaigns:

- **Click-Through-Rate (CTR):** The click-through-rate is the best measure into how the effectiveness of your PPC campaign. This metric is a ratio showing how often people see your ad and end up clicking on it. It would be wise to track this metric on your campaign, ads and keywords to get a sense of what is working well. We recommend CTRs fall in a range between 0.5 percent and 1.5 percent.
- **Clicks:** A click is counted when someone clicks on the blue headline of the ad. This metric can help you understand how well your ad is appealing to people who see it. This number varies from budget to budget.
- **Cost-per-Click (CPC):** Cost-per-Click is the amount you earn each time a user clicks on your ad. This cost is determined by you, and will give you a sense of which keywords are most profitable.
- **Average Ad Position:** Ad position can have a big impact on the results of your campaign. This metric refers to the position on Google in which your ads appear in relation to other ads on the page. For positioning, we recommended placing on the first and second pages of Google.
- **Cost:** Cost will give you a good gauge of how your budget is being spent.
- **Web Activity and Conversions:** This may be the most important data to track and will help you see how and if ad clicks are turning into leads. This activity will be available in Google Analytics “event tracking” when you link your AdWords account.



# ACKNOWLEDGEMENTS

Development Counsellors International would like to express our sincere gratitude for the opportunity to prepare this brand strategy for Fayette County, GA and to acknowledge the insight and support we received from you, your key stakeholders and your citizens in developing it.

During our work, we interacted with more than 50 individuals who have shaped this plan in a variety of meaningful ways. We appreciate the time that each of them took to share with us their insights.

Very special thanks go to Carlotta Ungaro and her team at the Fayette Chamber of Commerce, who provided incredible leadership, guidance and input through the entire process, ensuring that the brand and plan reflects a collaborative process and a clear vision for the future of Fayette. We would also like to thank the following members of Fayette Visioning Branding Task Force or their support and critical input during the process:

Abby Bradley	Pinewood Atlanta Studios
Anastasia Bartolucci*	Panasonic Automotive Systems of America
Debbie Britt*	Piedmont Fayette Hospital, Fayette Chamber of Commerce 2016 Chair
Steve Brown	Fayette Visioning Place Committee, Fayette County Commission
Heather Cap	Local Artist
Lisa Collins	Fayette County Board of Education
Tanya Dunne	Marketing consultant, former Metro Atlanta Chamber's ChooseATL team
Jay Garner	Site selection and economic development consultant
Kate Hawkins	Saville Studios, Fayette County Arts Commission
Derrick Jackson	Fayette Visioning Economy Committee, GA House Representative, District 64
Ty Jackson	Metro Atlanta Chamber of Commerce ChooseATL campaign
Jennifer Johnson	Peachtree City CVB
Larris Marks	Fayette Visioning 2015-2016 Chair
Kristin Melton*	FutureStaff
Tami Morris	West Georgia College, Southern Conservation Trust
Paige Muh	Fayette Chamber of Commerce Communications Director
Rob Parker*	Pinewood Forrest
Monte Raynor*	Big Frog Custom T-Shirts of Fayetteville
Vicki Turner*	Main Street Fayetteville and Fayette County Arts Commission
Carlotta Ungaro	Fayette Chamber of Commerce, Fayette Visioning
Mary Watts	Harry Norman Realtors, Fayette County Board of Realtors
Mike Williams	Media and Missions Director, Southside Church
Joan Young*	FCDA

\*These dedicated individuals also served on the Fayette Visioning Branding Task Force, especially working on the brand mark.

Again, thank you for this incredible opportunity. We are truly excited to see how Fayette County will create its story.

Sincerely yours,



Dariel Y. Curren  
Senior Vice President



Rebecca Gehman  
Account Manager

# APPENDIX A – IMMERSION TOUR SCHEDULE

## Thursday, October 13

- 8:20 a.m. Fayette Chamber Board – Chamber office
- 9 a.m. Branding Task Force Greeting Committee  
*Lisa Collins, Career and Technical Education - Fayette County Schools; Debbie Britt, Executive Director Community and Public Relations- Piedmont Fayette; Jay Garner, President - Garner Economics; Steve Brown- Fayette County Commission*
- 10 a.m. K12 Education – FCBoE office  
*Sam Sweat, retired deputy superintendent - Fayette County Schools; Board member Dan Caldwell and former superintendent*
- 10:45 a.m. County officials – Fayette County office  
*Vice-chair Randy Ognio*
- 11:30 a.m. Media – Fayette Citizen office  
*Cal and Joyce Beverly, owners*
- 12:30 p.m. Arts – City Cafe  
*Kate Hawkins, Donna Rosser, Jeff Mellin, Donna Thompson, Tina Brown*  
*All members of the Fayette County Arts Committee*
- 1:45 p.m. Economic Development – FCDA office  
*Staff - Joan Young, Emily Poole Chairman Darryl Hicks*
- 2:45 p.m. Woolsey – City Hall  
*Council member Jack Gilson, Peter Walker, Philip Schell*
- 3:45 p.m. Brooks – Brooks City Hall  
*Mayor Dan Langford, City Manager Ellen Walls, Citizen Jennifer Burr, students/citizens Christian Burr and Mariah Israel*
- 4:30 p.m. Scenic ride on 85 connector to 85 N to Harp to Redwine to Ebenezer Church, stopping at Camp Southern Ground, to Ebenezer to Robinson to MacIntosh Trail to CVB
- 5:15 p.m. Tourism/golf cart ride  
*Jennifer Johnson, Executive Director – PTC CVB; Nancy Price, executive Director – The Frederick Brown Jr. Amphitheatre*
- 6:30 p.m. State and regional economic development leaders living in Fayette – Due South  
*Chris Clark, CEO - Georgia Chamber of Commerce, former CEO of FCDA*  
*Brian Cardoza - Rooker Real Estate Development, former CEO of FCDA*  
*Bob McCord – Atlanta Regional Commission*
- 7:30 p.m. Branding Task Force dinner – Due South  
*Paige Muh, Derrick Jackson, Larris Marks, Jennifer Johnson, Abby Bradley, Mike Williams, Lisa Collins. Debbie Britt*



## APPENDIX A – IMMERSION TOUR SCHEDULE

### Friday, October 14

- 7 a.m.            Fayette Industry Council – TDK  
*Barbara Knight, EnviroPouch; Elizabeth Sparks, Eaton; Jutta Harms, MOBA; Ken Takekawa and Steve Blankenship, TDK*
- 8 a.m.            Peachtree City – PTC City Hall  
*City Manager Jon Rorie*  
*Council member Phil Prebor*
- 8:45 a.m.        Drive by MacIntosh High
- 9 a.m.            Piedmont Fayette – Piedmont Fayette  
*Holly Sawyer, H.R. director, Debbie Britt and others*
- 10 a.m.          Fayette Visioning – Fayette Chamber  
*Larris Marks – Chair, retired from civilian career in U.S. Army*  
*U.S. Army Col. (ret.) Bob Ross - original co-chair*  
*Ogechi Oparah – treasurer –editor Fayette Lifestyles*  
*Kim Schnoes – Education Chair, Peachtree Planning*
- 11 a.m.          County officials – Fayette Chamber  
*Chairman Oddo, Commissioner Rousseau*
- 12:00 p.m.      Pinewood Atlanta Studios, Pinewood Forrest – Production Centre  
*Brian Cooper, Manager - Pinewood Atlanta Studios; Rob Parker, Director - Pinewood Forrest;*  
*Bill Lynch, developer/real estate for Pinewood Forrest -Pace-Lynch; Jason Pace and Jim Pace of Pace Lynch; Gen. (retired) Rock Donahue, Executive Director, Georgia Military College*
- 1:15 p.m.        The Ridge – Southern Conservation Land Trust  
*Katie Pace, Executive Director; board members Tami Morris, Jim Qualls; Fayette Vision Place Committee chair Vickie Butler*
- 2:15 p.m.        Tyrone – Kakao Cafe  
*Mayor Eric Dial*
- 3:30 p.m.        Fayetteville – Fayetteville City Hall  
*Mayor Ed Johnson, City Manager Ray Gibson, Danny England, architect - Rutledge Alcock Architects; Fayetteville Millennials: Lauren Panter, Scott Gallager, Wyatt Martin*
- 4:30 p.m.        Depart for airport